



Metro

# Los Angeles County Transportation Long Range Plan Issues Survey

*Survey Conducted:  
March 17-29, 2015*

220-4101

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

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# Key Findings

- **Support for both measures is initially strong** and the intensity of support – those saying definitely yes – increases for both measures after education.
- **Self-reported likely November 2016 voters are less supportive of the measures and many of their individual features than all County residents.** However, support among self-reported **likely** November 2016 voters appears relatively strong.
- **The Augmentation/Extension Measure is susceptible to a simple explanation of what the measure actually does,** after which support drops to below two-thirds.

# Key Findings Continued

- To be successful, a measure must include funds for a package of **local roads, freeways and public transportation improvements**.
- Specifically: **freeway improvements; traffic congestion relief; keeping fares low for seniors, the disabled and students; earthquake retrofitting bridges and tunnels; and pothole repairs and local street paving top the list of many important features.**
- **Selecting voter-preferred individual regional projects can make a difference in passing the measure.**

# Key Findings Continued

- Concern about the **growing population of drivers** and the **desire for traffic congestion relief** are **top reasons** why all residents and self-reported definite voters would be more inclined **to vote yes** on a measure.
- **Metro continues to have more favorable ratings** among all residents and self-reported likely November 2016 voters **than the Los Angeles County Metropolitan Transportation Authority.**

# Methodology

- Conducted a Random Digit Dial Survey by telephone (landlines and cell phones) between March 17<sup>th</sup> – March 29<sup>th</sup>, 2015
- Interviews with 1,414 Los Angeles County residents ages 18 years or older
- Survey was available in English and Spanish
- Some percentages may not sum to 100% due to rounding
  
- Margin of error for the full sample is +/- 2.6% and half the sample is +/-3.3%
- Margin of error for each Metro Planning Area is +/-6.9% and half sample is +/-9.8%

# Methodology Continued

- Margin of error for self-reported registered voters likely to vote in the November 2016 General Election (n=863) is +/-3.4% and half sample is +/-4.8%

Note: This sample of self-reported registered likely Nov 2016 voters is different from a typical voter population, which is based on actual registration information and voter history.

# METRO Planning Areas

Planning Area	Largest Cities in the Area	Sample Size	Actual % of County
Westside	City of Los Angeles, Santa Monica, West Hollywood, Culver City and Beverly Hills	200	13%
South Bay	City of Los Angeles, Torrance, Carson, Inglewood, Redondo Beach and unincorporated sections of Los Angeles County	201	14%
Central	City of Los Angeles	204	10%
San Gabriel Valley	Pasadena, Pomona, West Covina, Alhambra, Arcadia, Diamond Bar, El Monte, Glendora and unincorporated sections of Los Angeles County	201	19%
San Fernando Valley	Burbank, Calabasas, Glendale, La Canada/Flintridge, City of Los Angeles, San Fernando, Unincorporated	202	18%
North County	Lancaster, City of Los Angeles, Palmdale, Santa Clarita, Unincorporated	205	7%
Southeast	Long Beach, Downey, Lakewood, Norwalk, Compton, Cerritos, Bellflower, Pico Rivera, South Gate, Whittier and unincorporated sections of Los Angeles County	201	19%
<b>Total</b>		<b>1414</b>	<b>100%</b>



**Metro**

# **The Sales Tax Measures**



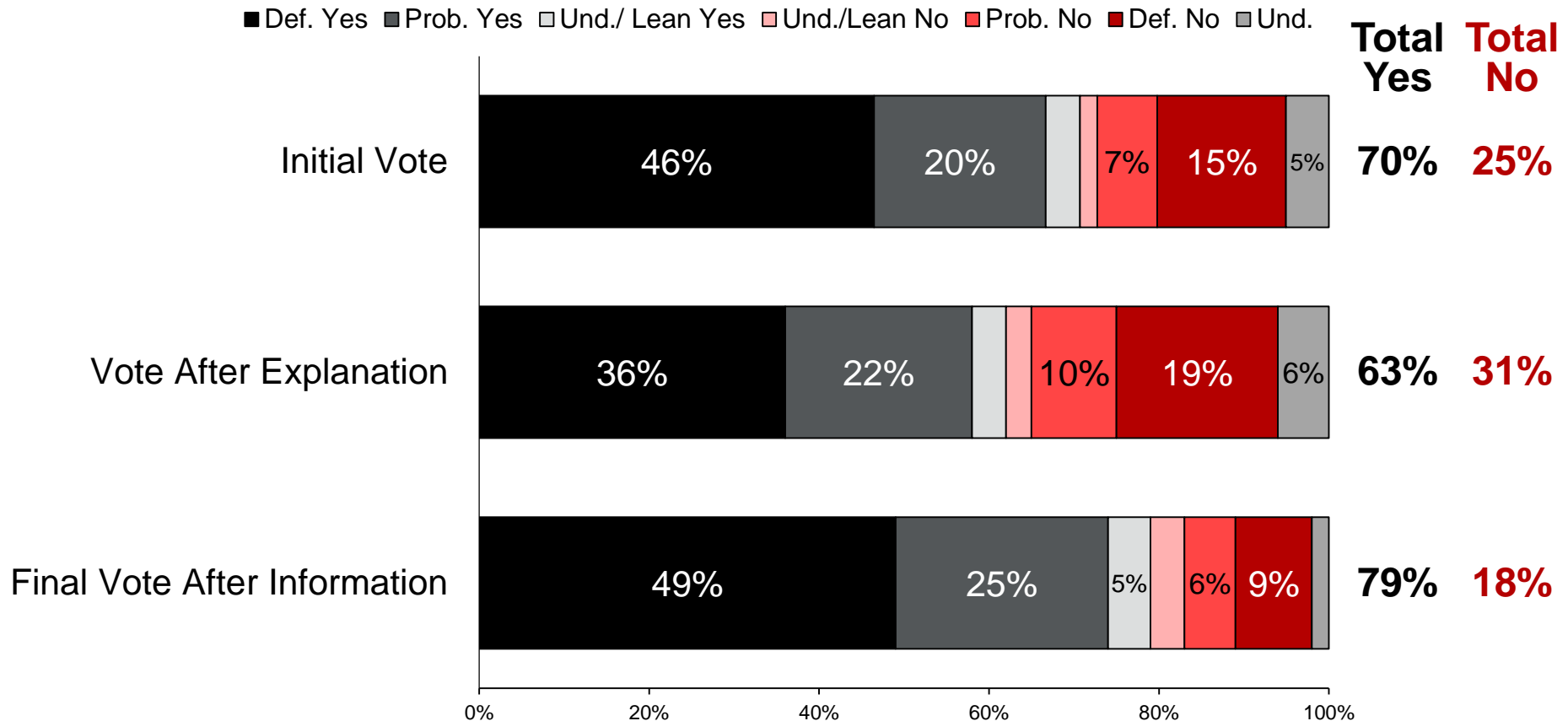
## **Ballot Summary for the 1/2-cent Sales Tax Augmentation/Extension Measure**

Shall voters authorize continuing to advance and improve the Los Angeles County transportation system, provide traffic congestion relief, and economic and job growth by: extending light rail, subway, neighborhood shuttles and bus systems in Los Angeles County; improving connections to jobs, schools and local airports; improving freeway and local street traffic flow and safety; repairing potholes; synchronizing local signals; and keeping seniors, disabled and student fares low; approval augments by one-half cent and extends the existing County sales tax, with independent financial audits, and citizen oversight; all funds controlled locally?

