

Coconino County Transportation Study: 2013



January 14, 2014

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I. EXECUTIVE SUMMARY

- ✓ 1200 likely Coconino County voters were surveyed: 400 likely voters living in Flagstaff, 400 living in the Flagstaff Metropolitan Planning District and living outside Flagstaff, 400 throughout the rest of Coconino County. Likely voters are defined as registered voters who participated in the 2012 and 2010 General Elections. Voter names were matched with public databases to insure access to current phone numbers. Survey interviews took place between October 23 and November 12, 2013. Regional data is accurate at a margin of error of +/- 5 percent, with a 95 percent confidence level. County level data is accurate at a margin of error of +/- 2.9 percent, with a 95 percent confidence level.
- ✓ County voters are divided in their opinion of Coconino County government, with Flagstaff and Flagstaff area residents holding County government in higher esteem than voters living in other parts of the County. While voters from outside the Flagstaff area are less likely to have a positive impression of County government, they are no more likely than voters living in and around Flagstaff to have a negative impression of the County.
- ✓ Most voters living in Flagstaff and immediately adjacent areas are able to identify whether roads are maintained by Coconino County, the state of Arizona or the City of Flagstaff. Moving further away from the Flagstaff area, there is some confusion as to whether roads are maintained by the County or State.
- ✓ About three quarters of likely voters in each region of the County agree that County roads are in excellent or good shape. Eighteen percent of County voters say County roads are either in poor shape or impassable. Although most agree that the roads provide a smooth ride, half of likely voters (50%) across the County say too many potholes exist in the roads.
- ✓ More than half of likely voters in all three regions of the County say the County does an excellent or good job maintaining County roads. Two in five voters (40%) say the County only does a fair to poor job of maintaining County roads.
- ✓ Most voters know very little to nothing about how road maintenance is funded in Coconino County. When informed that the County projects a deficit of \$100 million over the next ten years if current levels of road maintenance and repair are maintained, a majority of voters across the County (55%) support increasing the County sales tax to maintain the current level of road service. Flagstaff voters are more supportive of this proposal (61%), than voters living just outside of Flagstaff (50%) or in other parts of the County (48%). There is more support than opposition to a tax increase in all areas of the County.
- ✓ Sixty percent of voters across the County support increasing the sales tax by one quarter cent for every dollar spent in the County to maintain the current level of road service. Support for a quarter cent increase ranges from 65 percent in Flagstaff to 54 percent immediately outside the Flagstaff-area. Support for a tax

increase drops when the proposed amount is raised to one half cent for every dollar spent. The County is statistically divided over raising sales tax one half cent (45% support, 48% oppose). In areas other than Flagstaff, however, a slight majority of voters oppose a one-half cent sales tax increase (52% opposed in the Flagstaff-area, 51% opposed in other parts of the County). Opposition to a sales tax increase solidifies when the proposed amount is raised to three-quarters of a cent on every dollar spent in the County.

- ✓ Messaging around the need for snow plowing on County roads to get workers to the workplace and children safely to school resonates with a large proportion of County voters (70%).
- ✓ A similar proportion of voters (69%) are more likely to support a tax increase when faced with a choice between maintaining roads now or paying more for road repairs later.
- ✓ 59 percent of voters say they are more likely to support a tax increase knowing that the County and the City of Flagstaff are coordinating their transportation plans.
- ✓ Concern for poorly maintained roads leading to car repairs resonates with slightly more than half of likely voters (57%).
- ✓ County voters share some concerns about a sales tax increase. About half of likely voters (54%) say they are less likely to support a tax increase if the County is not effectively spending the money it now has. Half also express concern over taxes being too high (51%). Preference for using money for alternative transportation rather than road repair resonates with only 43 percent of County voters, mostly with likely voters living in Flagstaff.
- ✓ Likely voters in Flagstaff were asked about levels of support for repairing existing city streets and bike lanes, and building new city streets and bike lanes. Voters express greater support for repairing current infrastructure (55%) rather than building new infrastructure (50%).
- ✓ More than half of Flagstaff voters (57%) indicate that knowing Flagstaff was considering asking voters to also support a transportation sales tax increase did not affect their support for the County proposal. One in five Flagstaff voters (21%) said this information would make them less likely to support a County proposal.

II. METHODOLOGY

Coconino County, AZ commissioned a survey of likely Coconino County voters. The purpose of the survey was to understand public perceptions of Coconino County, attitudes toward the quality of roads in the County, and interest in a ballot measure raising the sales tax to support maintenance and road repair into the future. The

survey was conducted between October 23 and November 12, 2013. Twelve hundred randomly selected, likely Coconino County voters completed the survey. Four hundred respondents were drawn from the City of Flagstaff, 400 from the Flagstaff Metropolitan Planning Area outside of Flagstaff, and 400 from other areas of the County. Findings from the survey conducted in each of these three regions is accurate at a +/- 5.0 percent margin of error, with a 95 percent confidence level. Data from the combined County surveys is accurate at a +/- 2.9% margin of error, with a 95 percent confidence level.

“Sampling error” is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a sample drawn from that population. Percentages obtained in telephone surveys are estimates of what percentages would be if an entire population had been surveyed.

Likely voters are defined as Coconino County residents who are registered to vote and have voted in the 2012 and 2010 general elections. Information from the Coconino County voter registration records was matched against several public databases to insure access, where available, to the most recent phone numbers of likely voters.

GlobaLocal Visions, LLC designed the survey instrument in collaboration with Coconino College personnel and Alan Maguire, The Maguire Company, managed the data collection process, and is responsible for the analysis contained within this report. Data was collected by WestGroup Research in Phoenix, AZ. GlobaLocal Visions, LLC is a full-service, social science research company based in Flagstaff, Arizona.

Despite the use of rigorous scientific methodology, all telephone surveys face challenges and limitations. For example, the survey was only administered in English, potentially excluding likely voters fluent in languages other than English. Researchers do not believe this limitation hinders the quality of data generated in this study.

The demographics of study respondents are included below. Based on the distribution of the population surveyed, the researchers believe the study data accurately reflects preferences and attitudes of the likely voter population living in Coconino County.

Table 1: Likely Voter Demographics

| | Coconino County | Flagstaff | FMPO, not Flagstaff | Other County |
|---------------|----------------------------|------------------|--------------------------------|-------------------------|
| Gender | | | | |
| Men | 50% | 51% | 49% | 50% |
| Women | 50% | 49% | 51% | 50% |

| | | | | | |
|------------------------|---------------|-----|-----|-----|-----|
| Age | | | | | |
| | 18 - 35 | 10% | 13% | 11% | 7% |
| | 36 - 65 | 58% | 55% | 68% | 56% |
| | 66 + | 32% | 32% | 22% | 38% |
| Own/Rent | | | | | |
| | Own | 85% | 80% | 91% | 87% |
| | Rent | 14% | 19% | 8% | 10% |
| Years in County | | | | | |
| | 0 – 10 | 23% | 21% | 24% | 25% |
| | 11-20 | 30% | 30% | 34% | 29% |
| | 21+ | 47% | 49% | 42% | 47% |
| Income | | | | | |
| | < 25k | 13% | 14% | 7% | 16% |
| | 25k to < 50k | 27% | 23% | 21% | 34% |
| | 50k to < 75k | 23% | 23% | 25% | 23% |
| | 75k to < 100k | 20% | 22% | 22% | 16% |
| | 100k + | 17% | 19% | 25% | 12% |
| Location | | | | | |
| | Flagstaff | 46% | | | |
| | FMPO, not FLG | 19% | | | |
| | Other County | 36% | | | |
| Political Party | | | | | |
| | Republican | 35% | 28% | 36% | 43% |
| | Democrat | 40% | 47% | 36% | 32% |
| | Other | 26% | 26% | 28% | 25% |

III. ADDITIONAL DEMOGRAPHICS

Do you live on a road maintained by the County?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|------------|---------------------------|------------------|-------------------------------|------------------------|
| Yes | 29 | 11 | 67 | 32 |
| No | 65 | 83 | 31 | 60 |
| Don't know | 6 | 7 | 2 | 8 |
| Total | 100 | 101 | 100 | 100 |

Do you regularly travel on any County maintained roads to get to work, to school, to shop, or to visit family?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|------------|---------------------------|------------------|-------------------------------|------------------------|
| Yes | 37 | 40 | 94 | 34 |
| No | 58 | 53 | 5 | 62 |
| Don't know | 5 | 7 | 2 | 5 |
| Total | 100 | 100 | 101 | 101 |

Overall, do you think the current sales tax you pay in Coconino County is too high, too low, or just about right?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|------------------|---------------------------|------------------|-------------------------------|------------------------|
| Too high | 34 | 28 | 35 | 42 |
| Just about right | 55 | 58 | 55 | 51 |
| Too low | 4 | 5 | 5 | 2 |
| Don't know | 7 | 9 | 5 | 5 |
| Total | 100 | 100 | 100 | 100 |

During the last year, has your financial situation improved, stayed the same, or become worse?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|-----------------|---------------------------|------------------|-------------------------------|------------------------|
| Improved | 16 | 18 | 19 | 13 |
| Stayed the same | 55 | 57 | 51 | 55 |
| Became worse | 28 | 24 | 30 | 32 |
| Don't know | 1 | 1 | --- | 1 |
| Total | 100 | 100 | 100 | 100 |

Do you expect your financial situation to improve, stay the same or become worse during the coming year?

