

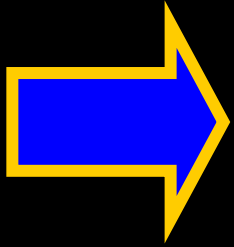
BEXAR COUNTY VOTER SURVEY

September 12-14, 2005

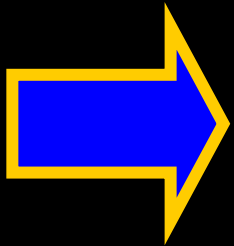
N = 400 respondents

margin of error: \pm 4.9%

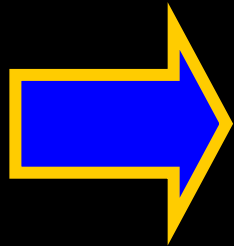
OBJECTIVES



To measure public opinion regarding traffic and mobility issues among Bexar County residents.



To assess current awareness and understanding of the future system of toll lanes to be built in Bexar County.

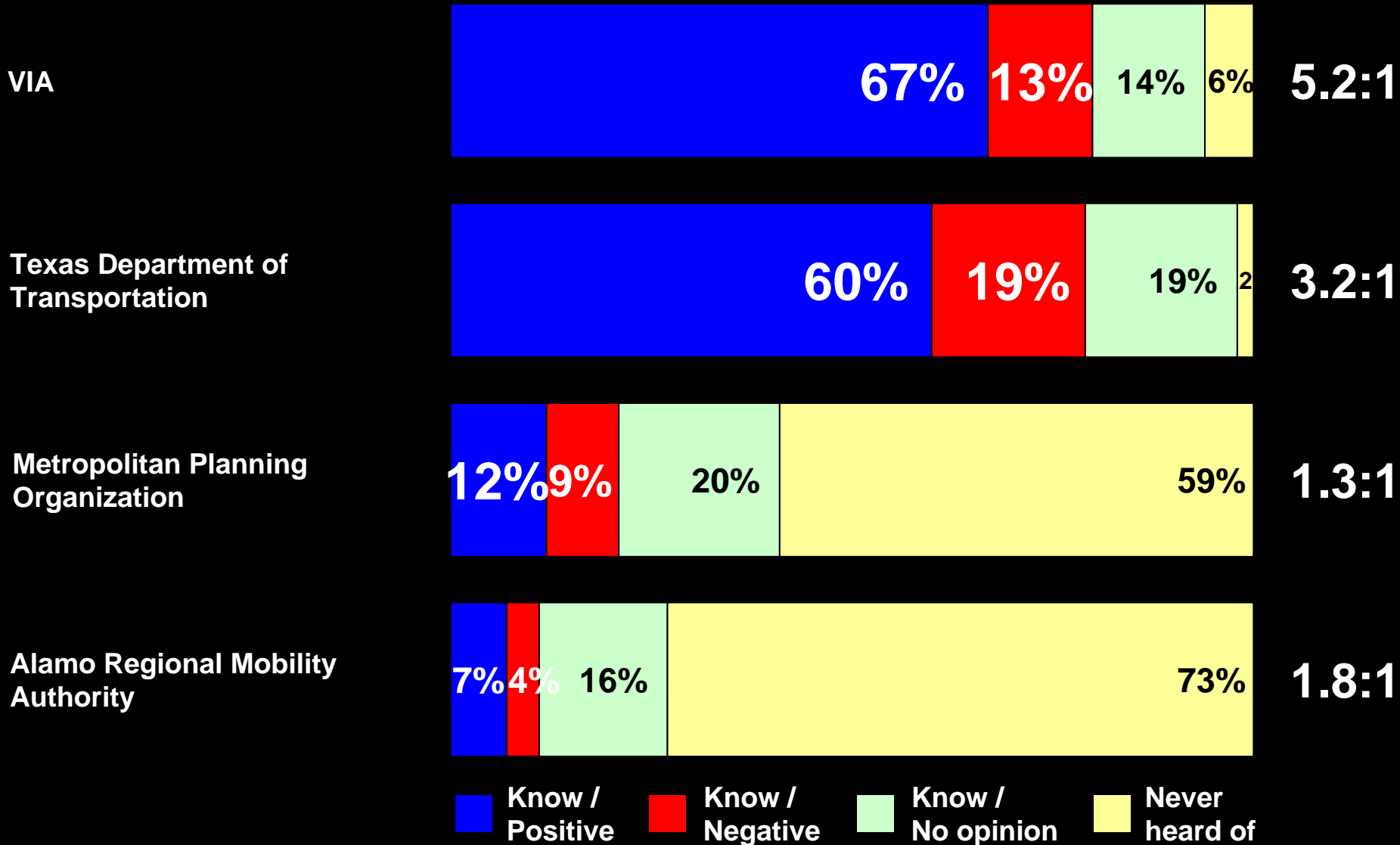


To identify information that is most effective in informing the public about the future toll lane system coming to Bexar County.

NAME AWARENESS LEVELS

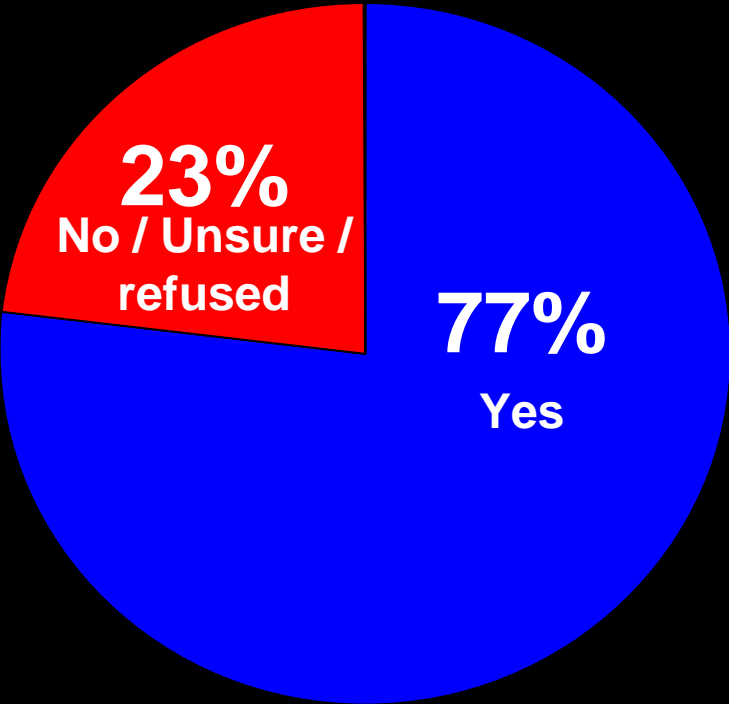
(Ranked by Positive % plus Negative %)

