

STAFF REPORT

SUBJECT: Measure D Renewal Investment Plan

MEETING DATE: February 21, 2008

AGENDA ITEM: 8

STAFF CONTACT: Jim Kemp, Gregg Hart, Stephen VanDenburgh

RECOMMENDATION:

Receive presentation on public opinion survey conducted for draft investment plan.

SUMMARY:

Staff has been presenting the draft investment plan adopted by the board in November to numerous organizations to gather input. In addition, a poll was conducted by a professional research firm to determine the level of support for the plan and learn about the opinions of likely voters. Based on the polling and input from the presentations, it appears that support for the plan is quite high. In fact, the poll indicates that support for renewal of the existing ½ cent sales tax for transportation exceeds the two-thirds supermajority of voter approval required for passage. The polling firm recommends that SBCAG proceed with plans to place the renewal on the November 2008 general election ballot.

The North County and South Coast Measure D Renewal Policy Development committees met on February 13 to review the poll results and consider minor changes to the investment plan that will clarify it and increase support. In addition, the committees reviewed the first draft of the ordinance that will legally implement the continuation of the existing sales tax and the new investment plan if approved by county voters. The committees will meet again in early March to finalize the recommended plan and ordinance. It is anticipated that the final plan will be presented to the board for approval at its March 20 meeting. The plan must then be approved by the Board of Supervisors and a majority of the city councils representing at least a majority of the incorporated area population before it can be placed on the ballot.

DISCUSSION:

In November, the SBCAG board approved a draft Measure D renewal investment plan and authorized staff to circulate the plan for public review and to make presentations to local agency boards and committees and community organizations. Attached is a list of the organizations that have received or are scheduled to receive a presentation on the plan. Response to the presentations has generally been very positive in support of the Draft Investment Plan. Staff will report to the board on the input that has been received from these presentations.

The board also authorized staff to hire a research firm to conduct a poll of likely voters to learn about their opinions on the renewal plan. Following an RFP process the opinion research firm of Fairbank, Maslin, Maullin & Associates (FMMA) was hired to complete the poll. FMMA is one of the top public opinion research firms in the state and has conducted many research projects on both statewide and local ballot measures including over a dozen for other county transportation sales tax measures.

FMMA conducted the survey of approximately 600 Santa Barbara County voters who are likely to vote in the November 2008 Presidential Election. The telephone survey was conducted from January 17-22 and provided for responses in both English and Spanish.

The results of the survey are very encouraging for the Measure D Renewal effort. When presented with a sample ballot statement summarizing the renewal measure, countywide support exceeds the two-thirds supermajority required for passage. In fact, 75% of respondents indicated support for the ballot measure and the draft investment plan (including those who strongly support, probably support and undecided but lean toward support). Voters throughout the county recognize transportation needs and favor continuation of the existing ½ cent sales tax to address these needs. Furthermore, there is very strong support for specific projects in each of the county's subregions.

The survey and FMMA's findings underscore the importance of informing the public about the plan. When provided with additional information about the renewal plan, support for the renewal measure increases in both magnitude and intensity.

A memo prepared by FMMA summarizing the survey results, key findings and recommendations is attached. Slides used to present the survey results to the North and South committees are also attached. These materials are posted on the SBCAG website: www.sbcag.org. In addition, the full survey results will be posted on the SBCAG website on Friday, Feb 15.

John Fairbank of FMMA will attend the board meeting to present the survey results and answer questions about the poll. Although most of the board members have seen a presentation at the committee meetings, the board meeting will provide the first opportunity for the broader public to hear about the poll through the televised broadcast of the meeting.

North and South Subcommittee Meetings

The North County and South Coast Measure D Renewal Policy Development Committees both met on February 13 and received presentations on the survey. The committees reviewed a text version of the draft investment plan and discussed possible changes based on the public input and polling results. In addition, the committees reviewed a first draft of the ordinance that would legally implement the continuation of ½ cent sales tax upon expiration of the existing tax in 2010 as well as the investment plan. The committees are providing comments on these documents to staff and will meet again in early March (North County committee: March 12 at 9:00 a.m. and South Coast committee: March 5 at 1:30 p.m.). It is expected that the committees will finalize the recommended investment plan and ordinance at these meetings. At its March 20 meeting, the SBCAG board would then consider the recommended plan for approval. The plan will then be presented to each of the city councils and the Board of Supervisors for approval. Before the measure can be placed on the ballot, the plan must be approved by the Board of Supervisors and a majority of the city councils representing a majority of the county's incorporated area population.

COMMITTEE REVIEW:

The North County and South Coast Measure D Renewal Policy Development committees reviewed the poll results, draft investment plan and ordinance at their meetings on February 13. No formal actions were taken.

ATTACHMENTS:

- 1--Measure D-2008 Public Outreach Presentation Calendar
- 2--Summary of Survey Results Memo-February 12, 2008
- 3--Presentation on Poll Results
- 4--Measure D Renewal Milestone Schedule



Measure D-2008 Public Outreach Presentation Calendar

Guadalupe City Council	12/11/2007
Buellton City Council	1/10/2008
Regional Legislative Alliance	1/11/2008
Solvang City Council	1/14/2008
COLAB Radio Show	1/14/2008
Lompoc City Council	1/15/2008
Goleta City Council	1/15/2008
Metropolitan Transit District Board	1/15/2008
UCSB Associated Transportation Board	1/15/2008
15th District Parent Teacher Associations	1/16/2008
Lompoc Chamber of Commerce	1/23/2008
Goleta Chamber of Commerce	1/24/2008
City of Santa Barbara Transportation & Circulation Committee	1/24/2008
Carpinteria City Council	1/28/2008
Santa Maria Chamber of Commerce	1/28/2008
Citizens Planning Association	1/28/2008
Santa Maria City Council	2/5/2008
Associated General Contractors	2/6/2008
SB Industrial Association	2/13/2008
Carpinteria Chamber of Commerce	2/20/2008
Santa Barbara Region Chamber of Commerce	2/25/2008
SB County Board of Supervisors	3/11/2008



