

Cobb County Comprehensive Transportation Plan

Public Opinion Survey

April 2014

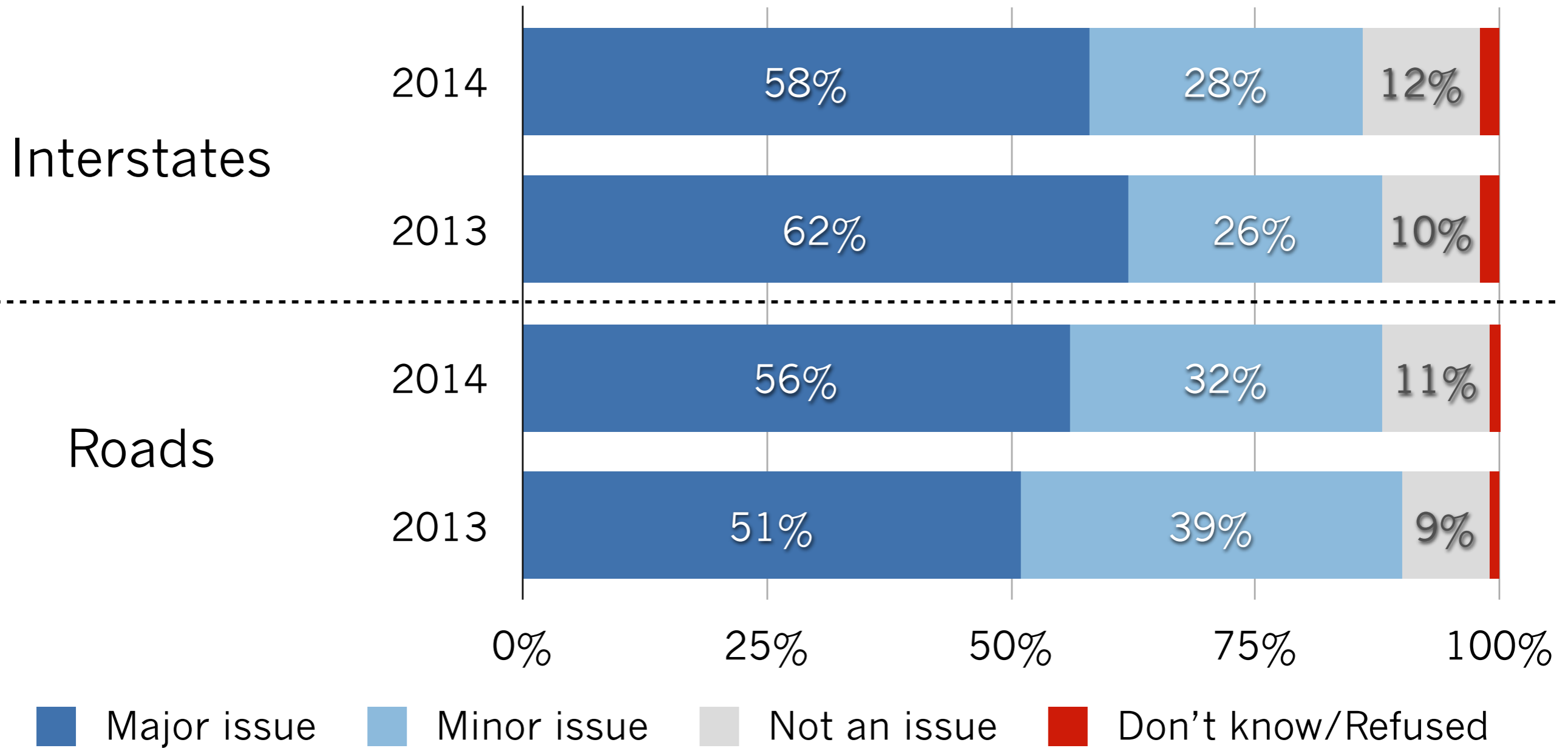


Methodology

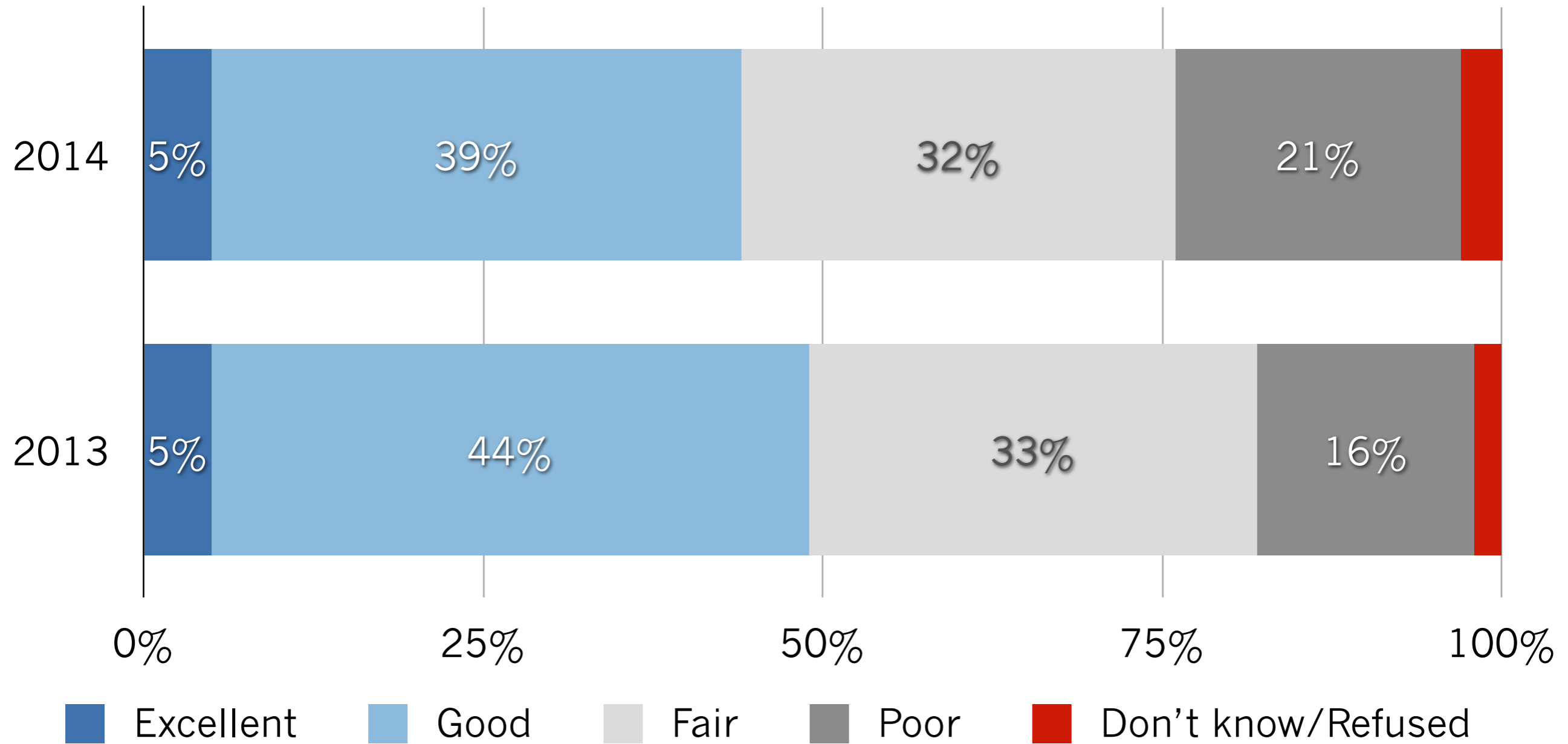
- ❖ Telephone survey of 400 Cobb County voters, including both landline and cell phone-only households
- ❖ Topics included:
 - ❖ Opinions of the Cobb County transportation system
 - ❖ Transportation priorities
 - ❖ Transportation funding
- ❖ Fielded March 2014
- ❖ Several questions replicated from 2013 survey
- ❖ Margin of sampling error $\pm 4.8\%$



