

**AGENDA:** November 1, 2007

**TO:** Regional Transportation Commission  
**FROM:** Karena Pushnik, Senior Transportation Planner  
**RE:** Survey of Likely Voters Regarding Transportation Projects and Funding

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## **RECOMMENDATIONS**

This item is for your information only.

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## **BACKGROUND**

The Transportation Funding Task Force (TFTF) has been meeting for two years to gather information from the community and develop a transportation funding plan that can be supported by a super majority of Santa Cruz County voters. After considering a recommendation from the TFTF at its May 2006 Transportation Policy Workshop (TPW) meeting, the Regional Transportation Commission (RTC) decided to conduct a survey of likely voters to determine levels of voter support for project packages, individual projects and funding mechanisms. The RTC authorized the Executive Director to appoint a consultant selection and poll oversight committee and to hire a polling consultant.

## **DISCUSSION**

The Consultant Selection and Poll Oversight Committee composed of RTC staff and the Transportation Funding consultant, Eileen Goodwin selected EMC Research to conduct the poll. Ruth Bernstein, a very experienced polling consultant, led the polling consultant team.

To produce the polling questions the Poll Oversight Committee solicited input from Commissioners and TFTF members and reviewed information from past polls. It was not possible to include all of the suggested questions or issues in a 20-minute poll but the polling consultant worked to craft a survey that would gather as much of the desired information as possible. The poll was conducted from September 30 to October 2 of this year. Ruth Bernstein presented the polling results to the TFTF at its October 29, 2007 meeting. Ms. Bernstein's analysis, in the form of a PowerPoint presentation, is available on the TFTF website ([www.tftaskforce.org](http://www.tftaskforce.org)) and is included as Attachment 1. The poll questions and results also available on the TFTF website at and are included as Attachment 2. Ms. Bernstein is available to make a presentation on the survey results to the RTC at its November 15, 2007 Transportation Policy Workshop (TPW) meeting.

Using the information gathered from the poll, as well as information gathered through two years of work and discussions, the TFTF will spend their final two meetings on developing a transportation expenditure and funding package proposal for the RTC to consider. The final meeting of the TFTF is scheduled for November 14, 2007. It is expected that the RTC will have a transportation expenditure and funding plan to consider at its December 6, 2007 meeting.

## **SUMMARY**

The Regional Transportation Commission authorized and funded a voter opinion survey about transportation projects and funding as requested by the Transportation Funding Task Force. EMC Research conducted the poll and the results are attached.

Attachment 1: PowerPoint Presentation on the Results of the 2007 Telephone Survey of Santa Cruz County Voters on Transportation Projects and Funding

Attachment 2: Questions/Results of 2007 Telephone Survey

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