



STA

Survey of Sacramento County
Likely November 2016 Voters
Conducted for Sacramento
Transportation Authority

DRAFT REPORT - March 2016



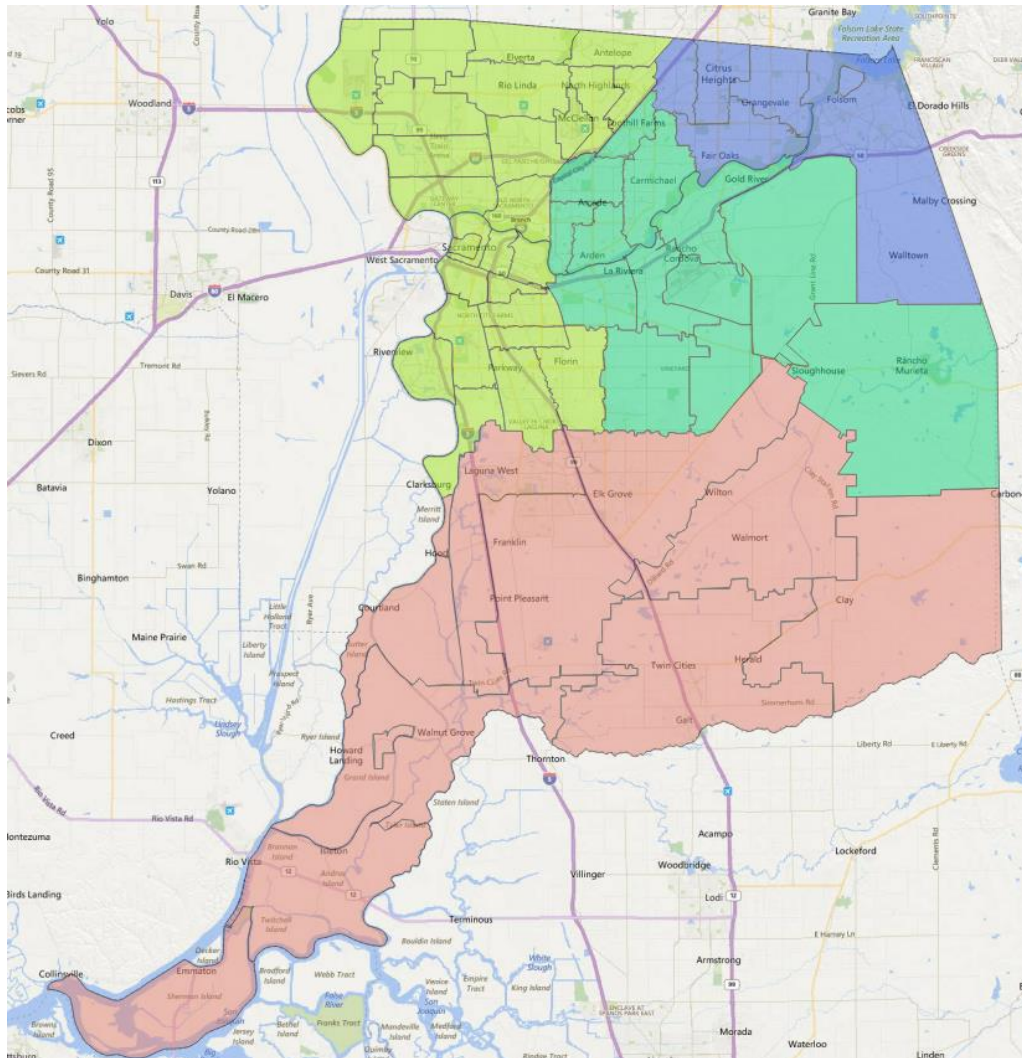
Methodology

- ▶ Telephone survey of likely November 2016 voters in Sacramento County
- ▶ Conducted March 17-26, 2016
- ▶ 801 total interviews
- ▶ Overall margin of error (MoE) \pm 3.5 percentage points at the 95% confidence interval
- ▶ Voters contacted on both landlines and cell phones
- ▶ Surveys conducted by trained, professional interviewers

Please note that due to rounding, some percentages may not add up to exactly 100%.

Voters by Geographic Sub-Area

200 interviews (n), MoE \pm 6.9% in each region



East 50 Corridor
(Folsom/Fair Oaks/
Orangevale/Citrus Heights
(19%)

Middle 50 Corridor
(Rancho Cordova/
Arden/Carmichael/
Rosemont)
(25%)

Central
(Sac City/North)
(41%)

South
(Elk Grove/ Florin/
Herald/Galt/Delta)
(15%)

Executive Summary

- **The 2016 General election is a prime opportunity to pass the Sacramento County sales tax measure. Support for the transportation measure is the highest it has been in recent years.**
- **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.**
- **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.**
- **Support is highest among lower-turnout, younger and Hispanic voters, suggesting this November election is the best possible time to run the measure.**
- **This measure has a strong chance of passing should the Authority reach a consensus on a Transportation Expenditure Plan.**

Key Findings

Issues Environment: A majority of voters feel things in Sacramento County are heading in the right direction and cite transportation issues among their top-of-mind problems facing the county.

- ▶ Homelessness, crime and the economy are the most prominent top-of-mind concerns, with over a tenth of voters mentioning each.
- ▶ Sacramento County voters cite a variety of transportation-related issues – including infrastructure, traffic and general transportation -- among the key problems to address.

Transportation Funding: Most likely voters (76%) believe that Sacramento County has at least some need for additional funding for transportation improvements.

- ▶ Just under a half (44%) of Sacramento County voters say there is “great need” for additional funding.
- ▶ This sentiment is consistent across each of the County’s sub-areas (73-82% “Some” or “Great” need for new transportation funding).
- ▶ Voters are evenly split on whether they’ll vote against any tax increases, with half (50%) saying they would vote against, including a quarter (28%) that hold this position intensely.
- ▶ Despite this split, nearly three-quarters (72%) of voters agree that the County needs to make transportation improvements even if it means raising taxes.

Key Findings

Initial Vote: After hearing the ballot language for the first time, about two-thirds (69%) of likely voters support the measure while few remain undecided (3%).

- ▶ Vote support (69%) is a few points higher than in the May 2015 voter survey (63%).
- ▶ Each geographic sub-areas shows near-threshold support (66%+ “Yes”) at the outset. As the highest-populated region, voters in the Central area – which includes Sacramento City – show slightly higher support for the measure (72%) than other areas.
- ▶ Voters living in the County’s major cities (70%+) are more likely to support the measure than those living in unincorporated areas (63%).
- ▶ Registered Democrats (80%) are far more likely to support the measure than Republicans (56%) or voters with no preferred party (65%).
- ▶ A supermajority (87%) of Hispanic/Latino voters support the measure, while white voters are near the threshold (66%).
- ▶ Younger 18-49 voters (78%) support the measure at a larger rate than older voters.
- ▶ Less frequent voters (voted <4/6) show higher support (74%) for the measure than more frequent voter groups (62-64%).

Key Findings

Components: Likely voters strongly support the measure's potential components, particularly the "fix-it-first" maintenance items.

- ▶ The measure's headlining maintenance pieces -- filling potholes (73% "strongly support") and repairing bridges (68%) -- are its best testing components.
- ▶ Support for the top-rated "fix-it-first" components is heavy in every sub-area while Central voters also prioritize light rail, traffic flow and pedestrian safety improvements.

Support Messages & Revote: Voters are open to many of the positive messages tested about the measure but this does not necessarily translate into significant growth in tax support (69→70% "Yes") as the vote already begins near voters' tax sensitivity ceiling.

Opposition Messages & Final Revote: Following the post-support messaging retest, overall support for the measure drops below the threshold after the opposition messages (70→61% "Yes").

