FM3 RESEARCH

> **SMART COMMUNITY SURVEY**
> **220-6999-WT**
> **N=642**
> **MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE LEVEL)**
> **A/B SPLIT**

Hello, I'm _____ from _____, a public opinion research company. We are <u>not</u> telemarketers trying to sell you anything or ask for a donation. We're conducting a brief public opinion survey about some issues that concern residents of your area. May I please speak to _____? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

> Yes, cell and can talk safely -- 71%
> Yes, cell but cannot talk safely -------------------------------- **TERMINATE**
> No, not on cell --- 29%
> **(DON'T READ)** DK/NA/REFUSED------------------------ **TERMINATE**

1. First, I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. If you don't recognize a name or if you have heard about the organization but do not have enough information to offer an opinion just say so. **(IF FAVORABLE/UNFAVORABLE, ASK:)** "Is that very or somewhat **(FAVORABLE/UNFAVORABLE)**?"

		VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	HRD OF DK	NEVER HRD OF	*TOTAL FAV*	*TOTAL UNFAV*
[ ]a.	SMART, Sonoma-Marin Area Rail Transit	29%	34%	13%	9%	11%	4%	*63%*	*22%*
(SONOMA COUNTY ONLY)									
[ ]b.	Sonoma County government	9%	46%	20%	10%	13%	3%	*55%*	*30%*
(MARIN COUNTY ONLY)									
[ ]c.	Marin County government	15%	49%	20%	6%	6%	4%	*63%*	*27%*

(RESUME ASKING ALL RESPONDENTS)

> **NEXT, I'D LIKE TO ASK SOME QUESTIONS ABOUT A MEASURE THAT COULD APPEAR ON A FUTURE BALLOT IN SONOMA AND MARIN COUNTIES.**

2. The ballot measure may read as follows:

"Without raising taxes, to continue relieving traffic congestion on Highway 101; reducing carbon pollution; providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households; completing rail service and biking/walking pathways between Larkspur and Cloverdale, shall an extension of the existing Sonoma-Marin Area Rail Transit District 1/4-cent voter approved sales tax, at the same rate, generating approximately $51,000,000 annually for an additional 30 years, subject to public disclosure, be adopted?"

Would you vote yes in favor of this measure, or no to oppose it? (**IF YES/NO, ASK:**) "Is that definitely **YES/NO** or just probably **YES/NO**?" (**IF UNDECIDED/DK/NA, ASK:**) "Do you lean towards voting yes or no?"

TOTAL YES	**65%**
Definitely yes	38%
Probably yes	22%
Undecided, lean yes	6%
TOTAL NO	**30%**
Undecided, lean no	3%
Probably no	6%
Definitely no	21%
(DON'T READ) DK/NA	5%

> **NOW I WOULD LIKE TO ASK A FEW MORE QUESTIONS ABOUT SMART. AS YOU MAY KNOW, SONOMA-MARIN AREA RAIL TRANSIT (SMART) IS THE NORTH BAY'S PASSENGER RAIL SERVICE. THE CURRENT 45-MILE SYSTEM INCLUDES STATIONS IN THE SONOMA COUNTY AIRPORT AREA, SANTA ROSA, ROHNERT PARK, COTATI, PETALUMA, NOVATO, SAN RAFAEL, AND LARKSPUR. SMART'S SYSTEM ALSO INCLUDES A BICYCLE AND PEDESTRIAN PATHWAY ALONG THE RAIL CORRIDOR.**
>
> **ADDITIONAL STATIONS ARE UNDER CONSTRUCTION FOR PETALUMA AND WINDSOR WITH FUTURE EXTENSIONS PLANNED FOR HEALDSBURG AND CLOVERDALE. AT COMPLETION THE PROJECT WILL PROVIDE 70 MILES OF PASSENGER RAIL SERVICE AND BIKING AND WALKING PATHWAYS, CONNECTING SMART PASSENGERS WITH JOBS, EDUCATION CENTERS, RETAIL HUBS AND HOUSING ALONG THE SONOMA-MARIN CORRIDOR.**

3.   How often do you ride SMART: **(READ LIST)**

Every day --------------------------------------0%
A few times per week-----------------------2%
A few times a month------------------------4%
A few times a year ----------------------- 18%
Rarely-- 25%
Never -- 50%
(DON'T KNOW/NA) ----------------------0%

4.   Overall, how would you rate the quality of SMART's service—is it excellent, good, not so good or poor?

EXCELLENT/GOOD -------------------- **47%**
Excellent --------------------------------------- 20%
Good --- 27%

NOT SO GOOD/POOR ------------------- **8%**
Not so good---------------------------------------4%
Poor ---4%

(DON'T KNOW/NA) --------------------- 45%

5.   Next, do you think there is a great need, some need, a little need, or no real need for additional funds to maintain and improve the SMART rail system?

