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#### Seattle Dept. of Transportation Levy Baseline Survey Prepared for Steering Committee Briefing 1.9.24

#### Methodology



- Survey of voters in Seattle
- Mixed-mode telephone and email/text-to-web methodology:
  - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
  - Email and text invitations were sent with a link to an online survey
- Conducted December 12 20, 2023
- 1,000 interviews; overall margin of error ± 3.1 percentage points
  - A split sample methodology was used to test two different levy amounts; margin of error for each split is ± 4.4 percentage points
    - Split A: \$1.2B, n = 500
    - Split B: \$1.7B, n = 500

Please note that due to rounding, some percentages may not add up to exactly 100%.

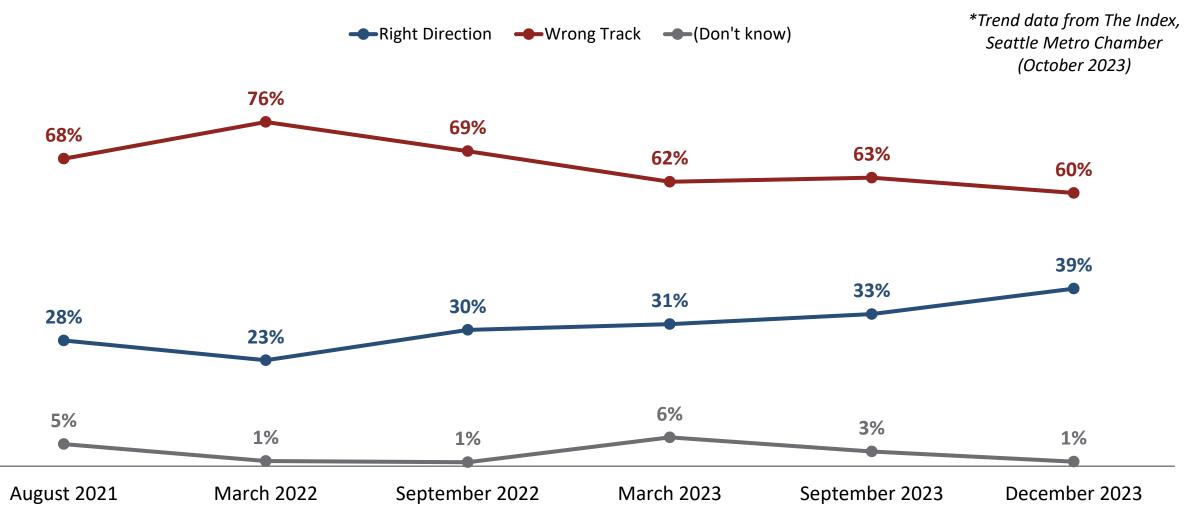


#### **Issue Environment**

#### **Right Direction/Wrong Track Trend**



A majority of Seattleites continue to be pessimistic about the city's direction, but attitudes are slowly improving.



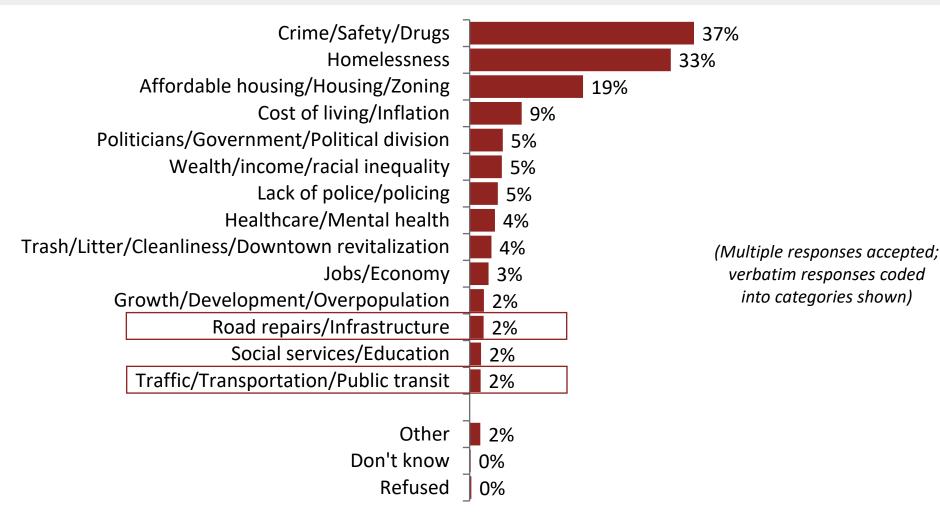
Q3. Do you feel things in Seattle are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

#### **Most Important Problem**



Public safety, homelessness, and housing affordability dominate top-of-mind concerns, eclipsing other issues.

#### What do you think is the most important problem facing Seattle today?



# research

#### **Transportation Ratings**

Several aspects of the city's transportation system are rated negatively by a majority, but most of the ratings are good/only fair.