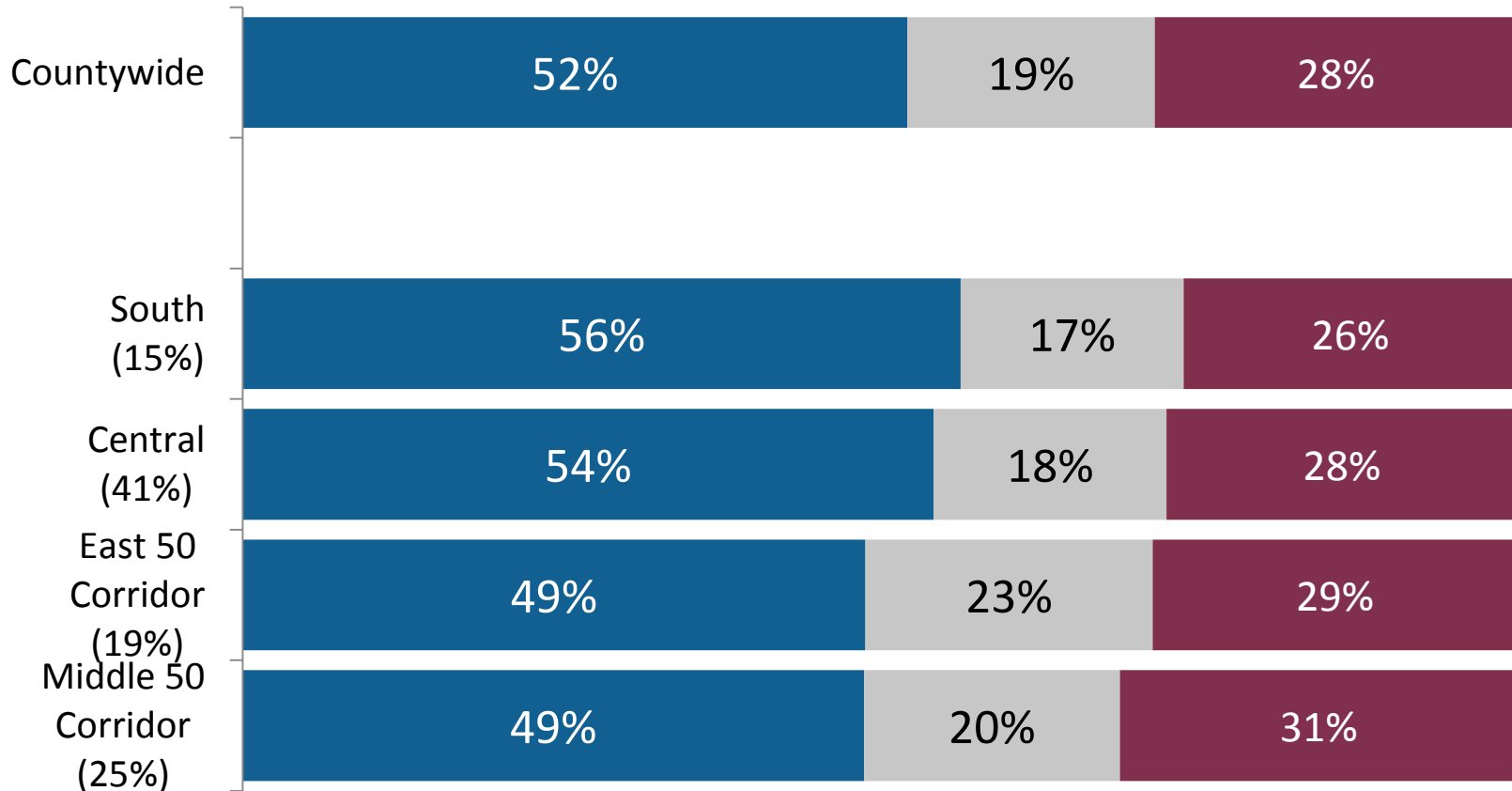


Issue Environment

Right Direction/Wrong Track by Region

A majority of voters feel things in Sacramento County are heading in the right direction. This sentiment is slightly higher in the Central and South sub-areas.

■ Right Direction ■ (Don't Know) ■ Wrong Track



Q5: Do you feel that things in Sacramento County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Most Important Issue by Sub-area

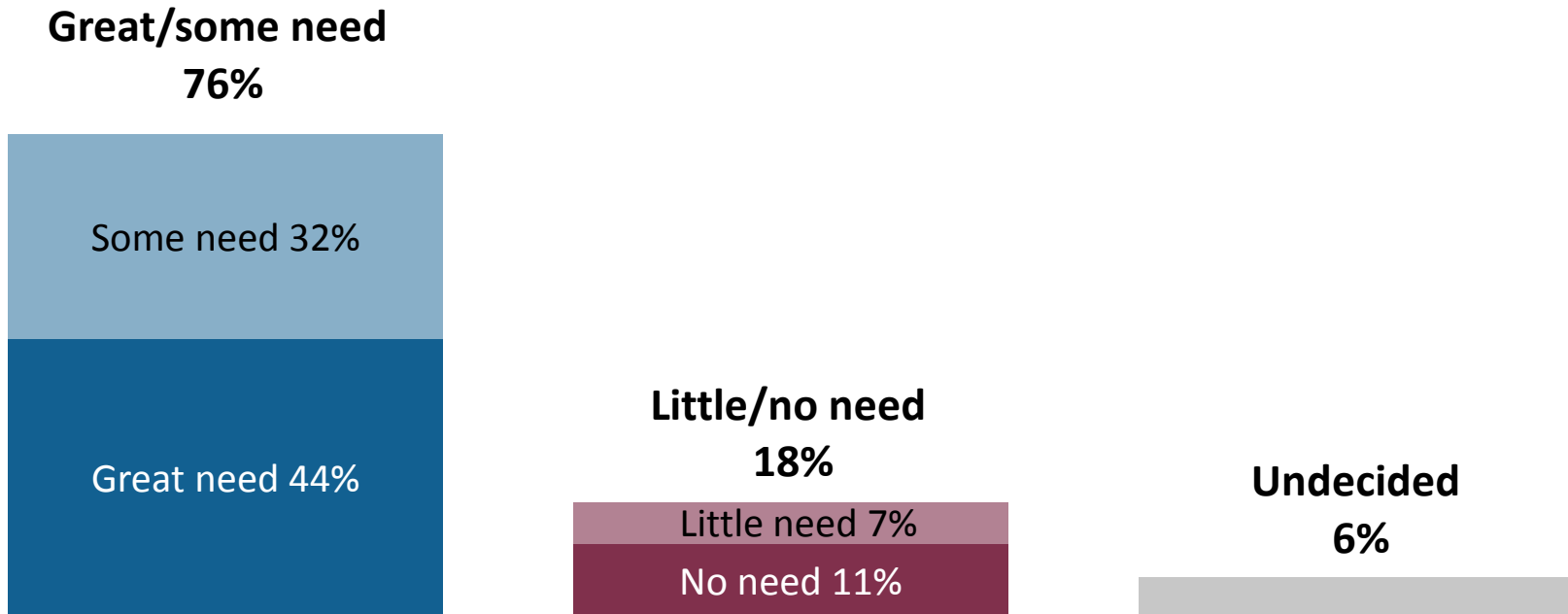
While homelessness, crime and the economy are most prominent, Sacramento voters cite a variety of transportation-related issues among their top-of-mind concerns.

	Most Important Problem	County-wide	East 50 (19%)	Mid 50 (25%)	Central (41%)	South (15%)
	Homelessness	16%	11%	18%	21%	6%
	Crime / Drugs	14%	14%	16%	11%	18%
	Economy / Jobs	12%	11%	12%	12%	16%
	Infrastructure	10%	14%	10%	9%	8%
	Water issues / Drought	9%	13%	8%	9%	7%
	Transportation	5%	5%	5%	5%	6%
	Traffic	4%	5%	3%	4%	6%
	Education	4%	5%	6%	3%	4%
	Taxes	3%	4%	1%	3%	5%
	Government officials/Politicians	3%	5%	3%	1%	2%
	Growth / Development	3%	3%	4%	2%	4%
	Housing	3%	1%	3%	4%	2%
	Stadium	2%	1%	2%	3%	2%
	Police/Law enforcement	2%	2%	2%	1%	2%
	Immigration	1%	3%	1%	2%	-
	Other	8%	10%	10%	6%	9%
	Don't Know	11%	7%	7%	14%	12%
	No/None/Nothing	2%	1%	2%	3%	3%
	Refused	1%	-	2%	2%	1%

Q6. What is the most important problem facing Sacramento County today?
(Open-ended)

Need for Transportation Funding

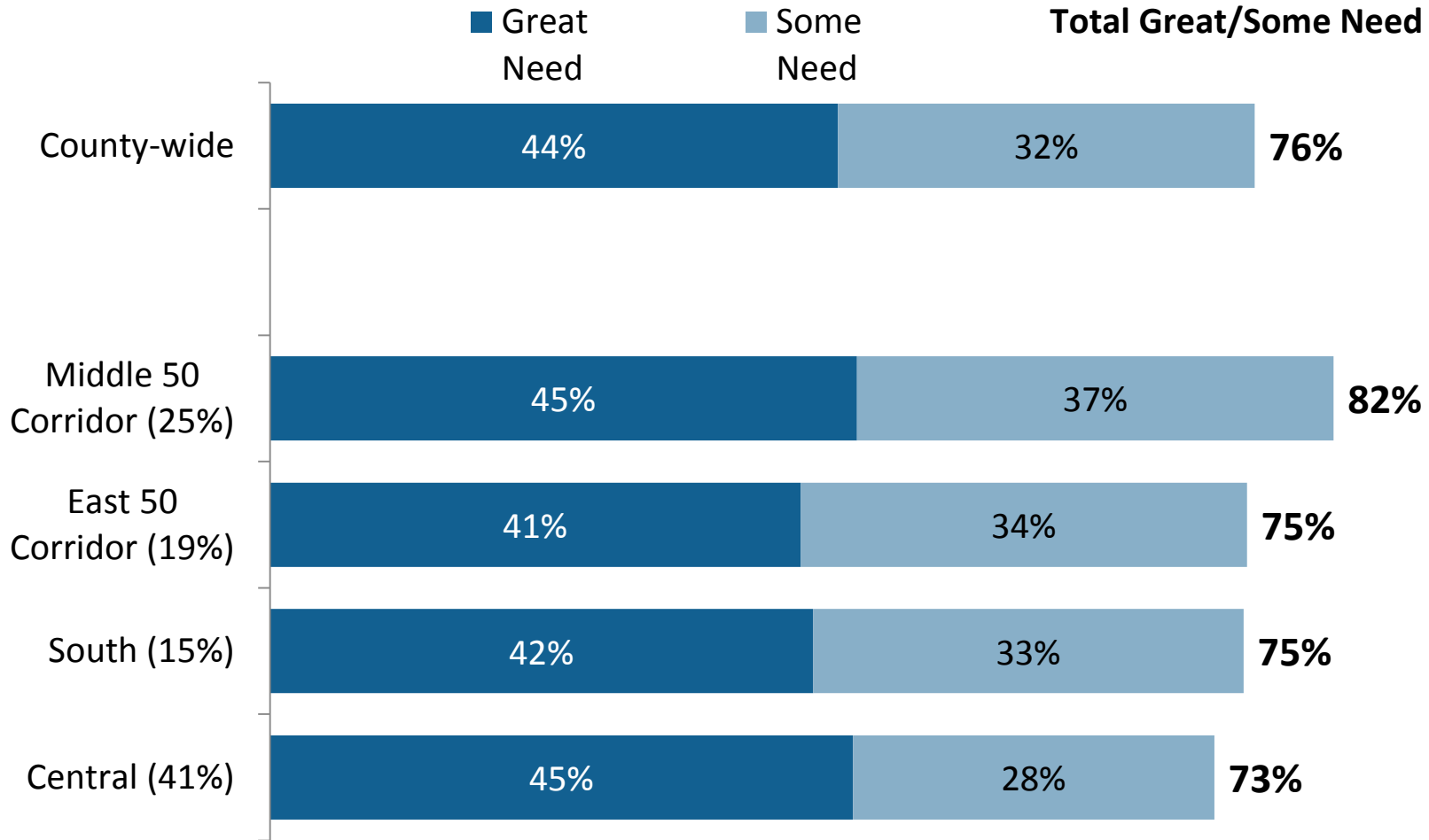
There's little resistance to the idea that Sacramento County needs additional funding for its transportation network. Just under a half (44%) of Sacramento County voters say there is "great need" for additional funding.