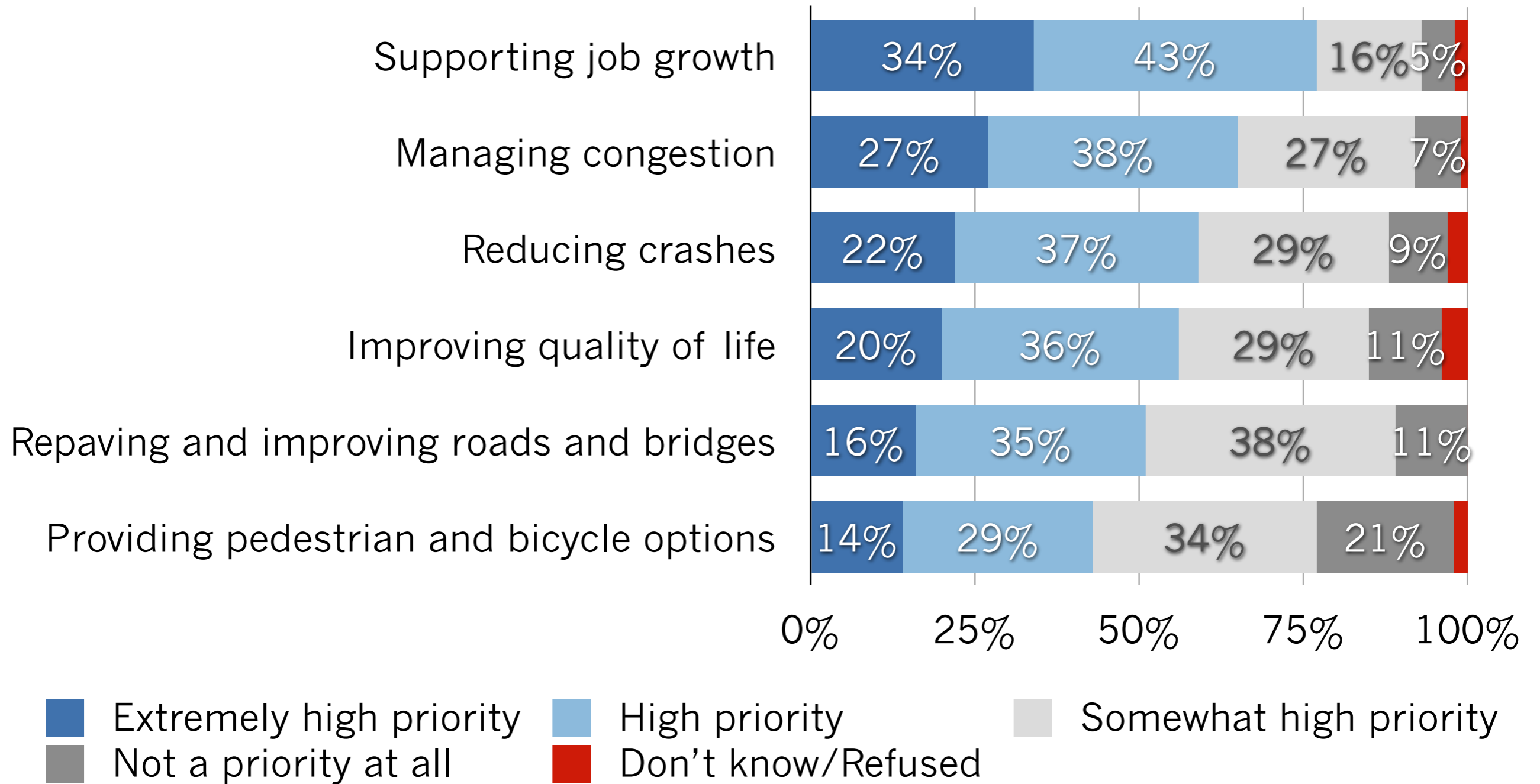
In your opinion, is the traffic congestion on the _____ in Cobb County a major issue facing the County, a minor issue, or not an issue at all?



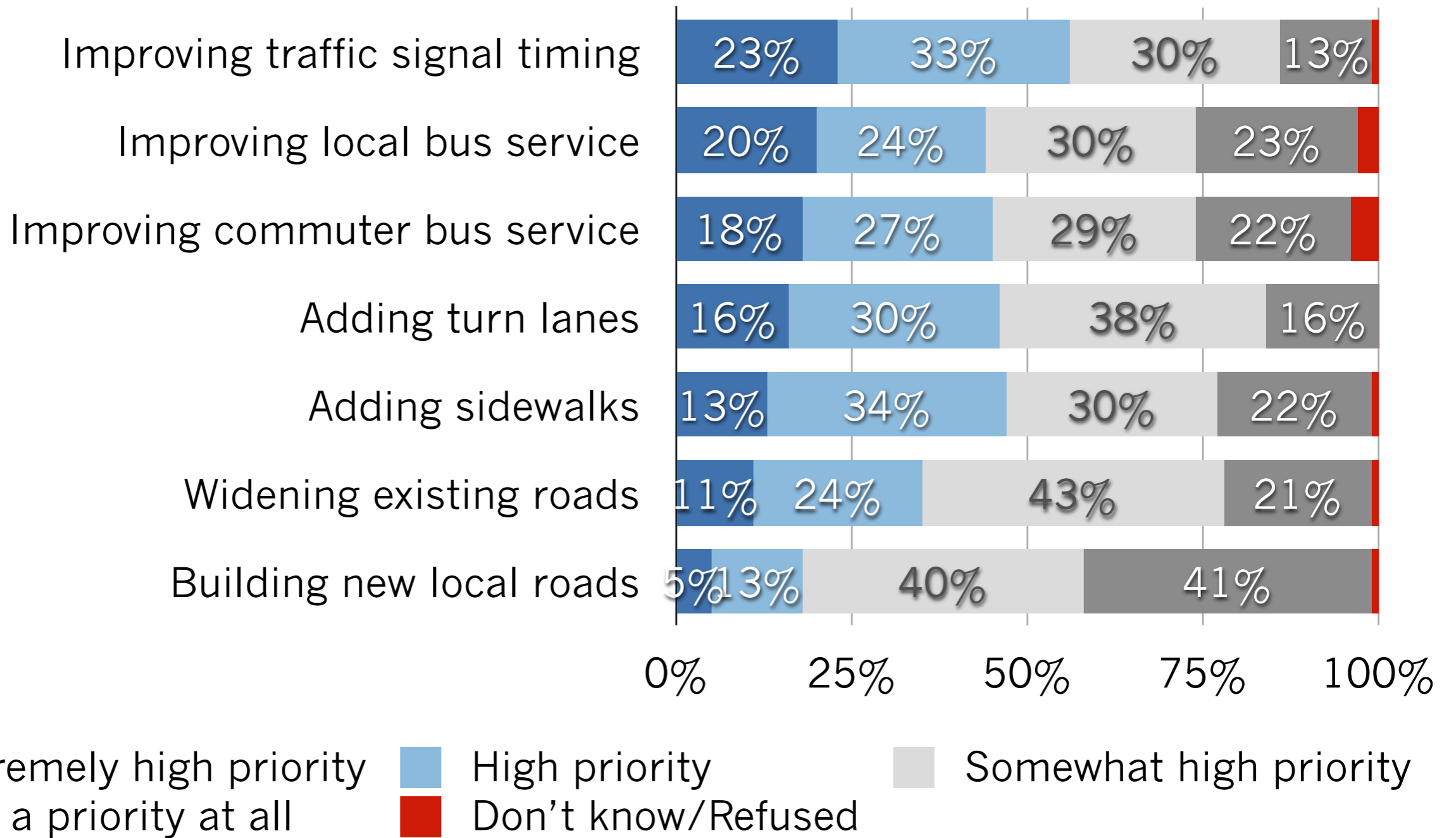
Overall, how would you rate the quality of the transportation system in Cobb County, including all of its roads, interstates, and public transit?