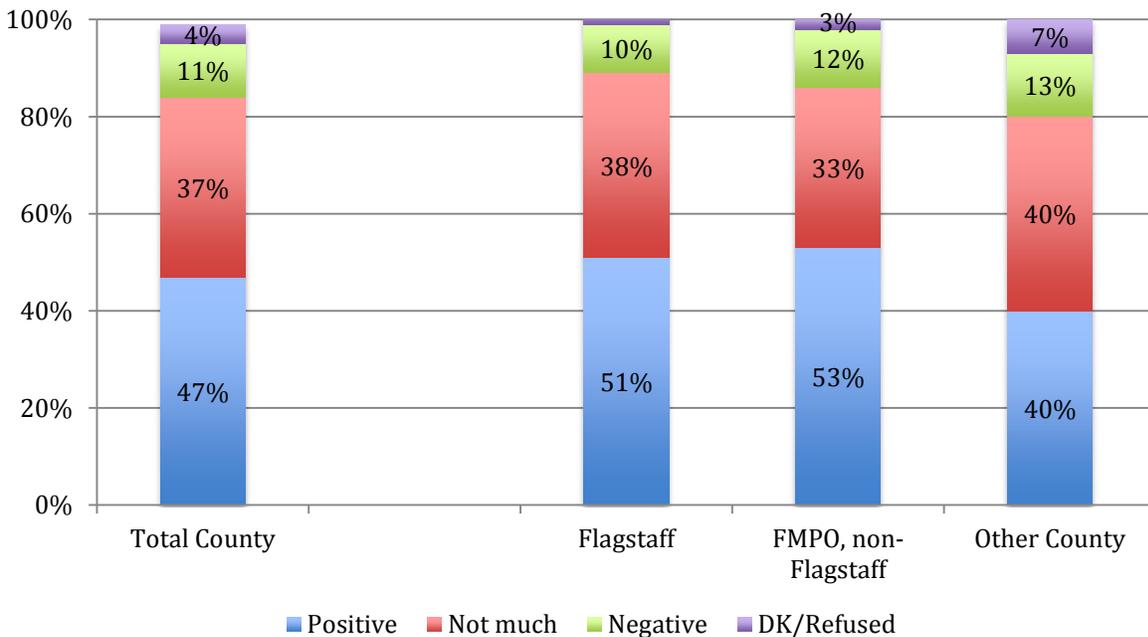
| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------|---------------------------|------------------|-------------------------------|------------------------|
| Improve | 20 | 20 | 22 | 18 |
| Stay the same | 58 | 62 | 58 | 52 |
| Become worse | 21 | 16 | 19 | 28 |
| Don't know | 2 | 2 | 2 | 3 |
| Total | 101 | 100 | 101 | 101 |

IV. DATA FINDINGS

A. General Impression of Coconino County Government

Four times as many likely Coconino County voters have a positive impression of County government than have a negative impression (see Figure 1). A majority of Flagstaff voters and voters living close to Flagstaff have a positive impression of Coconino County government. Likely voters living in other parts of the County are divided between having a positive impression of County government and having no impression whatsoever. Similarly, in a 2009 survey of likely County voters, Flagstaff area voters overwhelmingly said Coconino County is doing an excellent or good job delivering services to residents, while people living further away from Flagstaff were divided in their impressions (see Table 2). Surveys of general residents in 2007 and 2008 demonstrated similar results (see Table 3)

Figure 1:
Impression of Coconino County Government



Overall, do you think the Coconino County government is doing an excellent, good, fair, or poor job of providing services to County residents?

Table 2:
Job County is Doing Delivering Services
(2009)

| | Flagstaff % | Rural % |
|------------|----------------|------------|
| Excellent | 8 | 3 |
| Good | 58 | 42 |
| Fair | 25 | 32 |
| Poor | 4 | 12 |
| Don't know | 6 | 11 |
| Total | 101 | 100 |

Source: Public Health District Survey: 2009 (Likely Voters; Flagstaff n=400; Rural n=402)

Table 3:
Job County is Doing Delivering Services
(2008, 2007)

| | 2008 % | 2007 % |
|------------|-----------|-----------|
| Excellent | 10 | 9 |
| Good | 49 | 60 |
| Fair | 24 | 22 |
| Poor | 8 | 5 |
| Don't know | 8 | 4 |
| Total | 99 | 100 |

Source: General Citizen Surveys (2008 n=191; 2007 n=801)

B. Knowledge of Responsibility for Roads in County

For the most part, likely Coconino County voters are able to correctly identify which government unit is responsible for maintaining and repairing major roadways in the County. Knowledge levels are higher in Flagstaff and the areas immediately adjacent to Flagstaff than elsewhere in the state (see Tables 3-5).

Which level of government is responsible for maintaining and repairing each road?
 [Note: Correct answer is shaded.]

Table 3: Flagstaff (Majority Correct = 5; Other=0)

| | FLG (%) | Coco County (%) | State (%) | DK/ Not Sure (%) | Total (%) |
|----------------------|---------|-----------------|-----------|------------------|-----------|
| Butler Avenue | 86 | 4 | 5 | 5 | 100 |
| Lake Mary Road | 11 | 67 | 16 | 7 | 101 |
| Townsend Winona Road | 3 | 77 | 9 | 11 | 100 |
| Fourth Street | 94 | 4 | 1 | 2 | 101 |
| Leupp Road | 2 | 57 | 27 | 14 | 100 |

Table 4: FMPO, non-Flagstaff (Majority Correct = 4; Other=1)

| | FLG (%) | Coco County (%) | State (%) | DK/ Not Sure (%) | Total (%) |
|----------------------|---------|-----------------|-----------|------------------|-----------|
| Fort Valley Road | 21 | 31 | 34 | 24 | 100 |
| Koch Field Road | 4 | 73 | 1 | 22 | 100 |
| Townsend Winona Road | 3 | 80 | 10 | 8 | 101 |
| Route 89 | 2 | 16 | 75 | 7 | 100 |
| Kachina Blvd. | 11 | 70 | 1 | 18 | 100 |

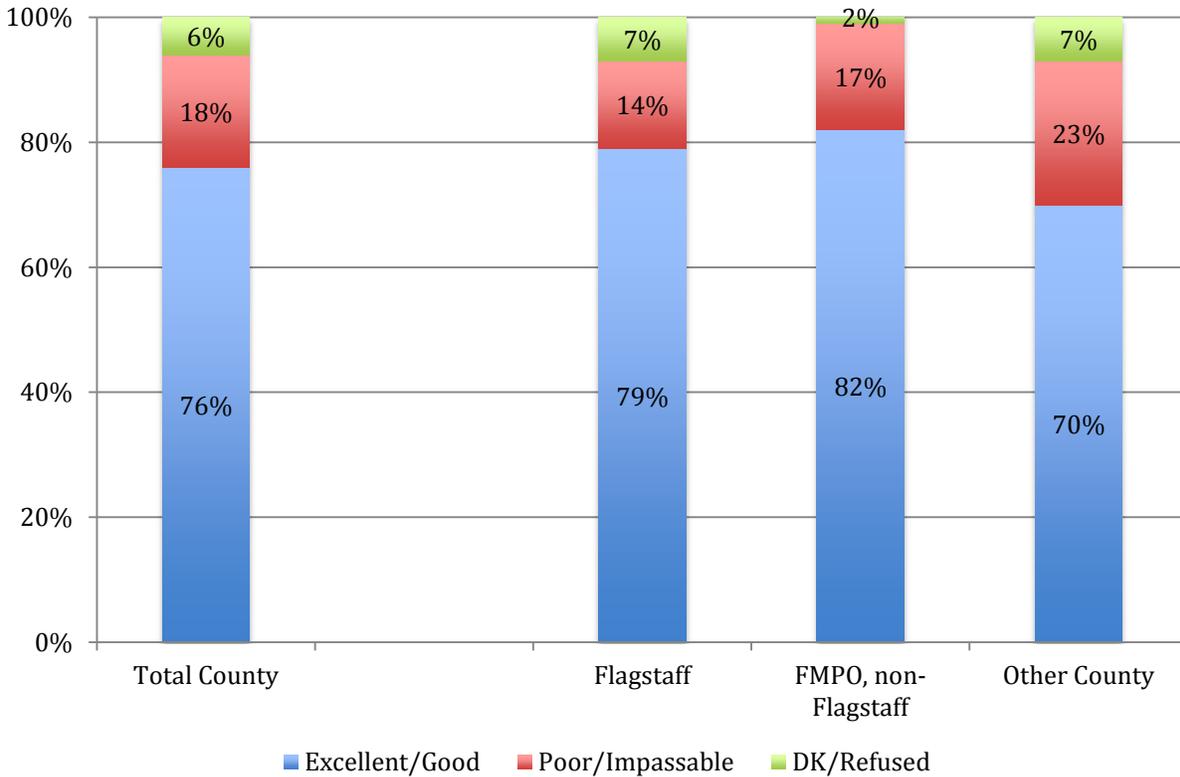
Table 5: Other County (Majority Correct = 2; Other=3)

| | FLG (%) | Coco County (%) | State (%) | DK/ Not Sure (%) | Total (%) |
|------------------------|---------|-----------------|-----------|------------------|-----------|
| Route 180 (Flag to GC) | 3 | 17 | 65 | 16 | 101 |
| Koch Field Road | 8 | 20 | 2 | 69 | 99 |
| Lake Mary Road | 15 | 39 | 21 | 25 | 100 |
| Route 89 to Page | 1 | 12 | 80 | 8 | 101 |
| Spring Valley Road | 3 | 27 | 4 | 66 | 100 |

C. Quality of Roads Maintained by County

Three quarters of likely voters in Coconino County say the quality of roads maintained by the County is either 'excellent' or 'good' (see Figure 2). This response is widely held. 79% of likely voters in Flagstaff, 82% of likely voters in the FMPO area outside Flagstaff, and 70% of voters in other parts of the County believe County maintained roads are either 'excellent' or 'good'.

**Figure 2:
Quality of Roads Maintained by County**



D. Perspectives of County Roads

Likely County voters were read a series of statements and asked if they agree or disagree with each.

- 72% of agree that most County roads provide a smooth ride (Figure 3)
- 76% agree that most County roads are in good condition (Figure 4).
- 50% agree that there are too many potholes in County roads (Figure 5).