Q7: Thinking about the roads, highways, buses, bike paths, and sidewalks in Sacramento County, that is, the entire transportation network, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?

Need for Transportation Funding by Sub-area

Voters in each of the County's subareas are similarly interested in the concept of new transportation funding (73-82% "Some" or "Great" need).



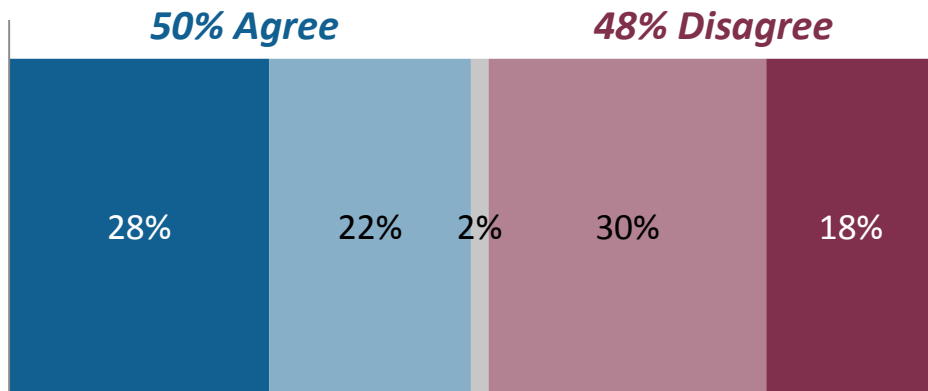
Q7: Thinking about the roads, highways, buses, bike paths, and sidewalks in Sacramento County, that is, the entire transportation network, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?

Tax Attitudes

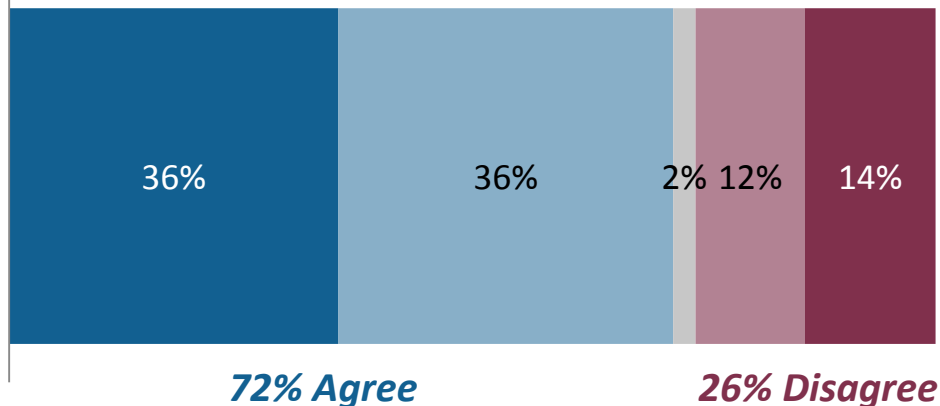
Voters are evenly split on whether they'll vote against any tax increases, in general, while nearly three-quarters (72%) value transportation improvements even if it means raising taxes.

■ Strongly Agree
 ■ Somewhat Agree
 ■ Don't know
 ■ Somewhat Disagree
 ■ Strongly Disagree

Taxes are already high enough; I'll vote against any increase in taxes



It is crucial to have safe, high quality roads and transit, even if it means raising taxes



Q24-25. For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement.





Ballot Measure

Initial Vote

After hearing the ballot language for the first time, about two-thirds (69%) of likely voters support the measure while few remain undecided (3%).

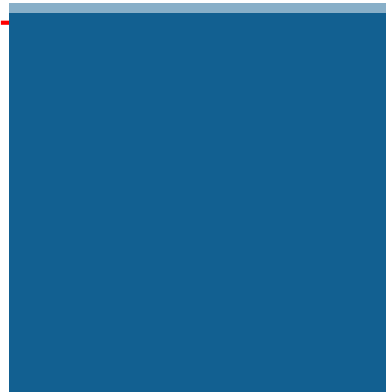
To:

- 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?

Yes - 69%

66.7%



No - 28%



Undecided - 3%



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

Vote Tracking – 2015 & 2016 Ballot Language

May 2015 Survey

Shall a Sacramento County Transportation Plan, be implemented with a half-cent sales tax for 30 years to:

- Fill potholes, resurface streets, repair deteriorating bridges;
- Improve bicycle and pedestrian safety;
- Expand transit services for seniors and disabled persons;
- Make improvements to the local road system;
- Extend light rail transit;
- Relieve traffic bottlenecks;
- Increase light rail and bus security;
- Limit administrative expenses to 1% maximum, and require annual audits to ensure funds are properly spent.

To implement this program, would you vote "yes" or "no" on this measure?

March 2016 Survey

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;

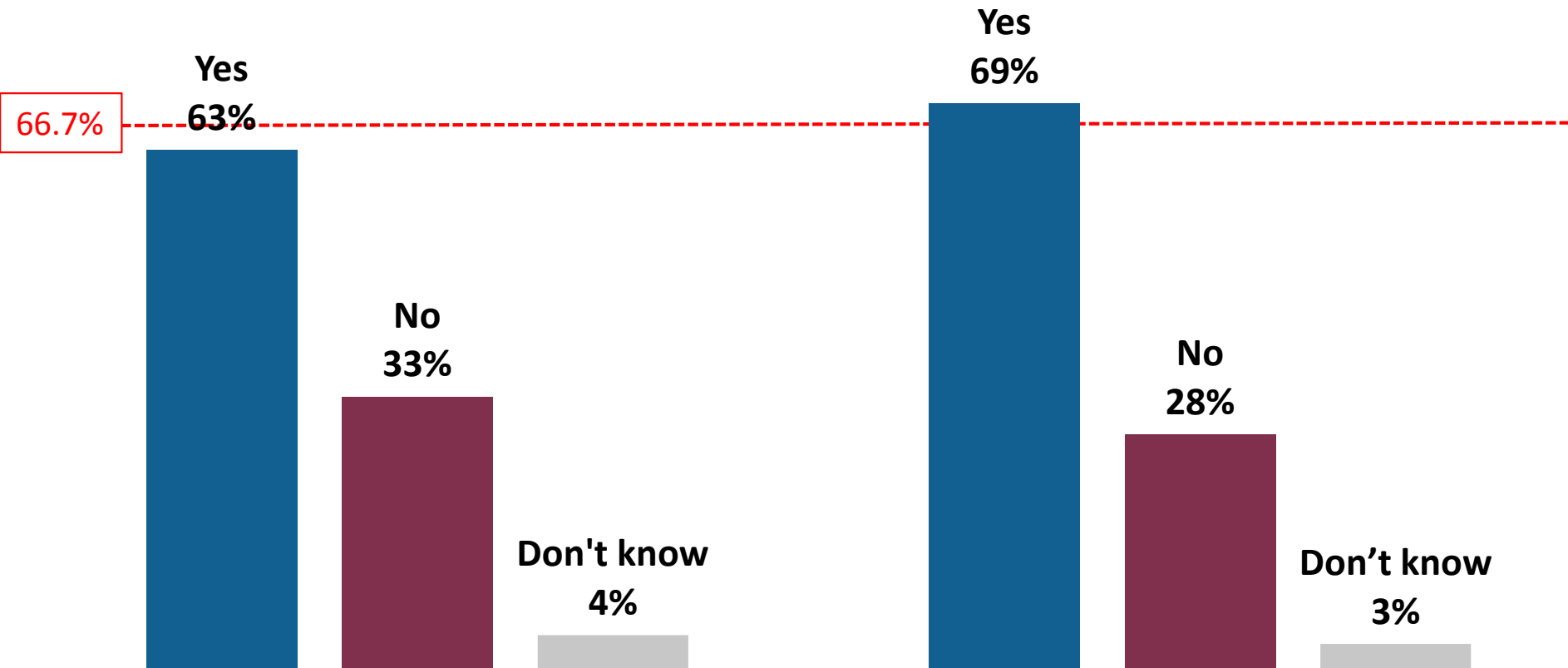
Shall the ordinance enacting a countywide 30-year sales tax, at a rate of one half of one percent, raising approximately 100 million dollars annually, with independent oversight and audits, be adopted?