	Excelle	ent Good	🔳 (Doi	n't know)	Only fa	ir 📕 Poor	Total <u>Positive</u>	Total <u>Negative</u>
Seattle's transportation system overall	4%	43%		4	1%	12%	46%	53%
The availability of bike lanes	18%	4	3%		27%	11%	61%	38%
The access and convenience of bus service	9%	48%			31%	12%	57%	43%
The availability of public spaces	10%	44%			33%	13%	54%	46%
Traffic congestion during off-peak times	9%	38%		30	6%	17%	47%	<b>52%</b>
Safety for people using Seattle's bike lanes	11%	35%		329	%	21%	47%	53%
accessibility of the transportation system for people with disabilities	8%	38%		3	5%	16%	46%	51%
The access and convenience of light rail	9%	33%		38%	/ 0	19%	43%	57%
Safety for people using Seattle's streets, sidewalks, and crosswalks	5%	32%		39%		24%	37%	63%
The condition of bridges and overpasses	2% 3	34%		38%		25%	36%	63%
The condition of sidewalks and crosswalks	4%	32%		41%		24%	36%	64%
The condition of streets and roads	<mark>2% 21%</mark>		40%		3	6%	24%	76%
Traffic congestion during morning and evening rush hours	1%12%	27%			60%		13%	87%

Q11-23. These questions focus on elements of Seattle's transportation system. Please rate each item on a scale of excellent, good, only fair, or poor.

The accessibility of the tra

#### **System and Traffic Ratings**



			Positive	🔳 (Don't Kn	ow)	Negative	
Coattle's transportation system	Overall		46%			53%	
Seattle's transportation system overall	Drive or carpool (70%)		45%		55%		
overall	Non-vehicle (29%)		52%		48%		
The availability of public spaces for people to get	Overall		54%			46%	
together, eat at restaurants,	Drive or carpool (70%)			44%			
and stroll	Non-vehicle (29%)			50%			
Troffic conception during off	Overall				52%		
Traffic congestion during off- peak times	Drive or carpool (70%)			53%			
peak times	Non-vehicle (29%)			49%			
	-						_
Traffic congestion during	Overall	13%		3	37%		
morning and evening rush	Drive or carpool (70%)	12% 88%					
hours	Non-vehicle (29%)	16%	84%				

Q11/12/18/19. These questions focus on elements of Seattle's transportation system. Please rate each item on a scale of excellent, good, only fair, or poor.

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#### **Transportation Access Ratings**



		Posit	ve 🔳 (Do	on't Know)	Negative	
	Overall		57%	1%	43%	
The availability of bike lanes	Drive or carpool (70%)		58%	1 <mark>%</mark>	42%	
	Non-vehicle (29%)	_	55%		45%	
The accessibility of the	Overall	46	%	1%	51%	
transportation system for	Drive or carpool (70%)	46	%	4%	50%	
people with disabilities	Non-vehicle (29%)	459	% 2%	/ 0	53%	
	Overall	43%	5 1%		57%	
The access and convenience of light rail	Drive or carpool (70%)	42%			57%	
ngnt run	Non-vehicle (29%)	449	6		56%	
<b>T</b> I	Overall	24%	24% 76%			
The access and convenience of bus service	Drive or carpool (70%)	22%		77%		
DUS SEI VICE	Non-vehicle (29%)	28%		72%		

Q14/23/21/20. These questions focus on elements of Seattle's transportation system. Please rate each item on a scale of excellent, good, only fair, or poor.

