



# **Santa Cruz Voters' Support for Transportation Investments**

**Survey Conducted May 4-7, 2015**

220-4111

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

FM3

# Methodology

- ❖ FM3 completed 600 telephone interviews with likely November 2016 voters in Santa Cruz County
  - Interviews conducted between May 4-7, 2015
  - Interviews on landline and wireless phones
  - Interviews conducted in English and Spanish
- ❖ Margin of sampling error of +/- 4.0% at the 95% confidence interval
- ❖ Some percentages may not sum to 100% because of rounding

# Key Findings

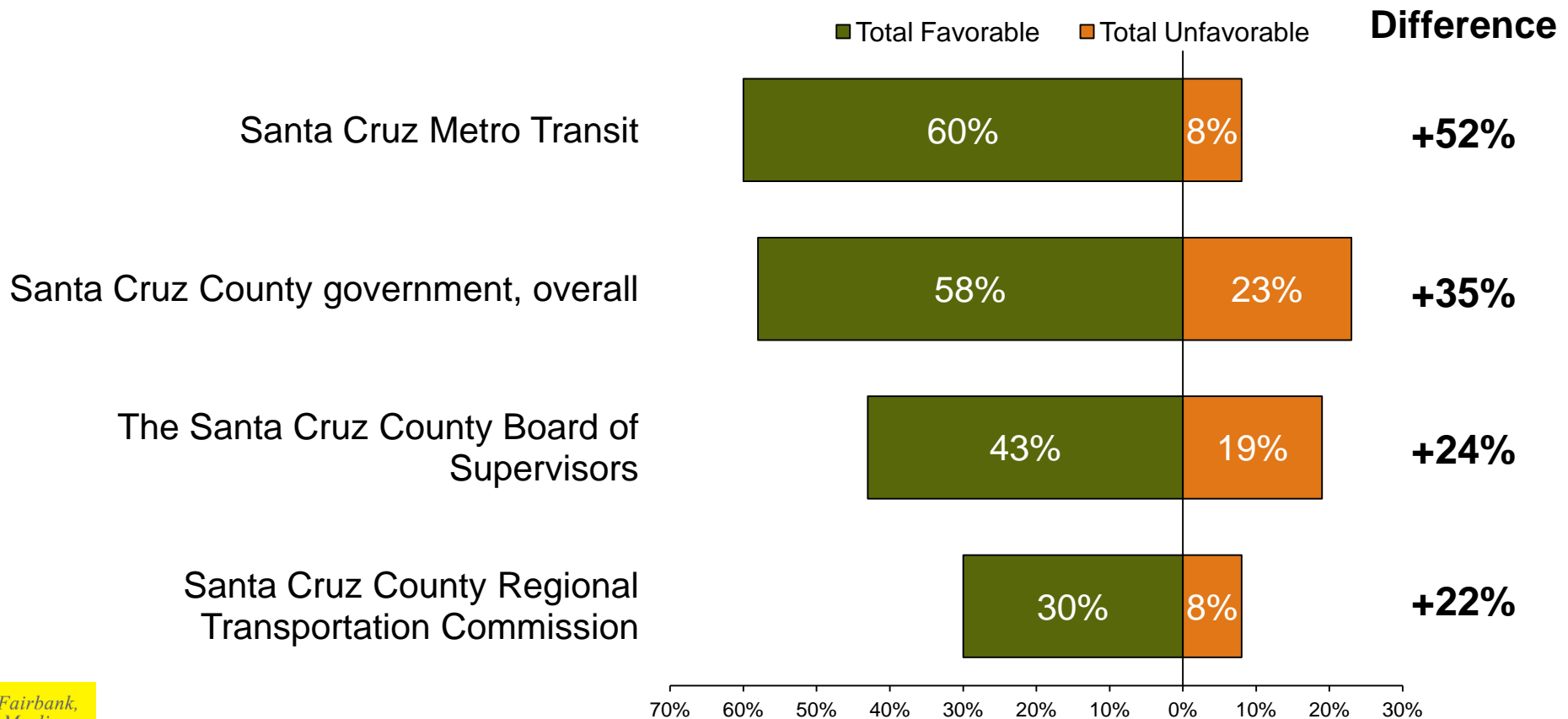
- ❖ A majority of Santa Cruz County voters – and more than in 2013 – trust their elected officials to manage their tax dollars wisely.
- ❖ Voters see a significant need for additional funding to repair and maintain local roads.
- ❖ Nearly three-quarters (73%) of Santa Cruz County voters would vote “yes” for a measure funding local transportation projects by establishing a one-half cent sales tax for 30 years.
- ❖ Voters’ positions remain consistent in the face of arguments both for and against a measure, with final support at 71% “yes.”
- ❖ Voters feel the most important spending areas are on projects that improve safety for children, maintain paratransit services, and reduce Highway 1 congestion.
- ❖ However, sizable constituencies would also like to see funding spent on street repair, improving walking and bicycling options, reducing traffic congestion on local streets, and expanding transit options.