Vote Tracking – 2015 & 2016 Results Comparison

Support for the measure is a few points higher than in last year's survey.

May 2015 Survey

March 2016 Survey



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

Initial Vote by Sub-area

Each of the County's four sub-areas shows near-threshold support (66%+ "Yes") at the outset. As the highest-populated region, voters in the Central area – which includes the City of Sacramento – show slightly higher support for the measure (72%) than other areas.

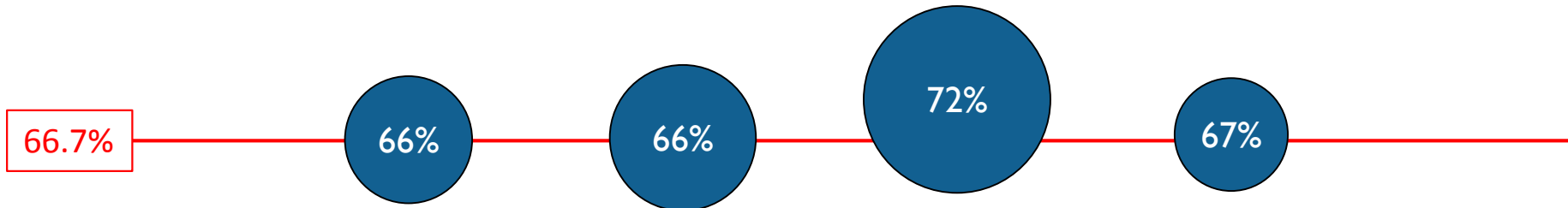
Size of bubble represents relative size of population

East 50
(19%)

Middle 50
(25%)

Central
(41%)

South
(15%)



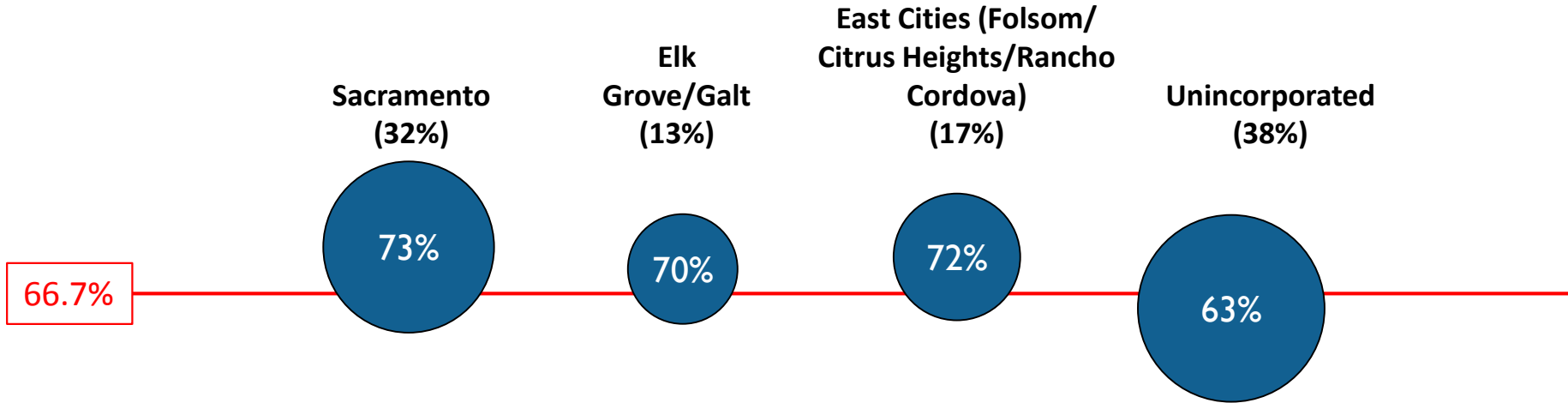
% in bubble represents
% yes vote among
group

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

Initial Vote by City

Voters living in the County's major cities are more likely to support the measure than those living in unincorporated areas of Sacramento County.

Size of bubble represents relative size of population



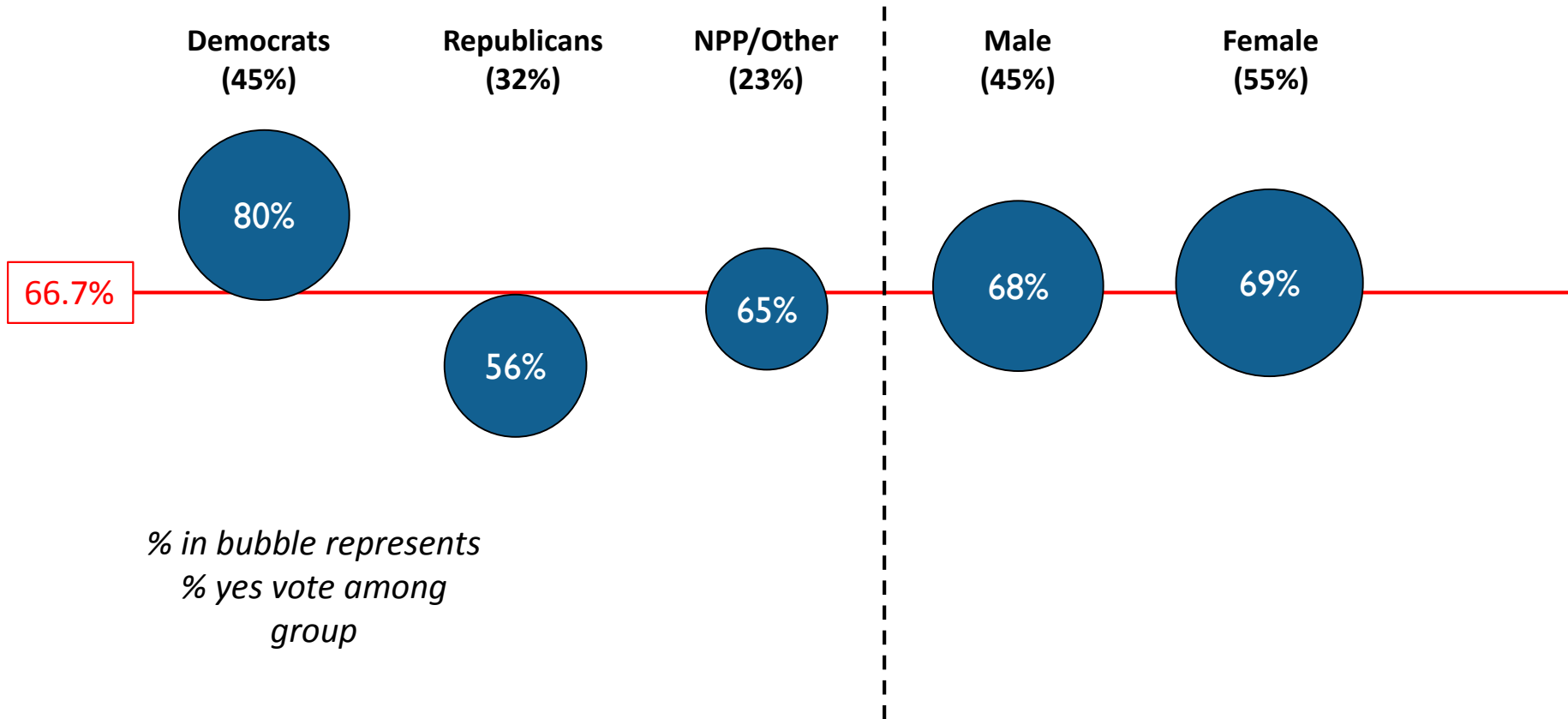
*% in bubble represents
% yes vote among
group*

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

Initial Vote by Party and Gender

Democrats are far more likely to support the measure than Republicans. There is no significant difference in support between men and women, overall.

Size of bubble represents relative size of population



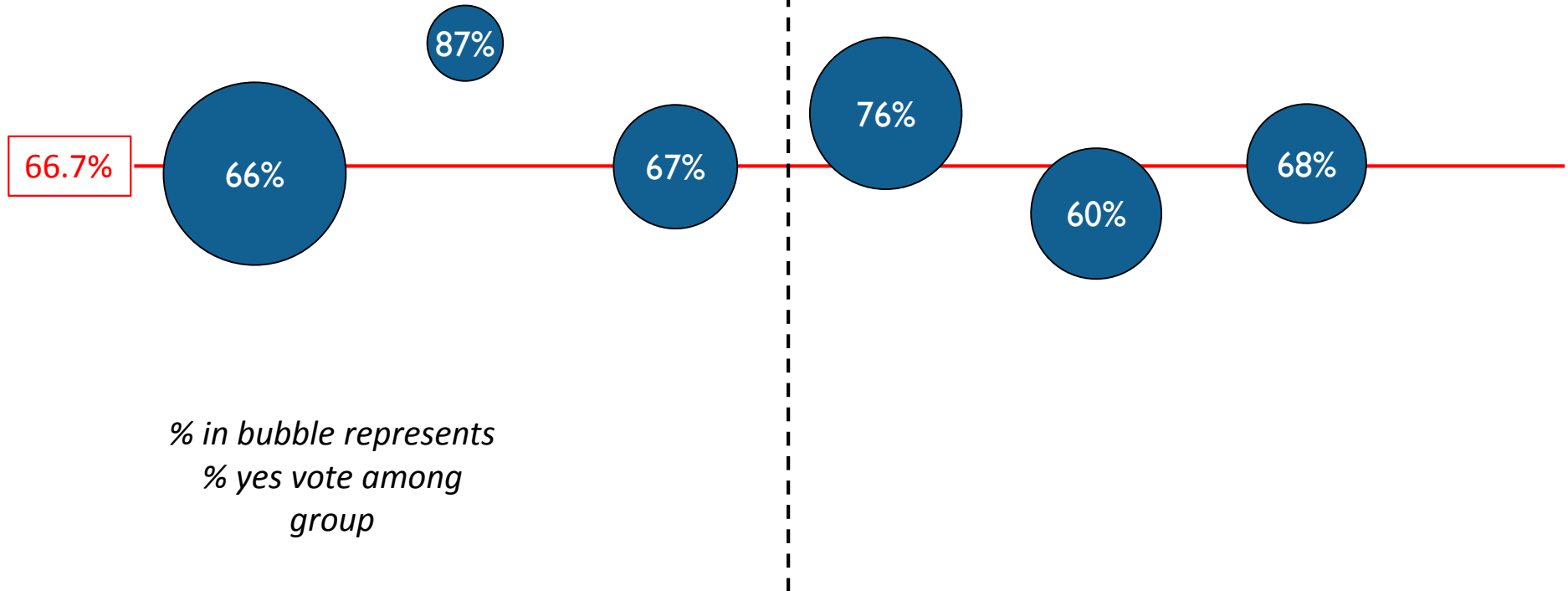
Q8. If the election were held today, would you vote "yes" to approve or "no" to reject a measure that reads...?