Positive /
Negative
Ratio

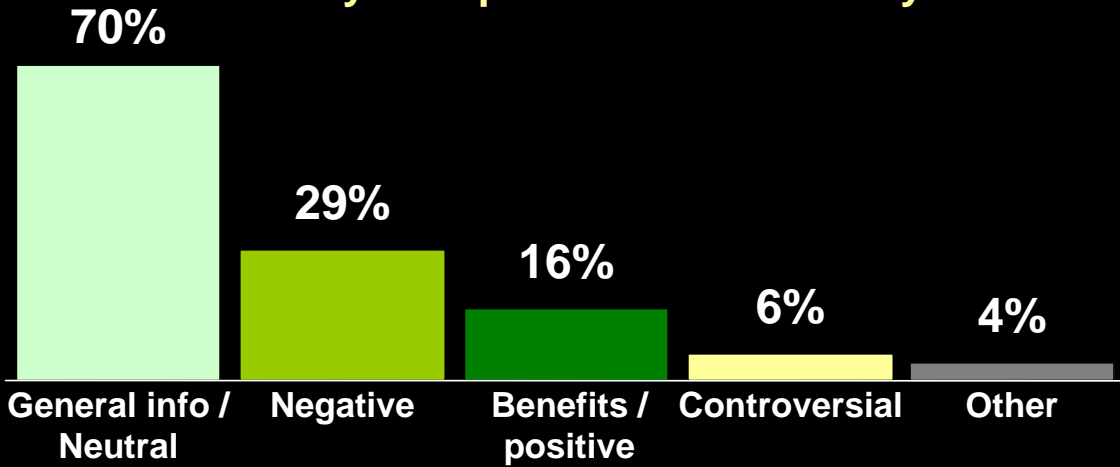


SEEN, READ OR HEARD ABOUT TOLL LANES

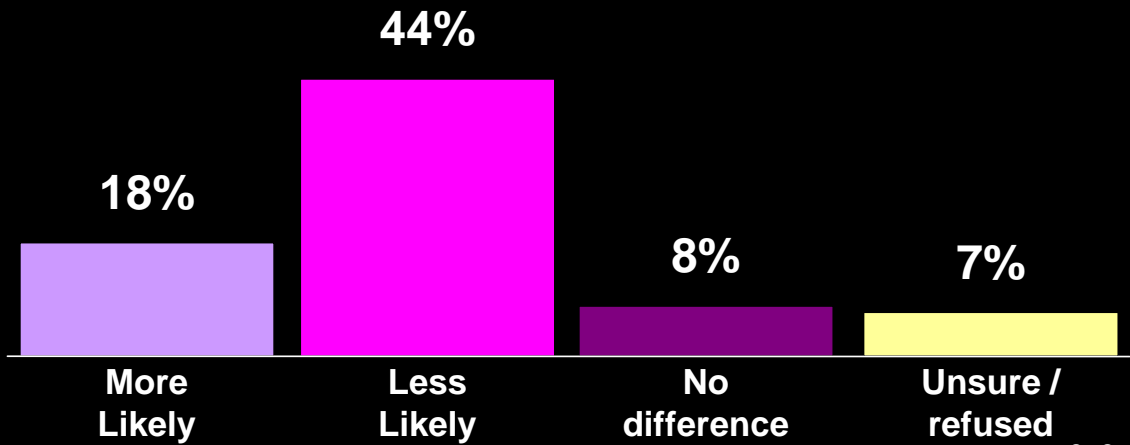
Have you seen, read, or heard anything recently about a new system of toll lanes being built in Bexar County?



And in your own words, please describe what you have seen, read or heard about the toll system plan for Bexar County?



And has what you have seen, read, or heard recently make you more likely or less likely to support this new system of toll lanes planned for the region?



TRAFFIC CONGESTION

In general, do you think traffic congestion in Bexar County is ...

55%

38%

4%

3%

A Major Problem

A Minor Problem

Not a problem
at all

Unsure / refused

BEST WAY TO PAY FOR NEW LANES

Which of the following do you think is the best way to pay for new highway projects to relieve traffic congestion?