#### Safety and Infrastructure Condition Ratings



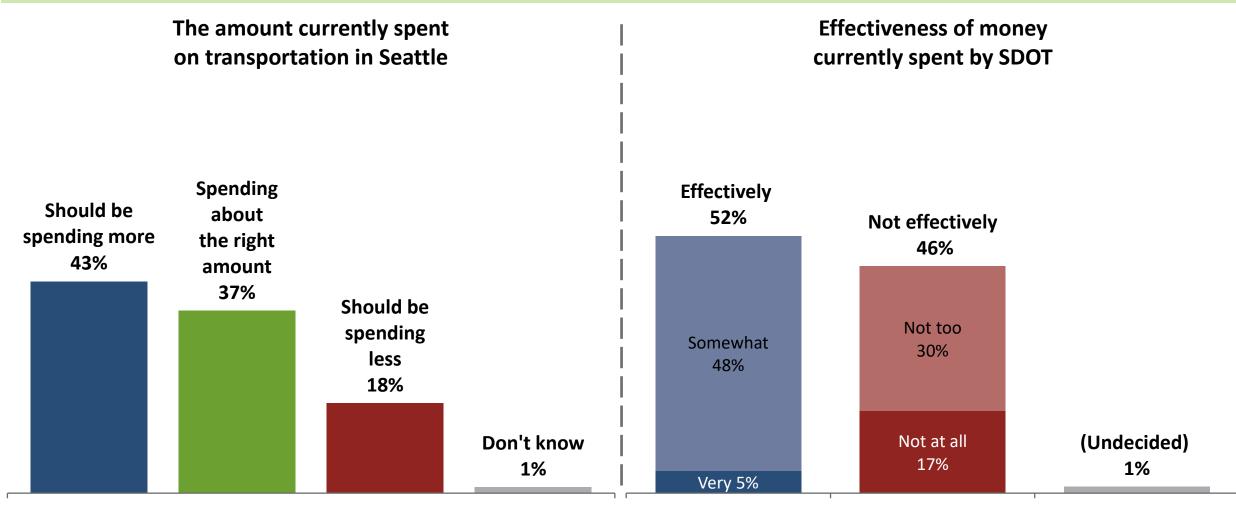
		Positive	(Don't Know)	Negative	
Safety for people using	Overall	47%	1%	53%	
Seattle's bike lanes	Drive or carpool (70%)	49%	1%	50%	
Seattle's Dike lailes	Non-vehicle (29%)	40%		59%	
Safety for people using	Overall	37%		63%	
Seattle's streets, sidewalks,	Drive or carpool (70%)	38%		62%	
and crosswalks	Non-vehicle (29%)	34%	6	66%	
	_				
The condition of bridges and	Overall	36%		63%	
The condition of bridges and overpasses	Drive or carpool (70%)	35%	64%		
over passes	Non-vehicle (29%)	39%	1%	60%	
The condition of sidewalks and	Overall	36%		64%	
crosswalks	Drive or carpool (70%)	37%		63%	
CIOSSWAIKS	Non-vehicle (29%)	33%	6	7%	
	_				
The condition of streets and	Overall	24%	76%		
	Drive or carpool (70%)	22%	77%		
roads	Non-vehicle (29%)	28%	72%	6	

Q17/16/15/13/12. These questions focus on elements of Seattle's transportation system. Please rate each item on a scale of excellent, good, only fair, or poor.

#### **Transportation Funding Attitudes**



A plurality think more money should be spent on transportation while a third thinks around the right amount is being spent. The vast majority rate SDOT's spending effectiveness in the middle "Somewhat Effective/Not Too Effective".





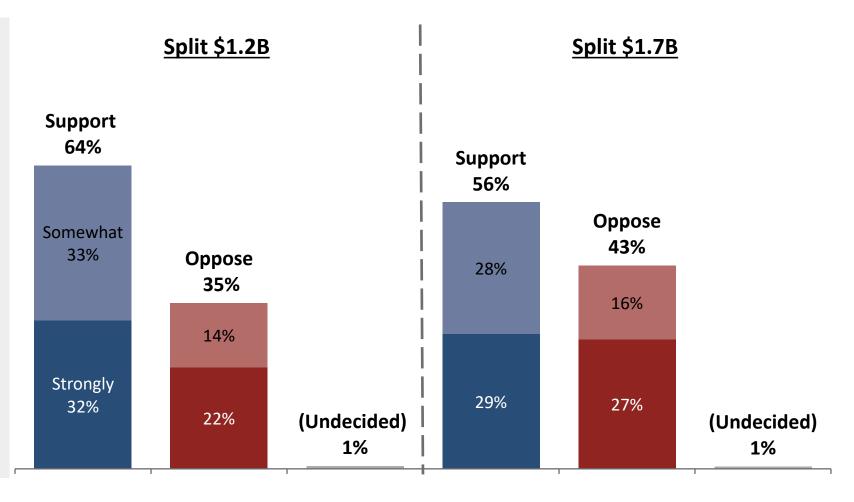
#### **Seattle Transportation Levy**

#### **Initial Support**



A majority say they would support a measure renewing and expanding Seattle's transportation levy at both amounts tested, although around half of the support is in the softer "somewhat" category. Support for \$1.2B is close to two-thirds.

This measure concerns replacing funding for citywide transportation maintenance and improvements. If approved, it would renew and expand an expiring transportation levy. Funding from this measure would help maintain and modernize our streets and bridges; improve safety for drivers and pedestrians; and reduce our impact on the environment. It authorizes a regular property tax increase within legal limits, allowing maximum new collections of (SPLIT A: \$135 million in 2025 and \$1.2 billion SPLIT B: \$200 *million in 2025 and \$1.7 billion) over eight* years. The 2025 total regular tax limit would be (SPLIT A: \$0.43/\$1,000 SPLIT B: \$0.64/\$1,000) of assessed value, including approximately (SPLIT A: \$0.08/\$1,000 SPLIT B: \$0.29/\$1,000) of assessed value in additional taxes.



Q7. Next November there may be a measure on the ballot in Seattle that reads as follows... Would you support or oppose this measure?