Initial Vote by Ethnicity and Age

A supermajority (87%) of Hispanic/Latino voters support the measure; a strong majority (76%) of younger 18-49 voters also support it.

Size of bubble represents relative size of population

White (61%)	Hispanic/ Latino (11%)	Other (28%)	Age 18-49 (42%)	Age 50-64 (31%)	Age 65+ (26%)
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% in bubble represents
% yes vote among
group

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

Initial Vote by Vote Propensity

Weaker voters show higher support for the measure than their more frequent counterparts.

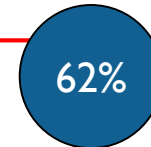
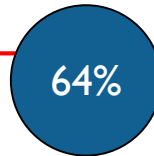
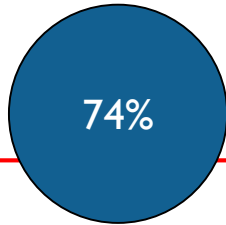
Size of bubble represents relative size of population

**Sometimes
Votes (<4/6)
(53%)**

**Usually
Votes (4-5/6)
(25%)**

**Always
Votes (6/6)
(23%)**

66.7%



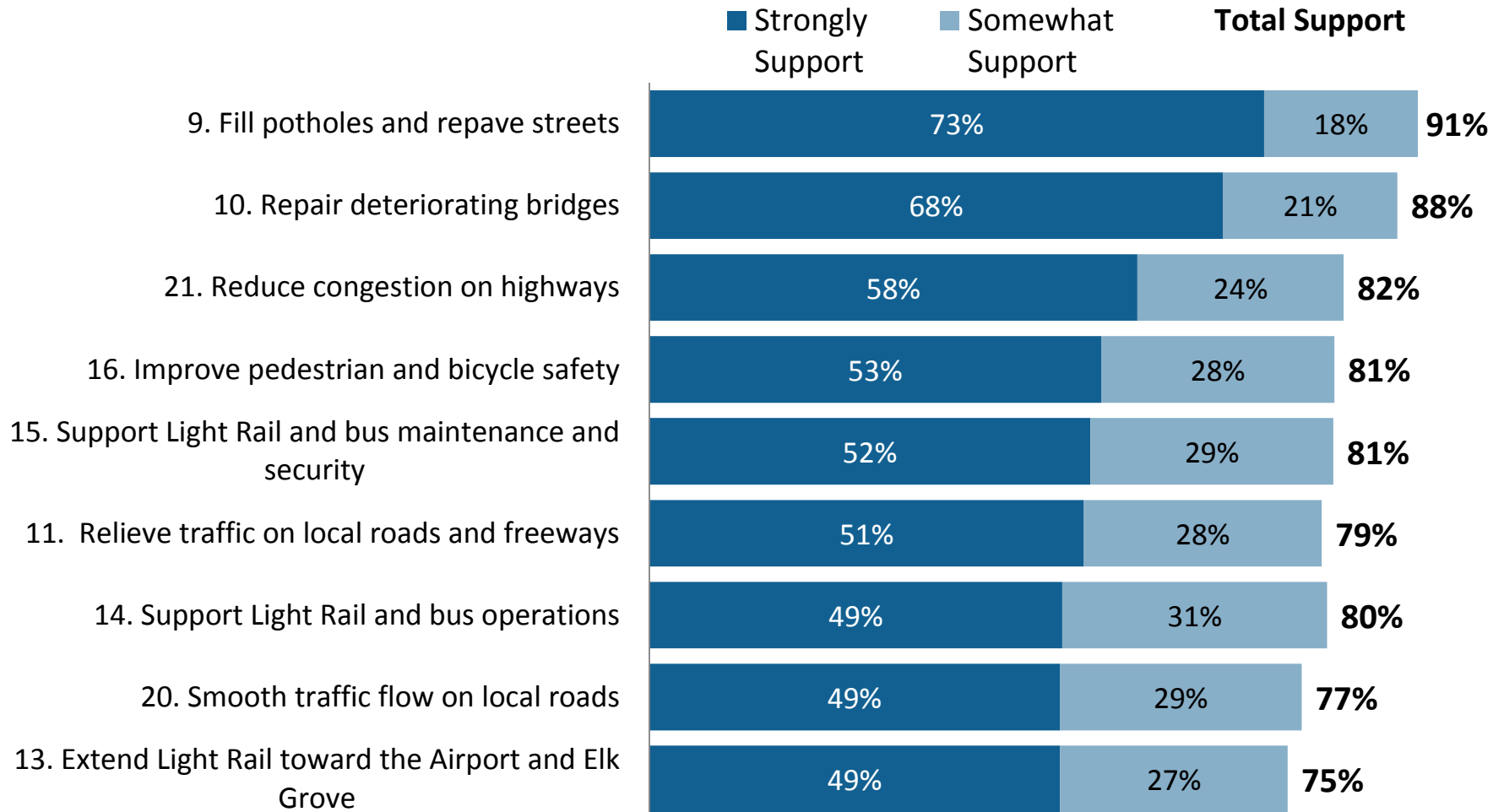
*% in bubble represents
% yes vote among
group*



Transportation Plan: Elements and Messaging

Measure Components

The measure's headlining items -- filling potholes (73% "strongly support") and repairing bridges (68%) -- are its best testing components.

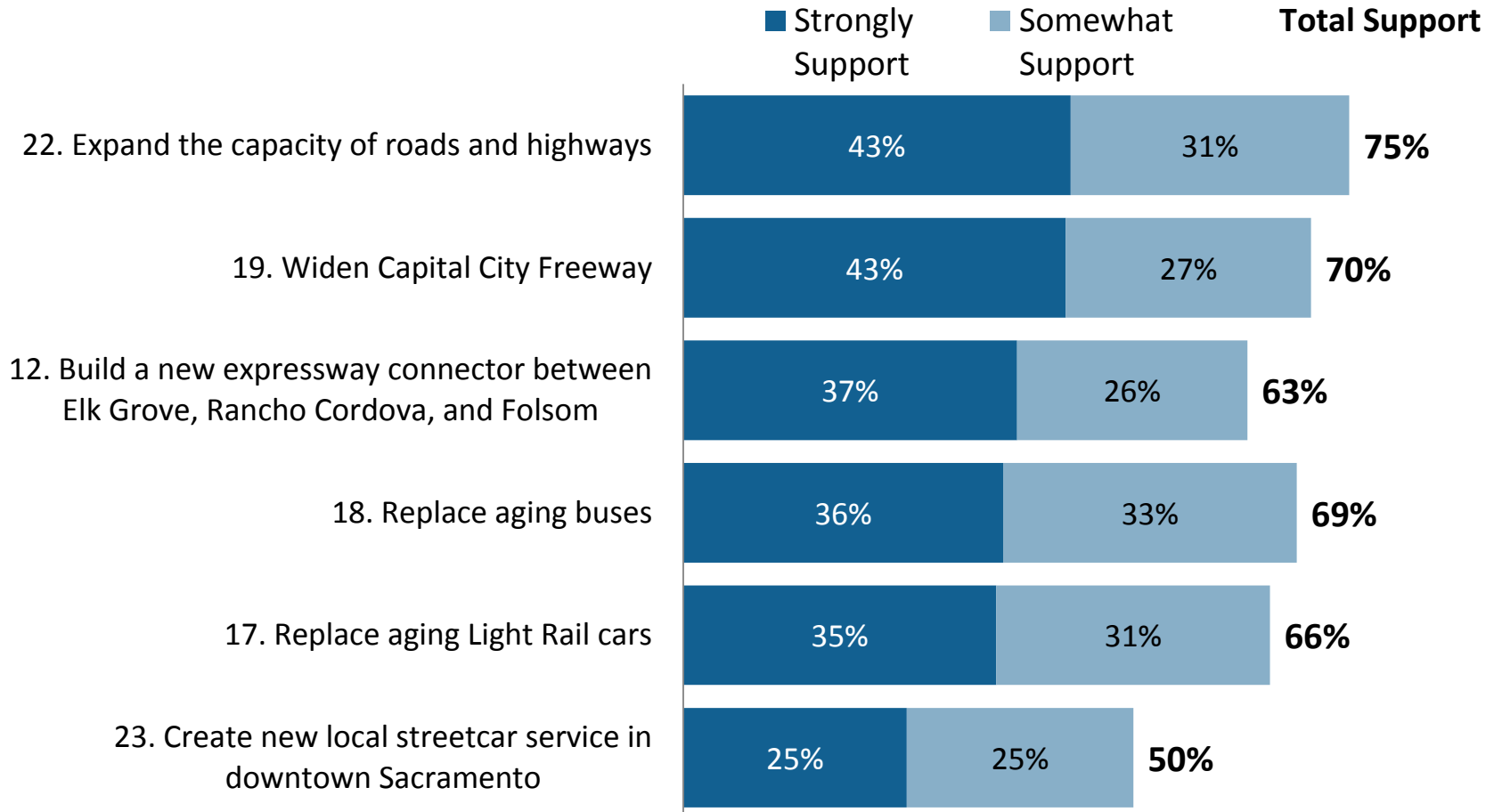


Q9-23. Now I'm going to read you a list of things the Sacramento County transportation improvement measure might fund. After each please tell me if you support or oppose that particular item.