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Santa Maria Chamber of Commerce	1/28/2008
Citizens Planning Association	1/28/2008
Santa Maria City Council	2/5/2008
Associated General Contractors	2/6/2008
SB Industrial Association	2/13/2008
Carpinteria Chamber of Commerce	2/20/2008
Santa Barbara Region Chamber of Commerce	2/25/2008
SB County Board of Supervisors	3/11/2008

*Opinion Research &
Public Policy Analysis*

TO: Interested Parties
FROM: Fairbank, Maslin, Maullin & Associates
RE: Summary of Survey Results
Date: February 12, 2008

Methodology

Between January 17th – 22nd, 2008, Fairbank, Maslin, Maullin & Associates (FMM&A) conducted a telephone survey of 603 voters in Santa Barbara County who are likely to vote in the November 2008 Presidential General Election. The survey was available to respondents in both English and Spanish. The margin of error for the full sample is plus or minus 4.0; margins of error for subregions is higher depending on the size of the sub-region. Four sub-regions were surveyed—Santa Maria Valley, Lompoc Valley, Santa Ynez Valley, and South Coast. Additionally, the margin of error for smaller demographic groups, based on such characteristics as gender, ethnicity, age is higher and varies based on the size of each respective group.¹

Introduction

The survey examined whether Santa Barbara County voters would support a proposed measure to renew the current one-half cent sales tax for transportation-related projects. The survey also explored which transportation-related projects and services voters would be willing to support and reasons why voters would support or oppose the measure. Additionally, knowledge and perceptions of various Santa Barbara County transportation-related issues were investigated. The following memo provides a summary of key findings, recommendations and a more detailed discussion of the key survey findings.

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I. Summary of Findings

Support for the Measure and Measure-related issues

- There is significant support for the renewal of a one-half cent transportation sales tax measure throughout the county. Support appears to exceed the required super majority (two-thirds, plus one) needed to pass this measure. This finding is consistent throughout the survey, after both supportive and oppositional statements are provided to respondents.
- Support for a measure exceeds the required two-thirds, plus one, in the Northern County and South Coast.
- While there is significant agreement on the spending of transportation dollars on particular projects across the county, there are specific projects and services that are favored within sub-regions of the county that help address unique sub-region concerns.
- Voters throughout the county strongly favor numerous accountability provisions that will ensure that funds raised from the proposed transportation measure will be spent efficiently, effectively, and as promised.
- Supportive statements are significantly more effective in convincing voters to back the measure than oppositional messages are in influencing voters to be against it. This occurs in spite of the fact that most of the oppositional messages tested were used effectively in the 2006 Measure D campaign.
- Voters react favorably to the countywide transportation measure after they hear that:
 - ❖ The current county sales tax devoted to transportation is about to expire and that cities and unincorporated areas cannot afford to lose their current source of transportation funding.
 - ❖ Santa Barbara County's highway system was built in the 1960s and 1970s and cannot support present and future generations' demands on the system without continued funding.
- North County voters want assurance that their fair share of county transportation dollars will be allocated to their unique areas' needs.

Santa Barbara County Voters' Knowledge and Perceptions of Santa Barbara County Transportation-related Issues

- Voters, almost universally understand that traffic congestion is worsening and it is clear that they want the county to do something about it.
- There appears to be a sizable percentage of voters, both in North County and South Coast who are uncertain or unaware that their area of the county receives their fair share of transportation improvements.
- There is limited recall about the former county-wide transportation measure; Measure D.
- Across the county, a significant percentage of voters support a package of transportation projects and services that include repairing pot holes, increasing senior and disabled accessibility to public transit, improving traffic safety around local schools, relieving traffic congestion and improving safety on Highway 101, earthquake retrofitting bridges, tunnels and overpasses and synchronizing traffic signals.

II. Recommendations

- Recommendation #1: Santa Barbara County should continue moving forward in their consideration of a November 2008 measure that would renew the current one-half cent sales tax for county transportation projects and services.
- Recommendation #2: Santa Barbara County should consider using public opinion survey tested ballot title and summary language, or comparable language, which may be improved upon with survey findings. A possible follow-up survey conducted closer to the final drafting of the ballot measure would aid in assess support for revised ballot language.
- Recommendation #3: Any possible Santa Barbara County transportation sales tax measure should include accountability components that ensure that funds raised by the measure will be spent efficiently, effectively and on projects and services promised in the measure.
- Recommendation #4: Any transportation-related project and service list designed to improve current and future transportation conditions should include items both supported by the vast majority of county voters, as well as unique area concerns so that North County voters and South County voters perceived needs are addressed, respectively.

- Recommendation #5: Voters should be educated about the fact that the county transportation funding plan will dedicate a comparable percentage of funds to both North County and South Coast projects. This will help alleviate sub-regional voters concerns that the county will not address their unique transportation needs.
- Recommendation #6: Voters should be educated about the implications of the loss of the current one-half cent sales tax on the ability and/or inability of the county and/or local jurisdictions to be able to fund transportation-related projects after the current measure expires in 2010.
- Recommendation #7: Voters should be educated about forecasts by traffic and public safety experts regarding future traffic congestion and accident rates without continued investment in the county's aging transportation infrastructure.
- Recommendation #8: Focus of the education should be placed on the proposed new transportation measure, rather than bringing up issues related to the previous measure, Measure D. Most voters have limited recall about past transportation measures and under certain circumstances limited educational resources may be better served by focusing on future issues rather than educating voters about the past. A focus on the previous measure, Measure D, may lead to unnecessary confusion with the newly proposed measure.
- Recommendation #9: SBCAG should consider conducting a follow-up survey closer to placing a measure on the ballot to examine the level of support since the baseline survey was conducted.

III. A Detailed Discussion of Key Survey Findings

County-wide Support for the Measure:

A survey of 603 voters in Santa Barbara County shows that if the election were held today, a three-quarter majority of voters (75 percent) would vote yes in favor or would lean toward voting yes in favor of a countywide ballot measure to continue the existing half-cent sales tax for 30 years to fund road repair, traffic relief and transportation safety. Only 18 percent oppose this measure and a further seven percent are initially undecided.