## **Brief Explanation of the Augmentation/Extension Measure**

In 2008, Los Angeles County voters approved a one-half cent traffic relief sales tax for 30 years. The measure I just described would make that sales tax permanent and increase the county transportation sales tax by one-half cent.

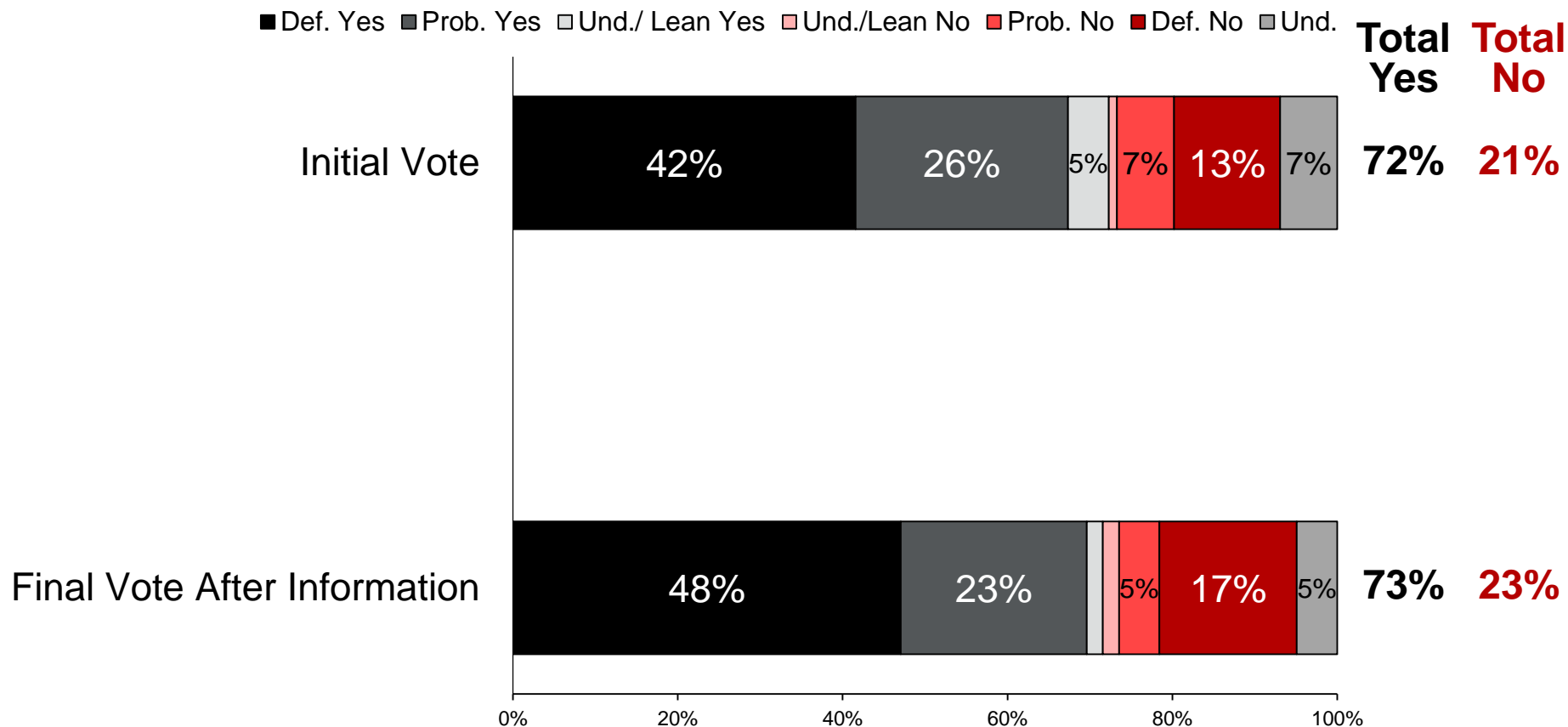
**Seventy percent of self-reported likely voters initially say they would vote yes on the augmentation/extension measure. While support drops to below the two-thirds threshold after receiving a brief explanation of the measure, support exceeds initial vote after more education.**



## **Ballot Summary for the 1/2-cent Sales Tax Increase Measure**

Shall voters authorize continuing to advance and improve the Los Angeles County transportation system, provide traffic congestion relief, and economic and job growth by: extending light rail, subway, neighborhood shuttles and bus systems in Los Angeles County; improving connections to jobs, schools and local airports; improving freeway and local street traffic flow and safety; repairing potholes; synchronizing local signals; and keeping seniors, disabled and student fares low; approval increases the County sales tax by one-half cent, with independent financial audits and citizen oversight; all funds controlled locally?

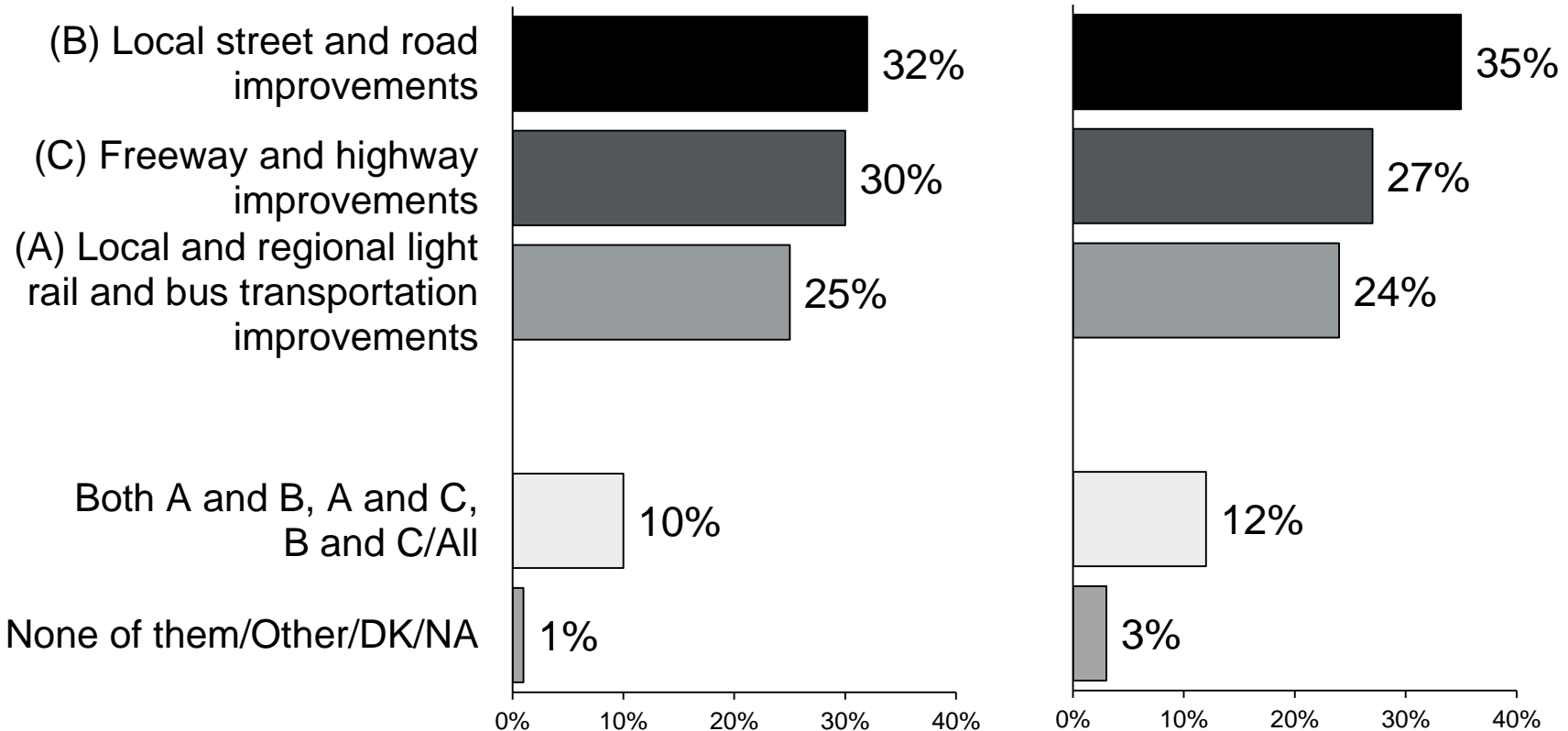
# Seventy-two percent of self-reported likely November 2016 voters initially support the 1/2-cent sales tax increase measure, and overall support remains stable after education, with “definitely yes” voters increasing by 6%.