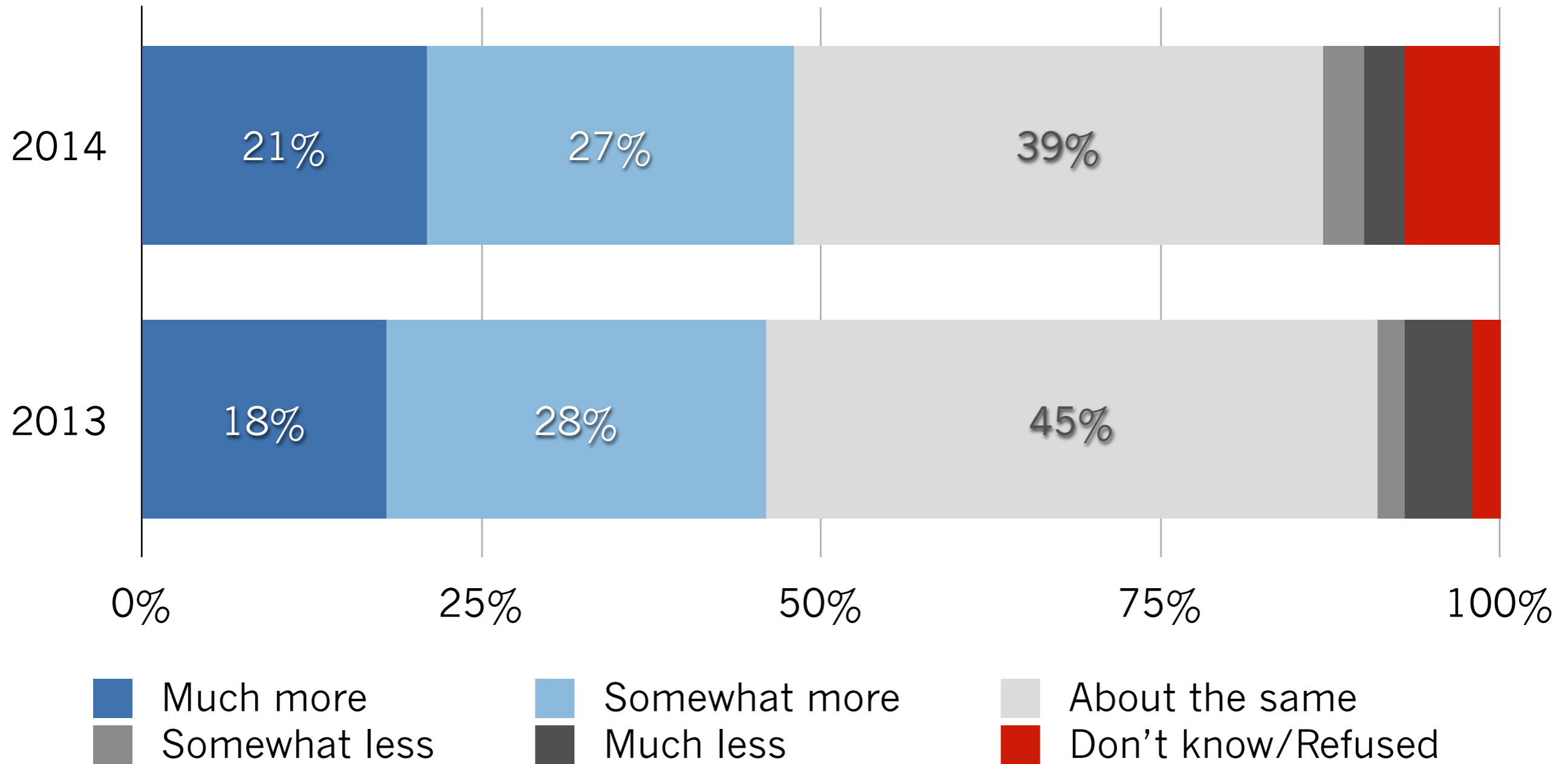
I'm going to read you several goals for why county government would invest in transportation. Keeping in mind that the county has limited funding, I'd like you to tell me how much of a priority each one should be.