## Initial Support by Subgroup - \$1.2B



Support for the smaller levy amount is above 50% across almost all demographics. Net (Don't know/Not sure) Support Oppose Support Transit/Walk/Bike/Rideshare/Other (29%) 77% 22% +55 Renter/Other (45%) 71% 28% +44White (73%) 71% 28% +43Central (D3, D7) (27%) 67% 33% +3465+ (21%) +3367% 33% 18-49 (57%) +3366% 33% Female (50%) +3366% 33% Overall 64% 35% +29North (D4, D5, D6) (44%) 64% 35% +29Male (48%) 64% 36% +27South (D1, D2) (29%) +2562% 37% Drive or carpool (70%) +2060% 40% Homeowner (55%) +17 58% 41% 50-64 (22%) 58% 42% +15 **BIPOC (23%)** 46% 54% -8

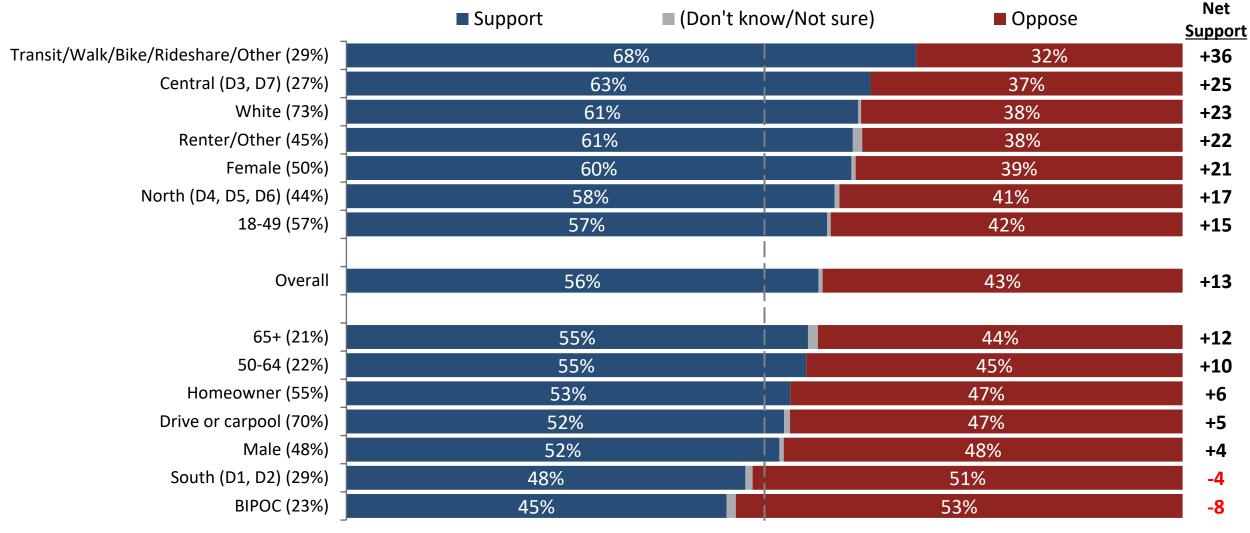
Q7. Next November there may be a measure on the ballot in Seattle that reads as follows... Would you support or oppose this measure?



## Initial Support by Subgroup - \$1.7B



While support is lower for the larger levy, support levels by demographic group are stacked similarly to the \$1.2B levy.



Q7. Next November there may be a measure on the ballot in Seattle that reads as follows... Would you support or oppose this measure?

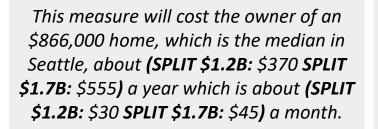


#### **Impact of Cost Information**

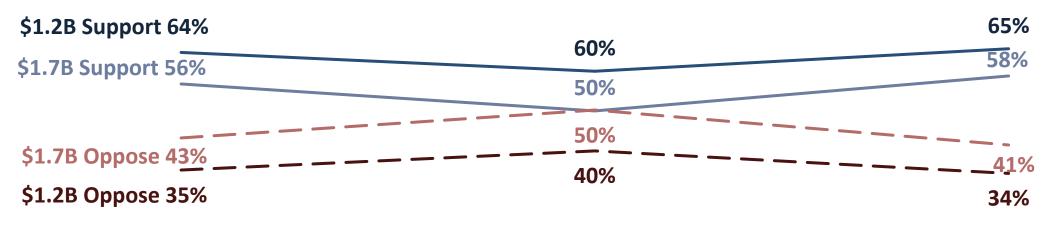


We tested two different measures of the cost of the levies.

The first provided a total for the average homeowner. This information drops support for both levy amounts. The second clarified that this proposal is a renewal, and with this information support for both levy amounts recovers.



Because this measure is not a new tax, and only renews and expand the existing levy, the actual cost increase for the owner of an \$866,000 home will be about (SPLIT \$1.2B: \$75 SPLIT \$1.7B: \$255) more a year, which is about (SPLIT \$1.2B: \$6 SPLIT \$1.7B: \$21) a month.