# Issue Context

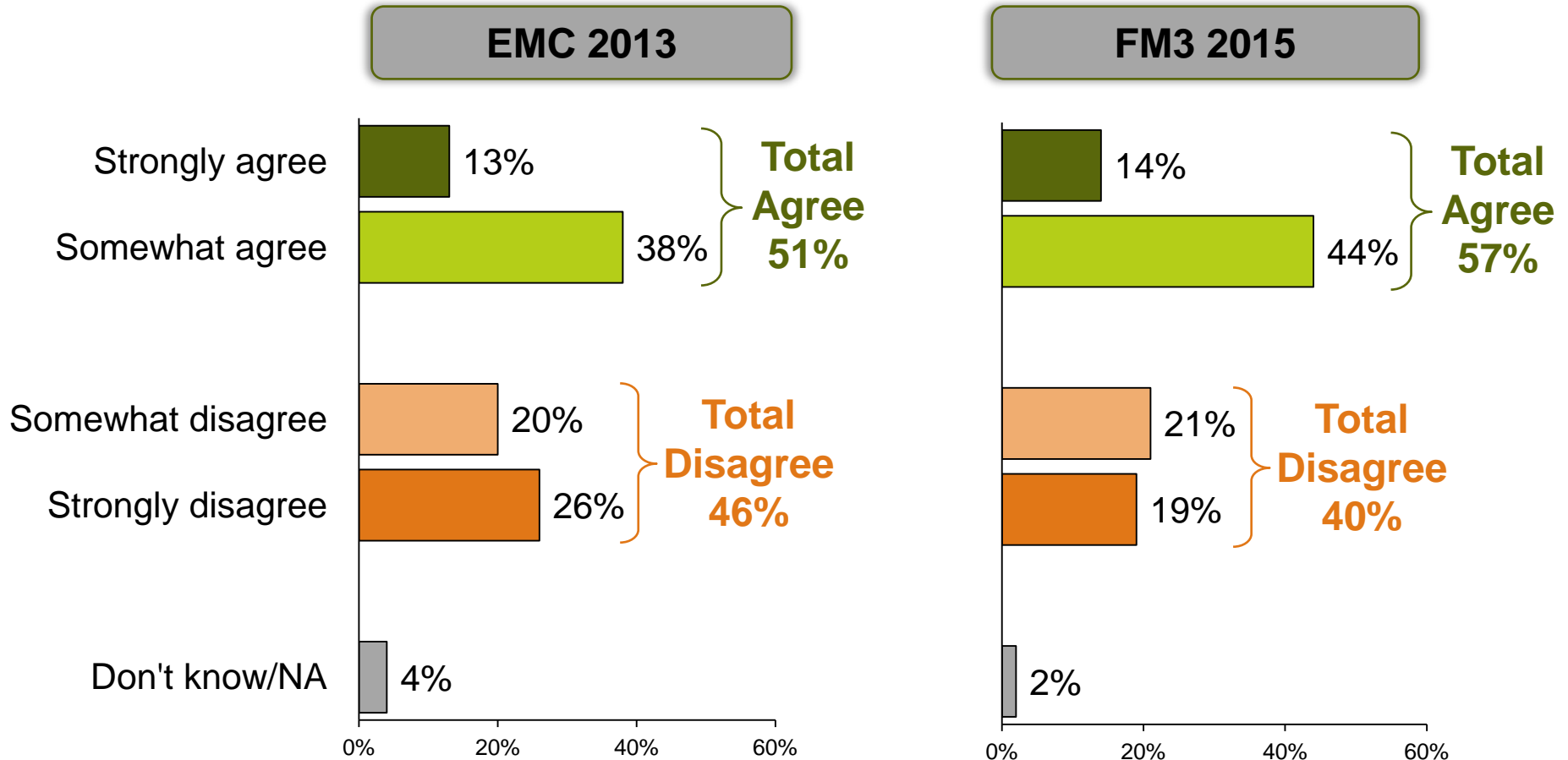
# The relevant government agencies are all viewed favorably, with varying degrees of familiarity.

*I would like to ask your impressions of some organizations in public life. Please tell me whether your impression of that organization is generally favorable or unfavorable. If you don't recognize a name or if you have heard about the person but do not have enough information to offer an opinion just say so.*



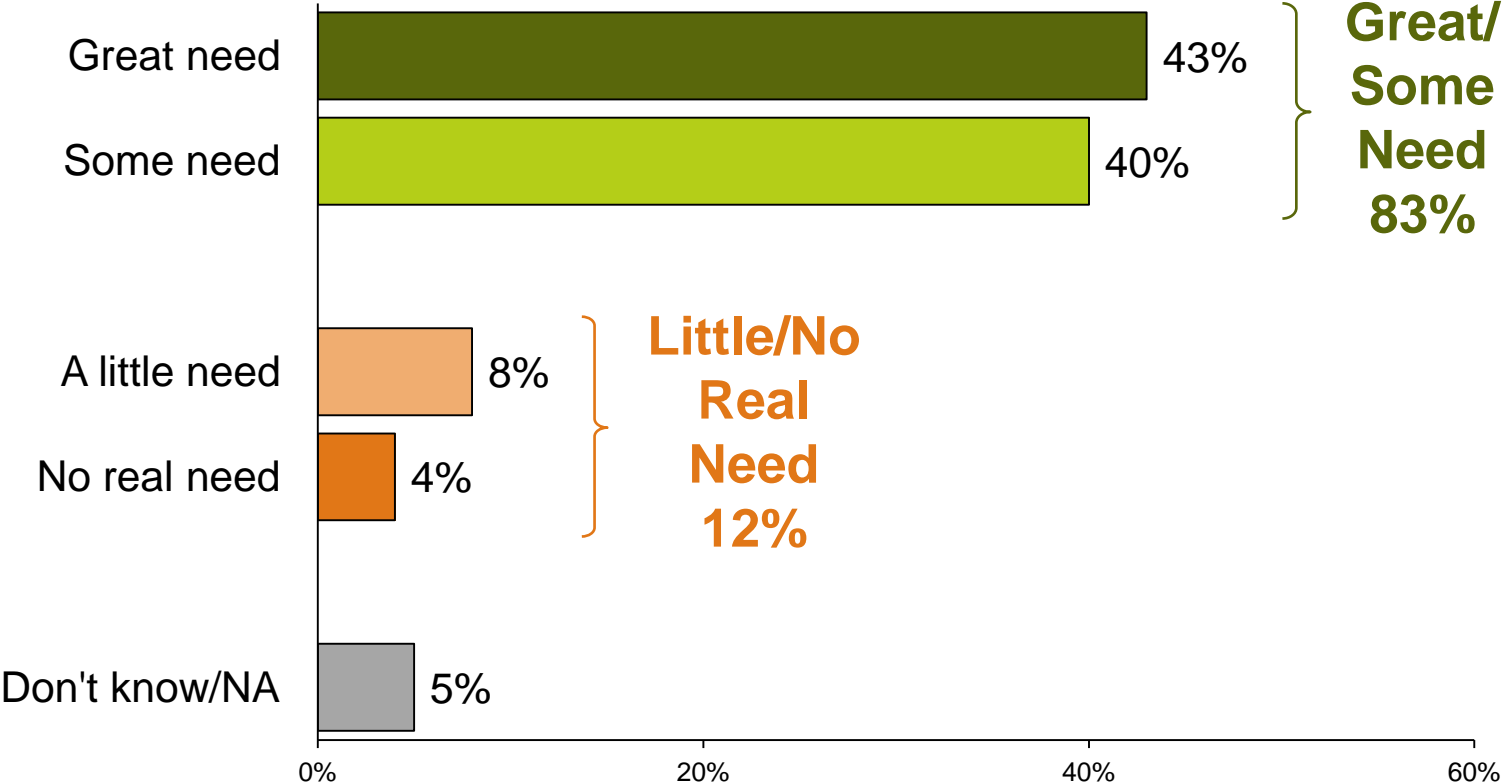
# A majority expresses trust in elected officials to manage tax dollars – up slightly from 2013.

