



TO: Interested Parties
FR: Moore Information and EMC Research
DT: November 28, 2007
RE: Summary of Telephone Research

Key Findings

Voters are more pessimistic than they were earlier this year. By a 42% to 40% margin voters say things in the region have gotten “pretty seriously off on the wrong track.” This represents a net downturn of 5 points since April 2007.

Traffic and transportation issues continue to be the top concern of voters in the Puget Sound region. 56% of survey participants say transportation is the region’s most important problem.

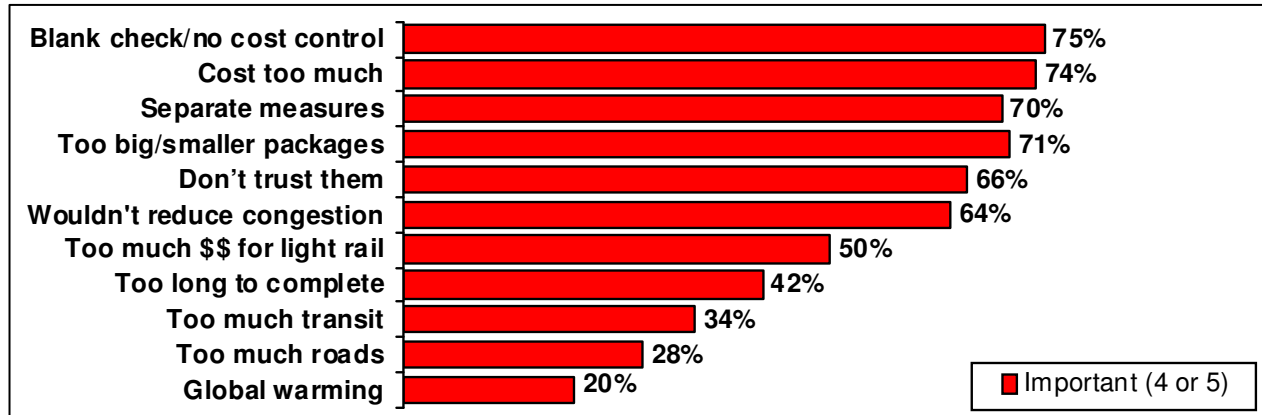
“No” voters indicate that they rejected Proposition One because they saw the measure as a whole as too big and too costly. In-depth probing indicates concern about the complexity of the measure. When respondents were read a list of possible reasons for opposition, cost and complexity surfaced as leading concerns. The top four reasons selected for opposing the measure were:

1. This measure was a blank check without a way to control costs (75% important)
2. It cost too much (74% important)
3. It should have been separate measures, one for roads and one for transit (70%)
4. The package was too big & should have been separated into smaller packages (71%)

Few voters understood the per-household and/or overall costs of the package. A strong majority of voters didn’t know what the overall cost of Proposition One was or what it would cost them personally.

The data suggests that this vote was not a referendum on the individual roads and transit components within the package. Very few voters cited individual projects or services as the reason for opposition.