Figure 3: Most Coconino County roads provide a smooth ride

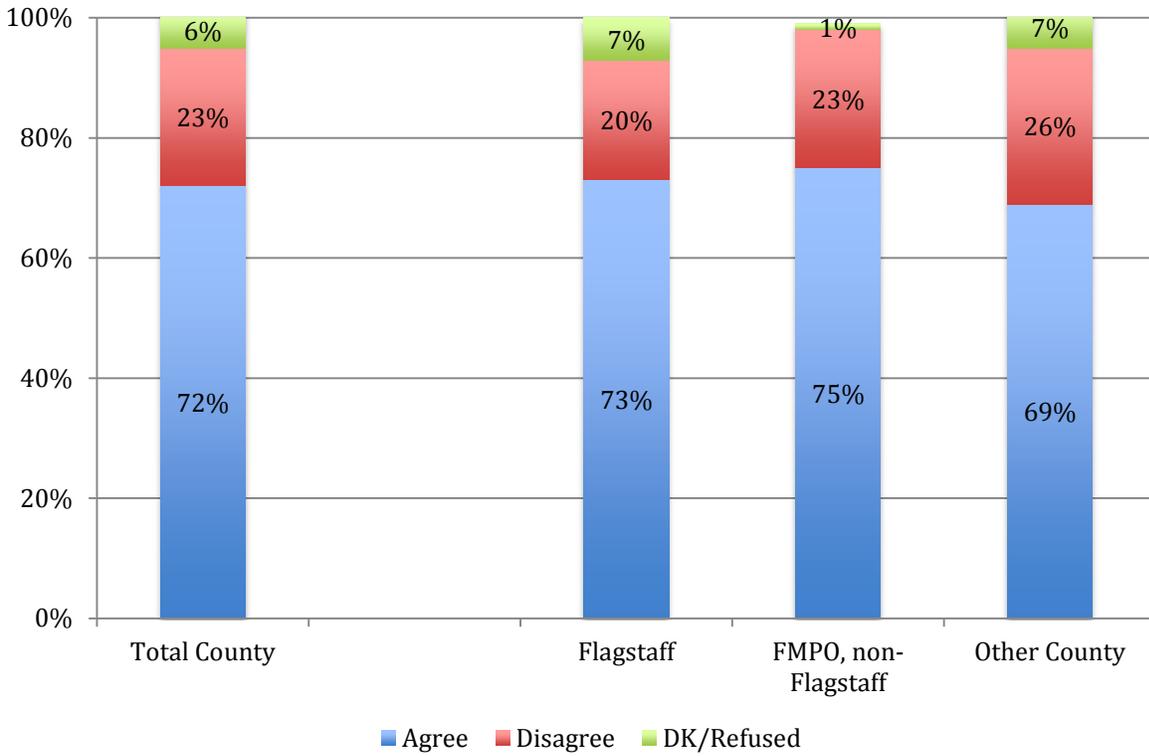


Figure 4:
County Roads are in Good Condition

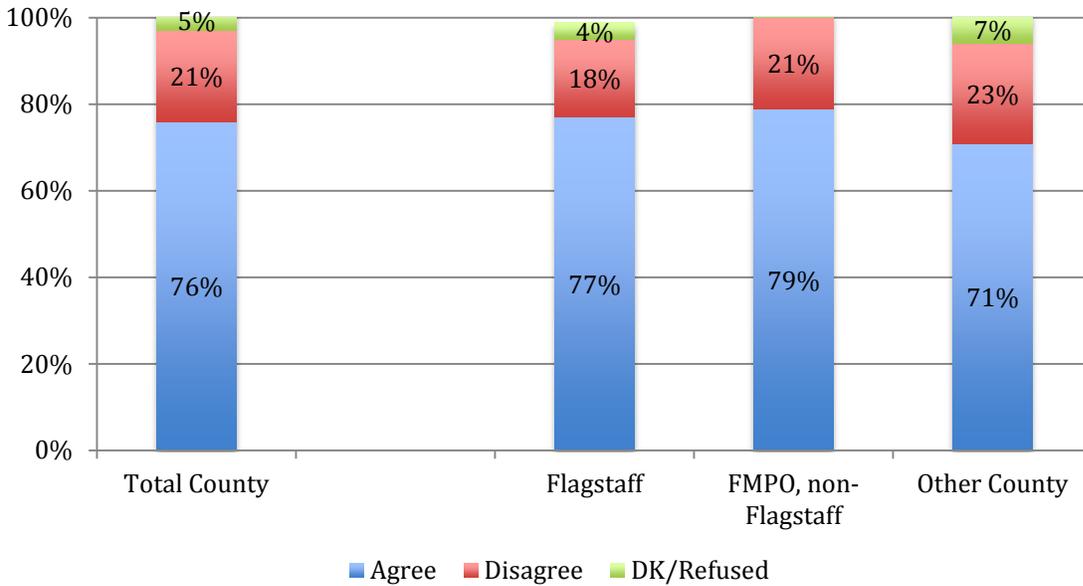
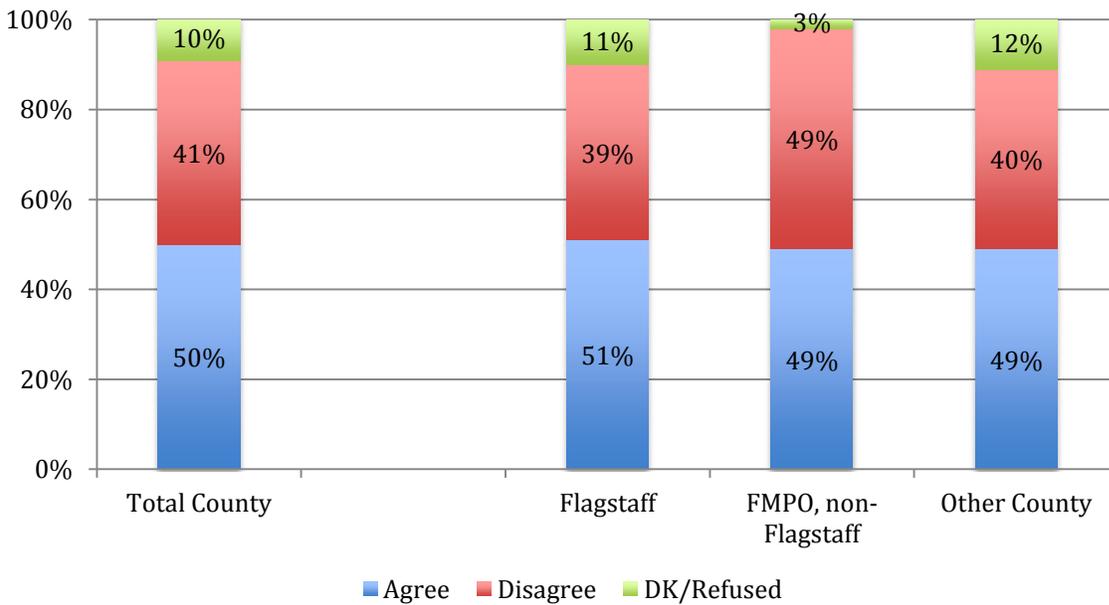


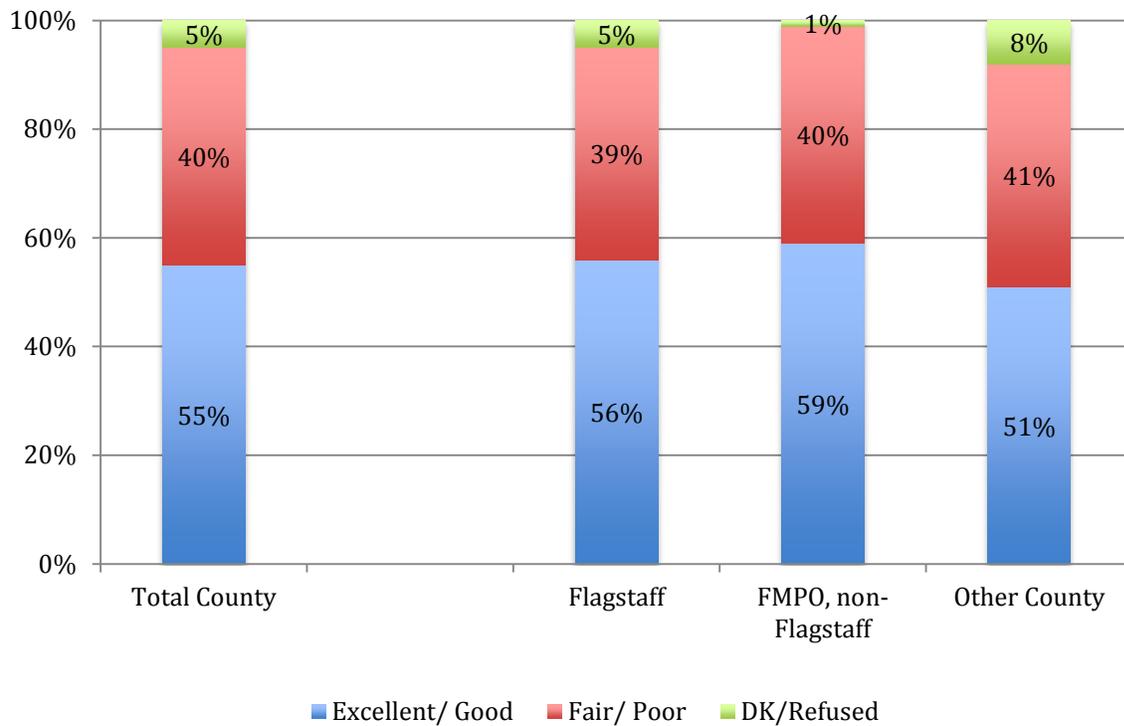
Figure 5:
Too Many Potholes in County Roads



E. County Performance Maintaining Roads

Survey participants were informed that County road maintenance involves snow plowing, filling in potholes, grading dirt roads, and resurfacing roads. With this in mind, respondents were asked to rate County performance in this area. A majority of respondents throughout the County rated road maintenance performance as ‘excellent’ or ‘good’ (Figure 6). A larger proportion of Likely voters in Flagstaff and the Flagstaff area rated County performance as ‘excellent’ or ‘good’ compared to likely voters living elsewhere in the County.