Initial

After Overall Cost Info

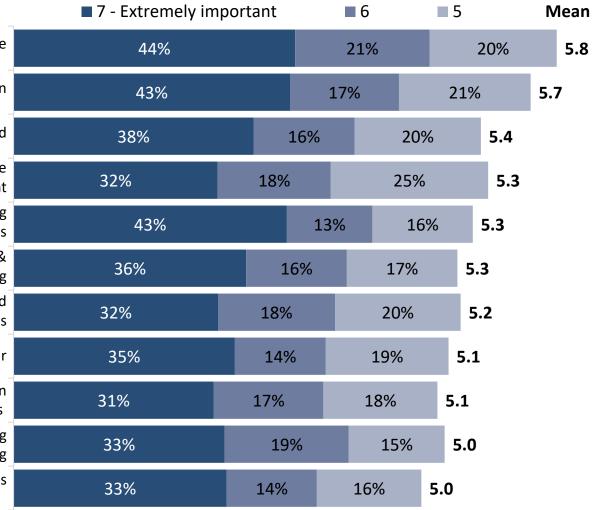
#### After Cost Increase Info

Q9&Q10. Knowing this, would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?



#### **Transportation Priorities – Top Tier**

These items are all seen as important, many maintenance items are at the top, followed by climate, safety, and car-free travel



Proactively maintain Seattle's bridges to avoid more expensive repairs in the future

Repave more than 200 miles of major streets that are rated in poor condition

Fix potholes within 72 hours of when they are reported

(\$1.7B ONLY) Conduct major rehabilitation on Ship Canal bridges to make them more structurally sound and seismically resilient

Reduce air pollution in neighborhoods by maintaining existing tree canopy and planting more than 2800 new trees

Invest in Safe Routes to School to help kids get to school safely when walking, biking, & rolling

Invest in sidewalks and curb ramps to make Seattle more accessible for pedestrians and people with disabilities

Make it easier and safer to get around your neighborhood without a car

Reduce collision-related injuries and fatalities to zero by 2030 through road and pedestrian safety investments on streets with the highest number of crashes

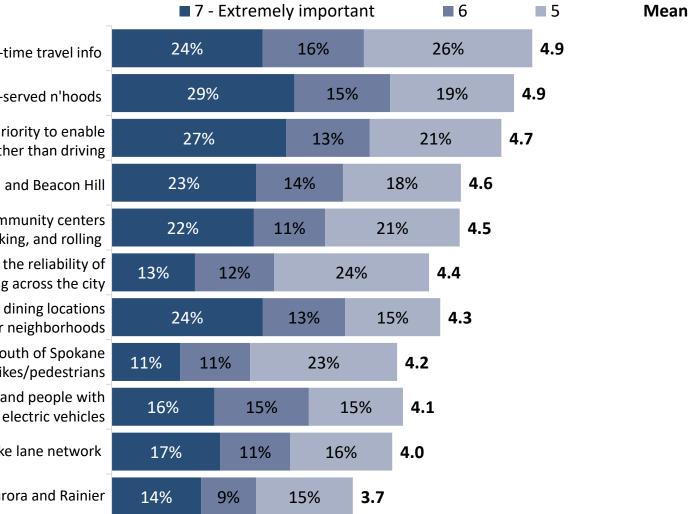
(\$1.7B ONLY) Create walk, bike, and bus routes between light rail stations and surrounding neighborhoods to enable more people to ride the transit instead of driving

(\$1.7B ONLY) Make 3rd Ave transit corridor safer & more comfortable for pedestrians & riders

Q24-46. Next I'm going to read you a list of items that may be funded by the potential levy measure. After each one, please rate how important that item is to be included in the levy, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important. 23-9032 SDOT Transportation Levy Survey DRAFT 16

#### **Transportation Priorities – Second Tier**

These items are increasingly less important, including many of the items in the larger levy.



Update traffic signal equipment to improve travel time predictability & real-time travel info

Identify & invest in projects local communities prioritize in historically under-served n'hoods

Improve public transit reliability with dedicated bus lanes and transit signal priority to enable more people to use transit rather than driving

(\$1.7B ONLY) Connect Eastlake and Rainier Beach, through Capitol Hill and Beacon Hill

(\$1.7B ONLY) Invest in helping people get to their neighborhood parks, community centers and libraries when walking, biking, and rolling

Invest in truck routes and freight safety in over 40 locations to improve the reliability of freight and goods moving across the city

(\$1.7B ONLY) Create new permanent car-free shopping areas and outdoor dining locations throughout our neighborhoods

(\$1.7B ONLY) Build the next phase of the East Marginal Way project, south of Spokane Street, to extend safe, separated pathways for freight vehicles/bikes/pedestrians

**(\$1.7B ONLY)** Improve public EV charging options, especially for renters and people with lower incomes to help more people to convert to hybrid and electric vehicles

Improve connections between neighborhoods by filling in the gaps in our bike lane network

Improve safety by slowing driver speeds on major streets like Aurora and Rainier

Q24-46. Next I'm going to read you a list of items that may be funded by the potential levy measure. After each one, please rate how important that item is to be included in the levy, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important. 23-9032 SDOT Transportation Levy Survey DRAFT 17



#### 3<sup>rd</sup> Ave Priority by Subgroups



(\$1.7B only) Make the 3rd Ave transit corridor safer and more comfortable for pedestrians and transit riders