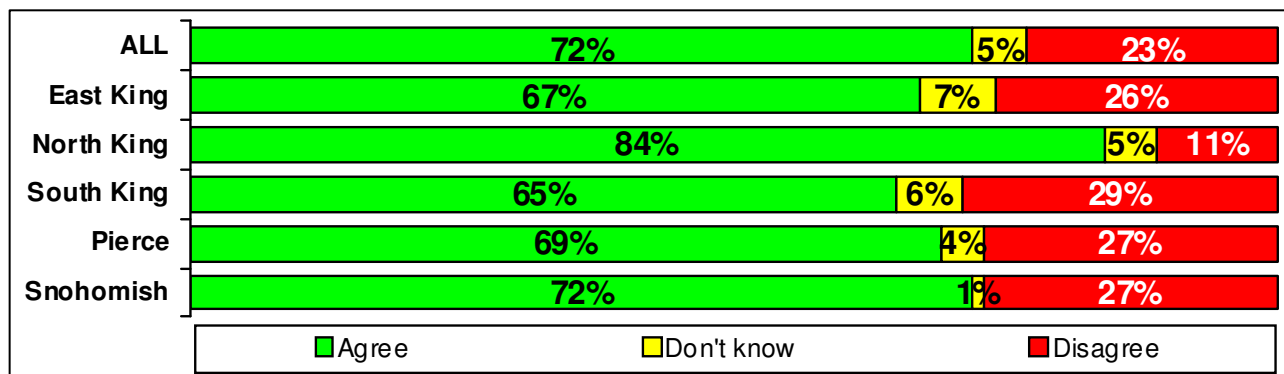
Reasons for Opposing Proposition One



In the wake of Proposition One's defeat, Sound Transit and Light Rail both remain popular, providing further evidence that the election was not about the elements of the package. There has been no deterioration in Sound Transit's overall favorable rating (64% Favorable / 24% Unfavorable) since April -- a strong majority of voters (59% or more) in all 5 subareas continue to view Sound Transit favorably. However, when asked questions focusing directly on how Sound Transit is doing overall and with managing tax dollars responsibly, the results suggest the agency still has work to do in rebuilding public confidence, and informing voters about services Sound Transit has delivered to date.

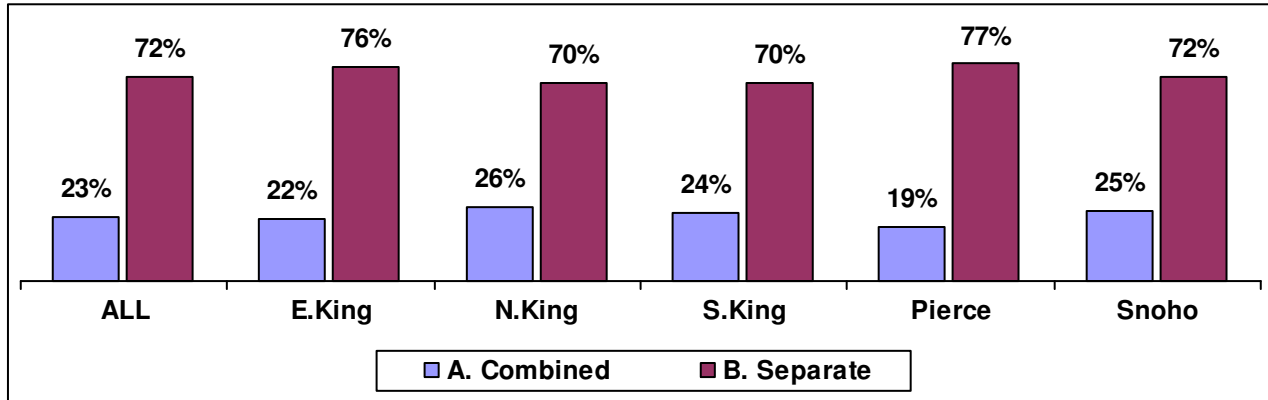
A strong majority of voters in all subareas also continue to support light rail. Two-thirds or more (65%+) agree that "expanding light rail is a good investment for this region."

Expanding Light Rail is a Good Investment for the Region



Moving forward, voters indicate a strong preference that future transportation measures should separate roads & transit and address fewer projects in each package. By a 72% to 23% margin, voters say they prefer separate roads & transit measures.