**Figure 6:
County Performance Maintaining Roads**

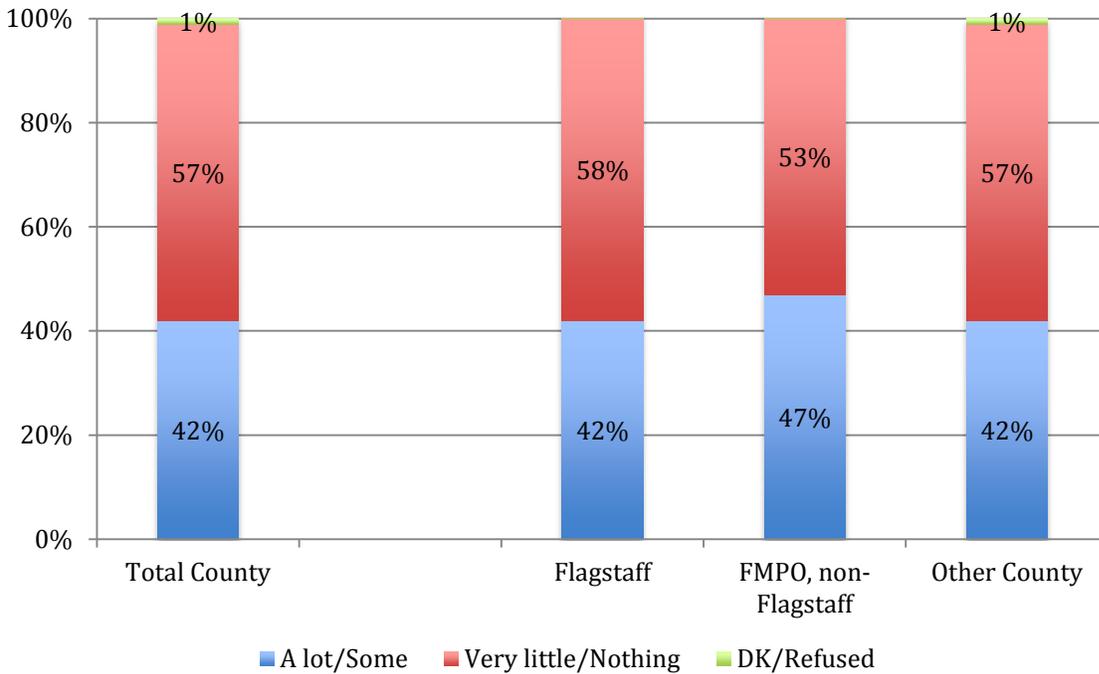


F. Knowledge of Funding Mechanisms for Road Service

A majority of likely voters living throughout Coconino County know ‘little’ or ‘nothing’ about how road maintenance and repairs are funded (see Figure 7). Knowledge levels

are relatively consistent throughout the County with 57% overall knowing 'little' or 'nothing' about the funding mechanisms and 42% knowing 'some' or 'a lot'.

**Figure 7:
Knowledge of Road Maintenance Funding**



G. Support for County Sales Tax Increase

Survey respondents were told that Coconino County projects having a deficit of approximately \$100 million over the next 10 years if current level of road service was maintained. Knowing this, a majority of likely voters (55%) support increasing the

County sales tax to maintain the same levels of road maintenance and repair (Figure 8). Support is greatest in Flagstaff with 61% of likely voters saying they would vote for the increased sales tax. Half of likely voters living adjacent to Flagstaff and 48% of likely voters living in other parts of the County support an increase to the County sales tax. About two in five likely voters County-wide oppose increasing the sales tax to maintain current levels of road maintenance and repair.

Levels of support for a higher tax deviated substantially once an actual price tag was put on the proposal. Sixty percent of voters County-wide support a sales tax increase of one-quarter of a cent on every dollar spent in the County (Figure 9). Support ranges from 65% among Flagstaff voters to 54% of likely voters living away from Flagstaff. When likely voters are asked about a one-half cent sales tax increase, levels of support decline somewhat (Figure 10). 45% of County voters support a one-half cent tax increase, while 48% oppose an increase of this size. While Flagstaff voters, on balance, continue to support the increase, majorities of voters in areas adjacent to Flagstaff and other Coconino County areas oppose a one-half cent increase. Majorities of voters County-wide, and in all regions of Coconino County, oppose a proposal for a three-quarter cent increase (Figure 11).