Once voters are provided with additional information and positive statements, support for the measure increases to 78 percent, with those saying they would "definitely vote yes" increasing five percent from 43 to 48 percent. Opposition declines by two percent (18 to 16 percent) and

those who are undecided declines by one percent (seven to six percent). Noteworthy is the fact that the percentage of voters who said they would definitely not vote for the proposed Santa Barbara County measure (less than 10 percent) is comparatively lower than percentages who respond that way in other counties' transportation sales tax surveys.

After oppositional messages are presented three-quarters of voters said they would vote yes or would lean towards voting yes, if an election were held today. Specifically, support for the measure declines three percent, from 78 percent to 75 percent. Opposition increases three percent from 16 to 19 percent, with no change in the percent who are undecided.

North County Support for the Measure:

- Initially, 70 percent of North County voters vote yes or lean towards voting yes on the Santa Barbara County transportation measure, with 23 percent opposing or leaning toward the no side and 7 percent undecided. After more information and supportive statements are provided support increases eight points to 78 percent. Additionally, the percentage of voters opposing the measure (23 percent) or initially undecided (7 percent) declines by seven and one percent, respectively. Finally, after oppositional statements are presented support continues to remain at approximately three-quarter of all voters. Specifically, support declines by four percent, from 78 to 74 percent, overall opposition increases from 16 to 21 percent and the percentage of undecided declines by one percent.

South Coast Support for the Measure:

- Almost eight-out-of-ten South Coast voters (78 percent) would vote yes or lean toward voting yes on the county transportation measure when first asked. Only 14 percent oppose the measure and 8 percent are undecided. Support and opposition remains relatively unchanged after more information about the measure and supportive statements are provided (79 percent voting yes and 16 percent voting no), though the intensity of support (those saying they would definitely vote yes) increases from 48 to 52 percent. When oppositional statements are read to South Coast respondents, support slightly declines by one percent, from 79 to 78 percent. Opposition toward the measure increases by two percent from 16 to 18 percent and the percentage of undecided voters declines by one percent from six to five percent.

Importance of Accountability in any Future Transportation Sales Tax Measure:

- The vast majority of voters favor the accountability features of the proposed Santa Barbara County Transportation Measure. Seventy-six percent of voters are more inclined to vote for the measure after hearing that there will be required annual independent financial audits, local control of how money is spent and public review of expenditures. Accountability provisions are particularly important because there is mixed certainty among voters as to whether Santa Barbara transportation officials have spent tax dollars efficiently on need improvements in the past.

Supported Transportation Projects and Services:

- By an overwhelming margin, Santa Barbara County voters are very or somewhat willing to personally pay for many of the projects and services presented below through the renewal of the existing transportation sales tax in Santa Barbara County. Specifically, large percentages of voters are willing to pay, through the renewal of the county transportation measure, for the following projects and services:
 - ✓ *Repairing potholes (82 percent)*
 - ✓ *Increasing senior and disability accessibility to public transit (81 percent)*
 - ✓ *Providing safe routes to school (80 percent)*
 - ✓ *Earthquake retrofitting bridges, tunnels and overpasses (77 percent)*
 - ✓ *Relieving traffic congestion and improving safety on Highway 101 (77 percent)*
 - ✓ *Synchronizing traffic signals (77 percent)*
 - ✓ *Preventing polluted toxic roadway runoff from entering stormdrains and flowing into creeks, rivers and the ocean and onto county beaches (76 percent)*
 - ✓ *Improving and upgrading local streets and highways (75 percent)*
 - ✓ *Widening Highway 101 from Santa Barbara to the Ventura County line (68 percent)*
 - ✓ *Improving pedestrian and bike paths (68 percent)*
 - ✓ *Expanding local and county-wide public bus services (67 percent)*

In addition to the list of transportation projects and services asked throughout the county and presented above, unique projects and services were asked about in specific sub-regions of the county.

Santa Maria Valley Sub-Region:

- Large percentages of Santa Maria Valley sub-region voters, also are willing to pay, through the renewal of the county transportation measure, for the following projects and services unique to their area:
 - ✓ *Improving safety on rural highways like 166 and 246 (85 percent)*
 - ✓ *Repairing and widening the Highway 101 Santa Maria River Bridge (83 percent)*
 - ✓ *Providing the cities of Santa Maria and Guadalupe and unincorporated areas, including Orcutt, with 200 million dollars over 30 years for street, pothole and sidewalk repair and traffic safety improvement projects (76 percent)*
 - ✓ *Repairing and improving the Highway 101 Broadway interchange in Santa Maria (73 percent)*

Lompoc Valley Sub-Region:

- High percentages of Lompoc Valley sub-region voters are willing to pay for the following projects and services unique to their area. These projects and services include:
 - ✓ *Providing the City of Lompoc and unincorporated areas with 90 million dollars over 30 years for street, pothole and sidewalk repair and traffic safety improvement projects (78 percent)*
 - ✓ *Adding passing lanes on Highway 246 between Lompoc and Buellton (74 percent)*
 - ✓ *Expanding the availability of carpools and van pools for commuters (71 percent)*
 - ✓ *Raising the Highway 246 crossing of the Santa Ynez River to Lompoc above the flood level (68 percent)*

Santa Ynez Valley Sub-Region:

- More than two thirds of voters (69 percent) in Santa Ynez Valley sub-region are willing to pay, through the renewal of the county transportation measure for the *expanding commuter bus services to the South Coast.*

South Coast Sub-Region:

- A significant percentage of South Coast voters are willing to pay through the renewal of the county transportation measure, for several additional projects and services unique to their area including
 - ✓ *Providing incentives to encourage commuters to use carpools and van pools (76 percent)*
 - ✓ *Funding transportation projects that reduce global warming (70 percent)*
 - ✓ *Ensuring highway improvements incorporate open space preservation (68 percent)*