GREAT/SOME --------------------------- **54%**
Great need -------------------------------------- 29%
Some need -------------------------------------- 25%

LITTLE/NO REAL---------------------- **27%**
A little need--9%
No real need ------------------------------------ 18%

(DON'T READ) DK/NA----------------- 19%

6.   Next, here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. **(RANDOMIZE)**

		VERY WELL	SMWT WELL	NOT TOO WELL	NOT AT ALL WELL	DK/NA	*VERY/ SMWT*
[ ]a.	Does a good job of serving the North Bay	17%	37%	14%	13%	19%	*54%*

(SPLIT SAMPLE A ONLY)

		VERY WELL	SMWT WELL	NOT TOO WELL	NOT AT ALL WELL	DK/NA	*VERY/ SMWT*
[ ]b.	Well-managed	15%	24%	6%	10%	45%	*39%*
[ ]c.	Essential	27%	32%	6%	17%	17%	*59%*
[ ]d.	Convenient	22%	29%	18%	15%	16%	*51%*
[ ]e.	Reliable	30%	24%	4%	5%	37%	*54%*
[ ]f.	Slow	6%	17%	13%	15%	49%	*23%*
[ ]g.	Safe	43%	24%	2%	3%	28%	*67%*
[ ]h.	Is fulfilling its potential	11%	27%	21%	20%	20%	*38%*
[ ]i.	Has mostly empty trains	18%	22%	15%	8%	37%	*40%*

(SPLIT SAMPLE B ONLY)

		VERY WELL	SMWT WELL	NOT TOO WELL	NOT AT ALL WELL	DK/NA	*VERY/ SMWT*
[ ]j.	Inefficient	12%	18%	16%	20%	33%	*30%*
[ ]k.	Uses taxpayer money efficiently	15%	25%	11%	20%	29%	*40%*
[ ]l.	A vital part of the community	22%	31%	17%	19%	12%	*52%*
[ ]m.	Good for the environment	46%	28%	6%	6%	14%	*74%*
[ ]n.	Affordable	20%	26%	13%	9%	32%	*46%*
[ ]o.	Important for our economy	27%	30%	13%	15%	15%	*57%*
[ ]p.	Easy to use	27%	29%	8%	9%	27%	*56%*
[ ]q.	A good way to get where I am going	13%	34%	13%	25%	16%	*47%*

(RESUME ASKING ALL RESPONDENTS)

> **THE NEXT QUESTIONS ARE ABOUT THE BALLOT MEASURE I MENTIONED EARLIER, TO RENEW THE EXISTING ONE-QUARTER CENT SALES TAX PROVIDING FUNDING FOR SMART FOR 30 YEARS.**

7.   Next, I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you: extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DON'T READ) DK/NA	*EXT/ VERY*
[ ]a.	Preventing cutting all rail service	44%	22%	10%	15%	9%	*66%*
[ ]b.	Providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households	50%	24%	12%	10%	4%	*74%*

(SPLIT SAMPLE A ONLY)

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DON'T READ) DK/NA	*EXT/ VERY*
[ ]c.	Repairing and maintaining SMART trains, tracks and other key infrastructure	45%	23%	19%	8%	5%	*67%*
[ ]d.	Completing SMART rail service to Healdsburg and Cloverdale	33%	23%	15%	22%	6%	*56%*
[ ]e.	Reducing the carbon pollution that causes climate change	52%	19%	10%	17%	3%	*70%*
[ ]f.	Completing parallel walking and biking pathways	33%	21%	22%	19%	5%	*53%*
[ ]g.	Maintaining clean, safe trains	51%	29%	11%	5%	4%	*80%*
[ ]h.	Reducing traffic congestion	51%	26%	10%	11%	2%	*77%*
[ ]i.	Increasing service levels	36%	20%	23%	12%	9%	*56%*

(SPLIT SAMPLE B ONLY)

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DON'T READ) DK/NA	*EXT/ VERY*
[ ]j.	Ensuring SMART service is inclusive and accessible to all	45%	24%	11%	15%	4%	*70%*
[ ]k.	Maintaining free fares for youth and seniors, and reduced fares for disabled people	39%	23%	18%	18%	3%	*62%*
[ ]l.	Investing in shuttle access to rail stations	36%	25%	18%	17%	4%	*61%*
[ ]m.	Providing high quality rail transit access to education and health care services	38%	26%	16%	16%	4%	*64%*
[ ]n.	Maintaining clean, safe train stations	44%	35%	9%	10%	2%	*79%*
[ ]o.	Relieving traffic congestion on Highway 101	48%	25%	13%	12%	1%	*73%*
[ ]p.	Maintaining the current service levels	29%	31%	13%	12%	15%	*60%*
[ ]q.	Completing SMART rail service between Larkspur and Cloverdale	31%	21%	16%	23%	9%	*52%*

(RESUME ASKING ALL RESPONDENTS)

NEXT I AM GOING TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE PROPOSED MEASURE.