Figure 8: Support for Sales Tax Increase

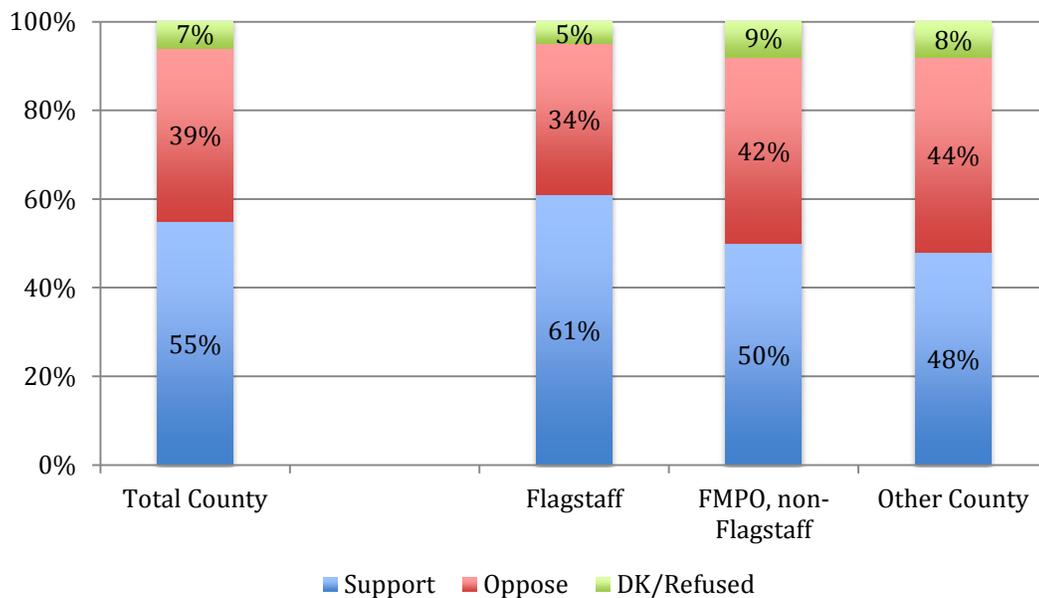


Figure 9:
Support for 1/4 cent Sales Tax Increase

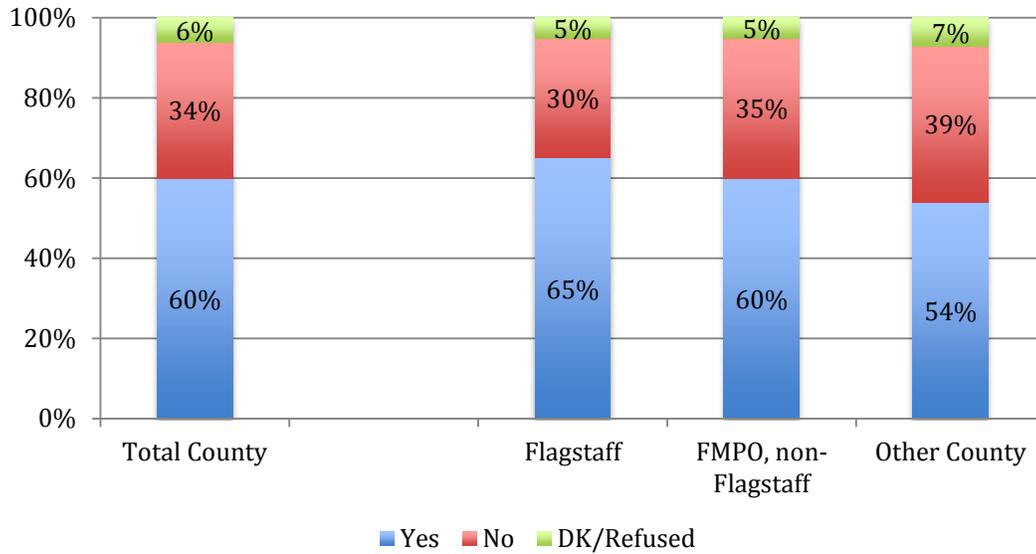


Figure 10:
Support for 1/2 Cent Sales Tax Increase

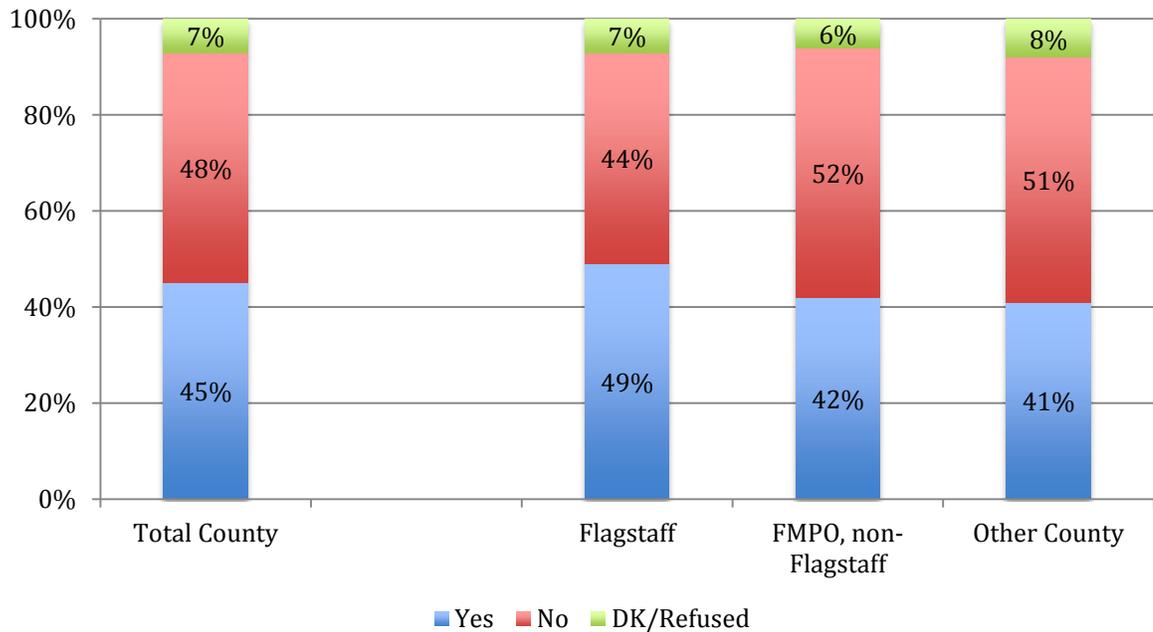
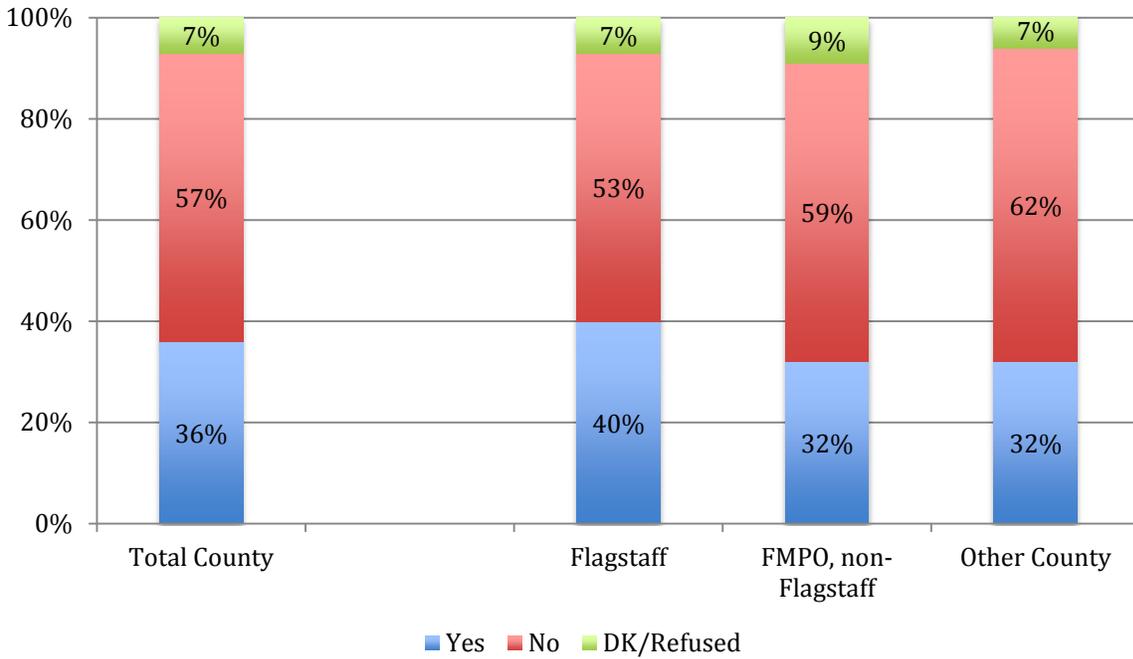


Figure 11:
Support for 3/4 Cent Sales Tax Increase



H. The Impact of Positive Messages

Once a baseline of support for various sales tax increase proposals was established, likely voters were presented with a series of messages and asked whether the

information leads them to be more supportive, less supportive, or makes no difference in support for proposals to increase the County sales tax.

- 60% of voters are indifferent to knowing that more than half all sales taxes collected in the County are paid by tourists and others who live outside of Coconino County (Figure 12).
- A majority of voters (57%) are more likely to support a sales tax increase knowing that poorly maintained roads lead to expensive car repairs (Figure 13).
- 70% of voters are more likely to support a tax increase knowing that snow plowing helps workers get to work on time and children get to school safely (Figure 14).
- 68% of voters respond positively to the message of paying to maintain roads now or paying more to repair roads later (Figure 15).
- 59% of County voters are more likely to support a sales tax increase knowing that when Coconino County and the City of Flagstaff coordinate their transportation plans, taxpayers save money (Figure 16).

Figure 12: Message Impact - More Than Half of Sales Tax Revenue is Paid by Tourists

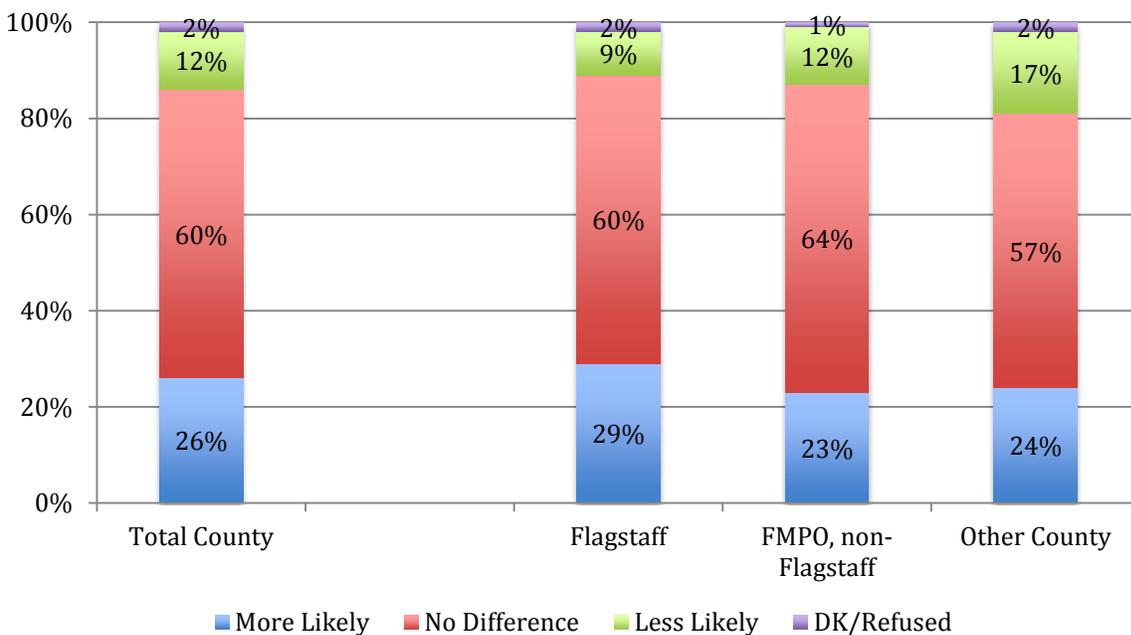


Figure 13: Message Testing - Poor Roads Lead to Expensive Car Repairs

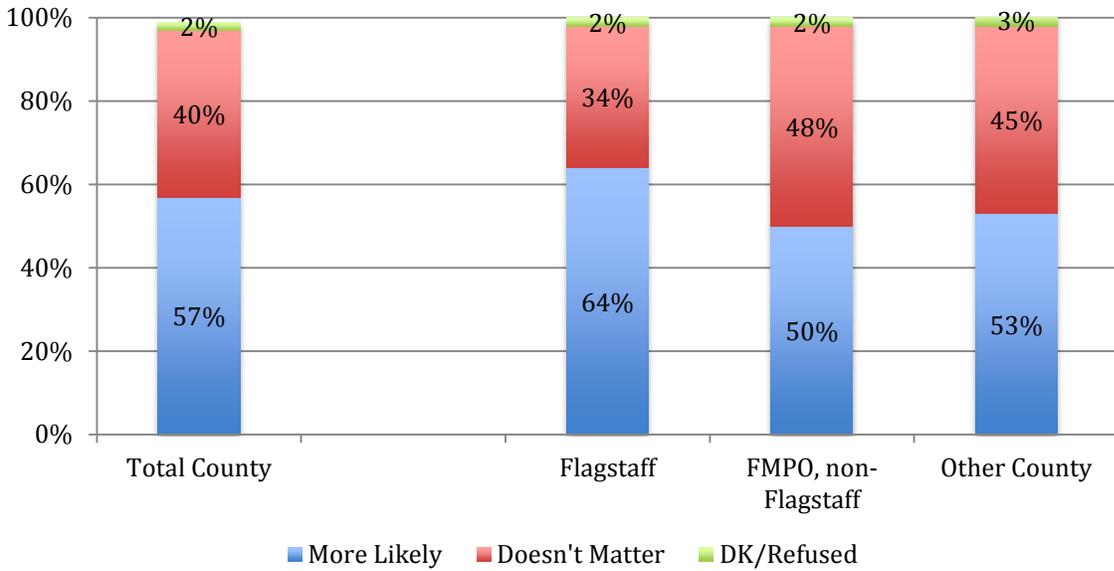


Figure 14: Message Testing - Snow Plowing Gets Workers to Work On Time and Kids to School Safely