# All three major areas of transportation investment are considered the top priority by between roughly one-quarter to one-third of respondents, respectively.

All Residents

Self-Reported Likely November 2016 Voters



# Potential Transportation Features by Metro Planning Area

(Ranked by All Residents % Very Important to be included in the measure - 6 or 7 rating)

Features	All Residents	Westside	South Bay	Central	SGV	SFV	North County	Southeast
Earthquake retrofitting bridges, tunnels and overpasses	81%	81%	81%	77%	83%	83%	75%	83%
Improving freeway traffic flow on the 5, 10, 14, 60, 101, 110, 138, 210, 405, 605 and the 710 freeways	80%	78%	78%	78%	83%	83%	70%	79%
Keeping seniors, disabled and student fares low	79%	70%	79%	78%	84%	80%	84%	81%
Preventing polluted toxic roadway runoff from entering storm drains and flowing into creeks, rivers and coastal waters and onto County beaches	79%	83%	82%	84%	77%	72%	80%	83%
Repairing potholes and repaving local streets	79%	78%	76%	86%	77%	76%	81%	83%
Improving freeway traffic flow	78%	80%	77%	80%	73%	75%	85%	82%
Continuing to advance and improve the Los Angeles County transportation system to provide traffic congestion relief	75%	77%	69%	81%	79%	66%	86%	76%

Q12 (All Residents/Planning Area). I want to return to the transportation sales tax measure we were discussing earlier. I am going to mention some features of the proposed Los Angeles County Measure. Regardless of your opinion of the measure, after I mention each one, please tell me how important it is to you that the feature be included as part of the measure. We will use a scale of one to seven, where one means NOT AT ALL IMPORTANT to you that the feature or provision is included in the measure and seven means it would be VERY IMPORTANT. ^Not part of Split Sample

# Continued

(Ranked by All Residents % Very Important to be included in the measure 6 or 7 rating)

Features	All Residents	Westside	South Bay	Central	SGV	SFV	North County	Southeast
Widening freeways to improve traffic flow	<b>75%</b>	62%	71%	83%	82%	75%	82%	73%
Improving connections to jobs, schools and local airports	<b>72%</b>	77%	72%	77%	71%	61%	63%	80%
Improving safety on buses and light rail lines, and at bus stops and rail stations	<b>70%</b>	73%	80%	79%	73%	49%	71%	72%
Improving van service for seniors, the disabled and veterans	<b>70%</b>	57%	64%	75%	73%	68%	75%	79%
Improving freeway safety	<b>70%</b>	53%	<b>82%</b>	73%	68%	63%	71%	79%
Adding and upgrading crosswalks and sidewalks to improve student and pedestrian safety	<b>70%</b>	64%	64%	78%	69%	68%	73%	74%
Synchronizing signals in every area of the County	<b>68%</b>	63%	68%	65%	65%	68%	63%	79%
Reducing diesel emissions from trucks and trains	<b>67%</b>	60%	66%	80%	72%	53%	61%	78%
Continuing to advance and improve the Los Angeles County transportation system to help economic and job growth	<b>66%</b>	63%	61%	73%	68%	61%	67%	73%

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# Continued

(Ranked by All Residents % Very Important to be included in the measure 6 or 7 rating)

Features	All Residents	Westside	South Bay	Central	SGV	SFV	North County	Southeast
Improving safety at rail crossings	<b>65%</b>	58%	59%	78%	65%	58%	76%	71%
Improving the flow and safety of truck traffic on freeways and roads near the Ports of Los Angeles and Long Beach	<b>64%</b>	59%	58%	66%	63%	65%	71%	71%
Connecting public transit to LAX, Burbank, Long Beach and Palmdale airports	<b>64%</b>	61%	57%	80%	55%	70%	73%	65%
Upgrading freeway on- and off-ramps to improve traffic flow	<b>64%</b>	66%	49%	78%	60%	56%	72%	73%
Synchronizing local signals	<b>64%</b>	60%	69%	71%	58%	64%	56%	71%
Upgrading and redesigning local streets to balance motorist concerns with better and safer access for pedestrians, bicycles and bus travel	<b>63%</b>	64%	60%	72%	63%	56%	64%	68%
Extending light rail, subway and bus service in Los Angeles County	<b>63%</b>	59%	63%	71%	68%	51%	55%	69%
^Extending the light rail system to more places in the County	<b>62%</b>	59%	61%	65%	68%	51%	66%	65%
Improving and expanding Metrolink service	<b>61%</b>	54%	58%	73%	65%	48%	66%	67%

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# Continued

(Ranked by All Residents % Very Important to be included in the measure 6 or 7 rating)

Features	All Residents	Westside	South Bay	Central	SGV	SFV	North County	Southeast
^Improving opportunities for getting from public transportation stops and stations to your final destination, by improving pedestrian, bike and neighborhood shuttle services	<b>61%</b>	61%	60%	72%	65%	52%	63%	61%
^Creating a safe network of bicycle paths, physically separated from motor vehicle traffic	<b>61%</b>	62%	54%	73%	62%	52%	59%	67%
Adding carpool lanes on local freeways	<b>58%</b>	55%	52%	53%	53%	58%	61%	74%
Expanding bus service, including adding more Rapid Buses	<b>58%</b>	46%	57%	63%	59%	63%	58%	59%
Improving frequency of and connections to bus service	<b>57%</b>	50%	56%	77%	60%	45%	60%	59%
Establishing and improving Express Bus Service on freeways	<b>56%</b>	43%	67%	64%	65%	49%	55%	52%
Establishing and improving neighborhood shuttles	<b>55%</b>	51%	58%	59%	56%	53%	63%	51%
Building more Park and Ride lots at transit stations	<b>48%</b>	42%	49%	58%	43%	48%	50%	52%

Q12 (All Residents/Planning Area). I want to return to the transportation sales tax measure we were discussing earlier. I am going to mention some features of the proposed Los Angeles County Measure. Regardless of your opinion of the measure, after I mention each one, please tell me how important it is to you that the feature be included as part of the measure. We will use a scale of one to seven, where one means **NOT AT ALL IMPORTANT** to you that the feature or provision is included in the measure and seven means it would be **VERY IMPORTANT**. ^Not part of Split Sample

# West Los Angeles residents and self-reported likely November 2016 voters are more likely to vote for the measure if the Crenshaw LAX Light Rail Line is extended and traffic flow on the 10 freeway is improved.