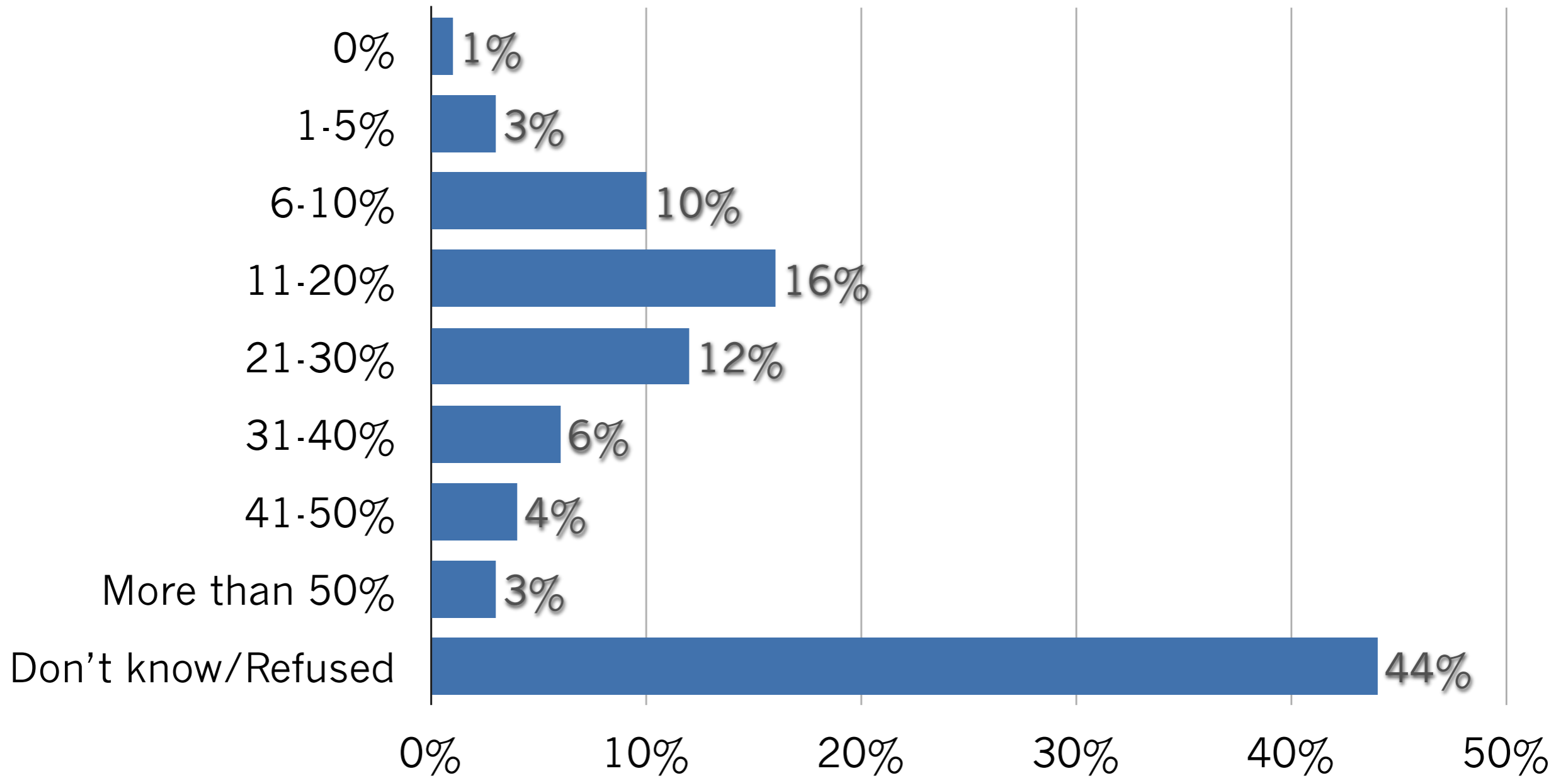
I'm going to read you several kinds of transportation projects the government could undertake. Keeping in mind that the county has limited funding, I'd like you to tell me how much of a priority each one should be.



In your opinion, should the county spend more on transportation, less on transportation, or about the same as it does now?