8.   First, here are some statements from supporters of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes. If you do not believe the statement, you can tell me that too. **(RANDOMIZE)**

	VERY CONV	SMWT CONV	NOT CONV	DON'T BELIEVE	(DON'T READ) DK/NA	VERY/ SMWT
[ ]a. **(NO INCREASE IN TAXES)** This measure is a simple renewal, with <u>no</u> increase in the sales tax. But by voting "yes" we will be able to maintain, improve and expand SMART rail and non-motorized transportation service in Sonoma and Marin, without paying any additional taxes.	38%	29%	16%	12%	5%	67%
[ ]b. **(ACCOUNTABILITY)** This measure has strong taxpayer safeguards to ensure the money is spent as promised, including annual independent audits, independent citizens oversight, and full public disclosure of all spending.	37%	27%	15%	15%	6%	64%
[ ]c. **(CUTS)** If this measure is not approved, the loss of funding will force SMART to eliminate all rail service entirely and prevent the completion of the biking and walking pathway. Voting for this measure will ensure that local residents can continue to count on SMART service and facilities.	34%	25%	20%	18%	4%	58%
(SPLIT SAMPLE A ONLY)						
[ ]d. **(VULNERABLE)** SMART service is critically important for residents of our area who don't own a car or can't drive – including many seniors, youth, people with disabilities, and lower-income households – including many of the North Bay's essential workers. This measure will ensure that vulnerable communities who rely on SMART can continue to count on it.	34%	32%	17%	11%	5%	66%

	VERY CONV	SMWT CONV	NOT CONV	DON'T BELIEVE	(DON'T READ) DK/NA	*VERY/ SMWT*
[ ]e. **(CLIMATE CHANGE)** Strong public transit systems are one of the most important tools we have to fight climate change. SMART gives people an affordable, effective alternative to driving, reducing greenhouse gas emissions and air pollution.	39%	30%	19%	10%	2%	*69%*
[ ]f. (**RIDERSHIP**) While many transit agencies in the area are struggling, SMART's ridership has rebounded to exceed pre-pandemic levels. Sonoma and Marin residents and visitors rely on SMART to get to work, school, and more. Renewing this measure will prevent disruptions in transit service that many local residents rely on.	34%	38%	14%	10%	4%	*72%*

(SPLIT SAMPLE B ONLY)

	VERY CONV	SMWT CONV	NOT CONV	DON'T BELIEVE	(DON'T READ) DK/NA	*VERY/ SMWT*
[ ]g. **(OUTSIDERS)** Much of this sales tax is paid by tourists and visitors to the North Bay. Voting for this measure will ensure that people who live outside our community will continue to pay their fair share for transit and traffic solutions.	22%	28%	23%	21%	7%	*49%*
[ ]h. **(TRAFFIC)** Too many people spend hours and hours in their cars every week – keeping them away from their loved ones and wasting precious free time. If we don't repair, maintain, and improve SMART, commute times will continue to worsen.	30%	29%	27%	11%	4%	*58%*
[ ]i. **(MATCHING FUNDS)** As of 2023, SMART has matched local sales tax funds dollar for dollar with grant funding. This measure will make SMART eligible for millions in state and federal grant funds over the life of the measure. Every dollar we spend locally can generate additional funds from outside the North Bay to improve SMART, which will otherwise be spent outside our region.	36%	32%	15%	12%	5%	*68%*

(RESUME ASKING ALL RESPONDENTS)

9.   Having heard this information let me ask you again about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK:** "Is that definitely or just probably?") **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?")

TOTAL YES ---------------------------- **69%**
Definitely yes----------------------------- 48%
Probably yes------------------------------- 16%
Undecided, lean yes------------------------5%

TOTAL NO----------------------------- **27%**
Undecided, lean no------------------------3%
Probably no-------------------------------6%
Definitely no----------------------------- 18%

(DON'T READ) DK/NA------------------4%

10.   Next, here are some statements in opposition to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote no on the measure. If you do not believe the statement, you can tell me that too. **(RANDOMIZE)**