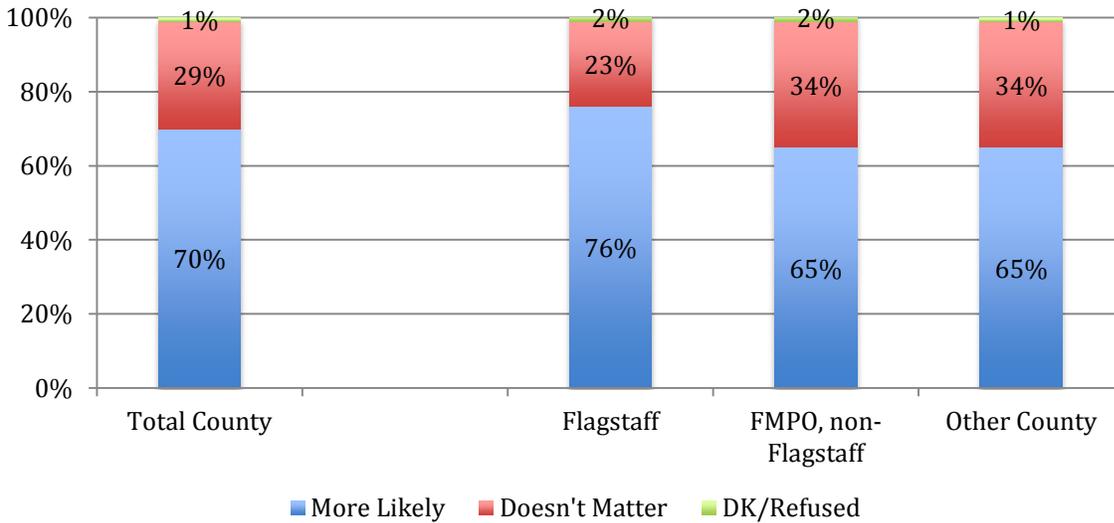


Figure 15: Message Testing - Maintain Roads Now or Pay for Road Repairs Later

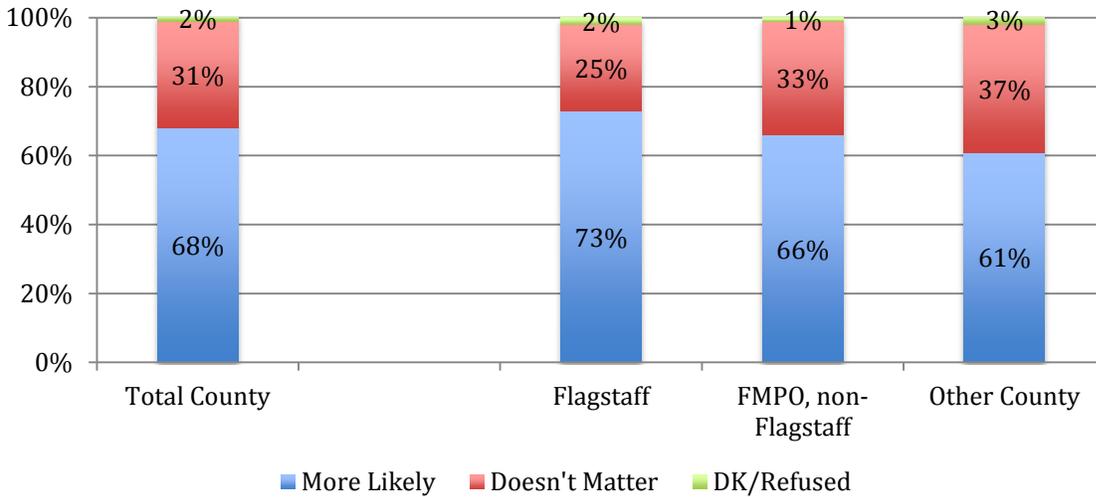
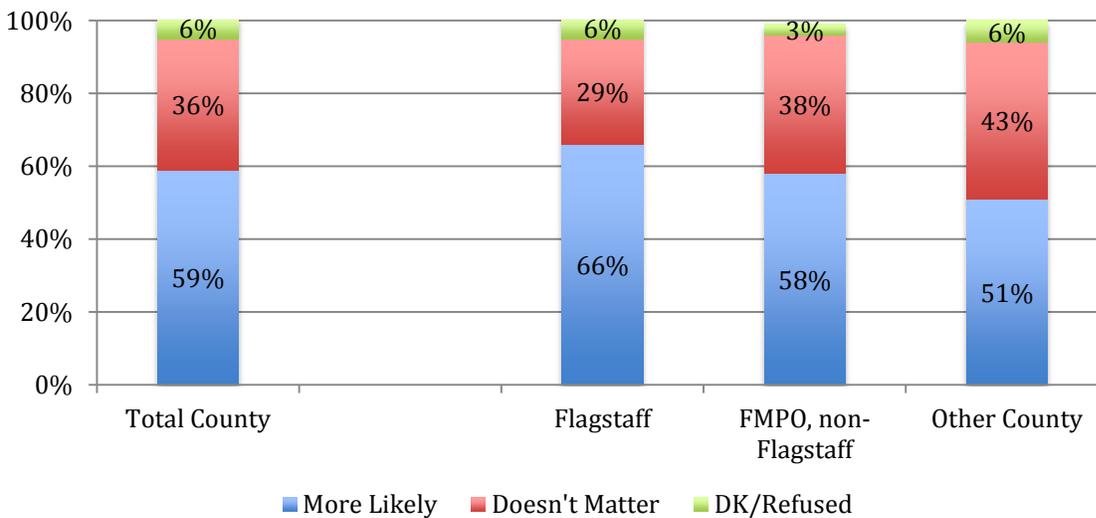


Figure 16: Message Testing - Coordination Between County and Flagstaff Saves Taxpayers Money



I. The Impact of Negative Messages

Survey respondents were presented with a series of negative messages and asked if

the messages encourage them to be less supportive of a proposal to increase the County sales to support road maintenance and repairs.

- 54% of likely County voters are less likely to support the tax proposal hearing that the County is not effectively spending the money it now has (Figure 17).
- 51% are moved to be less supportive hearing that taxes are already too high (Figure 18).
- Fewer voters (43%) say a message encouraging alternative forms of transportation makes them less likely to support a sales tax increase for road maintenance services (Figure 19).

Figure 17: Message Testing - County Is Not Effectively Spending Money It Has Now

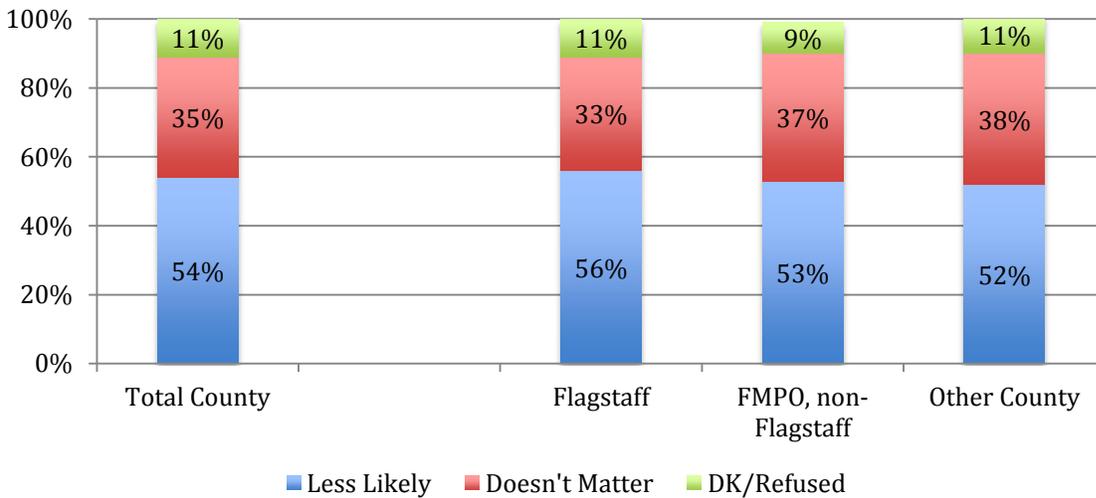


Figure 18: Message Testing - Taxes Are Already Too High

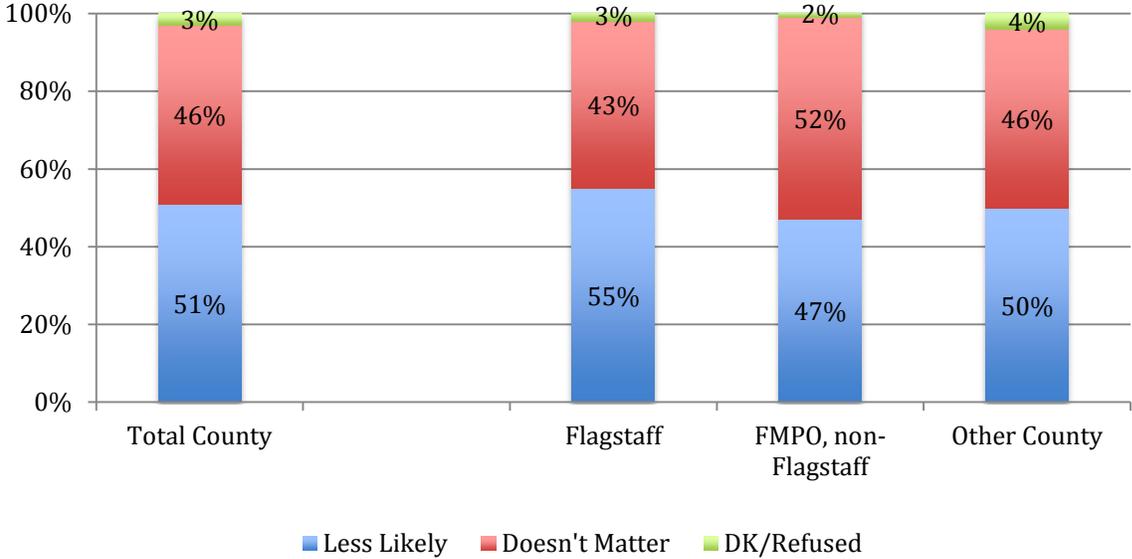
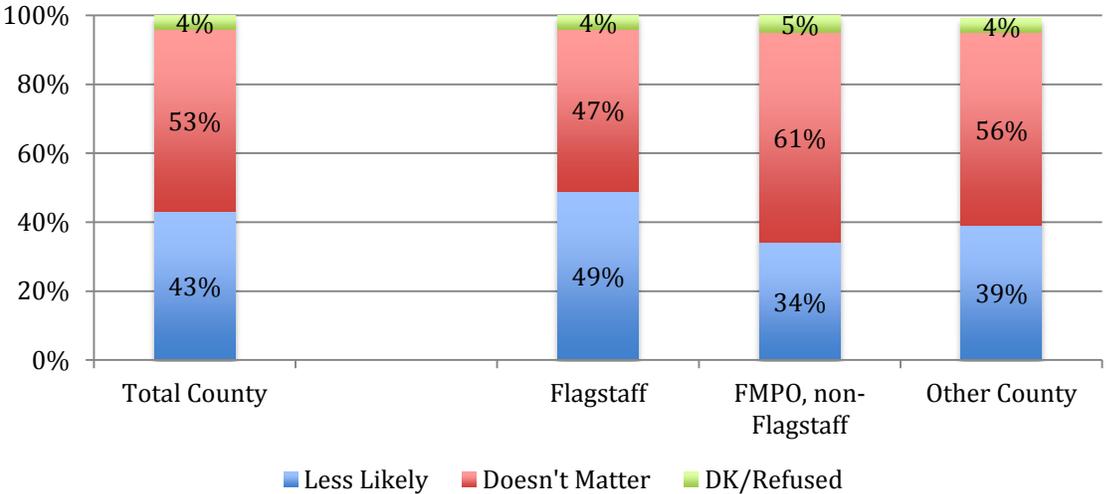