*I trust our local elected officials to properly manage our tax dollars.*



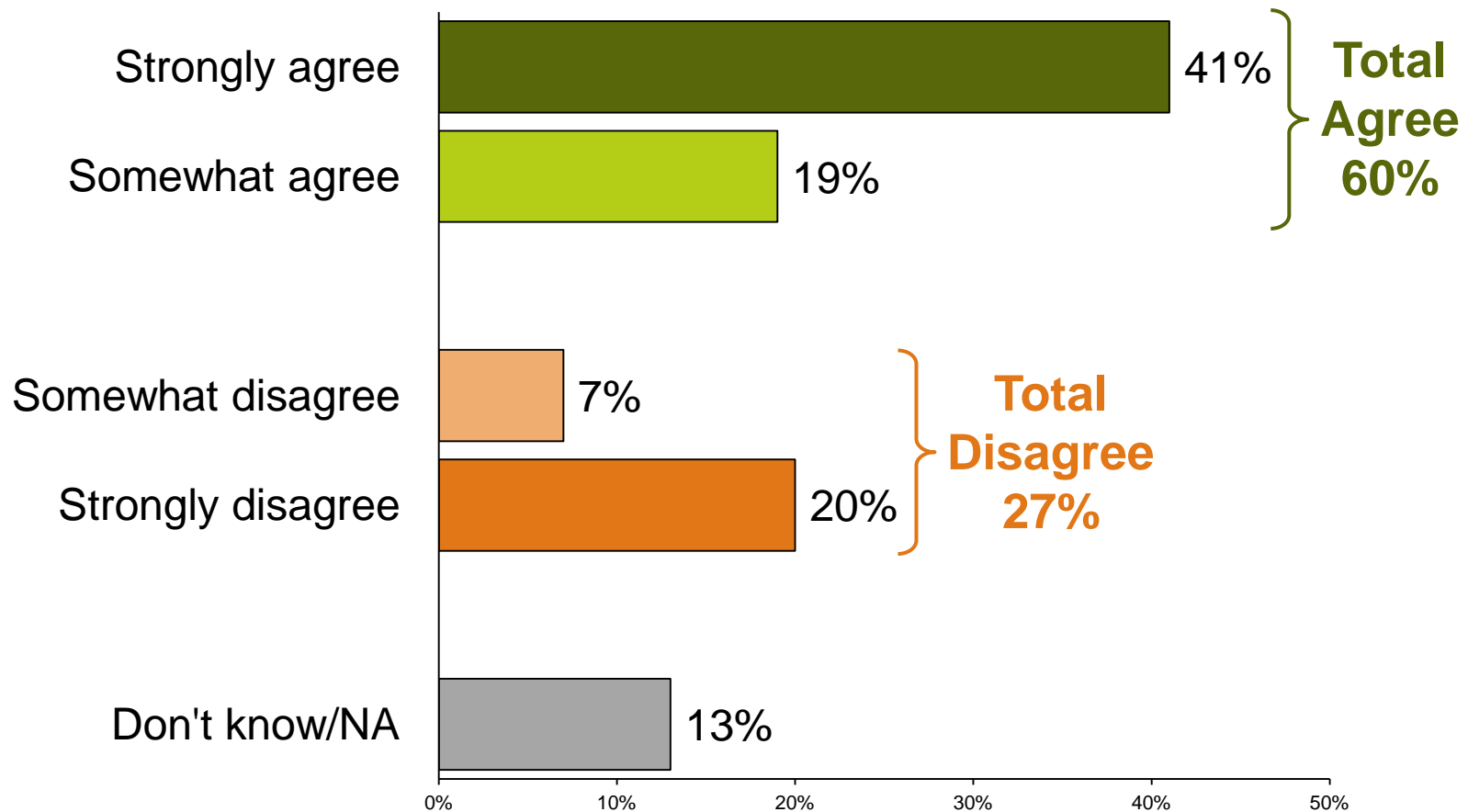
# More than four in five voters feels more money is needed to adequately repair and maintain streets.

*In general, how much need would you say that there is for more money to properly repair and maintain streets and roads in Santa Cruz County?*



# Separated trails would make biking more appealing.

*I would use my bicycle more often for daily trips if I could use safe, separated bike trails rather than ride on the street.*







# Support for Transportation Ballot Measure

# Voters were asked about a ½ cent sales tax increase for roads, and other transportation issues.

## Traffic Relief, Road Repair, and Transportation Safety and Transit Improvement Measure

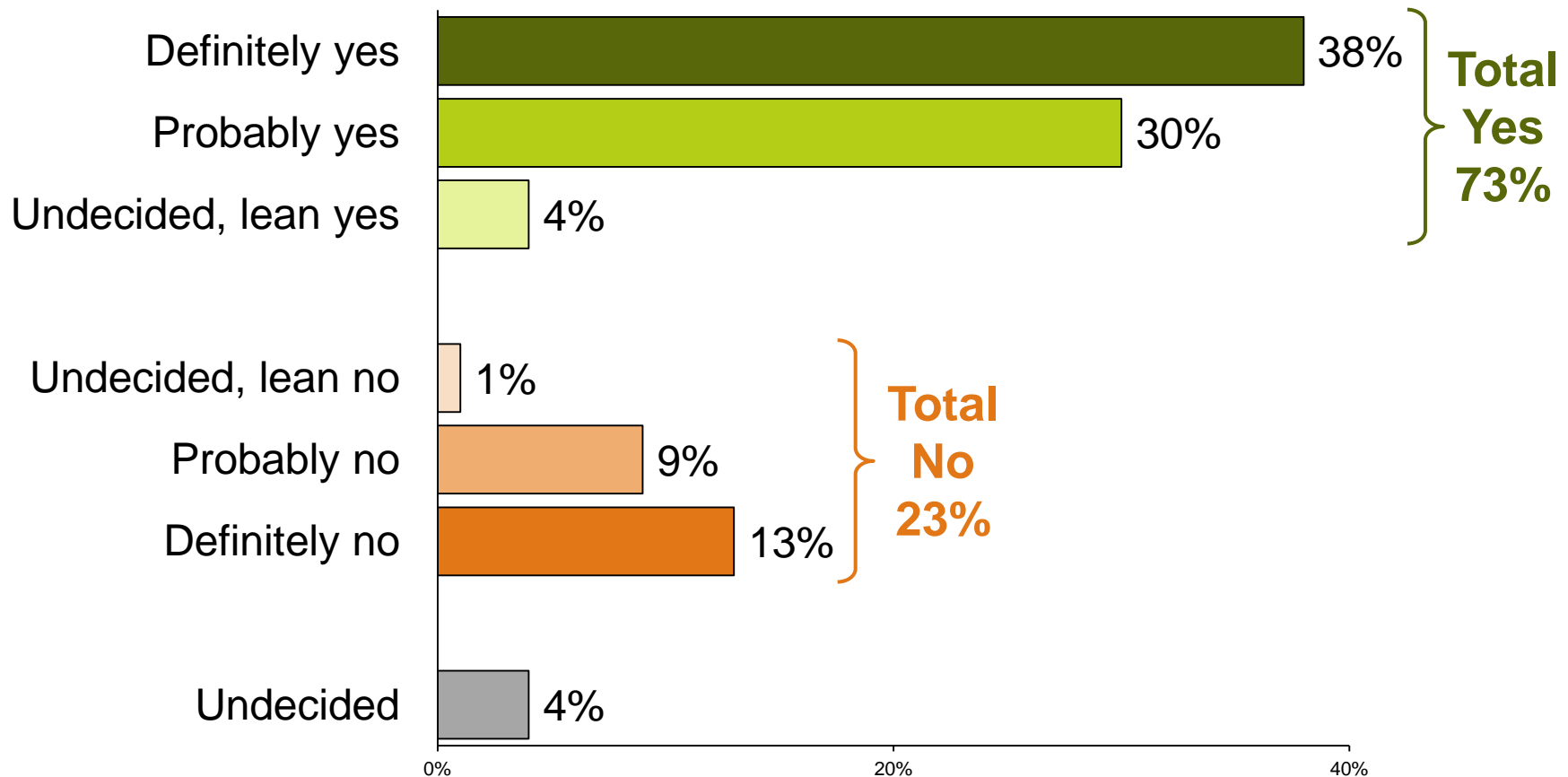
Shall the Santa Cruz Regional Transportation Commission:

- Reduce traffic congestion on Highway 1 and local streets;
- Repave deteriorating streets and repair potholes;
- Improve traffic flow and safety for drivers, bicyclists and pedestrians;
- Maintain senior and disabled transit services; and
- Provide passenger rail service, walking and biking trails,

By establishing a ½ cent sales tax, limited to 30 years, and subject to citizen oversight and independent, annual audits?

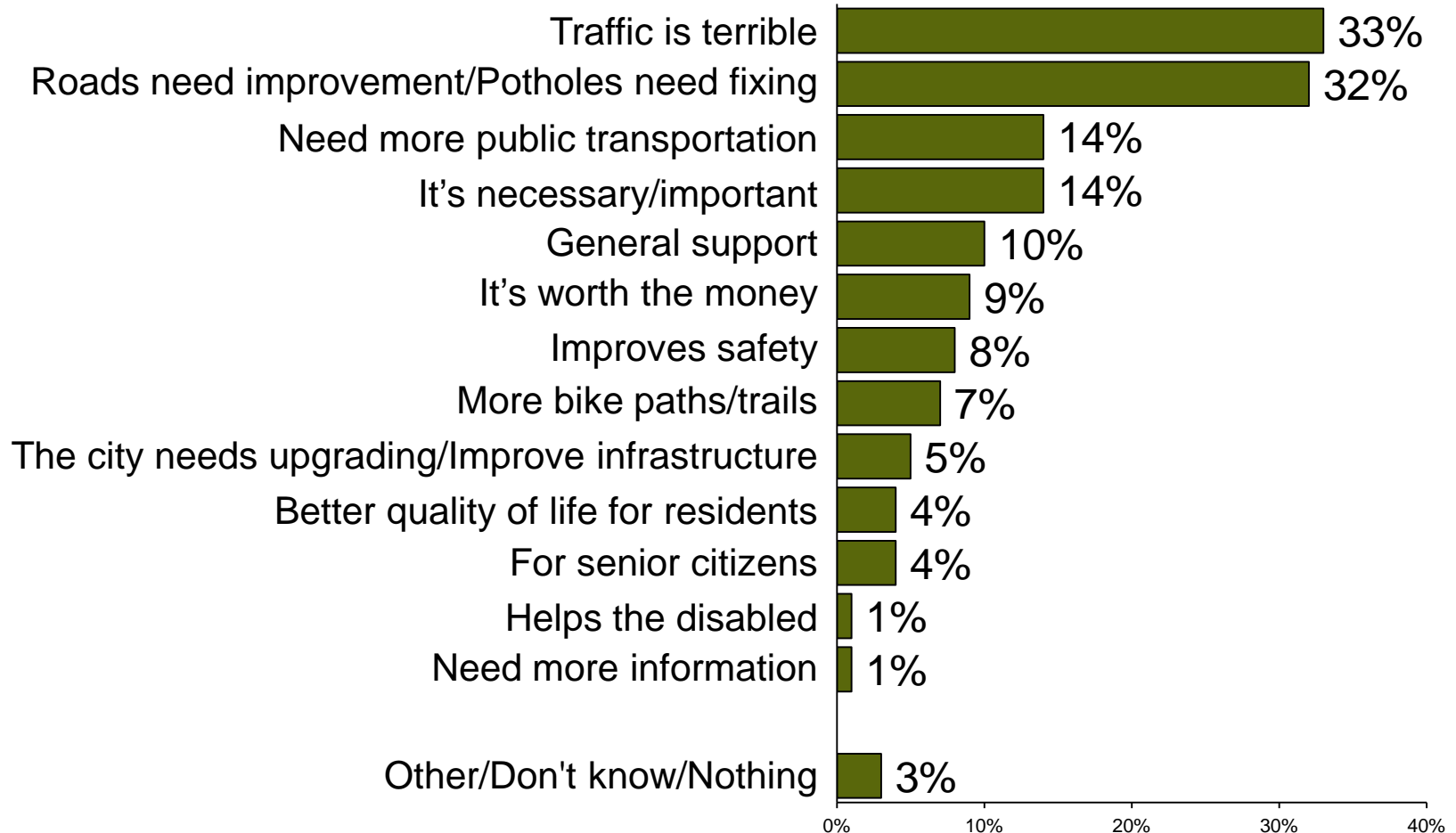
# More than two-thirds – and nearly three-quarters – would vote “yes.”