27%

21%

16%

6%

16%

15%

Building toll lanes

Increasing vehicle registration fees

Increasing the sales tax

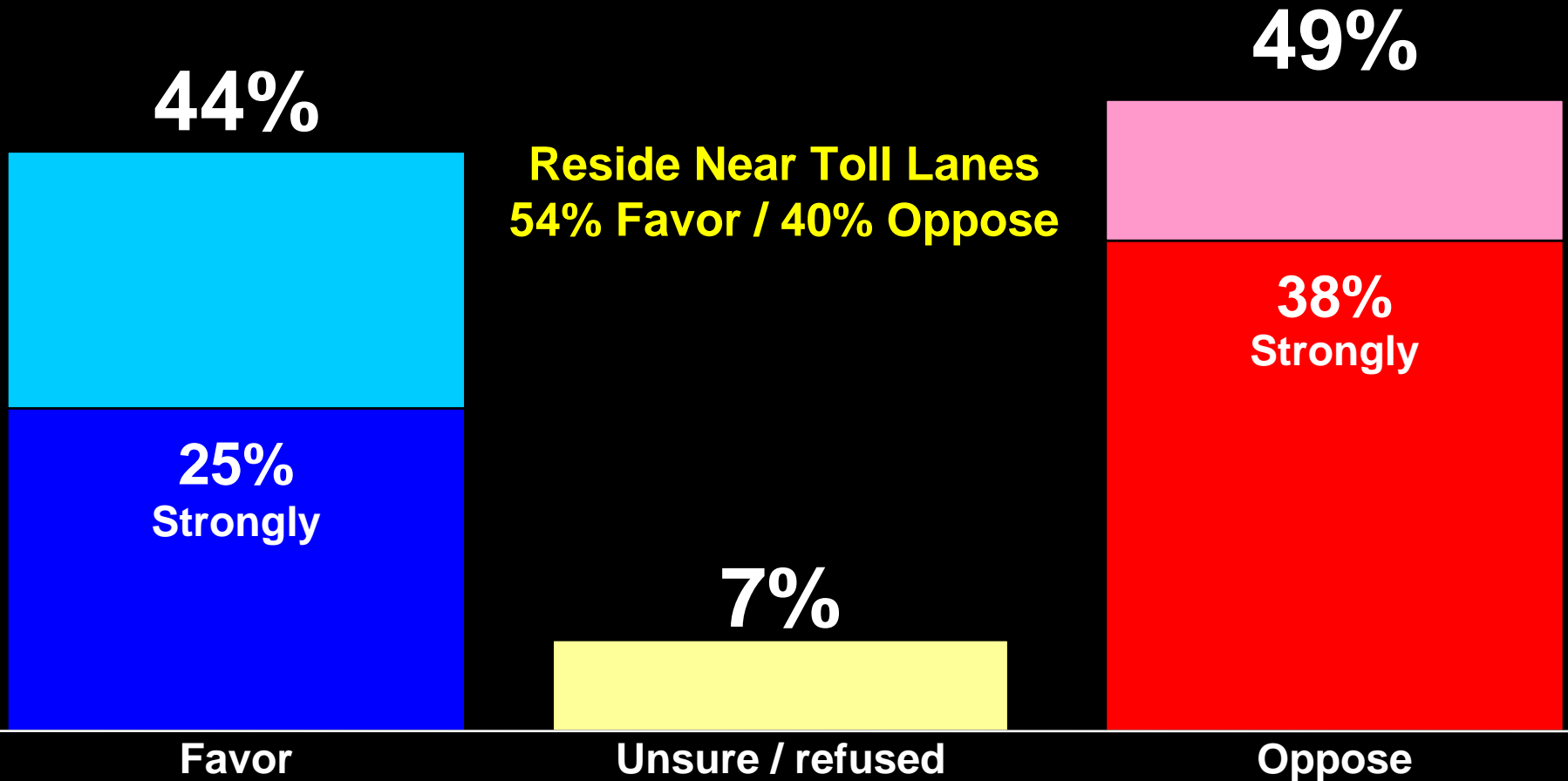
Increasing the gasoline tax

Other

Unsure / refused

INITIAL TOLL LANE BALLOT

A new system of toll lanes will be built to add more capacity onto existing highways in parts of Bexar County and drivers who choose to pay a toll will be able to use the new lanes. Do you favor or oppose this plan that would add new tolled lanes to existing highways in Bexar County?



INFORMED TOLL LANE BALLOT

Having heard more about it - do you favor or oppose this plan that would add new tolled lanes to existing highways in Bexar County?

58%

Reside Near Toll Lanes
62% Favor / 32% Oppose

33%
Strongly

34%

26%
Strongly

9%

Favor

Unsure / refused

Oppose

MESSAGE MATRIX

All highways where new toll lanes will be added will always have [A: an option / B: a choice] to use non-tolled lanes so that drivers who do not wish to pay a toll can use non-toll lanes (Q17).

The new toll system will accelerate the needed construction of additional lanes for the most congested highways in Bexar County without increasing the tax burden on residents (Q19).

Reside Near Toll Lanes

There will be no toll booths because the new toll lanes will use technology that electronically scans vehicles as they enter the toll lane so drivers will not have to stop to pay a toll thus saving time. (Q.18).

The new toll lanes will help reduce traffic congestion, so drivers will spend less time in traffic and have more time to do what they want (Q20).