Figure 19: Message Testing - We Should Encourage Alternative Transportation

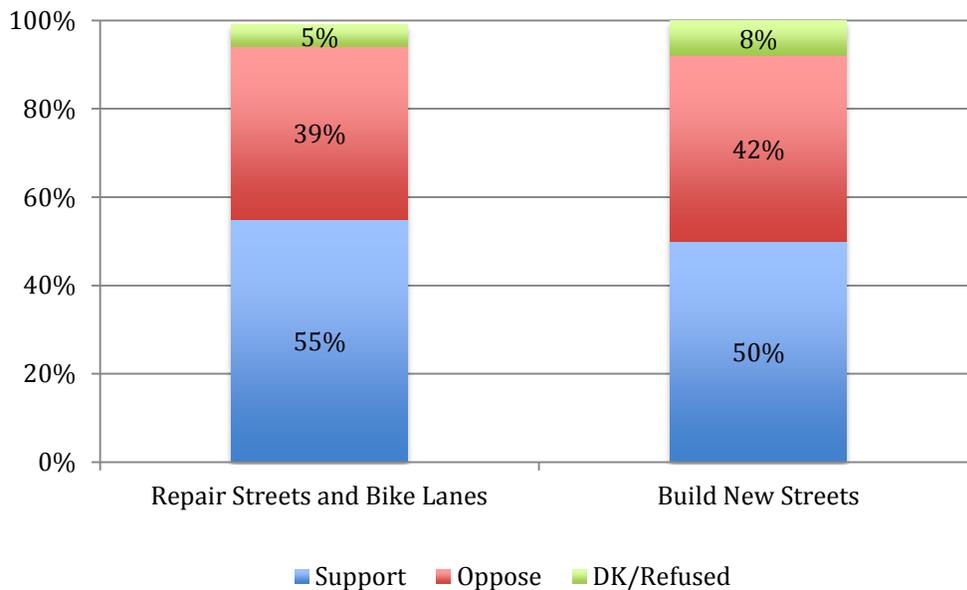


J. Questions for Likely Voters from Flagstaff

Three specific questions were posed only to likely voters living in Flagstaff. The first two questions probed levels of support for increasing the City sales tax to repair existing streets and bike lands, and support for building new streets and bike lanes. 55% of likely voters in Flagstaff supported repairing existing streets and bike lanes; 39% of Flagstaff voters opposed increasing the City sales tax for this purpose (Figure 20). At the same time, 50% of Flagstaff voters supported increasing the City sales tax to build new streets and bike lanes, while 42 percent opposed this proposal.

Flagstaff voters were also asked if their support for increasing the County sales tax would be different if they knew that the City of Flagstaff was considering going to voters to ask for an increase in the City sales tax to support transportation maintenance. By and large, Flagstaff voters said their attitude toward the County proposal would be unaffected by what the City was considering. 57% said it would make no difference in their level of support (Figure 21).

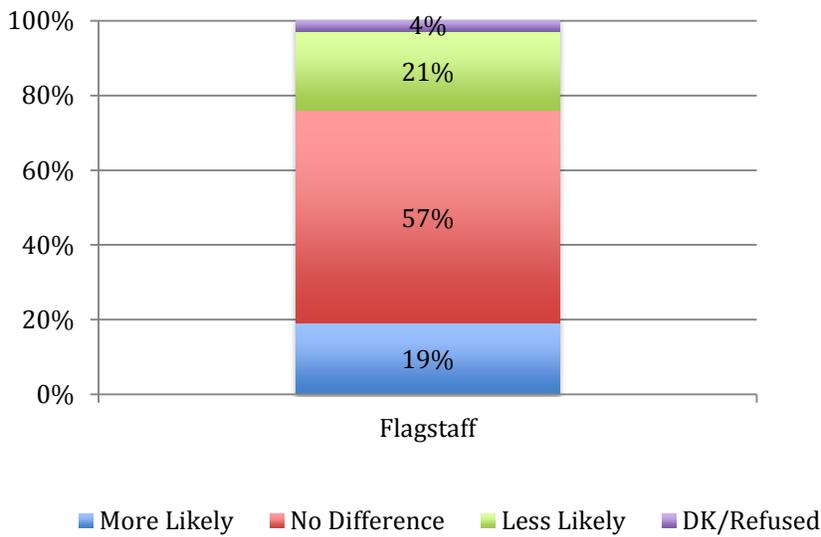
Figure 20: Support for Increasing the City Sales Tax to Repair and Build Infrastructure



If you knew the City of Flagstaff was considering asking voters to support a sales tax increase for transportation, would you be more likely to support a proposal from Coconino County to increase the County sales tax for road maintenance and repairs,

less likely to support a County proposal, or does it make no difference?

Figure 21: Support for County Tax Proposal knowing that Flagstaff is Considering Increasing Sales Tax



V. ADDITIONAL ANALYSIS

Table 4: Attitudes Toward Increasing County Sales Tax to Maintain Current Levels of Road Service

| | | Support | Oppose | DK | (Lambda) |
|-------------------------------|-----------------------------|---------|--------|-----|----------|
| Gender | Men | 52% | 42% | 6% | .000 |
| | Women | 57% | 36% | 8% | |
| Age | 18 - 35 | 60% | 31% | 9% | .000 |
| | 36 - 65 | 55% | 38% | 7% | |
| | 66 + | 54% | 41% | 4% | |
| Own/Rent | Own | 53% | 41% | 7% | .000 |
| | Rent | 66% | 27% | 7% | |
| Years in County | 0 – 20 | 59% | 34% | 7% | .000 |
| | 21+ | 50% | 44% | 6% | |
| Income | < 25k to <75k | 57% | 38% | 6% | .000 |
| | 75k + | 65% | 30% | 5% | |
| Location | Lives on County Road | 58% | 36% | 7% | .000 |
| | Doesn't Live on County Road | 53% | 41% | 6% | |
| Perceptions of Roads | Too Many Potholes | 55% | 40% | 5% | .000 |
| | Not Too Many Potholes | 54% | 39% | 7% | |
| | Other | 53% | 33% | 15% | |
| Current Taxes | Too High | 31% | 64% | 5% | .263*** |
| | Just About Right | 66% | 28% | 6% | |
| | Too Low | 94% | 4% | 2% | |
| Financial Expectations | Improve | 65% | 27% | 8% | .095*** |
| | Stay the Same | 60% | 35% | 6% | |
| | Get Worse | 37% | 57% | 6% | |

*=.05 **=.01 ***=.001

VI. ANNOTATED SURVEY RESULTS

Overall, do you have a positive impression of Coconino County government, a negative impression, or not much impression at all?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|----------------------------|---------------------------|------------------|-------------------------------|------------------------|
| Positive impression | 47 | 51 | 53 | 40 |
| Not much impression at all | 37 | 38 | 33 | 40 |
| Negative impression | 11 | 10 | 12 | 13 |
| Don't know | 4 | 3 | 3 | 7 |
| Total | 99 | 102 | 101 | 100 |

In your opinion, are the roads maintained by Coconino County in excellent shape, good shape, poor shape, or impassable?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------|---------------------------|------------------|-------------------------------|------------------------|
| Excellent shape | 4 | 4 | 6 | 3 |
| Good shape | 72 | 75 | 76 | 67 |
| Poor shape | 16 | 13 | 16 | 20 |
| Impassable | 2 | 1 | 1 | 3 |
| Don't know/Not sure | 6 | 7 | 2 | 7 |
| Total | 100 | 100 | 101 | 100 |

Now I am going to read a list of statements about roads maintained by Coconino County. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement:

“Most Coconino County roads provide a smooth ride.”

| Coconino | FMPO, not | Other |
|----------|-----------|-------|
|----------|-----------|-------|

| | County (%) | Flagstaff (%) | Flagstaff (%) | County (%) |
|-------------------|---------------|------------------|------------------|---------------|
| Strongly agree | 18 | 18 | 19 | 17 |
| Somewhat agree | 54 | 55 | 56 | 52 |
| Somewhat disagree | 17 | 17 | 17 | 16 |
| Strongly disagree | 6 | 3 | 6 | 10 |
| Don't know | 6 | 7 | 1 | 7 |
| Total | 101 | 100 | 99 | 102 |