*If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?*



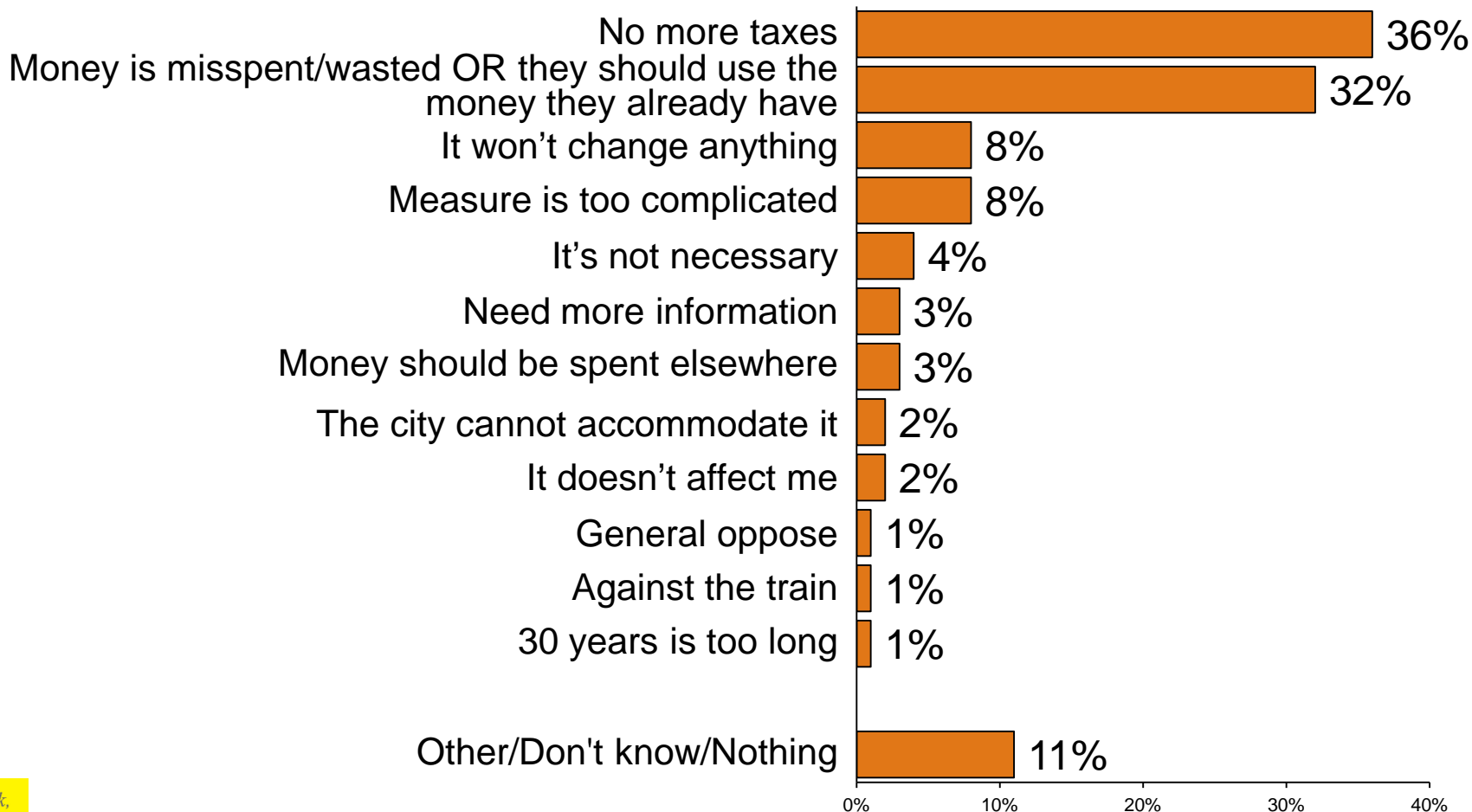
# Traffic and roads are top reasons for support.

*In a few words of your own, please tell me why you would vote **YES** on this ballot measure?*

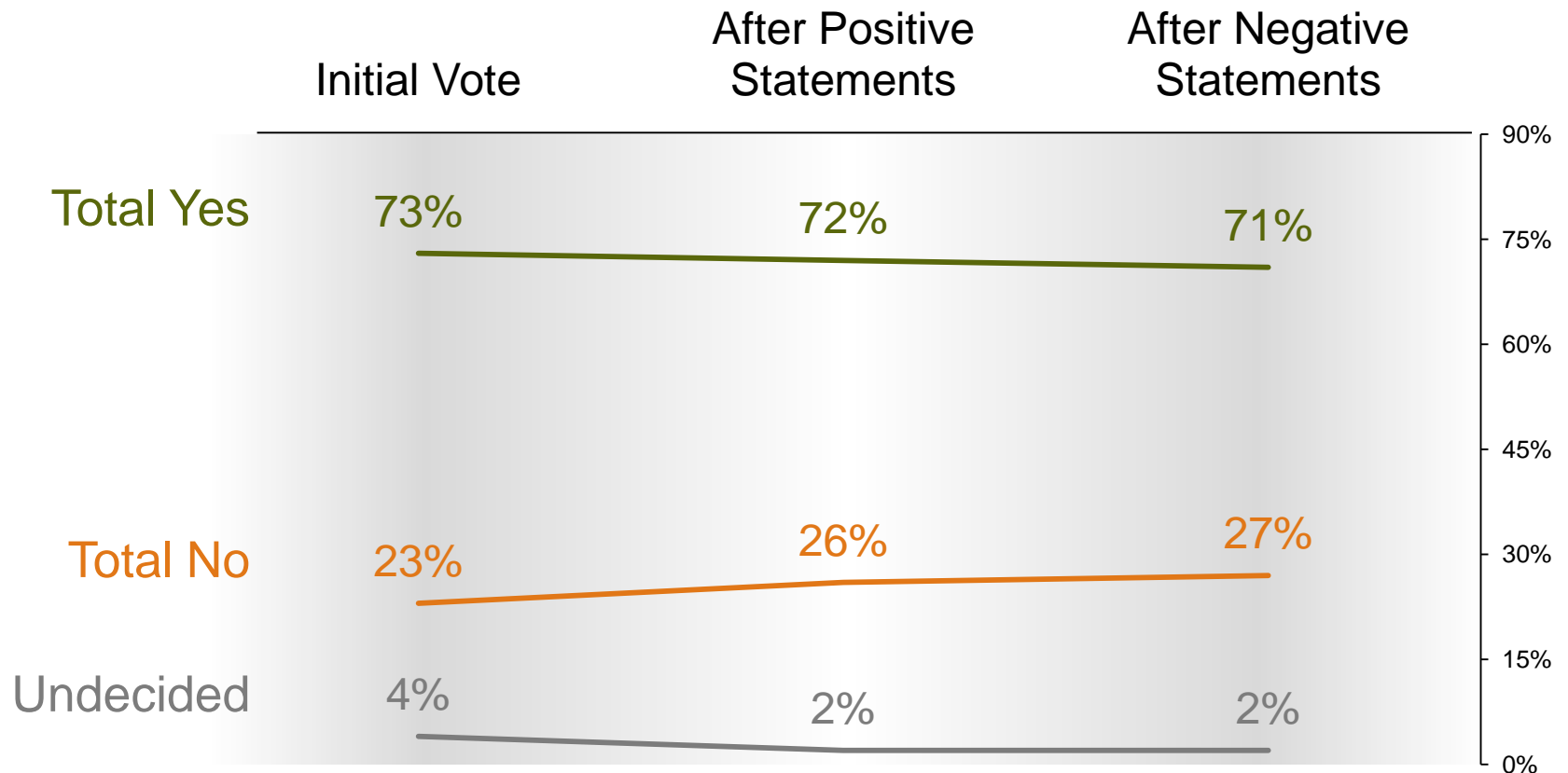


# Taxes and waste are top reasons for opposition.

*In a few words of your own, please tell me why you would vote  
**NO** on this ballot measure?*