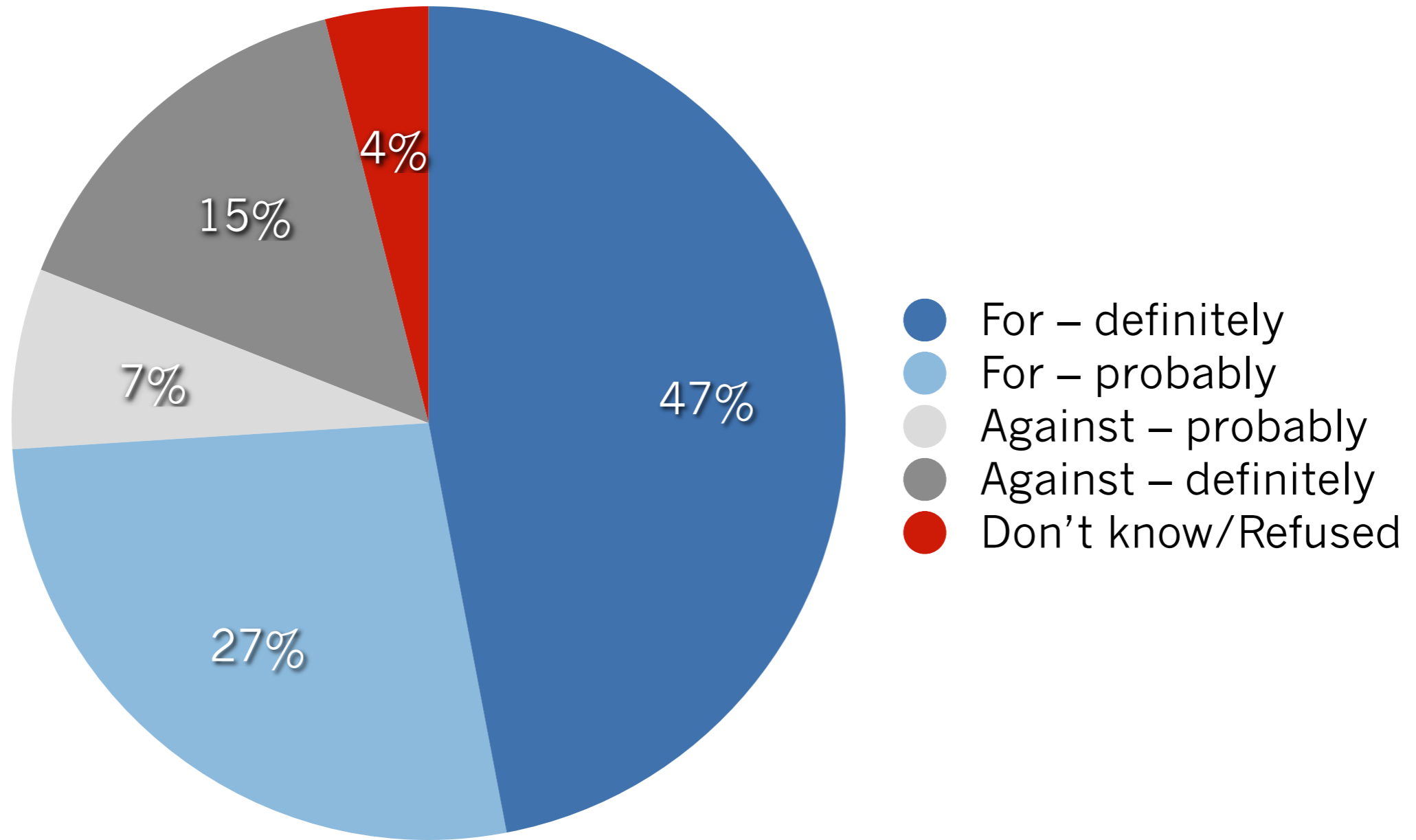


Based on everything you have seen, heard, and read, about what percentage of Cobb County's annual budget goes toward its transportation system, including new projects and maintaining the current transportation system?



[Description of SPLOST — see Appendix I for full wording]

If the vote were held today, would you be more likely to vote in favor of renewing the tax, or against renewing it?



Summary

- ❖ Similar to 2013, majorities of Cobb County voters consider traffic congestion on the county's interstates and roads to be a *major* issue, and less than half rate the Cobb County transportation system as either "excellent" or "good."
- ❖ A majority of Cobb County voters consider all but one of the tested transportation goals to be at least a *high* priority.
- ❖ Supporting job growth is clearly the most important goal, followed by managing congestion, reducing crashes, and improving quality of life.
- ❖ Less than half of voters consider providing pedestrian and bicycle options to be a high or extremely high priority.



Summary

- ❖ Only one tested transportation project is considered a high or extremely high priority by most voters: improving traffic signal timing.
- ❖ The two lowest priority projects are widening existing roads and building new local roads.
- ❖ Voters' opinions on the amount that Cobb County spends on transportation have not changed since 2013; close to half believe that the County should spend more than it currently does, while nearly all others believe its spending should stay about the same.