	7 - Extremely important	<b>5</b> -6 <b>4 2</b> -3	1 - Not at all important	Mean
Overall	33%	30%	16% 11%	10% <b>5.0</b>
18-49 (57%)	37%	28%	16% 10%	9% 5.1
50-64 (22%)	25%	41%	10% 11%	13% <b>4.8</b>
65+ (21%)	32%	26%	21% 13%	8% 5.0
White (73%)	31%	34%	17% 12%	7% 5.1
BIPOC (23%)	42%	23%	11% 7%	16% <b>5.0</b>
CCD 1 (16%)	35%	26%	16% 12%	12% <b>4.9</b>
CCD 2 (13%)	24%	37%	17% 9%	<b>14% 4.7</b>
CCD 3 (15%)	32%	34%	16% 9%	9% 5.1
CCD 4 (13%)	31%	30%	19% 17%	4% 5.0
CCD 5 (15%)	31%	31%	18% 10%	11% <b>4.9</b>
CCD 6 (16%)	38%	29%	13% 10%	10% 5.1
CCD 7 (12%)	45%	27%	12% 9%	6 <b>7% 5.4</b>
_				
<\$50K (13%)	39%	39%	9% 8	8% <b>5% 5.4</b>
\$50K+ (87%)	33%	29%	17% 11%	10% <b>5.0</b>

Q43. Next I'm going to read you a list of items that may be funded by the potential levy measure. After each one, please rate how important that item is to be included in the levy, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important. 23-9032 SDOT Transportation Levy Survey DRAFT 18

## East Marginal Way Priority by Subgroups



(\$1.7B only) Build the next phase of the East Marginal Way project, south of Spokane Street, to extend safe, separated pathways for freight vehicles, bikes, and pedestrians

	<b>7</b> - Extr	emely important	■ 5-6	4	2-3	🗖 1 - No	t at all importa	nt <b>Me</b>	an
Overall	11%	34%			24%		21%	10%	4.
	4.20/	260/			240/		240/	00/	•
18-49 (57%)	12%	36%	_		24%		21%	8%	4.
50-64 (22%)	9%	28%		24%		239		16%	3.
65+ (21%)	10%	35%			27%		18%	10%	4.
White (73%)	11%	35%			26%		21%	7%	4.
BIPOC (23%)	11%	30%		219		18%		19%	3.
				/					
CCD 1 (16%)	8%	31%		20%		23%		17%	3.
CCD 2 (13%)	13%	33%			22%		20%	13%	4.
CCD 3 (15%)	12%	38%			21%		18%	10%	4.
CCD 4 (13%)	8%	35%			27%		25%	4%	4.
CCD 5 (15%)	17%	28%			27%		17%	11%	4
CCD 6 (16%)	11%	35%			27%		20%	7%	4.
CCD 7 (12%)	6%	39%			27%		21%	8%	4.
фБ <u>ок (4 ос</u> с)		_					<u></u>		-
<\$50K (13%)	19%		45%			2	.0%	10% 6%	4.
\$50K+ (87%)	10%	32%			25%		22%	11%	4.

Q44. Next I'm going to read you a list of items that may be funded by the potential levy measure. After each one, please rate how important

that item is to be included in the levy, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important. 23-9032 SDOT Transportation Levy Survey DRAFT 19