Rest of Bexar County

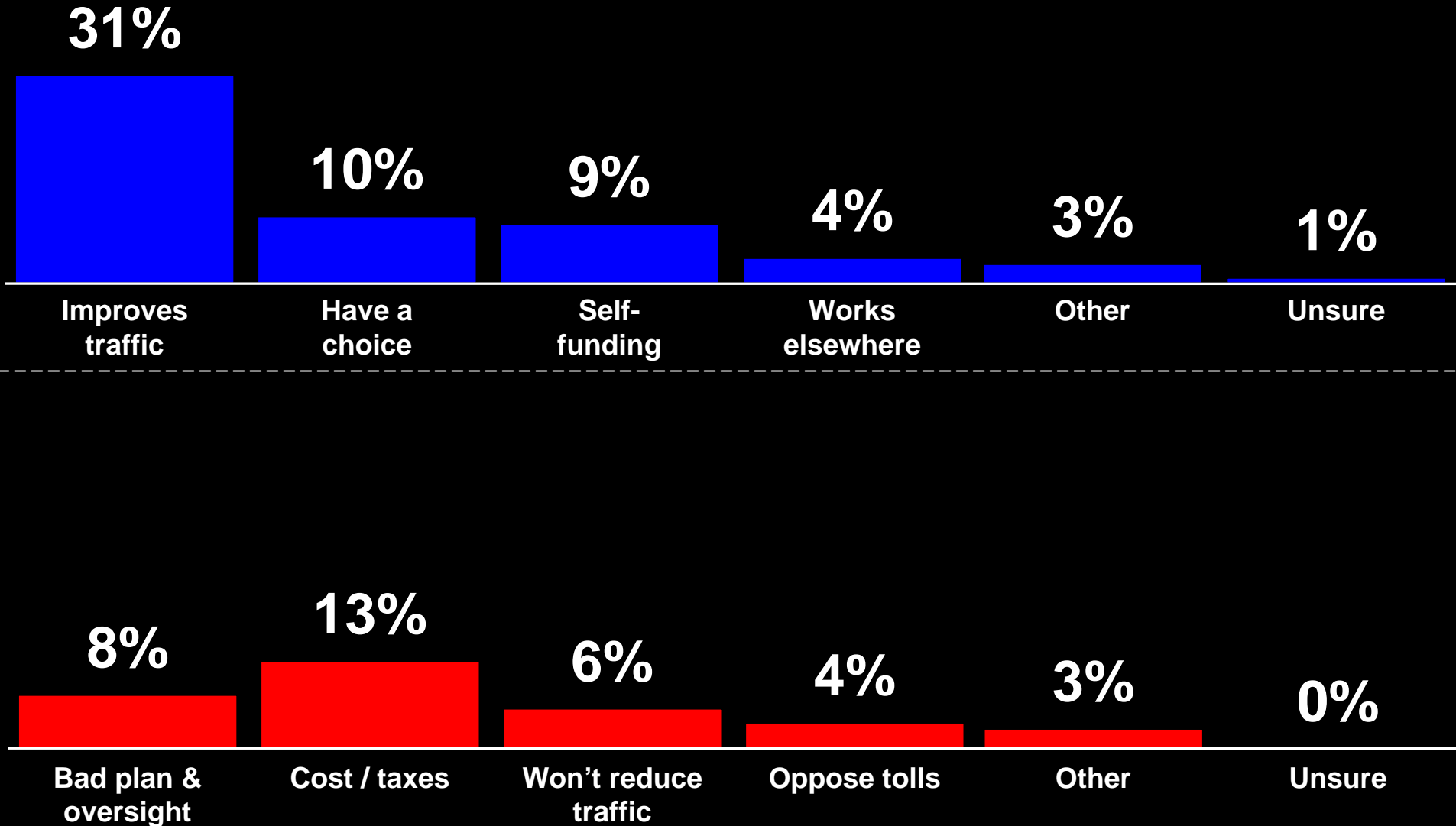
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WHY FAVOR / OPPOSE TOLL PLAN

■ Favor ■ Oppose

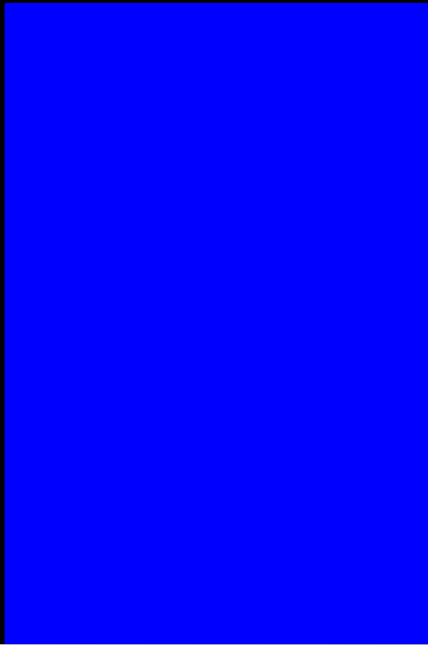
Please tell me why you favor / oppose the toll plan?