✓ *Expanding passenger rail service (68 percent)*

Supportive and Oppositional Statements:

Supportive Statements:

- When voters are presented with various statements in support of and opposition to a renewal of a county-wide one-half cent transportation measure, a significantly greater percentage of voters are more inclined to vote to support the proposed transportation measure than they are to oppose the measure. The most influential supportive statements include:
 - ❖ The current county sales tax devoted to transportation is about to expire. Cities and unincorporated areas cannot afford to lose their current source of local transportation funds because it will mean dramatic cuts of up to 50 percent for local pothole and road repair as well as the cancelling or delaying of future projects such as the widening of highway 101.
 - ❖ Most of Santa Barbara County's highway system was built in the 1960s and 1970s and the number of cars today exceeds what the highways were built to handle. This measure will allow the county to continue to improve our roads for current residents and future generations.

Oppositional Statements:

- Compared to the favorable reaction to supportive statements, a significantly smaller percentage of voters are more inclined to oppose a proposed county transportation sales tax measure after hearing a series of oppositional statements. Moreover, a similar percentage of voters say they would be more inclined to vote against the measure after hearing each oppositional statement than say they do not believe each respective oppositional message or hearing that statement makes them more inclined to support the proposed transportation measure. Among the oppositional messages tested are the following:
 - ❖ County government is trying to scare us into passing this sales tax. In reality, the county has plenty of money and other sources of transportation funds and just needs to manage it better and stop wasting the money it already has.
 - ❖ In spite of the promises by county government that this measure will provide North County it's fair share of the transportation dollars, past history has shown us we will end up subsidizing South Coast's rail projects at the expense of fixing our area's roads. (Asked in North County Only)

Santa Barbara County Voters' Knowledge and Perceptions of Santa Barbara County Transportation-related Issues:

- Almost nine-in-ten voters (88 percent) say that it is accurate that traffic congestion is worsening.
- Nearly three-quarters of Santa Barbara County voters (74 percent) agree that the population in 'their area' of the county is significantly increasing.
- There appears to be a sizable percentage of voters, both in North County and South Coast who are uncertain or unaware that their area of the county receives their fair share of transportation improvements. Only 12 percent of North County voters and 17 percent of South Coast voters say that it is very accurate that their respective area of the county receives its fair share of transportation improvements.
- A majority of voters have limited recall call or no awareness at all that they were asked to vote on a renewal of local transportation sales tax in the past. Only 35 percent of voters said that it was very accurate that that in a previous election, county voters were asked to vote to renew a local sales tax for transportation-related improvements.

ⁱ The Margin of error for half the sample is +/-5.7%. Margin of error for 202 South Coast sample of voters is +/- 6.9%; margin of error for 401 North County sample of voters is +/- 4.9%; margin of error for 100 Lompoc Valley sample of voters is +/- 9.8%, margin of error for 201 Santa Maria Valley sample of voters is +/- 6.9%; margin of error for 100 Santa Ynez Valley sample of voters is +/- 9.8%.

Santa Barbara County Transportation Ballot Measure Survey 2008

February 2008

220-2461

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

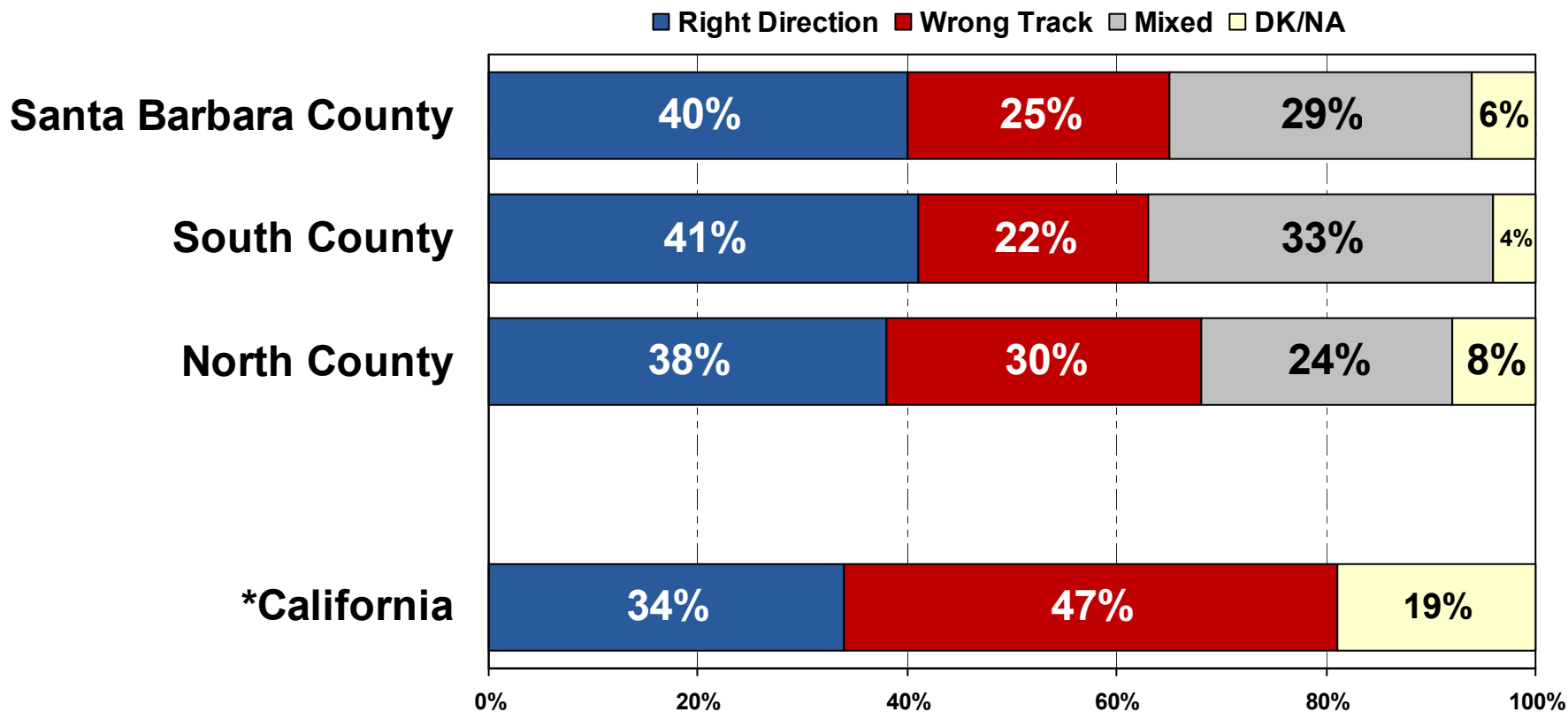
Santa Monica, CA – Oakland, CA – Madison, WI - Mexico City