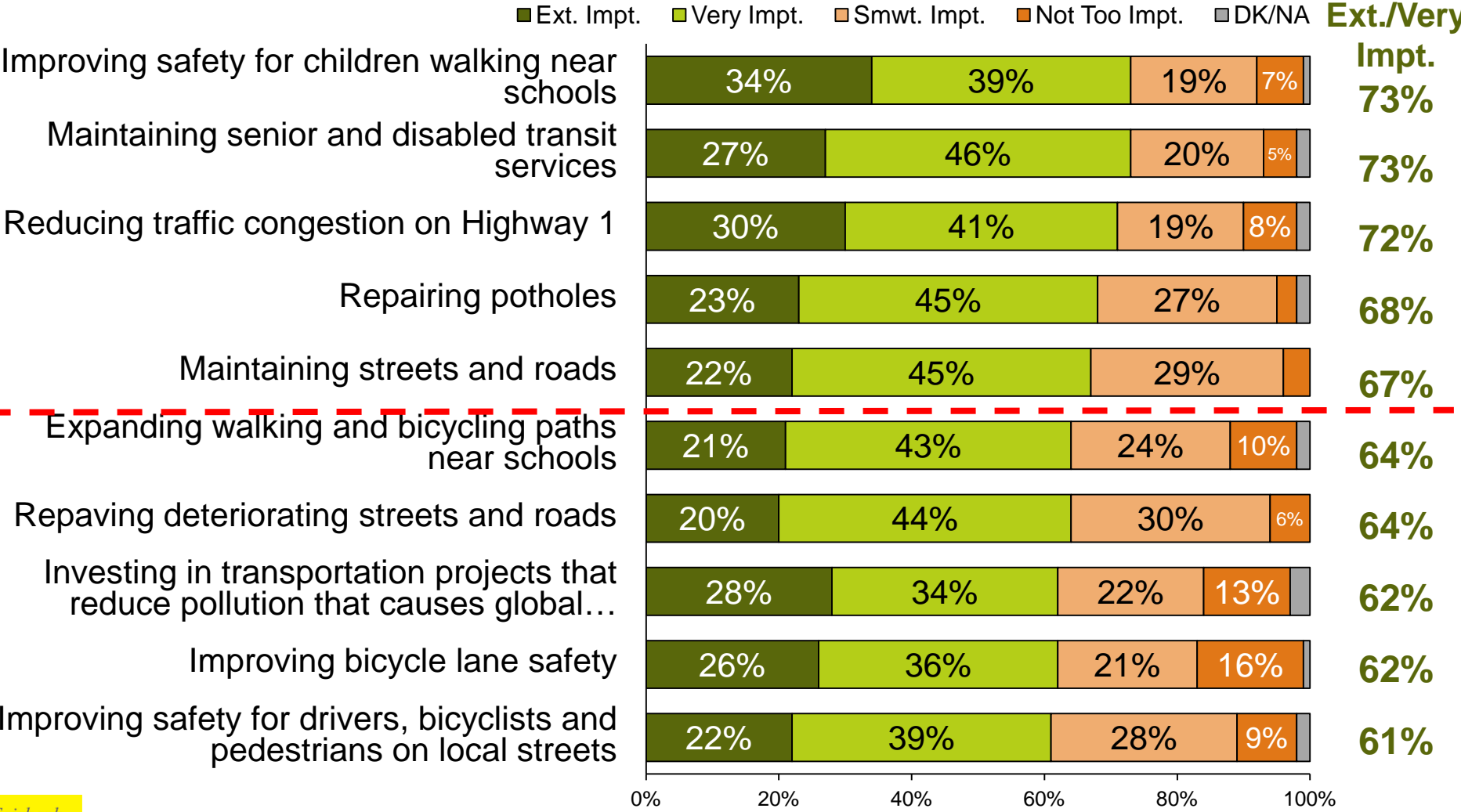
# Support and opposition changed little after pro and con argumentation.





# Spending Priorities

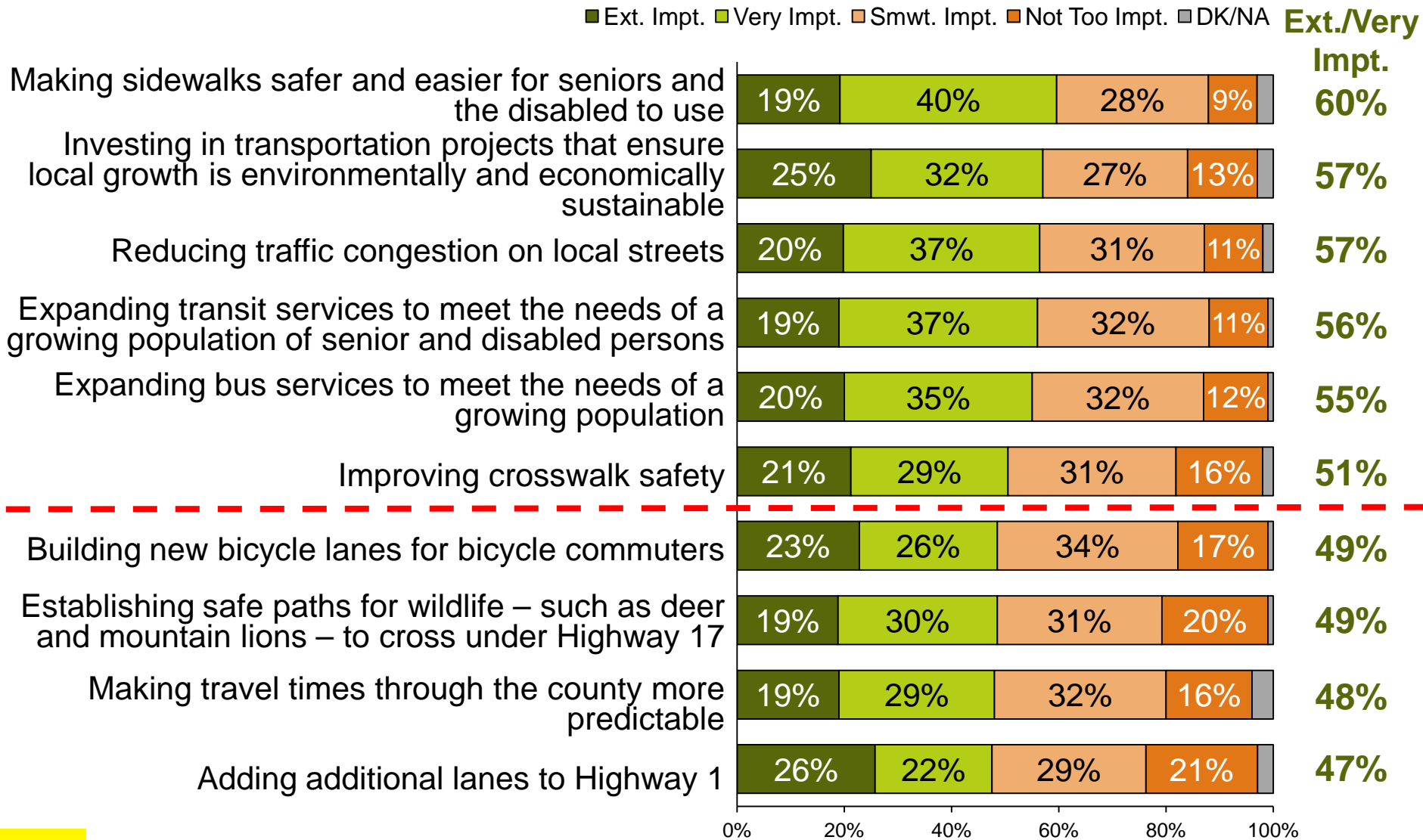
# Traffic on Highway 1, transit for seniors, and safety for kids, are most important.