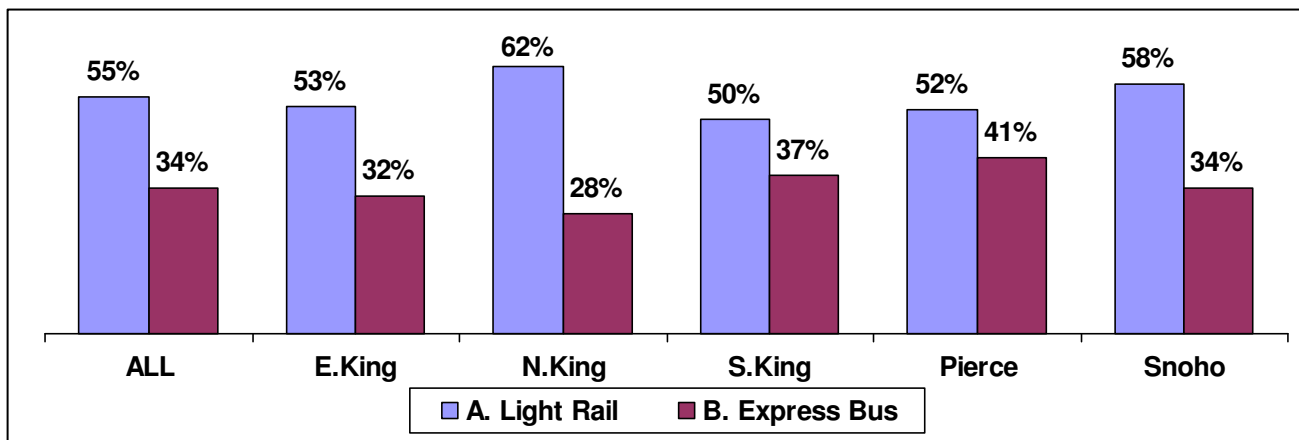
Combined Roads/Transit vs. Separate



By a 60% to 35% margin, voters say they would prefer a series of smaller individual ballot measures that focus on funding and approving 1 or 2 projects at a time, rather than a single comprehensive package.

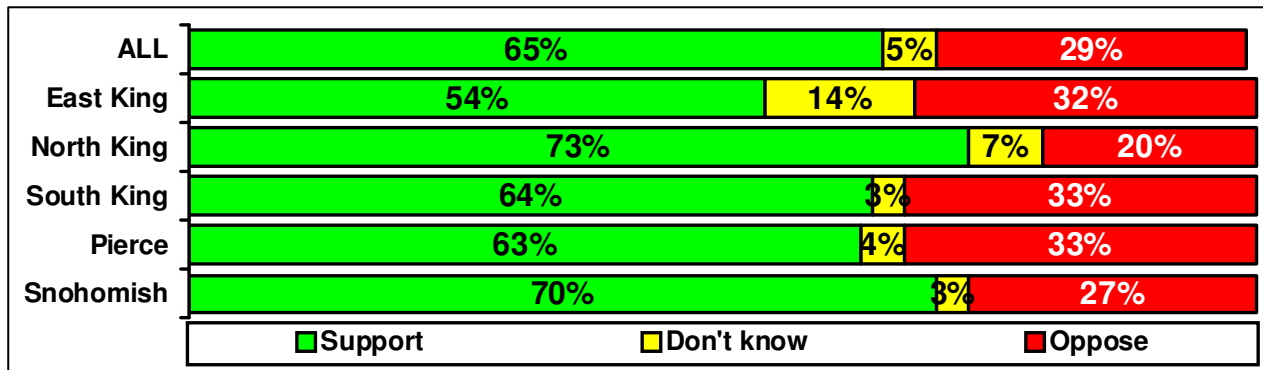
In terms of future transit expansion, light rail continues to have strong support and is preferred over express bus service. Light rail is preferred over Bus Rapid Transit by a significant margin overall (55% to 34%) and in all 5 subareas. There is strong support for bus service in general; given the choice however, voters do not want to rely solely on buses as the transit option of choice for the region.

Transit Mode Preferences



Moving forward, there is strong support for elements that were part of the Sound Transit 2 Plan. The concern that is reflected about the overall size of Proposition 1 suggests the need to review the size and financial parameters of any future package. However, the survey reflects strong majority support (65% Support) for a package that adds 50 miles of light rail – with complementary express bus service – at a cost of \$10 billion. Support ranges from a low of 54% in East King to a high of 73% in North King. (This question did not test support for a hypothetical ballot measure and did not address the funding mechanism, but instead tested the general level of support for a package with these elements.)

Support for \$10B/50 mile Light Rail Package



The survey reflected varying levels of conceptual support for different potential sources of transportation funding (including sources that would require changes in state and/or local laws). In general, support is higher for those sources that are more closely tied to what the funds will be spent on, with the motor vehicle excise tax, or car tab tax, supported by 51% of respondents. Other potential sources generated lower levels of support, including tolls on major travel corridors (49%), congestion pricing (40%), a mileage tax based on the number of miles driven each year (33%), sales tax (23%) and property tax (22%).

In particular, the survey reflected divided views on a hypothetical congestion pricing scenario. 45% of respondents opposed and 49% of respondents supported the scenario, which was described as a system in which road users pay tolls that vary depending on time of day, how heavy traffic is, and distance traveled, with a cost of one dollar to up to six dollars per trip. The benefits were described as keeping traffic flowing for buses and those who pay the tolls and the generating funding for transit and road improvements.

METHODOLOGY

Written and Conducted by Moore Information and EMC Research: November 11-15, 2007
 N = 1,013 registered voters in the RTA District, ±3.1 point margin of error
 Results reflect the voter population distribution of the RTA District and can be projected to the entire voting population of the District.