Summary

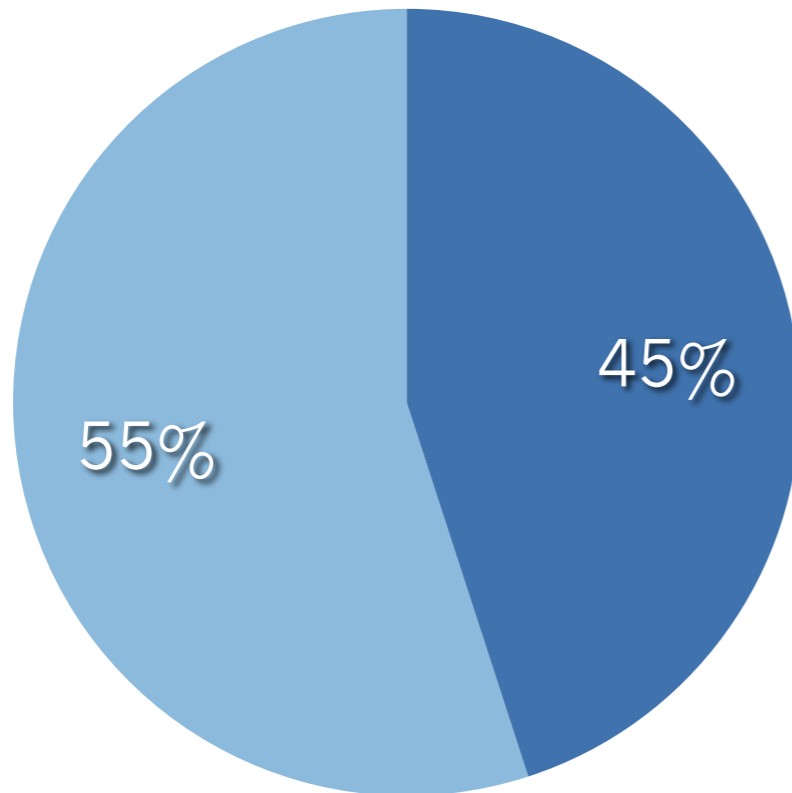
- ❖ Nearly half of Cobb County voters are not able to venture a guess as to what percentage of the County's budget goes toward its transportation system.
- ❖ 14% of voters believe that transportation makes up 10% or less of the budget, 28% believe it makes up 11%-30% of the budget, and 13% believe it makes up more than 30% of the budget.
- ❖ Three-quarters of Cobb voters indicate that they would be likely to vote in favor of renewing the SPLOST, including nearly half who would *definitely* vote in favor.