Measure Components (Continued)

A strong majority of voters support funding other elements of the measure, including improvements to light rail and bus, traffic flow and pedestrian and bike safety.



Q9-23. Now I'm going to read you a list of things the Sacramento County transportation improvement measure might fund. After each please tell me if you support or oppose that particular item.



Measure Components by Sub-area

Support for the top-rated “fix-it-first” components is heavy in every sub-area while Central voters also prioritize light rail, traffic flow and pedestrian safety improvements.

Total Support % (Strongly + Somewhat)

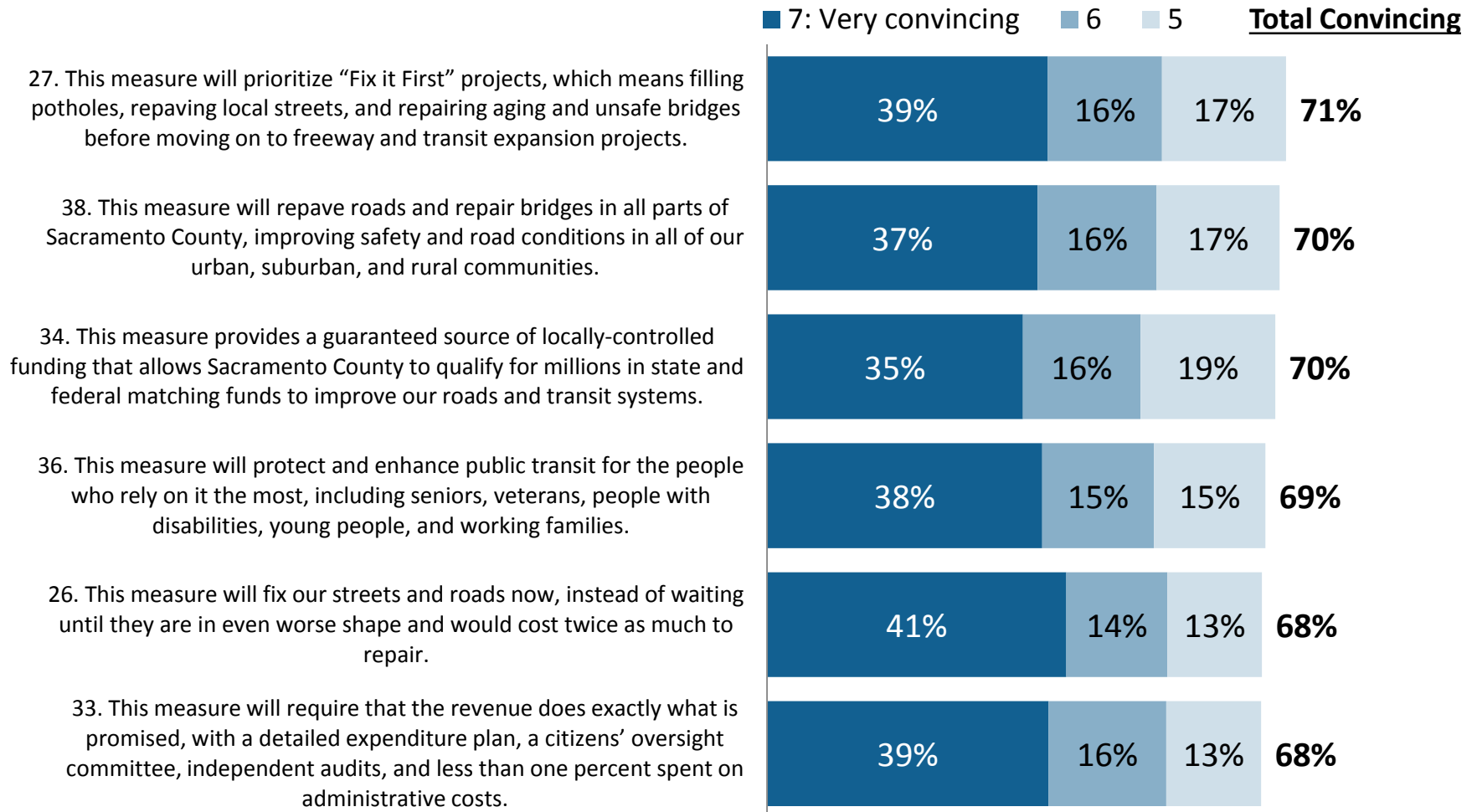
	Overall	East 50	Mid 50	Central	South
9. Fill potholes and repave streets	91%	89%	88%	95%	88%
10. Repair deteriorating bridges	88%	86%	86%	90%	89%
21. Reduce congestion on highways	82%	77%	82%	85%	81%
16. Improve pedestrian and bicycle safety	81%	73%	79%	87%	78%
15. Support Light Rail and bus maintenance and security	81%	73%	79%	87%	77%
14. Support Light Rail and bus operations	80%	74%	73%	89%	75%
11. Relieve traffic on local roads and freeways	79%	73%	81%	83%	77%
20. Smooth traffic flow on local roads	77%	74%	71%	82%	79%
13. Extend Light Rail toward the Airport and Elk Grove	75%	70%	71%	81%	76%
22. Expand the capacity of roads and highways	75%	69%	71%	79%	76%
19. Widen Capital City Freeway	70%	63%	69%	72%	77%
18. Replace aging buses	69%	60%	64%	75%	70%
17. Replace aging Light Rail cars	66%	61%	64%	69%	66%
12. Build a new expressway connector between Elk Grove, Rancho Cordova, and Folsom	63%	56%	59%	68%	68%
23. Create new local streetcar service in downtown Sacramento	50%	41%	53%	54%	48%

Q9-23. Now I'm going to read you a list of things the Sacramento County transportation improvement measure might fund. After each please tell me if you support or oppose that particular item.



Support Messages

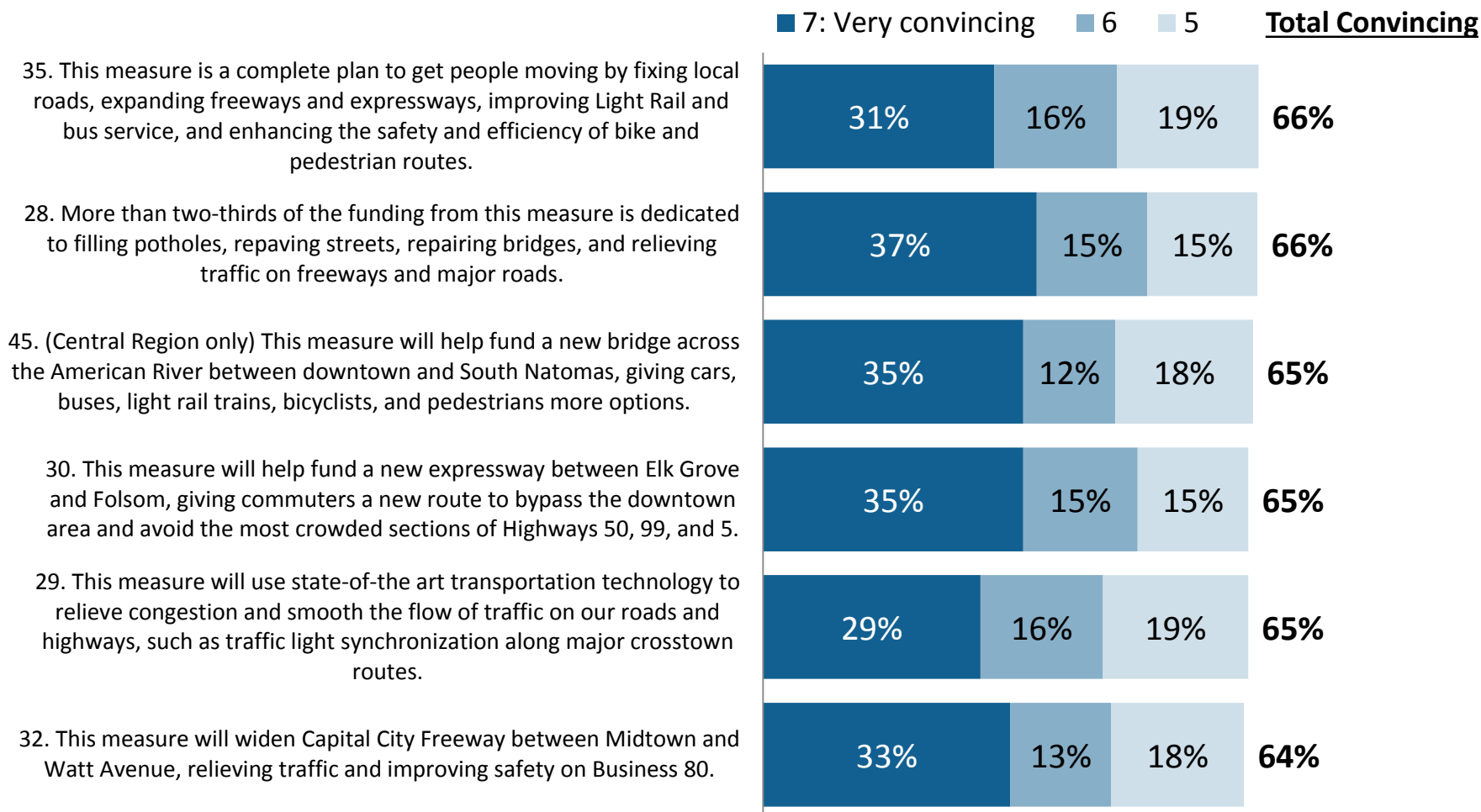
While the “fix-it-first” items top the list, most of the top-tier messages tested evenly among likely voters, with no particular items standing out.