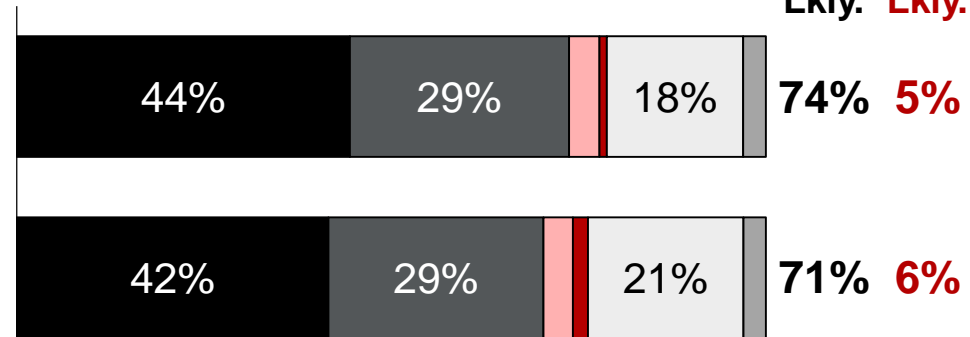
(Ranked by All Residents Total More Likely Vote for the Measure)

■ Much More Lkly. ■ Smwt. More Lkly. □ Smwt. Less Lkly. ■ Much Less Lkly. □ No Diff. □ DK/NA

**Total More Lkly.**  
**Total Less Lkly.**

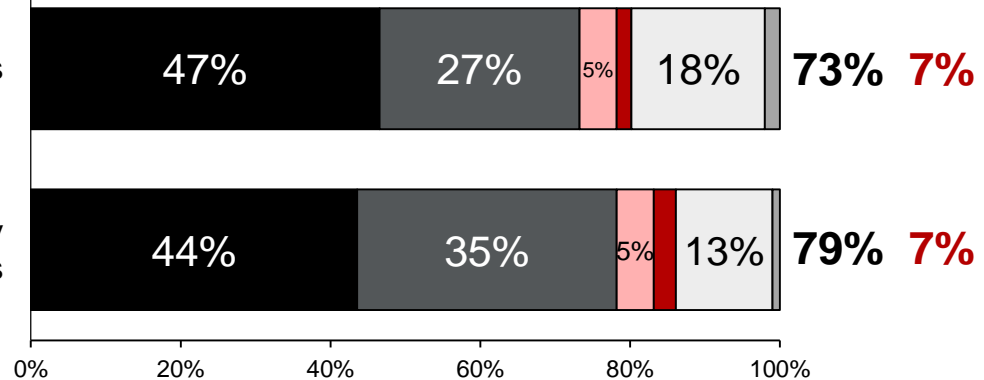
Extending the Metro Crenshaw LAX Rail Line, which is currently under construction, to the Metro Purple Line on Wilshire and through West Hollywood to the Metro Red Line in Hollywood

All Residents  
Self-Reported Likely Nov 2016 Voters



Improving the traffic flow along the 10 freeway between the 405 freeway and downtown LA by widening the road at key bottlenecks and upgrading the on- and off-ramps

All Residents  
Self-Reported Likely Nov 2016 Voters



Q13 a-e (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 1 – West Los Angeles County) 18

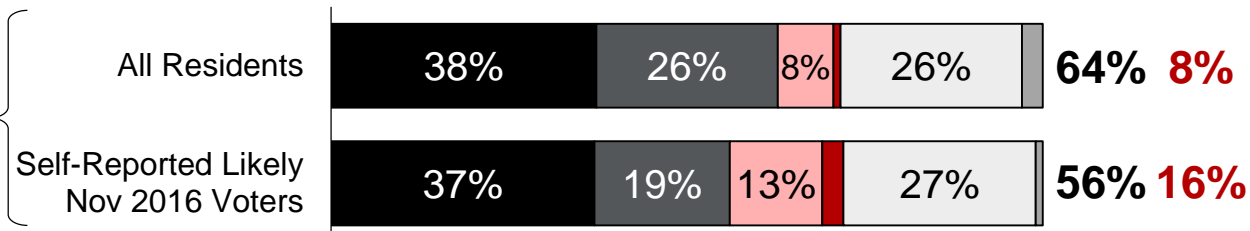
# West Los Angeles Continued

(Ranked by All Residents Total More Likely Vote for the Measure)

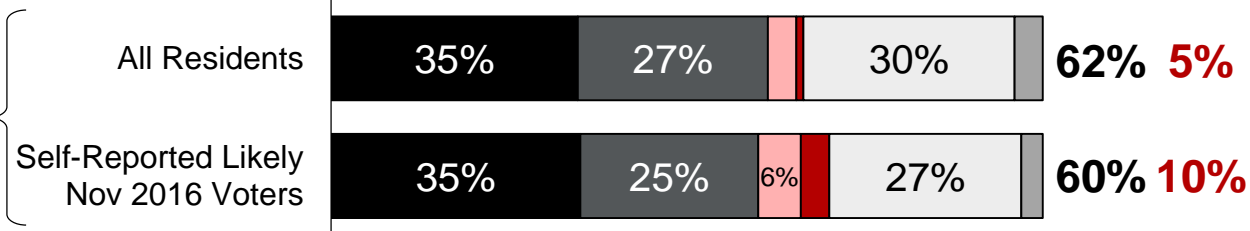
■ Much More Lkly. ■ Smwt. More Lkly. ■ Smwt. Less Lkly. ■ Much Less Lkly. □ No Diff. □ DK/NA

**Total More Lkly.**  
**Total Less Lkly.**

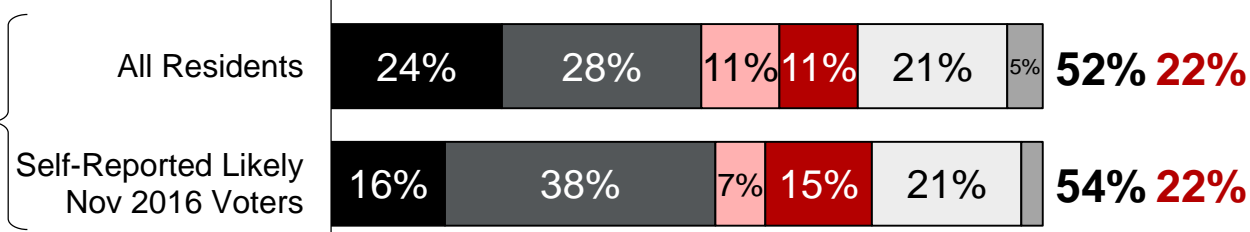
Connecting LAX to the San Fernando Valley by a subway line under the Sepulveda Pass



Extending the Metro Purple Line Subway, currently under construction, beyond UCLA and Westwood toward Santa Monica



Connecting LAX to the San Fernando Valley by a subway line under the Sepulveda Pass. This would be funded partially by a new toll Express Lane travelling along the 405 from LAX to the Valley in both directions