Santa Barbara County Transportation Ballot Measure Survey 2008

Methodology

- **Survey conducted January 17th – 22nd, 2008**
- **Interviews with 603 likely November 08 voters in Santa Barbara**
- **Margin of error for the full sample is +/-4.0%**
- **Margin of error for subregions is higher depending on the sample size of the sub-regions.**
- **The survey was available in both English and Spanish**

Right Direction/Wrong Track



2. Thinking about _____ in general, would you say things are going in the right direction or would you say they are off on the wrong track?

*From a Statewide Survey in 2008

Ballot Measure Language

SANTA BARBARA COUNTY ROAD REPAIR, TRAFFIC RELIEF AND TRANSPORTATION SAFETY MEASURE to:

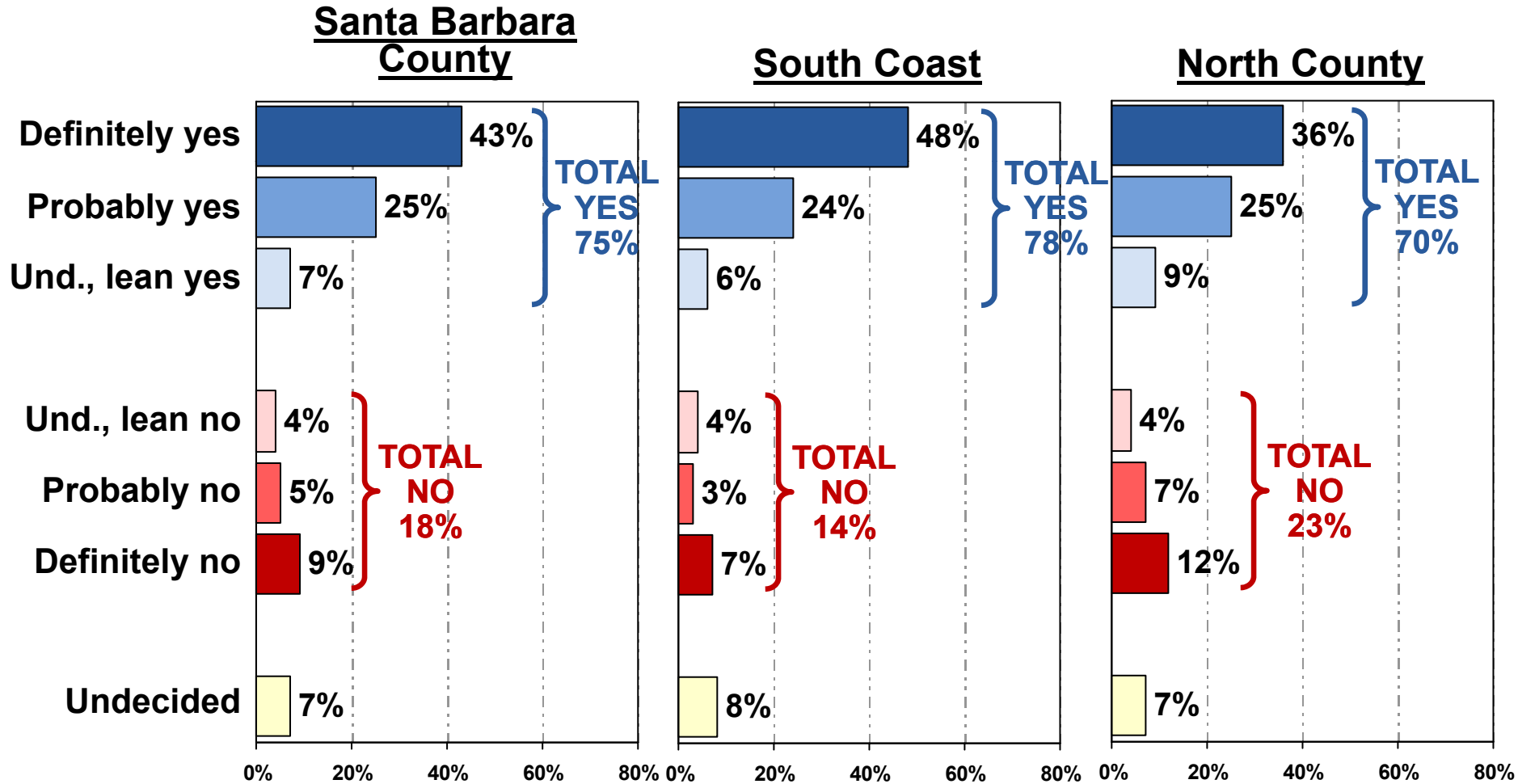
- Repair potholes;
- Widen Highway 101 from Santa Barbara to the Ventura County line;
- Improve local streets, and highways;
- Provide safe routes to school;
- Eliminate diesel buses;
- Expand public bus services and passenger rail, with increased senior and disabled accessibility;
- Improve pedestrian and bike paths;
- Synchronize traffic signals;
- Earthquake retrofit bridges, tunnels and overpasses;

Shall the Santa Barbara County voters continue, but not increase, the existing half-cent sales tax for 30 years, with local control, independent financial audits and public review of expenditures?