WOULD YOU PAY TOLL

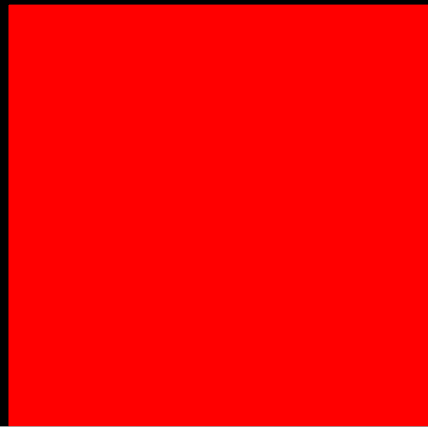
All drivers pay gasoline taxes to use the highway system we have today. Would you pay a toll to drive on the new toll lanes in order to minimize your commute time and frustration?

50%



Yes

33%



No

12%



Depends

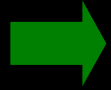
5%



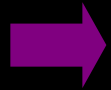
Unsure / refused

PUBLIC MONEY VS. PRIVATE COMPANIES

There are a couple different ways the oversight of the new toll system in Bexar County could be set up. Would you prefer ...



A toll system overseen by local officials who use public money generated by the toll revenues to hire private companies to build the toll lanes



A toll system overseen by local officials where the private companies pay for and build the new toll lanes and keep a share of the toll revenue in exchange

42%



31%



1%



Other

15%



Neither

3%



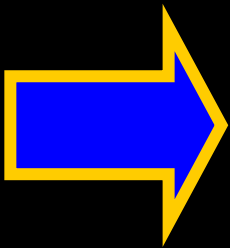
Depends

8%

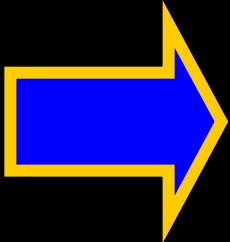


Undecided /
refused

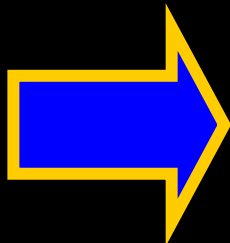
CONCLUSIONS



A majority (55%) say traffic congestion is a major problem. A plurality (27%) select building toll lanes as the best way to pay for new highway projects.

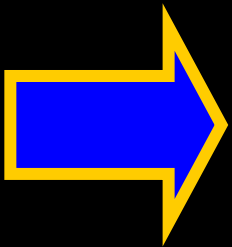


Awareness of the toll system is high with more than three in four voters (77%) having seen or heard something recently about the new toll lanes. More voters are *less likely* (44%) than *more likely* (18%) to favor toll lanes based on what they have seen or heard recently.

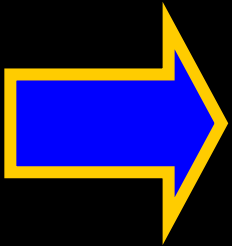


Initially, respondents countywide are divided about the new toll system (44% favor / 49% oppose), while a majority living closest to the new lanes support the toll system (54% favor / 40% oppose).

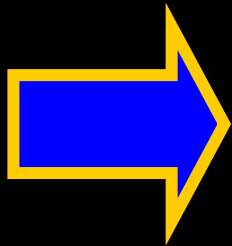
CONCLUSIONS



After presenting a series of statements detailing the benefits of new toll system, countywide support increases to 58% on the informed ballot while opposition decreases to 38%.



A number of statements have been identified as being most effective in informing the public about the new toll system.



Half of all respondents (50%) say they would pay a toll to minimize frustration and commute time while one in three voters (33%) say they would not pay the toll.