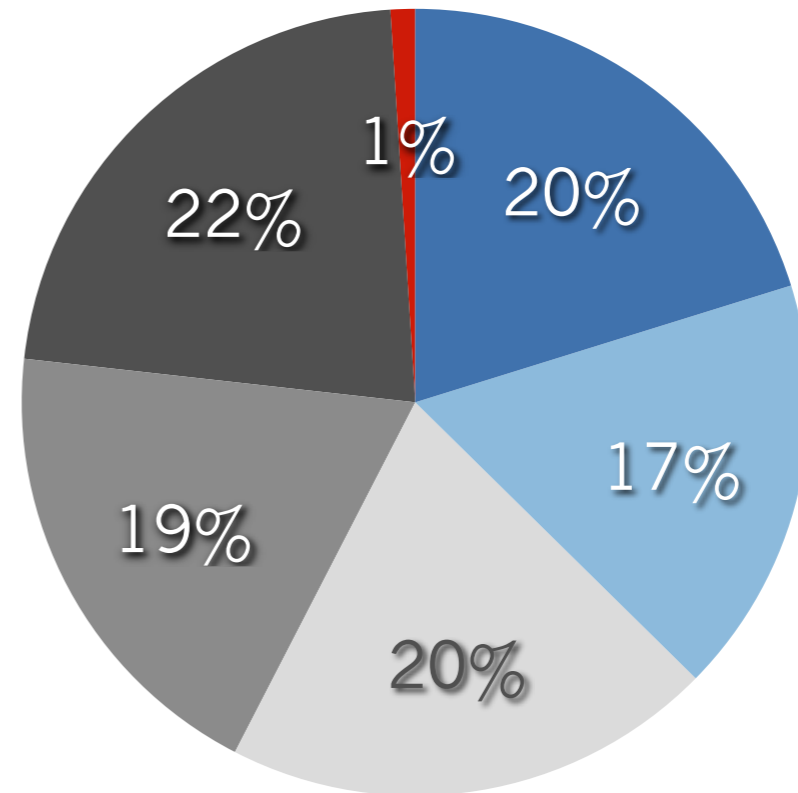
Demographics

Gender



- Male
- Female

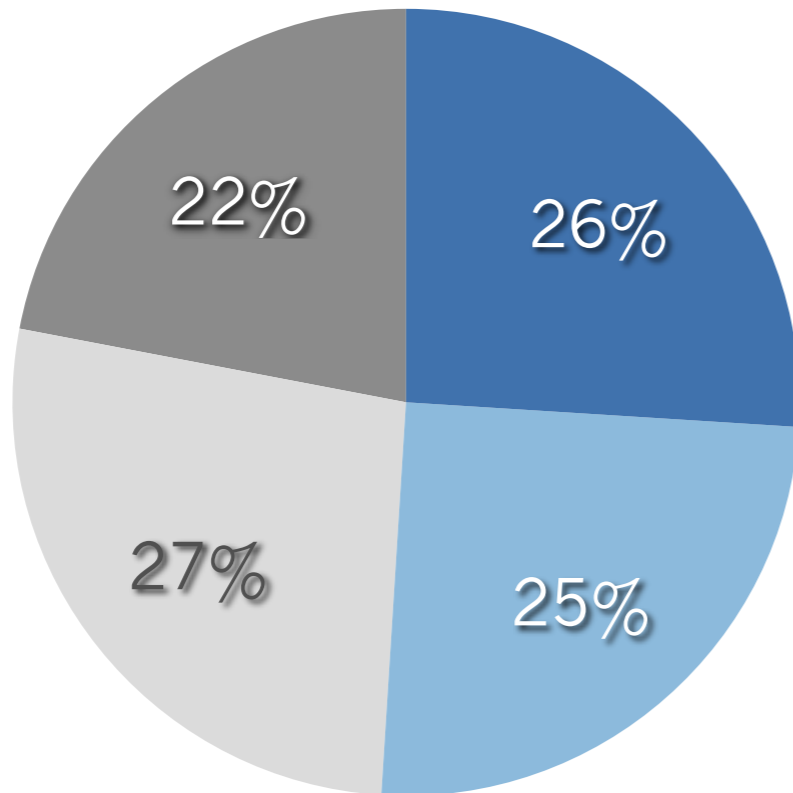
Age



- 18-29
- 30-39
- 40-49
- 50-59
- 60+
- Don't know/Refused

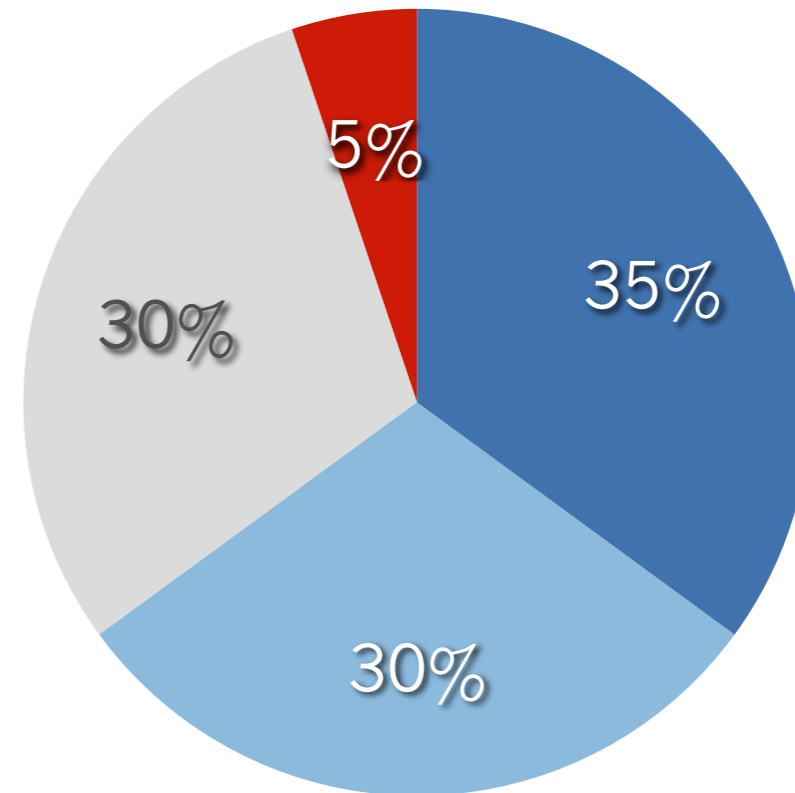


Commission District



- 1
- 2
- 3
- 4

Political Party



- Democrat
- Republican
- Independent
- Don't know/Refused



Appendix I – Tested SPLOST Text

In 2010, Cobb County residents voted to renew a special purpose one-penny local option sales tax, or SPLOST, that funds transportation, parks, facilities, and public safety. This tax is only scheduled to last for 4 years, so in the future Cobb County residents may have the opportunity to vote on whether or not the county may renew a one-penny sales tax to continue to fund transportation, parks, facilities, and public safety. The transportation projects that the tax would help fund include many of the projects we have just talked about. If the vote were held today, would you be more likely to vote in favor of renewing this tax, or against renewing it?

