

TO: Sacramento Transportation Authority
FROM: Alex Evans, EMC Research
RE: Sacramento County Voter Survey Results Memo
DATE: April 5, 2016

The following are key findings from a poll conducted March 17th – 26th, 2016 by EMC Research among 801 likely November 2016 voters in Sacramento County. The results have an overall margin of error of ± 3.5 percentage points. The survey included both landlines and cell phones.

Conclusion: This upcoming General election is a prime opportunity to pass the Sacramento County sales tax measure. Transportation and infrastructure improvements are a key top-of-mind priority and support for the transportation measure is the highest it’s been in recent years.

Key Findings:

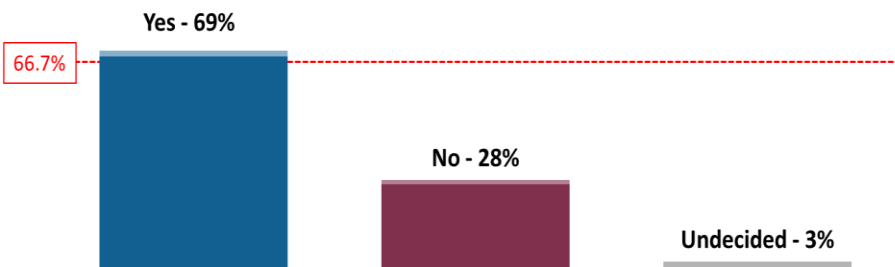
There is above-threshold support (69% “Yes”) for a measure among likely November 2016 voters compared to less than two-thirds support (63%) among likely off-year voters in 2015.

Support for the measure approaches its maximum ceiling given County voters’ tax sensitivity. A strong majority of voters believe transportation investments are needed and are worth raising taxes over, while over a quarter (26%) would not support raising taxes.

To:

- Fill potholes, repave streets
- Repair deteriorating bridges
- Relieve traffic on roads and freeways
- Build an expressway between Elk Grove, Rancho Cordova, and Folsom
- Extend Light Rail toward the Airport and Elk Grove
- Support Light Rail and bus operations, maintenance, and security, and
- Improve bicycle and pedestrian safety;

Shall the ordinance enacting a countywide 30-year sales tax, at a rate of one half of one percent, raising approximately 100 million dollars annually, with independent oversight and audits, be adopted?



Q8. If the election were held today, would you vote “yes” to approve or “no” to reject a measure that reads...?

Support is highest among lower-turnout, younger and Hispanic voters, suggesting this November election is the best possible time to run the measure.

The measure’s key components test well with likely November voters. Voters consider the “fix-it-first” maintenance pieces – filling potholes (73% “Strongly support”) and repairing bridges (68%) – the most critical components. Strong majorities of voters also support improvements for light rail and buses, traffic flow and pedestrian safety.

This measure has a strong chance of passing should the Authority reach a consensus on a Transportation Expenditure Plan.