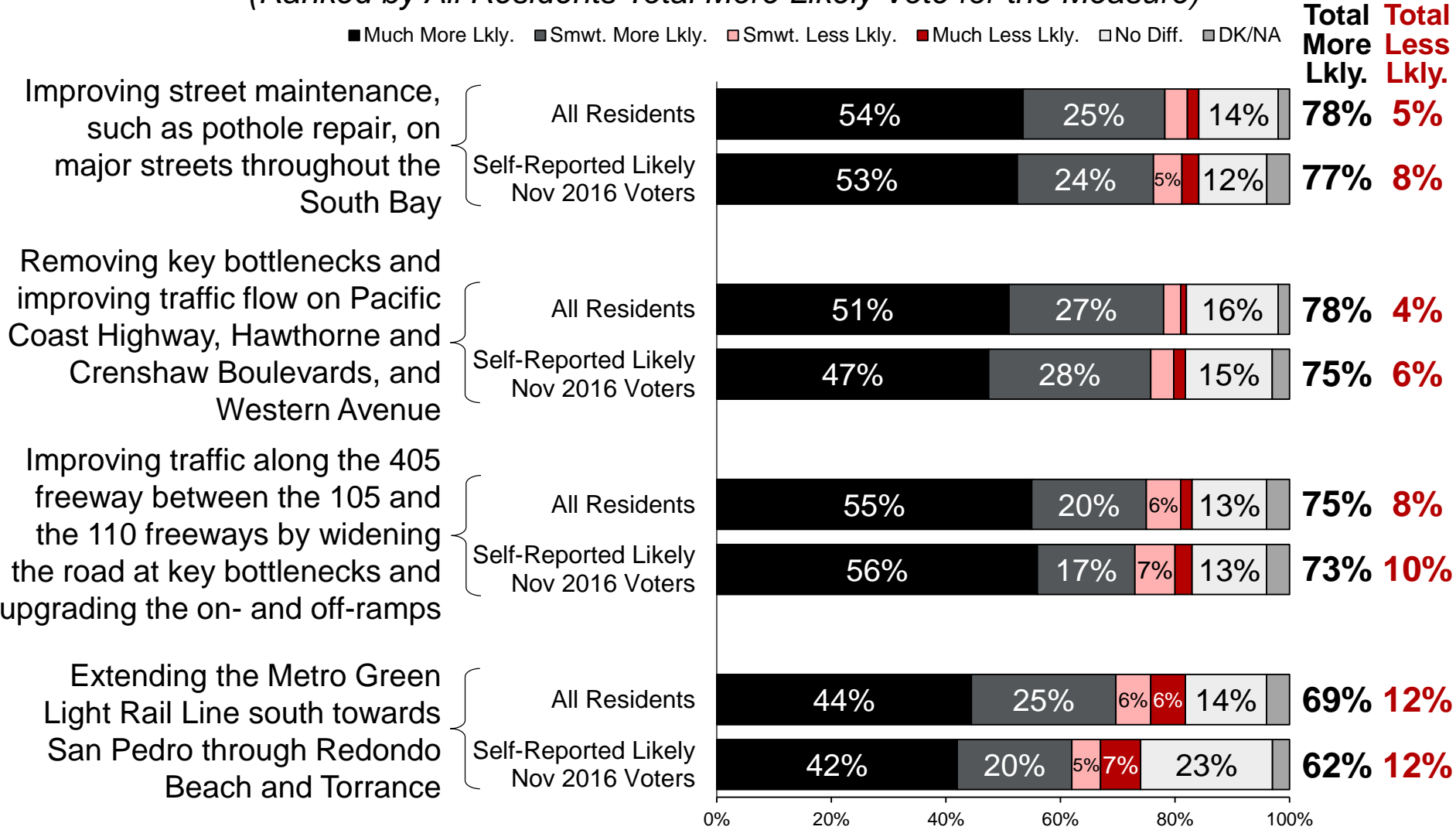
0% 20% 40% 60% 80% 100%

Q13 a-e (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 1 – West Los Angeles County)

# South Bay residents and self-reported likely November 2016 voters are more probable to vote for the measure if it improves traffic flow on major streets in the area, and local street maintenance and traffic flow along the 405 freeway.

(Ranked by All Residents Total More Likely Vote for the Measure)

Much More Lkly.  
  Smwt. More Lkly.  
  Smwt. Less Lkly.  
  Much Less Lkly.  
  No Diff.  
  DK/NA



Q13 f-i (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 2 – The South Bay)

# Central Los Angeles residents and self-reported likely November 2016 voters are more likely to vote for the measure if it extends the Crenshaw LAX Light Rail Line; improves freeway connections in Downtown; and extends the northbound bus and carpool lane on the 110 freeway.

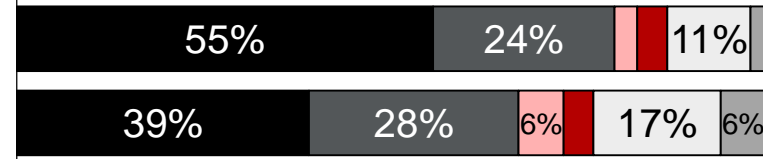
(Ranked by All Residents Total More Likely Vote for the Measure)

■ Much More Lkly. ■ Smwt. More Lkly. □ Smwt. Less Lkly. ■ Much Less Lkly. □ No Diff. □ DK/NA

**Total More Lkly.**  
**Total Less Lkly.**

Extending the Metro Crenshaw LAX Light Rail Line, which is currently under construction, to the Metro Purple Line on Wilshire and through West Hollywood to the Metro Red Line in Hollywood

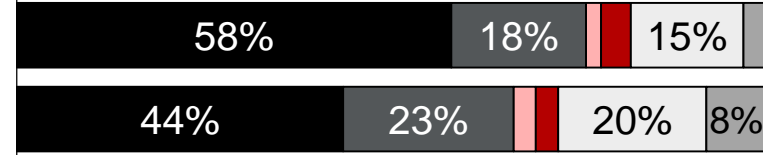
All Residents  
Self-Reported Likely Nov 2016 Voters



**80%**  
**7%**  
**67%**  
**10%**

Improving freeway connections around Downtown Los Angeles on the 5, 10, 60 and 101 freeways through East LA

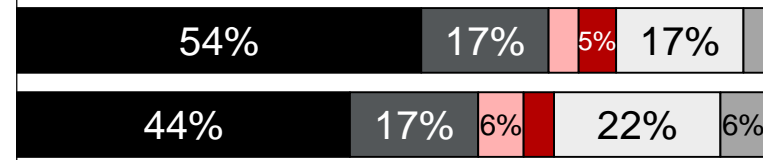
All Residents  
Self-Reported Likely Nov 2016 Voters



**76%**  
**6%**  
**66%**  
**6%**

Extending the northbound bus and carpool lane on the 110 freeway past the current bottleneck at Adams Boulevard into Downtown LA, thereby improving traffic flow, reducing congestion and improving safety

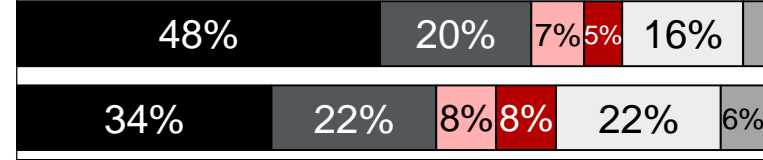
All Residents  
Self-Reported Likely Nov 2016 Voters