#### Aurora and Rainier Priority by Subgroups



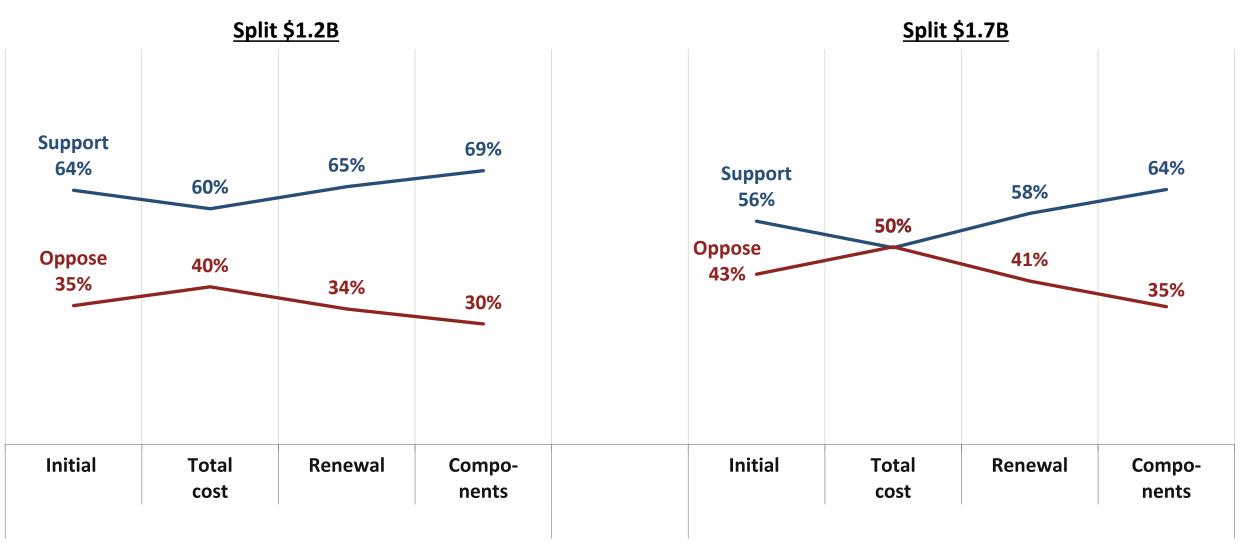
#### Improve safety by slowing driver speeds on major streets like Aurora and Rainier ■ 7 - Extremely important 5-6 2-3 4 1 - Not at all important Mean Overall 14% 24% 16% 20% 26% 3.7 18-49 (57%) 16% 16% 3.7 22% 21% 25% 50-64 (22%) 10% 20% 16% 22% 32% 3.3 65+ (21%) 13% 31% 17% 17% 22% 3.9 White (73%) 14% 26% 17% 21% 24% 3.7 **BIPOC (23%)** 15% 20% 15% 19% 31% 3.6 CCD 1 (16%) 6% 20% 17% 37% 3.1 21% CCD 2 (13%) 10% 3.9 18% 24% 25% 22% CCD 3 (15%) 15% 17% 23% 19% 26% 4.0 CCD 4 (13%) 16% 29% 19% 20% 16% 4.1 CCD 5 (15%) 3.7 14% 22% 19% 23% 22% CCD 6 (16%) 10% 26% 16% 19% 29% 3.5 CCD 7 (12%) 17% 20% 16% 17% 30% 3.6 <\$50K (13%) 24% 27% 12% 19% 19% 4.2 \$50K+ (87%) 13% 23% 17% 20% 27% 3.6

Q35. Next I'm going to read you a list of items that may be funded by the potential levy measure. After each one, please rate how important that item is to be included in the levy, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important. 23-9032 SDOT Transportation Levy Survey DRAFT 20

#### **Support Progression – After Components**

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Support for both levy amounts increases after respondents hear what may be included in the package.

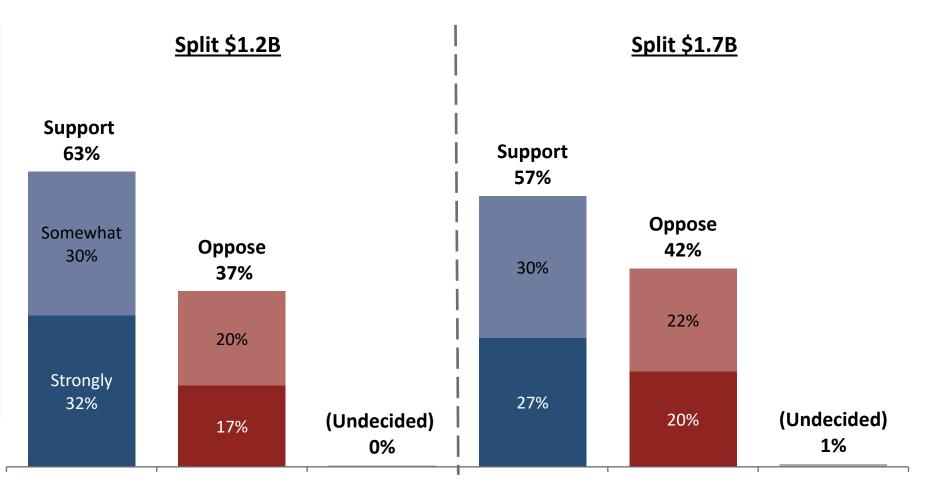


#### **Support After Opposition**



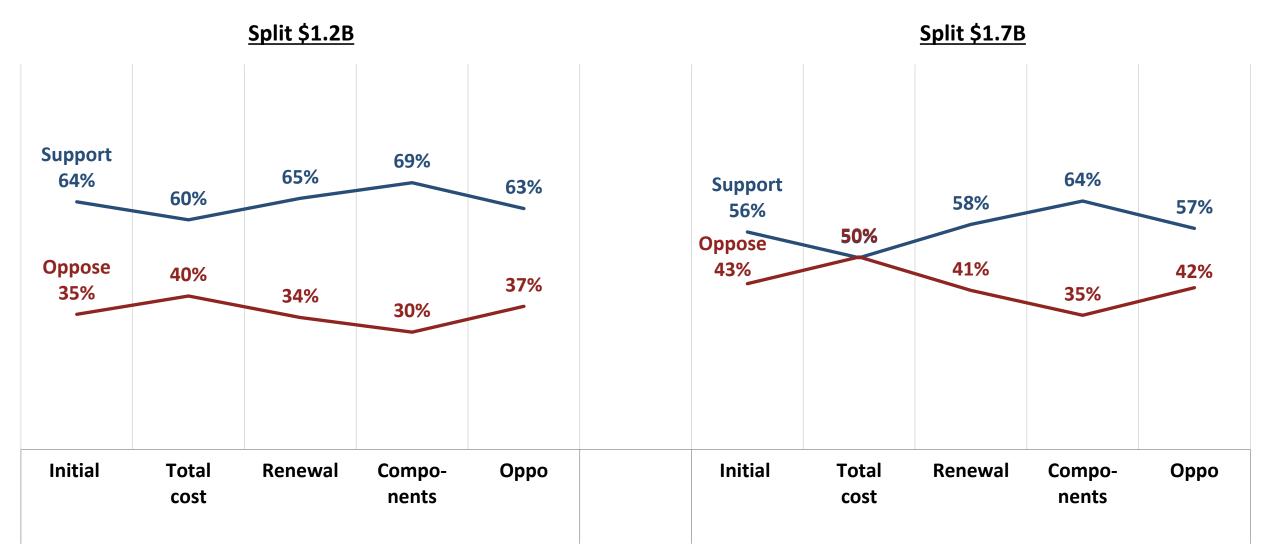
After hearing reasons to reject this measure, a majority of Seattleites continue to support each levy packages tested – though only about a quarter to a third <u>strongly</u> support the measure.