Santa Barbara County Transportation Ballot Measure Survey 2008

Opinion Research &
Public Policy Analysis

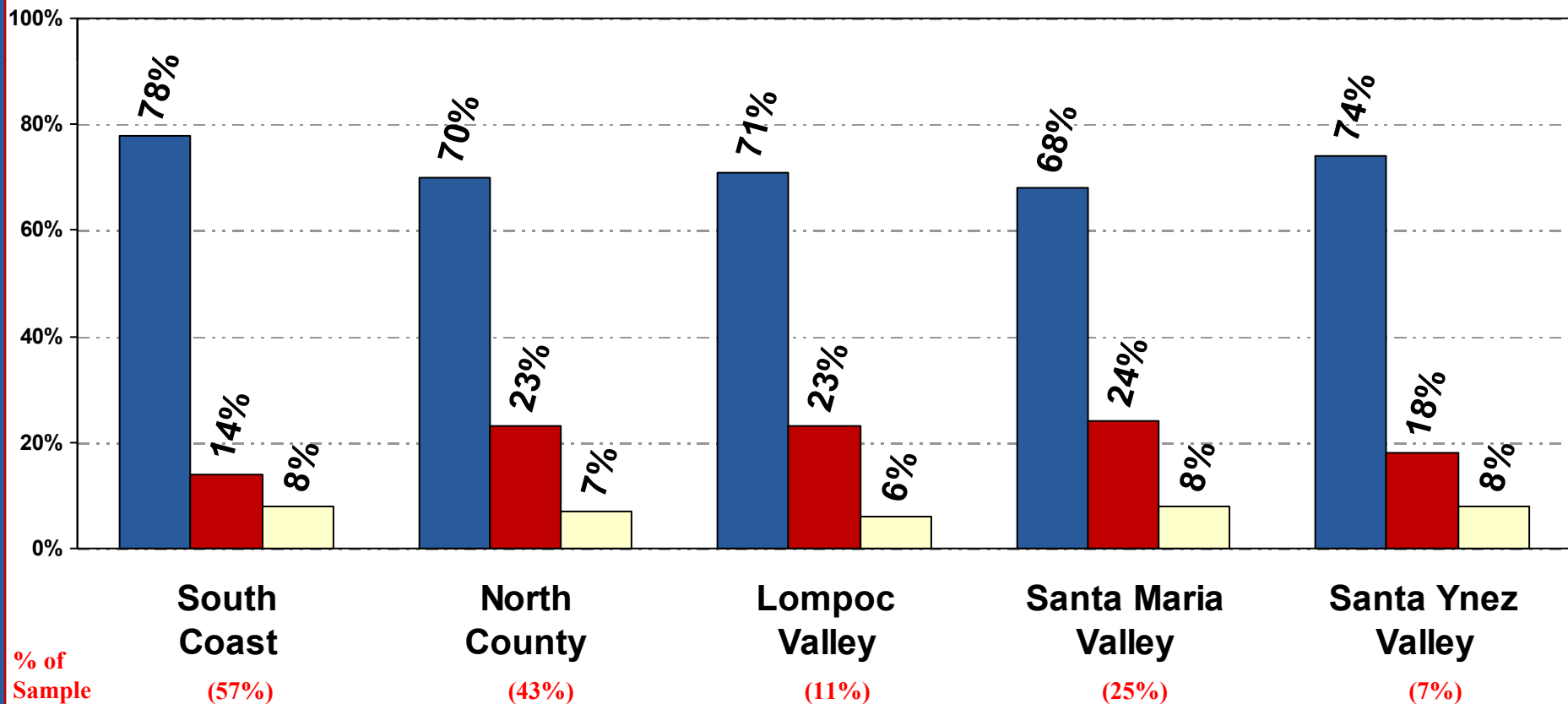
Initial ½ cent Sales Tax Vote for Santa Barbara County, South Coast and North County



3. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Initial ½ cent Sales Tax Vote by Sub-Region