**71%**  
**9%**  
**62%**  
**10%**

Establishing frequent bus service along Vermont Avenue that operates in its own dedicated lane with fewer stops; connecting South Los Angeles with the Metro Red Line and Purple Line subway at Wilshire and Vermont

All Residents  
Self-Reported Likely Nov 2016 Voters



**69%**  
**12%**  
**56%**  
**16%**

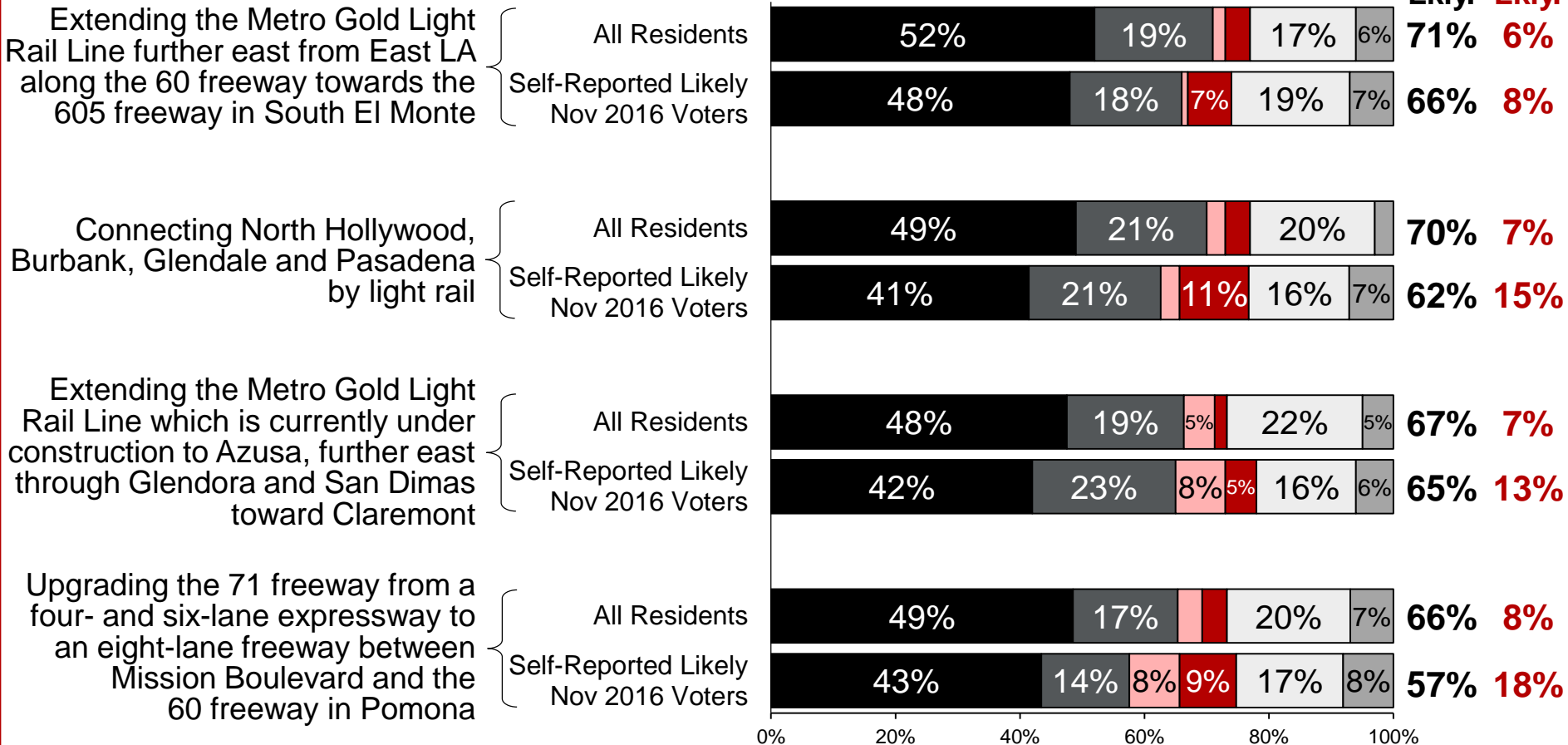
0% 20% 40% 60% 80% 100%

# Within each respective group, there are no statistical differences in the likelihood of voting with respect to each San Gabriel Valley project, with one exception - upgrading the 71 Freeway scores lowest among self-reported likely November 2016 voters.

(Ranked by All Residents Total More Likely Vote for the Measure)

■ Much More Lkly. ■ Smwt. More Lkly. □ Smwt. Less Lkly. ■ Much Less Lkly. □ No Diff. □ DK/NA

**Total More Lkly.**  
**Total Less Lkly.**



Q13 n-q (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 4 – San Gabriel Valley)



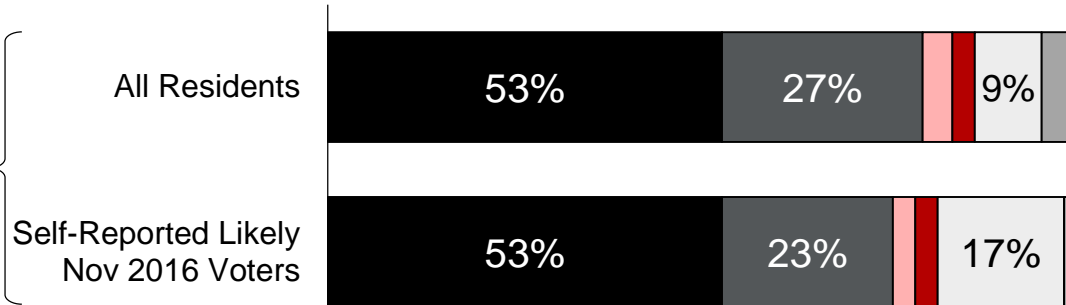
# San Fernando Valley residents and self-reported likely November 2016 voters are more likely to vote for the measure if it improves traffic flow on the 101 freeway and connects the San Fernando Valley to LAX by a subway line under the Sepulveda Pass.

(Ranked by All Residents Total More Likely Vote for the Measure)

■ Much More Lkly. ■ Smwt. More Lkly. □ Smwt. Less Lkly. ■ Much Less Lkly. □ No Diff. □ DK/NA

**Total More Lkly.**  
**Total Less Lkly.**

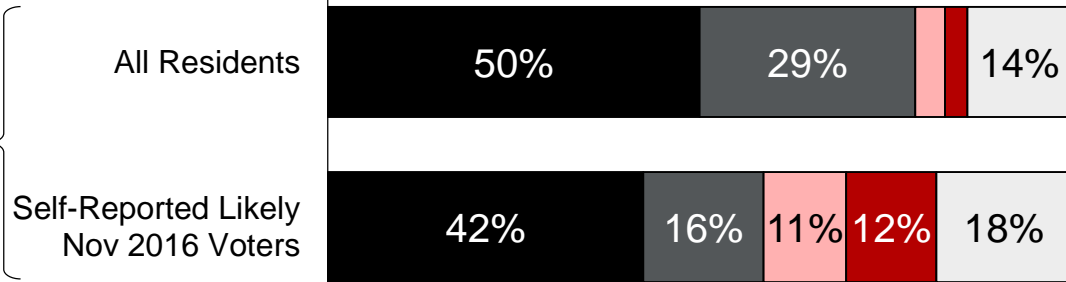
Improving the traffic flow along the 101 freeway between the Ventura County line and the Hollywood Freeway in Universal City by widening the road at key bottlenecks and upgrading the on- and off-ramps