	VERY CONV	SMWT CONV	NOT CONV	DON'T BELIEVE	(DON'T READ) DK/NA	*VERY/ SMWT*
[ ]a. **(TAXES)** The cost of living in Sonoma and Marin is out of control and rising. The last thing we need to do is continue a regressive sales tax that raises the price of everyday goods.	25%	24%	31%	18%	3%	*49%*
(SPLIT SAMPLE A ONLY)						
[ ]b. **(OPERATION COSTS)** The astronomical costs of operating SMART are not worth the returns. It would be much more worthwhile to invest the funds in better roads, bridges and infrastructure to reduce traffic.	17%	25%	35%	21%	3%	*41%*
[ ]c. **(HIGHER PRIORITIES)** The North Bay has higher priorities for our local tax dollars than SMART – like dealing with housing costs, homelessness, wildfire prevention and the increase in crime.	23%	38%	28%	10%	1%	*61%*

	VERY CONV	SMWT CONV	NOT CONV	DON'T BELIEVE	(DON'T READ) DK/NA	*VERY/ SMWT*

(SPLIT SAMPLE B ONLY)

[ ]d. **(NO RIDERS)** More and more people are shifting to working from home all or most days of the week, including at some of the Bay Area's biggest companies. Even though SMART's ridership is higher than before the pandemic, it is lower than the original ridership studies for the system. We should not continue to subsidize a rail line that people do not want to ride. --------------- 17% ---- 24% -----39%----- 17% ------4%   *41%*

[ ]e. **(FEDERAL/STATE FUNDS)** In the past few years, both the state and federal government have issued massive infrastructure grants. We should see how much of those federal and state funds we can get for SMART before renewing the local sales tax. --- 23% ---- 29% -----34%-------9% ------6%   *51%*

(RESUME ASKING ALL RESPONDENTS)

11.   Having heard this information let me ask one more time about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK:** "Is that definitely or just probably?") (**IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?")

> **TOTAL YES ----------------------------- 64%**
> Definitely yes----------------------------- 46%
> Probably yes------------------------------ 14%
> Undecided, lean yes------------------------4%
>
> **TOTAL NO----------------------------- 30%**
> Undecided, lean no------------------------1%
> Probably no--------------------------------5%
> Definitely no----------------------------- 23%
>
> **(DON'T READ)** DK/NA------------------6%

**THESE ARE MY FINAL QUESTIONS, AND THEY ARE
JUST FOR CLASSIFICATION PURPOSES.**

12.   Do you own or rent your place of residence?

> Own --- 63%
> Rent --- 30%
> **(DON'T READ)** DK/NA/REFUSED ---7%

13.   With which racial or ethnic group do you identify yourself: Hispanic or Latino, White or Caucasian, Black or African American, Asian or Pacific Islander, or some other ethnic or racial background?

> Hispanic/Latino --------------------------- 12%
> White/Caucasian -------------------------- 75%
> Black/African American----------------- <1%
> Asian/Pacific Islander----------------------3%
> Other (**SPECIFY_____**) ----------------2%
> **(DON'T READ)** DK/NA/REFUSED ---8%

14.   What was the last level of school you completed?

> First to 11th grade -------------------------------0%
> High school graduate or GED -----------------5%
> Vocational/technical school --------------------2%
> Some college, but no degree ---------------- 19%
> Associate degree---------------------------------8%
> Four-year college or bachelor's degree ---- 32%
> Graduate school or advanced degree-------- 31%
> **(DON'T READ)** DK/NA ---------------------4%

15.   I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2023?

> $30,000 and under---------------------------6%
> $30,001 - $60,000---------------------------8%
> $60,001 - $75,000---------------------------5%
> $75,001 - $100,000 ---------------------- 11%
> $100,001 to $150,000-------------------- 16%
> More than $150,000---------------------- 32%
> **(DON'T READ)** DK/NA/REFUSED - 21%

THANK AND TERMINATE

GENDER:

Male	48%
Female	52%
Nonbinary	0%

PARTY REGISTRATION:

Democrat	60%
Republican	16%
No Party Preference	17%
Other	7%

LANGUAGE OF INTERVIEW:

English	98%
Spanish	2%

FLAGS

P16	58%
G16	72%
P18	51%
G18	72%
P20	69%
G20	85%
P22	61%
G22	77%
BLANK	8%

HOUSEHOLD PARTY TYPE

D1	37%
D2+	15%
R1	7%
R2+	4%
I1+	17%
Mixed	21%

CONTACT MODE

Phone	41%
Email	30%
Text	28%

A/B SPLIT

A	50%
B	50%

AGE

18-24	9%
25-29	4%
30-34	5%
35-39	8%
40-44	7%
45-49	7%
50-54	7%
55-59	9%
60-64	9%
65-74	20%
75+	15%

COUNTY

Sonoma	64%
Marin	36%

SONOMA SUPERVISOR DISTRICT

District 1	22%
District 2	21%
District 3	16%
District 4	20%
District 5	21%

MARIN SUPERVISOR DISTRICT

District 1	20%
District 2	22%
District 3	22%
District 4	17%
District 5	19%