Q26-45. Now I'd like to read you some things people might say about the proposed measure, starting with what supporters might say. After each statement, please tell me how convincing it is as a reason to vote yes. Please use a scale from one to seven, where one means not at all convincing and seven means a very convincing reason to vote yes on the measure.



Support Messages (Continued)

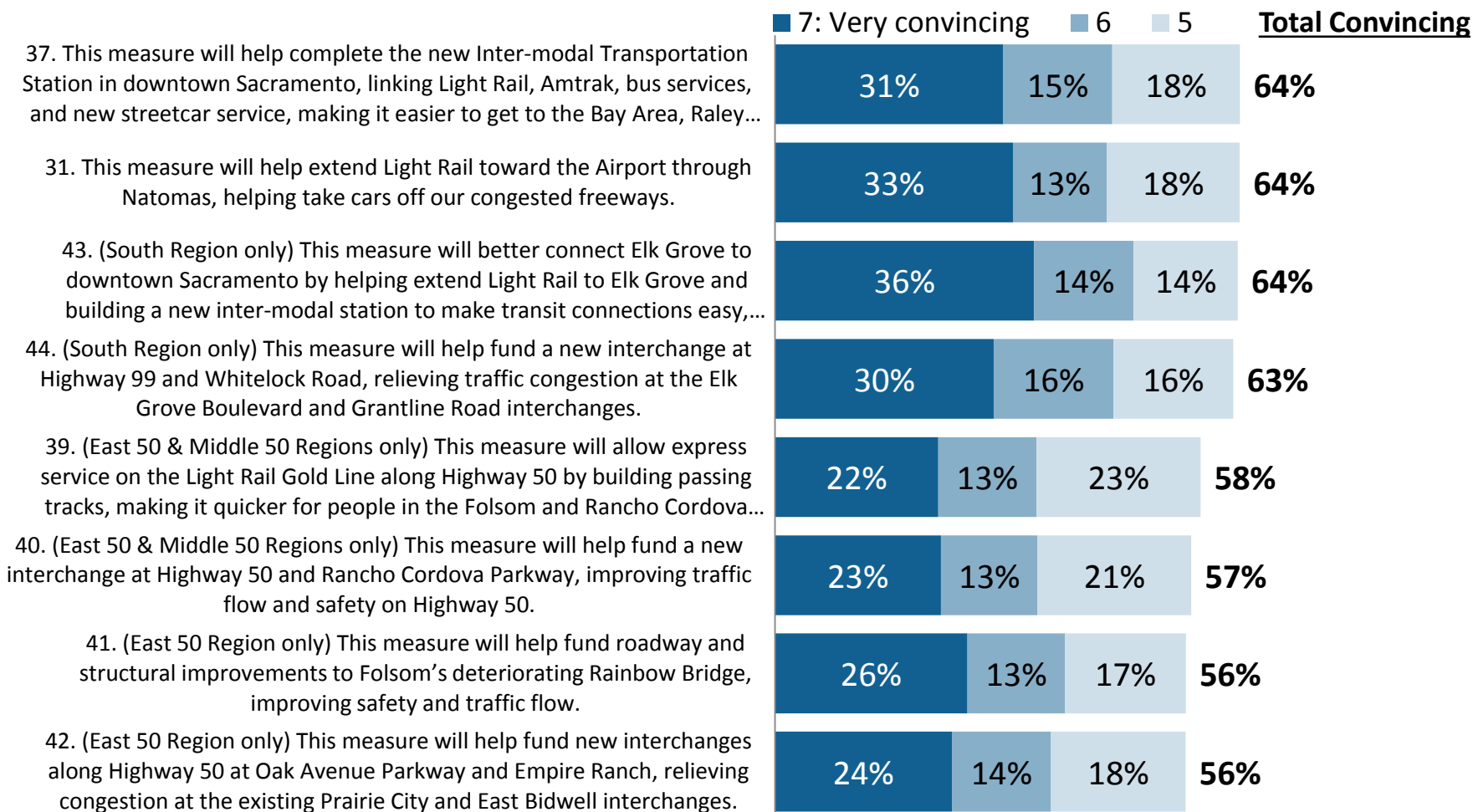


Q26-45. Now I'd like to read you some things people might say about the proposed measure, starting with what supporters might say. After each statement, please tell me how convincing it is as a reason to vote yes. Please use a scale from one to seven, where one means not at all convincing and seven means a very convincing reason to vote yes on the measure.



Support Messages (Continued)

Majorities (56%+) of likely voters consider all messages at least somewhat convincing but consider the messages specific to the Highway 50-corridor least convincing.



Q26-45. Now I'd like to read you some things people might say about the proposed measure, starting with what supporters might say. After each statement, please tell me how convincing it is as a reason to vote yes. Please use a scale from one to seven, where one means not at all convincing and seven means a very convincing reason to vote yes on the measure.

Top Support Messages by Sub-area

East 50

34. This measure provides a guaranteed source of locally-controlled funding that allows Sacramento County to qualify for millions in state and federal matching funds to improve our roads and transit systems. **72%**

27. This measure will prioritize “Fix it First” projects, which means filling potholes, repaving local streets, and repairing aging and unsafe bridges before moving on to freeway and transit expansion projects. **69%**

Middle 50

27. This measure will prioritize “Fix it First” projects, which means filling potholes, repaving local streets, and repairing aging and unsafe bridges before moving on to freeway and transit expansion projects. **66%**

38. This measure will repave roads and repair bridges in all parts of Sacramento County, improving safety and road conditions in all of our urban, suburban, and rural communities. **65%**

Central

38. This measure will repave roads and repair bridges in all parts of Sacramento County, improving safety and road conditions in all of our urban, suburban, and rural communities. **77%**

27. This measure will prioritize “Fix it First” projects, which means filling potholes, repaving local streets, and repairing aging and unsafe bridges before moving on to freeway and transit expansion projects. **76%**

South

38. This measure will repave roads and repair bridges in all parts of Sacramento County, improving safety and road conditions in all of our urban, suburban, and rural communities. **72%**

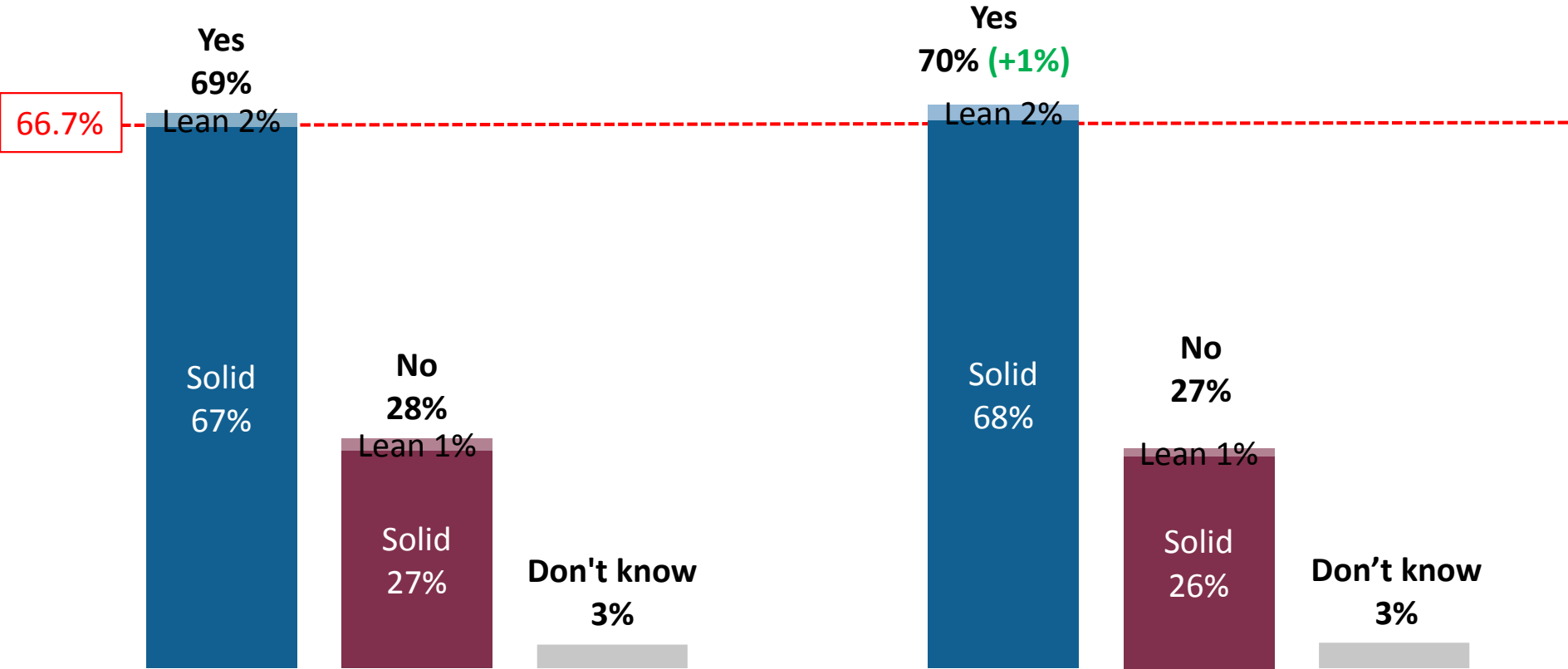
34. This measure provides a guaranteed source of locally-controlled funding that allows Sacramento County to qualify for millions in state and federal matching funds to improve our roads and transit systems. **71%**

Vote 2: After Support Messaging

Despite voters' generally positive reactions to the support messages, they had little impact on the overall vote.