**80%** **7%**

**76%** **6%**

Connecting the San Fernando Valley to LAX by a subway line under the Sepulveda Pass



**79%** **7%**

**59%** **23%**

0% 20% 40% 60% 80% 100%

Q13 r-v (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 5 – San Fernando Valley)



# San Fernando Valley Continued

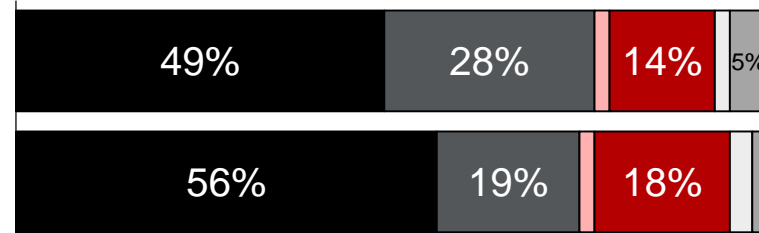
(Ranked by All Residents Total More Likely Vote for the Measure)

■ Much More Lkly. ■ Smwt. More Lkly. ■ Smwt. Less Lkly. ■ Much Less Lkly. □ No Diff. □ DK/NA

**Total More Lkly.**  
**Total Less Lkly.**

Connecting the San Fernando Valley to LAX by a subway line under the Sepulveda Pass. This would be funded partially by a new toll Express Lane travelling along the 405 from the Valley to LAX in both directions

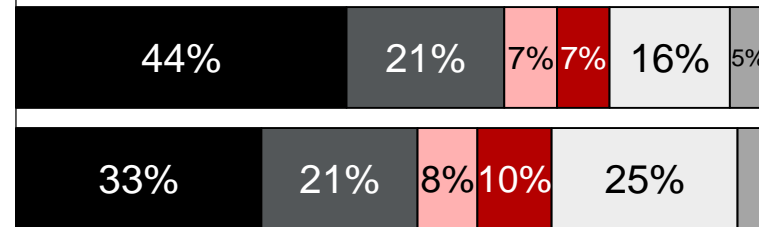
All Residents  
Self-Reported Likely Nov 2016 Voters



**77%** **16%**  
**75%** **20%**

Converting the Metro Orange Line Busway to a light rail line connecting Woodland Hills, North Hollywood, the Burbank Airport, Pasadena and the Greater San Gabriel Valley

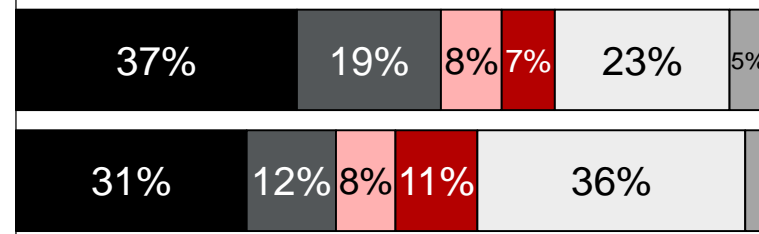
All Residents  
Self-Reported Likely Nov 2016 Voters



**65%** **13%**  
**53%** **18%**

Creating a dedicated light rail along Van Nuys Boulevard connecting Sylmar and Van Nuys Civic Center through the communities of Panorama City, Pacoima and the of San Fernando

All Residents  
Self-Reported Likely Nov 2016 Voters



**56%** **15%**  
**43%** **18%**

0% 20% 40% 60% 80% 100%

Q13 r-v (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 5 – San Fernando Valley)

# Within each respective group, there are no statistical differences in the likelihood of voting with respect to each North County project, with one exception – improving streets near the hospital and medical buildings scores lowest among self-reported likely November 2016 voters.

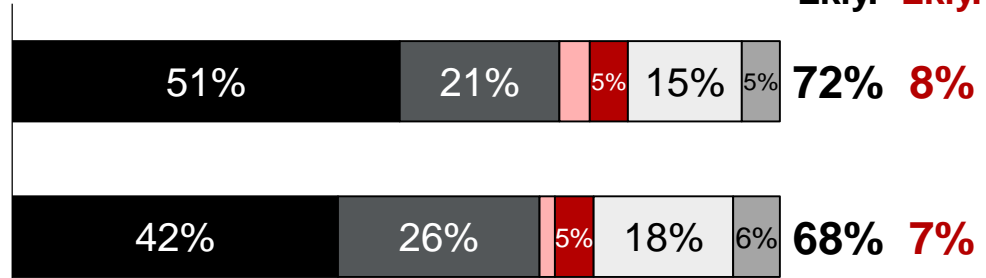
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**Total Less Lkly.**

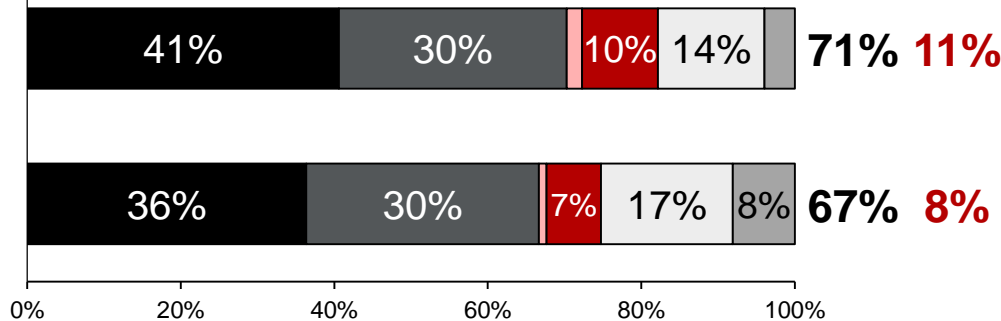
Improving the traffic flow along the I-5 freeway in Santa Clarita, Newhall and Castaic by widening the road at key bottlenecks and upgrading the on- and off-ramps north of the 5 and 14 interchange

All Residents  
Self-Reported Likely Nov 2016 Voters



Building a new highway, also known as the High Desert Corridor, between the 14 freeway in Palmdale and 15 freeway in Victorville, which would be located north of the 138 through Palmdale, Littlerock, Sun Village and Lake Los Angeles

