



GODBE RESEARCH
Gain Insight

MEMORANDUM

October 10, 2007

TO: Dan Little, Executive Director, Shasta County RTPA

FROM: Bryan Godbe, M.A., President
Amelia Caine, Ph.D., Senior Research Manager

RE: Summary of Voter Survey on Interstate 5 Expansion

Godbe Research is pleased to present the summary results of a survey conducted for the Fix Five Partnership. A total of 500 voters who reside in Tehama and Shasta Counties participated in the study, and telephone interviews took place from July 26 to July 30, 2007. The margin of error for this survey is plus or minus 4.4 percent.

The survey results indicate that an overwhelming majority of voters use Interstate 5 and think preventing future traffic congestion is an important issue in their community:

- 83 percent of voter households use Interstate 5 on a weekly basis. Close to half of voter households use the highway on a daily basis.
- Overall, 91 percent of voters think preventing future traffic congestion on Interstate 5 is an important issue, with 57 percent indicating it is "Very Important."

A majority of voters support the plan to expand Interstate 5 to three lanes in each direction in Tehama and Shasta Counties:

- 84 percent of voters agree that future traffic congestion will be a problem in the future if Interstate 5 is not expanded.
- Results indicate strong support for this expansion project – 77 percent of voters support the plan to expand Interstate 5, only 16 percent expressed opposition to the plan, and the remaining 7 percent were undecided.

The survey results indicate support for an impact fee on new residential and commercial development to help fund the expansion of Interstate 5:

- Voters were given information to explain who would pay an impact fee and when it would apply. Following this information, 54 percent of voters stated they would support the County and City governments in adopting an impact fee to fund the expansion of Interstate 5, comparable to support for a one-quarter cent sales tax.
- Further, 49 percent of voters indicate a preference for funding the expansion project with an impact fee. In comparison, the next most-preferred revenue source, a sales tax, was indicated by only 16 percent of voters.
- Overall, the survey indicates a 3 to 1 preference for an impact fee over other revenue sources when compared head-to-head.



GODBE RESEARCH
Gain Insight

Godbe Research, a California Department of Transportation (Caltrans) certified woman owned business (WBE) and state registered small business, was founded in January of 1990. The firm is a full-service public opinion research agency that offers its clients extensive experience in public opinion research for community satisfaction, community needs assessments, public education and outreach strategies, strategic and general planning efforts, ballot measure feasibility, and public sector marketing efforts. Our offices in Half Moon Bay (Northern California), Newport Beach (Southern California), and Bellevue (Seattle) house a staff of highly trained and experienced researchers (all Master's or Ph.D. level), and a commitment to providing superior quality research and client services. Godbe Research's public sector clients include hundreds of West Coast transit agencies, councils of government, counties, cities, school districts, special districts, and political campaigns. For more information, please visit our website at www.godberesearch.com.