Q10. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample

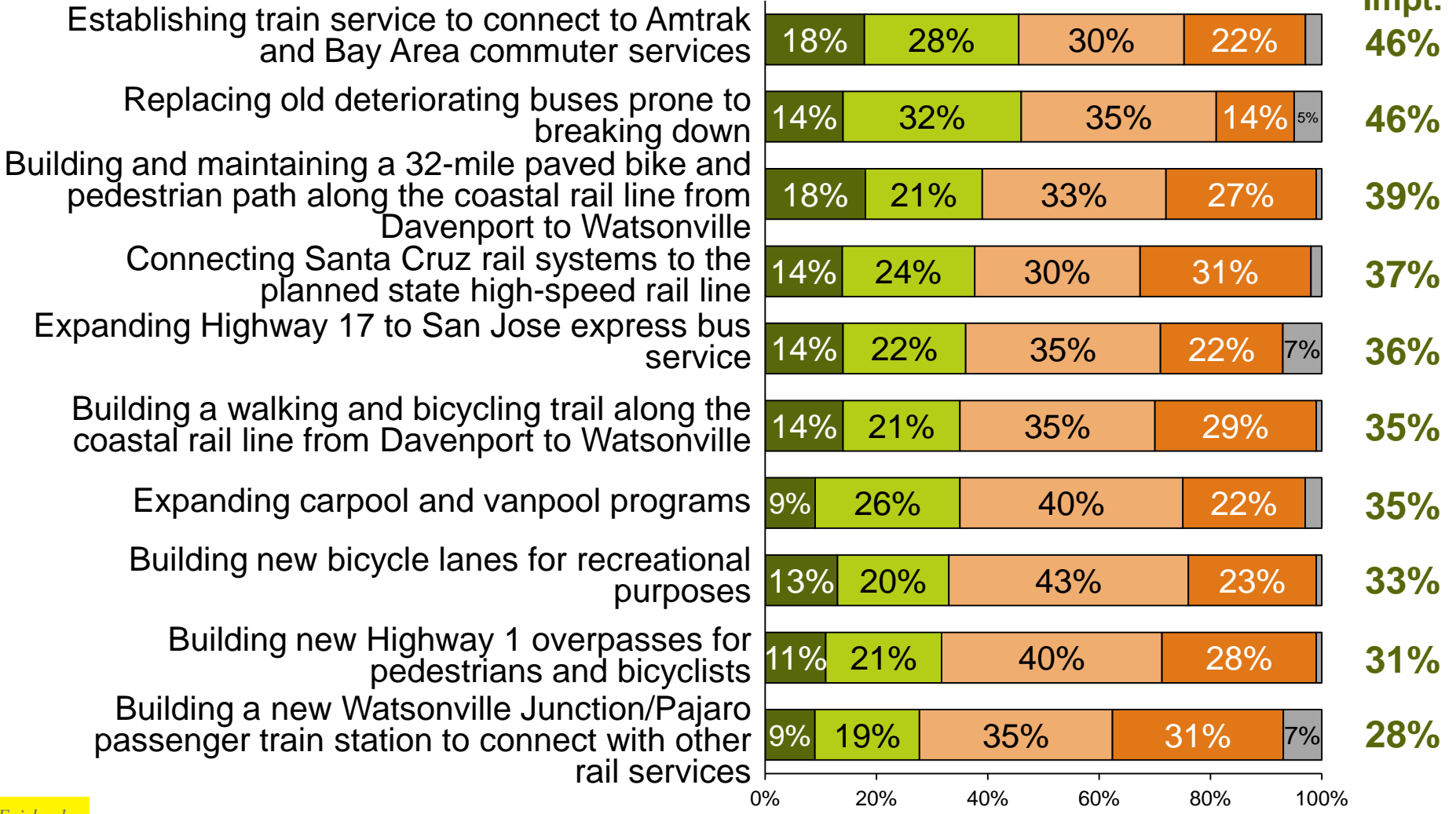


# There is also interest in expanding bus/transit services.



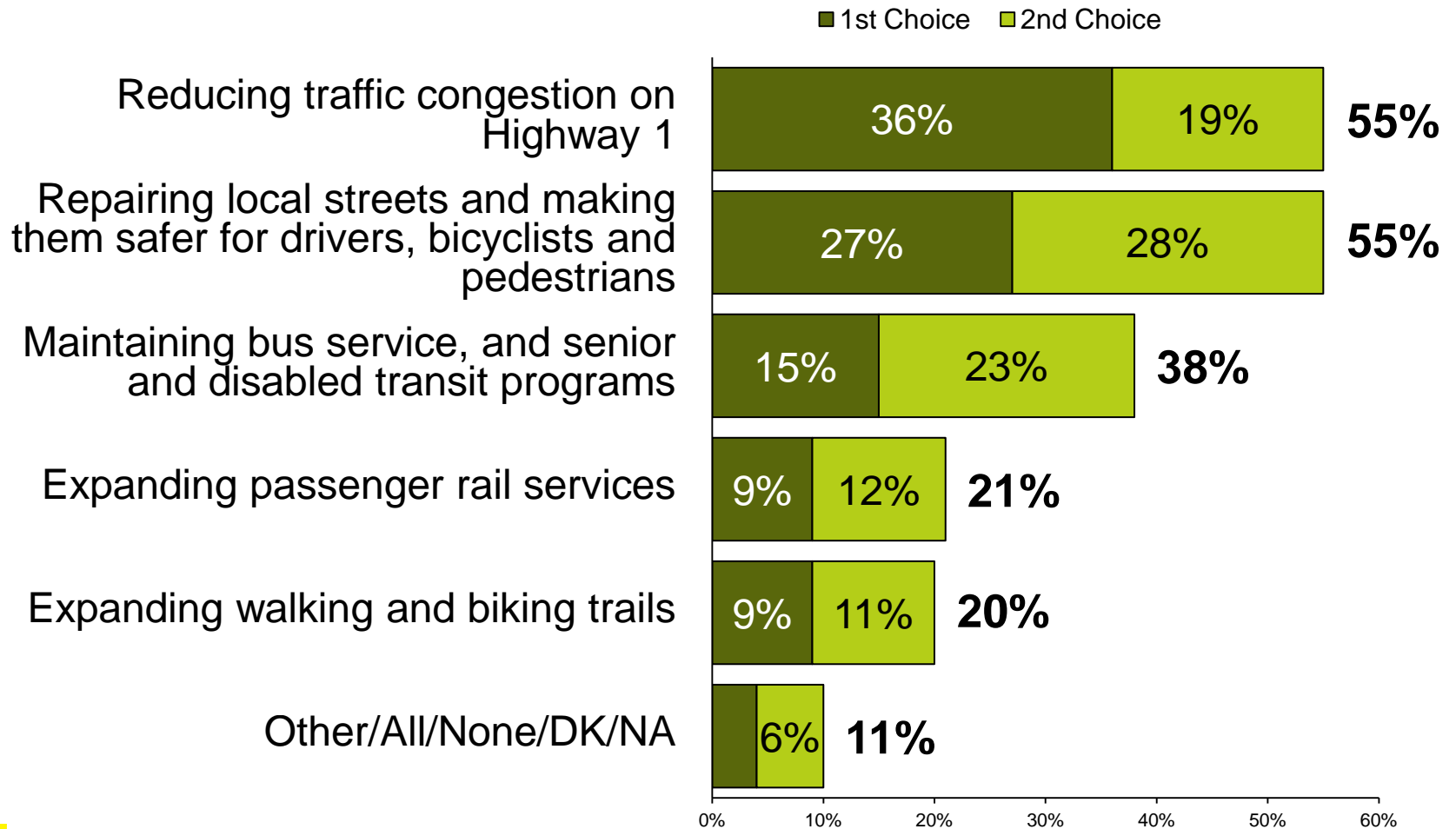
# Other projects are comparatively less popular.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA **Ext./Very Impt.**



Q10. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample

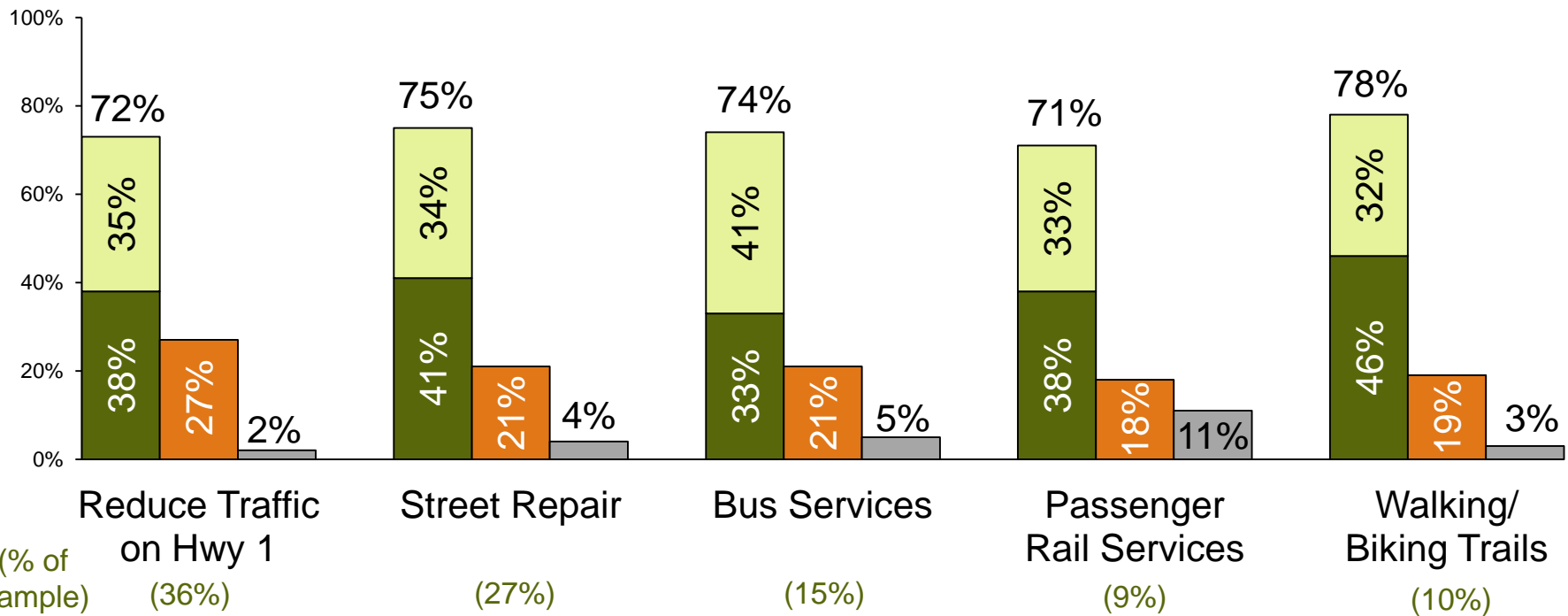
# When forced to choose, congestion on Highway 1 is most important, with repairing local streets close behind.



# However, supporters of all five spending categories were equally likely to vote “yes.”

*Initial Vote by First Choice Transportation Priority*

■ Definitely Yes   
 ■ Probably/Undecided, Lean Yes   
 ■ Total No   
 ■ Undecided



# Conclusions

- ❖ A transportation sales tax measure appears viable for November 2016.
- ❖ However, given the two-thirds vote threshold, success will still require a strong campaign to communicate the ways that the measure would address the County's transportation needs.
- ❖ The top priorities are clearly reducing traffic congestion – particularly on Highway 1 – and repairing and maintaining local streets.
- ❖ At the same time, all five major spending categories clearly have their constituencies, and it appears that advocates for each are strongly supportive of a measure.

For more information, contact:

**Dave Metz**

*Dave@FM3research.com*

**Curtis Below**

*Curt@FM3research.com*

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

FM3

**1999 Harrison St., Suite 2020  
Oakland, CA 94612  
Phone (510) 451-9521  
Fax (510) 451-0384**