Initial Vote

After Support Messaging

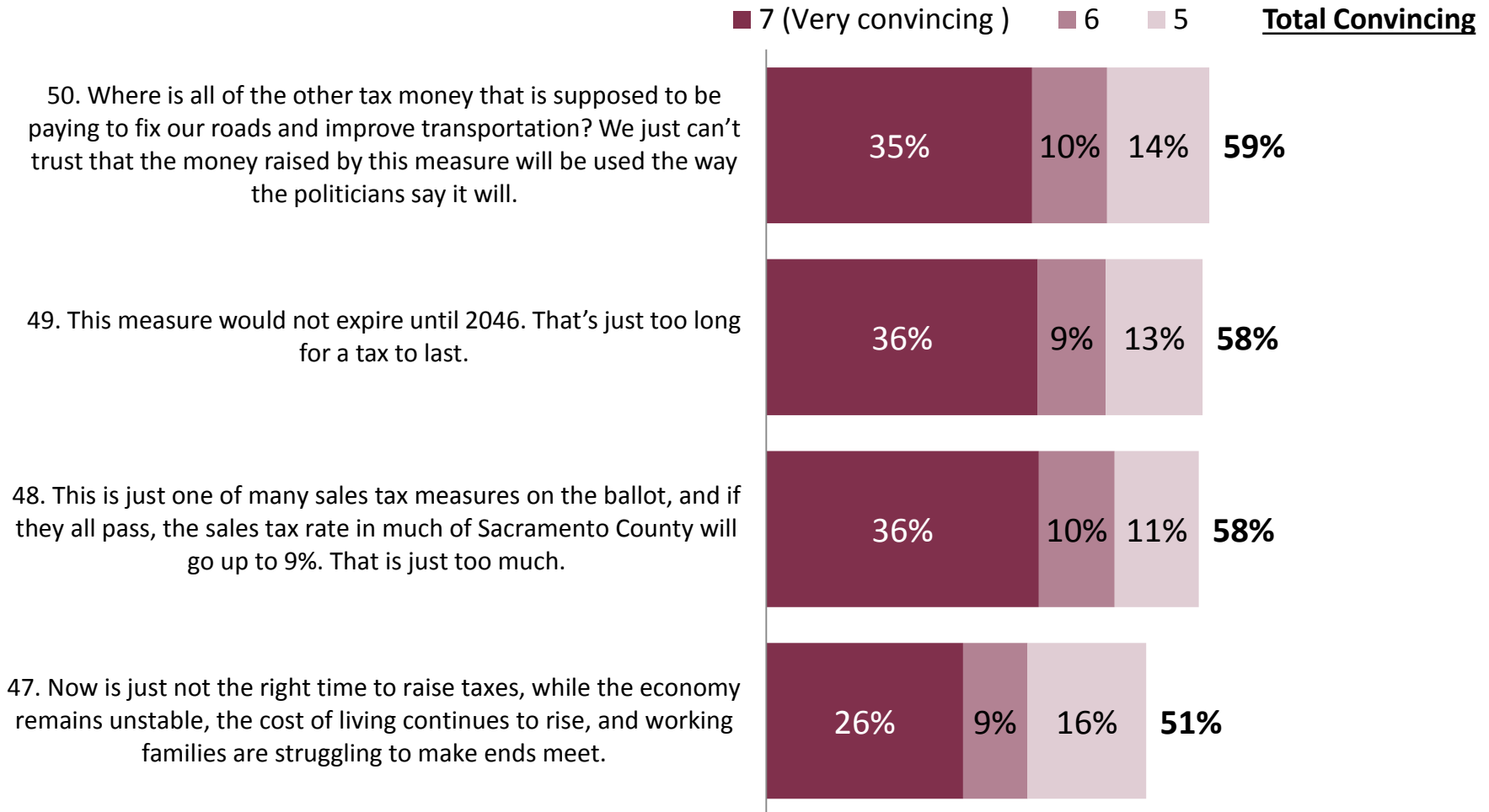


Q46. Sometimes people change their minds in a survey like this. Given everything you've heard, if the election were held today, would you vote "yes" to approve or "no" to reject a measure that reads...?



Opposition Messages

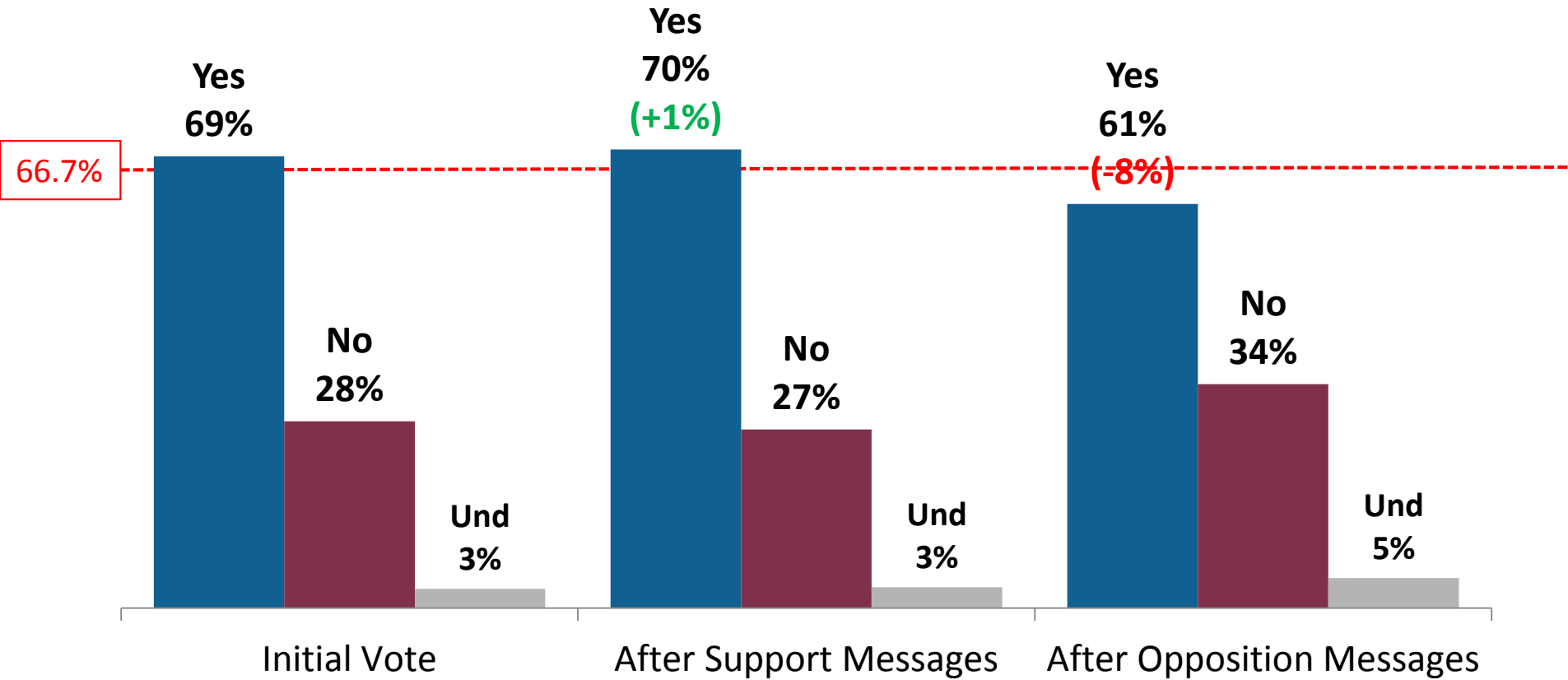
Likely voters consider tax management skepticism, the 30-year tax period and the crowded ballot to be equally strong reasons to dissuade them from supporting the measure.



Q47-50. Now I'd like to read you some things opponents might say about the proposed measure. After each statement, please tell me how convincing it is as a reason to vote no. Please use a scale from 1 to 7, where one means not at all convincing and seven means a very convincing reason to vote no on the measure.

Full Vote Progression

The measure begins with support just above threshold (69% “Yes”) and stays about the same after positive messages (70%) before dropping below the threshold after the opposition messages (61%).



Q8, Q46 & Q51. Given everything you have heard, would you vote yes to approve or no to reject the Sacramento County transportation improvement measure?

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