“Overall, Coconino County roads are in good condition.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|-------------------|---------------------------|------------------|-------------------------------|------------------------|
| Strongly agree | 22 | 22 | 25 | 19 |
| Somewhat agree | 54 | 55 | 54 | 52 |
| Somewhat disagree | 15 | 14 | 16 | 15 |
| Strongly disagree | 6 | 4 | 5 | 8 |
| Don't know | 5 | 4 | 1 | 7 |
| Total | 102 | 99 | 101 | 101 |

“There are too many potholes in Coconino County roads.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|-------------------|---------------------------|------------------|-------------------------------|------------------------|
| Strongly agree | 21 | 18 | 21 | 25 |
| Somewhat agree | 29 | 33 | 28 | 24 |
| Somewhat disagree | 31 | 32 | 38 | 27 |
| Strongly disagree | 10 | 7 | 11 | 13 |
| Don't know | 10 | 11 | 3 | 12 |
| Total | 101 | 101 | 101 | 101 |

Road maintenance involves snow plowing, filling in potholes, grading dirt roads, and resurfacing roads. Do you think the County does an excellent, good, fair or poor job maintaining County roads?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------|---------------------------|------------------|-------------------------------|------------------------|
| Excellent job | 9 | 8 | 9 | 10 |
| Good job | 46 | 48 | 50 | 41 |

| | | | | |
|---------------------|-----|-----|-----|-----|
| Fair job | 33 | 34 | 33 | 30 |
| Poor job | 7 | 5 | 7 | 11 |
| Don't know/Not sure | 5 | 5 | 1 | 8 |
| Total | 100 | 100 | 100 | 100 |

How much do you know about how road maintenance and repairs are funded in Coconino County: a lot, some, very little, or nothing at all?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|----------------|---------------------------|------------------|-------------------------------|------------------------|
| A lot | 6 | 6 | 8 | 6 |
| Some | 36 | 36 | 39 | 36 |
| Very little | 43 | 46 | 41 | 41 |
| Nothing at all | 14 | 12 | 12 | 16 |
| Don't know | 1 | 1 | 1 | 1 |
| Total | 100 | 101 | 101 | 100 |

Due to reductions in funding, the County projects a deficit of approximately 100 million dollars over the next 10 years if the current level of road service is to be maintained. Do you support or oppose increasing the County sales tax to maintain the same level of road maintenance and repair?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|--------------------|---------------------------|------------------|-------------------------------|------------------------|
| Strongly support | 23 | 26 | 19 | 20 |
| Somewhat support | 32 | 35 | 31 | 28 |
| Somewhat oppose | 15 | 15 | 17 | 14 |
| Strongly oppose | 24 | 19 | 25 | 30 |
| Don't know/Depends | 7 | 5 | 9 | 8 |
| Total | 101 | 100 | 101 | 100 |

Thinking about road maintenance in Coconino County, would you support increasing the County sales tax by one-quarter of a cent on every dollar spent in the County to maintain the current level of road service?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|------------|---------------------------|------------------|-------------------------------|------------------------|
| Yes | 60 | 65 | 60 | 54 |
| No | 34 | 30 | 35 | 39 |
| Don't know | 6 | 5 | 5 | 7 |
| Total | 100 | 100 | 100 | 100 |

Would you support increasing the County sales tax by one-half cent on every dollar spent in the County to maintain the current level of road service?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|------------|---------------------------|------------------|-------------------------------|------------------------|
| Yes | 45 | 49 | 42 | 41 |
| No | 48 | 44 | 52 | 51 |
| Don't know | 7 | 7 | 6 | 8 |
| Total | 100 | 100 | 100 | 100 |

Would you support increasing the County sales tax by three-quarters of a cent on every dollar spent to maintain the current level of road service in the County?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|------------|---------------------------|------------------|-------------------------------|------------------------|
| Yes | 36 | 40 | 32 | 32 |
| No | 57 | 53 | 59 | 62 |
| Don't know | 7 | 7 | 9 | 7 |
| Total | 100 | 100 | 100 | 101 |

Coconino County estimates that substantially more than half all sales taxes collected in the County are paid by tourists and others who live outside of Coconino County. Does knowing this make you more likely to support increasing the County sales tax to maintain road maintenance and repairs, less likely to support such a proposal, or does it make no difference?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|------------------------|---------------------------|------------------|-------------------------------|------------------------|
| More likely to support | 26 | 29 | 23 | 24 |
| Makes no difference | 60 | 60 | 64 | 57 |
| Less likely to support | 12 | 9 | 12 | 17 |
| Don't know | 2 | 2 | 1 | 2 |

| | | | | |
|-------|-----|-----|-----|-----|
| Total | 100 | 100 | 100 | 100 |
|-------|-----|-----|-----|-----|

Now I am going to read some reasons why people might vote to increase the County sales tax to fund road maintenance and repairs. After reading each, please tell me if hearing this makes you more likely to support the proposal, or it does not make a difference. Is that much more likely or somewhat more likely to support the proposal? [Note: Questions Rotated]

“Poorly maintained roads lead to expensive car repairs.”

Does hearing this reason make you more likely to support the proposal, or it does not make a difference. Is that much more likely or somewhat more likely to support the proposal?

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------------------|---------------------------|------------------|-------------------------------|------------------------|
| Much more likely to support | 27 | 30 | 20 | 27 |
| Somewhat more likely to support | 30 | 34 | 30 | 26 |
| Does not make a difference | 40 | 34 | 48 | 45 |
| Don't know | 2 | 2 | 2 | 3 |
| Total | 99 | 100 | 100 | 101 |

“We need regular snow plowing of our roads so workers get to work on time and children can safely get to school.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------------------|---------------------------|------------------|-------------------------------|---------------------|
| Much more likely to support | 42 | 48 | 37 | 36 |
| Somewhat more likely to support | 28 | 28 | 28 | 29 |
| Does not make a difference | 29 | 23 | 34 | 34 |
| Don't know | 1 | 2 | 2 | 1 |
| Total | 100 | 101 | 101 | 100 |

“If we don't maintain our roads now, then we'll have to pay more later for road repairs.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------------------|---------------------------|------------------|-------------------------------|------------------------|
| Much more likely to support | 35 | 38 | 32 | 32 |
| Somewhat more likely to support | 33 | 35 | 34 | 29 |
| Does not make a difference | 31 | 25 | 33 | 37 |
| Don't know | 2 | 2 | 1 | 3 |
| Total | 101 | 100 | 100 | 101 |

“When Coconino County and the City of Flagstaff coordinate their transportation plans, taxpayers save money.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------------------|---------------------------|------------------|-------------------------------|------------------------|
| Much more likely to support | 27 | 34 | 24 | 19 |
| Somewhat more likely to support | 32 | 32 | 34 | 32 |
| Does not make a difference | 36 | 29 | 38 | 43 |
| Don't know | 6 | 6 | 3 | 6 |
| Total | 101 | 101 | 99 | 100 |

Now, I am going to read some reasons why people might vote against increasing the County sales tax to fund road maintenance and repairs.

After reading each, please tell me if hearing this makes you less likely to support the proposal, or it does not make a difference. Is that much less likely or somewhat less likely to support the proposal? [Note: Questions Rotated]

“The County is not effectively spending the money it has now.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------------------|---------------------------|------------------|-------------------------------|------------------------|
| Much less likely to support | 26 | 27 | 28 | 23 |
| Somewhat less likely to support | 28 | 29 | 25 | 29 |
| Does not make a difference | 35 | 33 | 37 | 38 |
| Don't know | 11 | 11 | 9 | 11 |

| | | | | |
|-------|-----|-----|----|-----|
| Total | 100 | 100 | 99 | 101 |
|-------|-----|-----|----|-----|

“Taxes are already too high.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------------------|---------------------------|------------------|-------------------------------|------------------------|
| Much less likely to support | 26 | 24 | 27 | 29 |
| Somewhat less likely to support | 25 | 31 | 20 | 21 |
| Does not make a difference | 46 | 43 | 52 | 46 |
| Don't know | 3 | 3 | 2 | 4 |
| Total | 100 | 101 | 101 | 100 |

“We should be using money to encourage alternative forms of transportation, rather than encourage people to drive cars.”

| | Coconino County (%) | Flagstaff (%) | FMPO, not Flagstaff (%) | Other County (%) |
|---------------------------------|---------------------------|------------------|-------------------------------|------------------------|
| Much less likely to support | 24 | 27 | 19 | 21 |
| Somewhat less likely to support | 19 | 22 | 15 | 18 |
| Does not make a difference | 53 | 47 | 61 | 56 |
| Don't know | 4 | 4 | 5 | 4 |
| Total | 100 | 100 | 100 | 99 |

[Note: The following questions were asked only of Flagstaff voters]

The City of Flagstaff is also thinking about asking voters in November 2014 to support an increase in the City Sales Tax. Would you support or oppose increasing the City Sales tax to...

Repair existing streets and bike lanes

Build new streets and bike lanes

| | Repair Streets (%) | Build New Streets (%) |
|------------|--------------------------|-----------------------------|
| Support | 55 | 50 |
| Oppose | 39 | 42 |
| Don't know | 5 | 8 |
| Total | 99 | 100 |

If you knew the City of Flagstaff was considering asking voters to support a sales tax increase for transportation, would you be more likely to support a proposal from Coconino County to increase the County sales tax for road maintenance and repairs, less likely to support a County proposal, or does it make no difference?

| | Flagstaff (%) |
|---------------------|------------------|
| More likely | 19 |
| Makes no difference | 57 |
| Less Likely | 21 |
| Don't know | 4 |
| Total | 101 |