Some people say we should focus on other important needs like helping the homeless and reducing crime, instead of spending more money on transportation. They say our cost of living is extremely high, and the City of Seattle hasn't done a great job with the dollars we're already paying them for transportation. They say that we should probably skip approving this measure right now and allow for housing, food, fuel and other costs to go down—and government efficiency to increase.



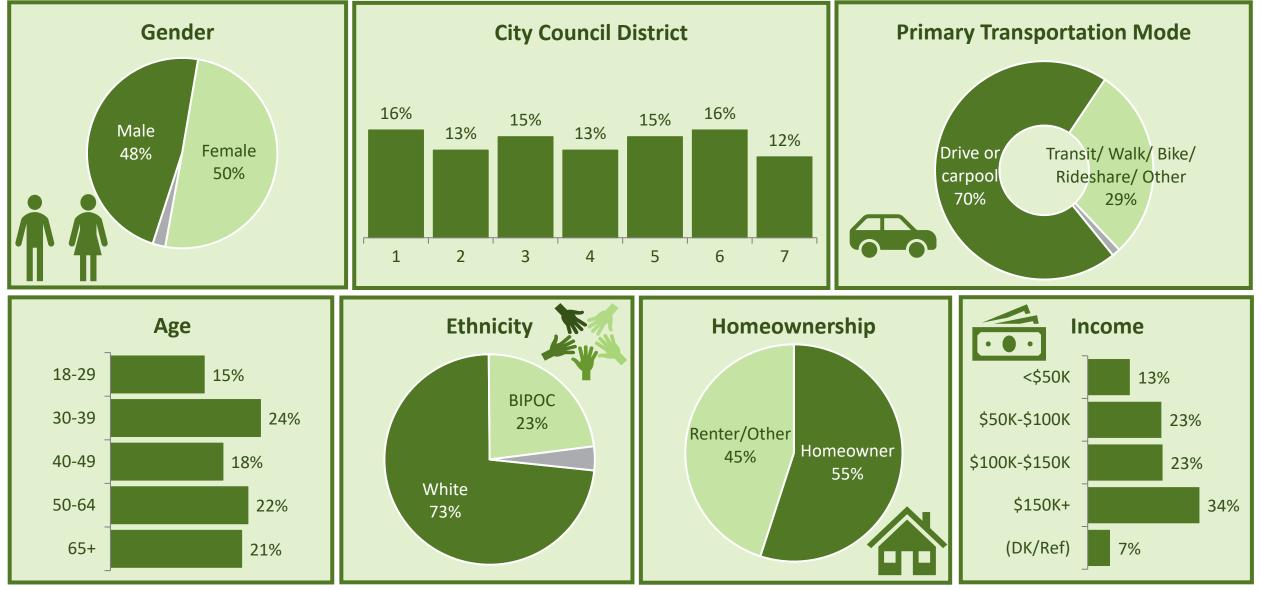
#### **Full Progression**





#### **Respondents' Demographic Profile**





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#### Conclusions



- Voters continue to be pessimistic about the direction of the city, driven by crime and homelessness. Transportation issues are not seen as important problems.
- Close to half recognize the need for additional funding for transportation in Seattle, and a slim majority thinks SDOT is spending effectively.
- The City's transportation system receives positive ratings for a few items, and average for most others. Only rush hour traffic congestion receives a strongly negative rating.
- Support for renewing and expanding Seattle's expiring transportation levy is a small to solid majority at both levy amounts tested.
  - However, half of initial support is in the softer "somewhat" category for both packages
  - Support for \$1.7 drops to 50% after voters hear its total cost to them.
- Many of the most important components in a potential package deal with maintenance and repair. Also among the most important items are those relating to tree cover, improved safety, and car free travel.
- Measure support drops after voters hear some reasons to reject it. While support remains above a majority, it is roughly evenly split between "strong" and "somewhat" support.

# **EMC** research

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