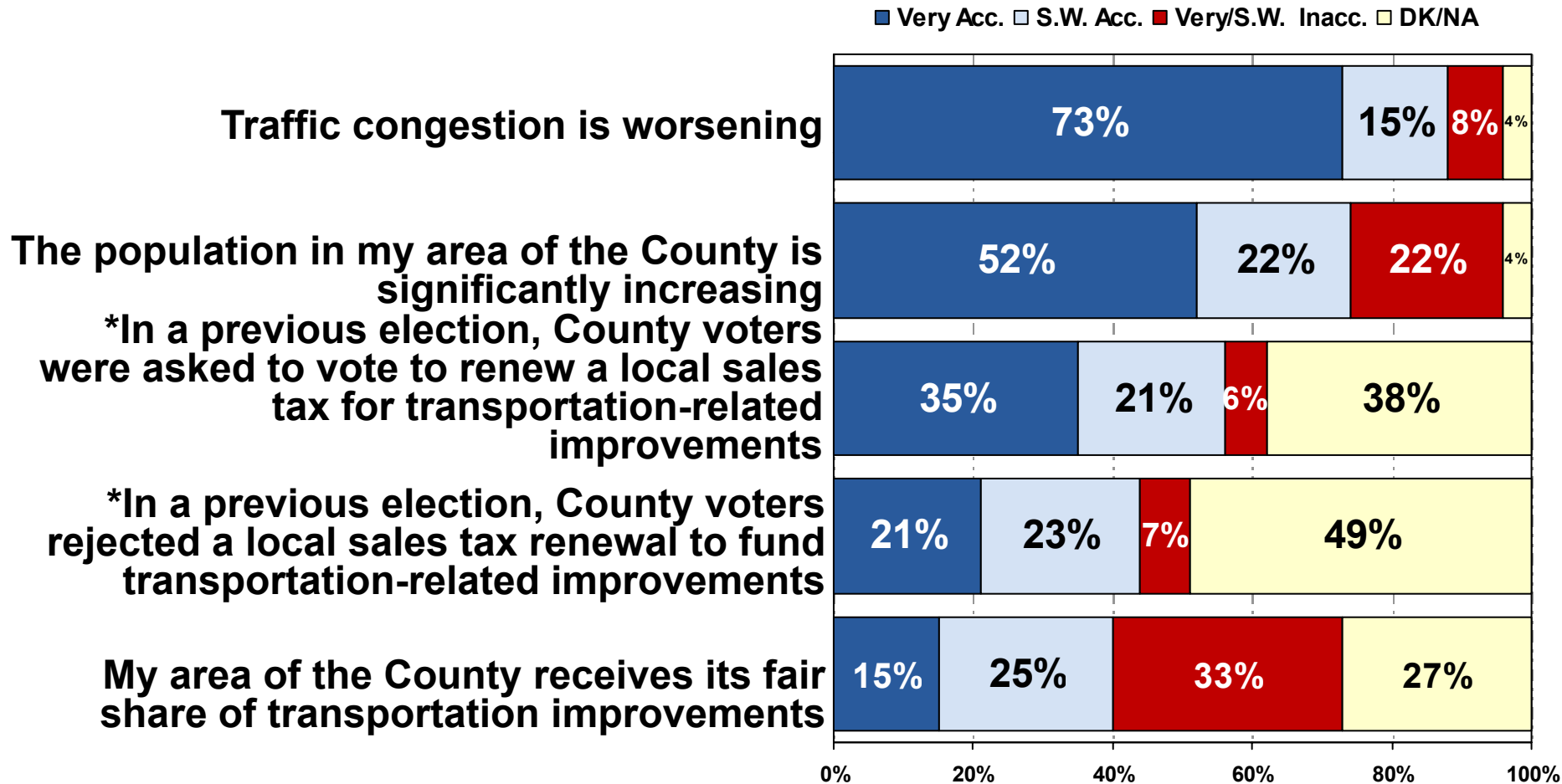
■ Total Yes ■ Total No ■ Undecided



3. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Santa Barbara County Transportation Ballot Measure Survey 2008

Accuracy of Santa Barbara County Transportation Related Statements



4. I would like to read you some statements about Santa Barbara County Transportation related-issues. Please tell me if you think each of the following statements is accurate or inaccurate. *Split Sample.

Santa Barbara County Transportation Ballot Measure Survey 2008

Willingness to Pay for Specific Transportation Improvements

(Ranked by Mean Score)

■ Very Will. (7) □ S.W. Will. (5-6) □ Not Too Will. (4) ■ Not At All Will. (1-3) □ DK (8)

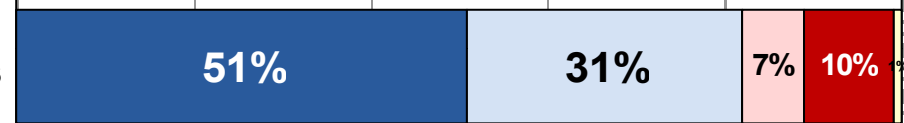
**Mean
Score**

Santa Maria Valley Repairing and widening the
Highway 101 Santa Maria River Bridge