All Residents  
Self-Reported Likely Nov 2016 Voters

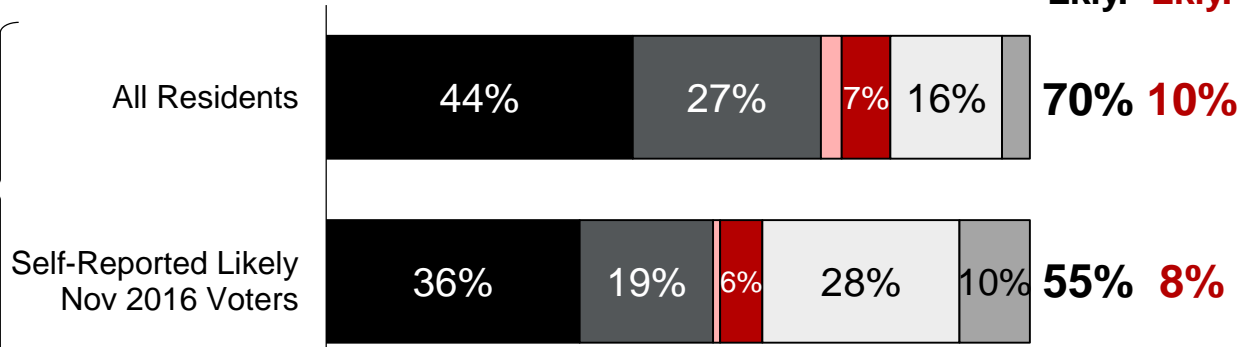


# North County Continued

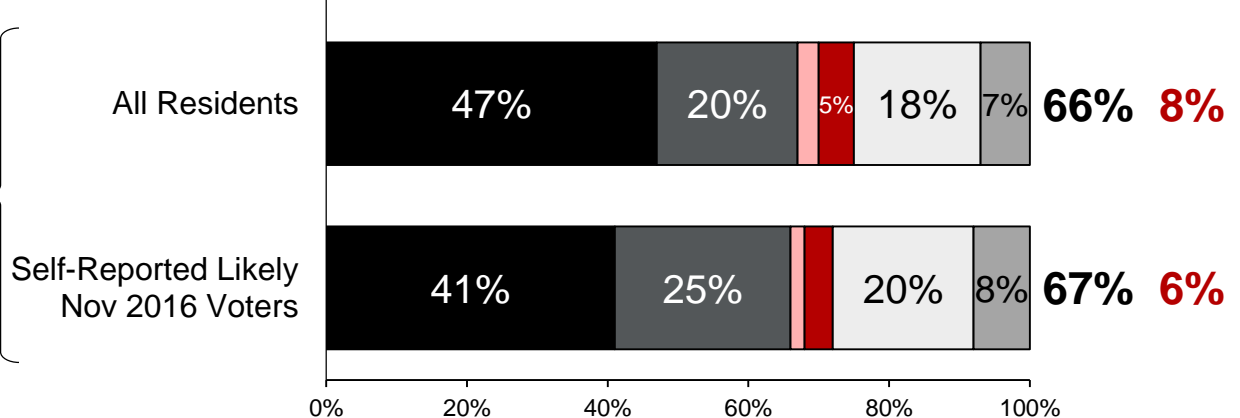
(Ranked by All Residents Total More Likely Vote for the Measure)

Much More Lkly.  
  Smwt. More Lkly.  
  Smwt. Less Lkly.  
  Much Less Lkly.  
  No Diff.  
  DK/NA

Improving existing streets and constructing new streets to the regional Antelope Valley Hospital and surrounding medical facilities in Lancaster to increase access for emergency vehicles, patients and visitors



Improving the traffic flow along the 14 freeway by widening the road at key bottlenecks, including improving the Avenue S bridge in Palmdale and upgrading the on- and off-ramps north of the I-5 and 14 interchange in Canyon Country

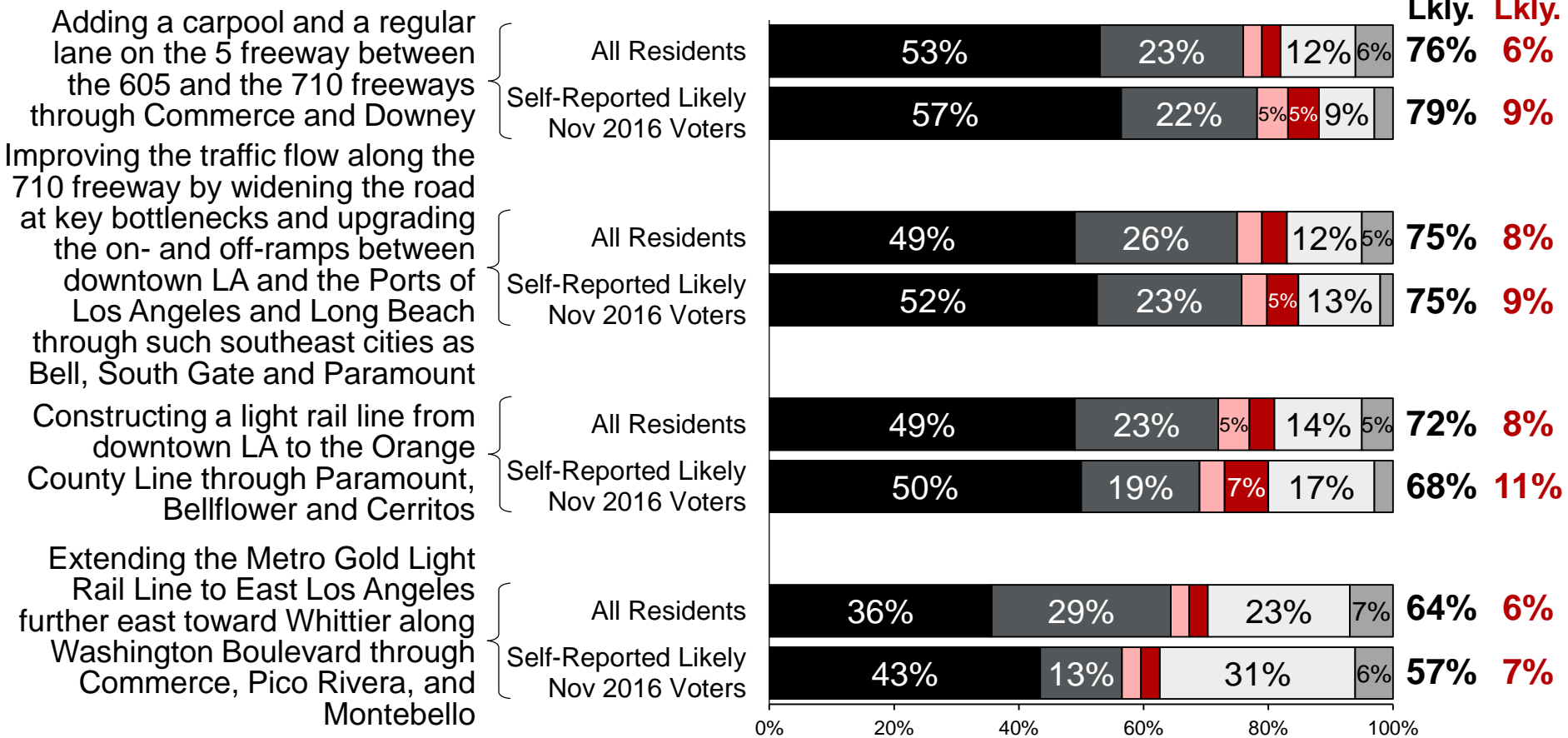


Q13 w-z (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 6 – North County) (N=205)

# Southeast Los Angeles County residents and self-reported likely November 2016 voters are more likely to support the measure if it adds a carpool and a regular lane on the 5 freeway, improves traffic flow along the 710 freeway and constructs a light rail line from downtown to the Orange County line.

(Ranked by All Residents Total More Likely Vote for the Measure)

Much More Lkly. 
  Smwt. More Lkly. 
  Smwt. Less Lkly. 
  Much Less Lkly. 
  No Diff. 
  DK/NA



Q13 aa-dd (All residents/Self-reported Definite vote Nov. 2016). While the last list I read you directly benefits all areas of Los Angeles County, I would now like to read you a detailed list of projects or services that will specifically benefit your area. Please tell me whether knowing that this project or service will be funded by the measure makes you more or less likely to vote yes on the measure. (Asked Only Voters In Planning Area 7 – Southeast Los Angeles County) (N=201)