5.9

Repairing potholes



5.8

Santa Maria Valley Improving safety on rural
highways like 166 and 246



5.8

*Providing safe routes to school



5.7

*Improving school crossings and safe routes
to school



5.7

*Increasing senior and disabled accessibility to
public transit



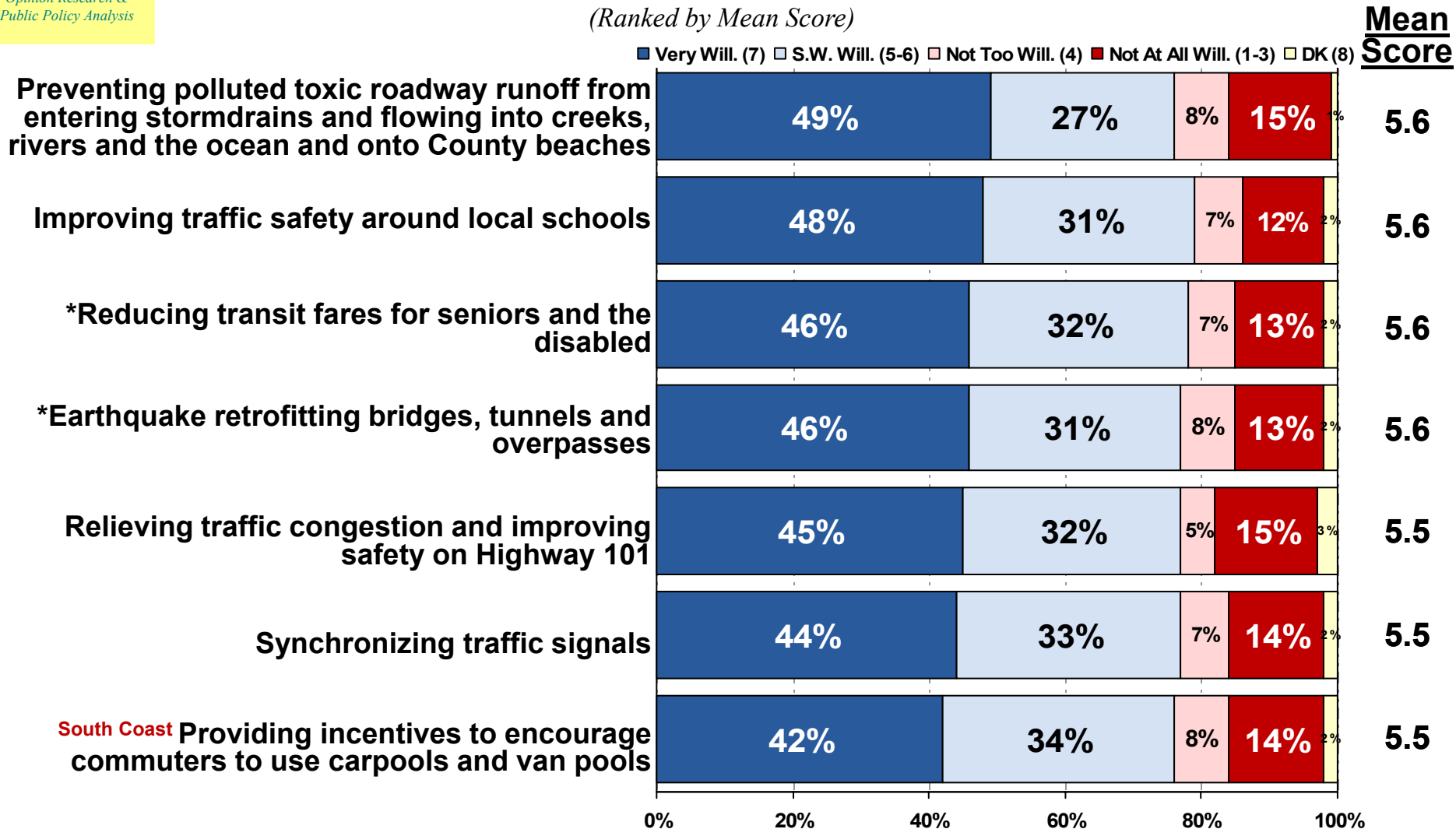
5.7

0% 20% 40% 60% 80% 100%

6. I would like to return to a potential future measure entitled **SANTA BARBARA ROAD REPAIR, TRAFFIC RELIEF AND TRANSPORTATION SAFETY MEASURE**, which I asked you about earlier. I am going to mention a list of ways money from the transportation ballot measure could be used. Regardless of your opinion of the measure, please tell me how willing you would be personally to pay for that proposed item through a renewal of the existing transportation sales tax in Santa Barbara County. We will use a scale of 1 to 7, where 1 means **NOT AT ALL WILLING** to vote to pay for the use and 7 means you are **VERY WILLING** to vote to pay for the use. *Split Sample

Santa Barbara County Transportation Ballot Measure Survey 2008

Continued (Ranked by Mean Score)



0% 20% 40% 60% 80% 100%

6. I would like to return to a potential future measure entitled **SANTA BARBARA ROAD REPAIR, TRAFFIC RELIEF AND TRANSPORTATION SAFETY MEASURE**, which I asked you about earlier. I am going to mention a list of ways money from the transportation ballot measure could be used. Regardless of your opinion of the measure, please tell me how willing you would be personally to pay for that proposed item through a renewal of the existing transportation sales tax in Santa Barbara County. We will use a scale of 1 to 7, where 1 means **NOT AT ALL WILLING** to vote to pay for the use and 7 means you are **VERY WILLING** to vote to pay for the use. *Split Sample

Santa Barbara County Transportation Ballot Measure Survey 2008

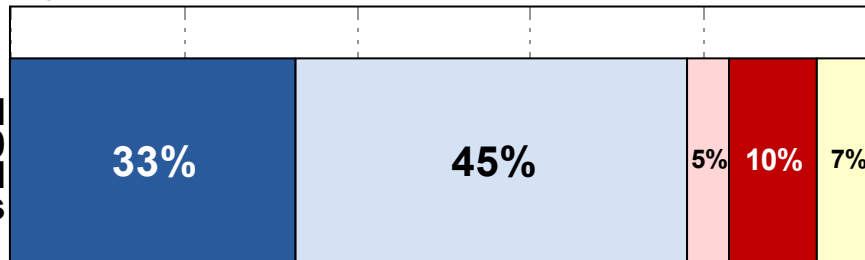
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Continued (Ranked by Mean Score)

**Mean
Score**

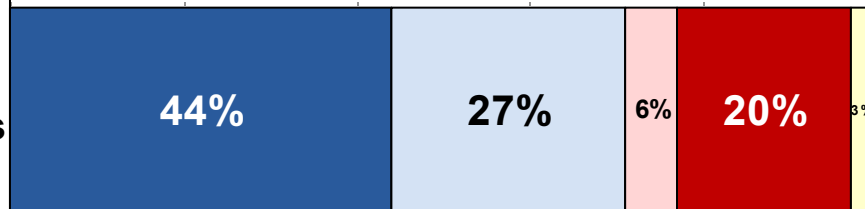
Very Will. (7) S.W. Will. (5-6) Not Too Will. (4) Not At All Will. (1-3) DK (8)

Lompoc Valley Providing the City of Lompoc and unincorporated areas with \$90 million over 30 years for street, pothole and sidewalk repair and traffic safety improvement projects



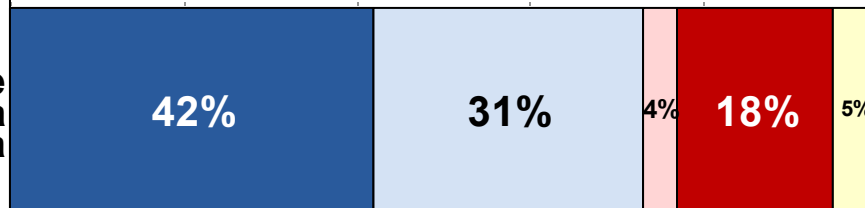
5.5

***Reducing transit fares for students**



5.3

Santa Maria Valley Repairing and improving the Highway 101 Broadway interchange in Santa Maria



5.3

0% 20% 40% 60% 80% 100%

6. I would like to return to a potential future measure entitled **SANTA BARBARA ROAD REPAIR, TRAFFIC RELIEF AND TRANSPORTATION SAFETY MEASURE**, which I asked you about earlier. I am going to mention a list of ways money from the transportation ballot measure could be used. Regardless of your opinion of the measure, please tell me how willing you would be personally to pay for that proposed item through a renewal of the existing transportation sales tax in Santa Barbara County. We will use a scale of 1 to 7, where 1 means **NOT AT ALL WILLING** to vote to pay for the use and 7 means you are **VERY WILLING** to vote to pay for the use. *Split Sample

Santa Barbara County Transportation Ballot Measure Survey 2008

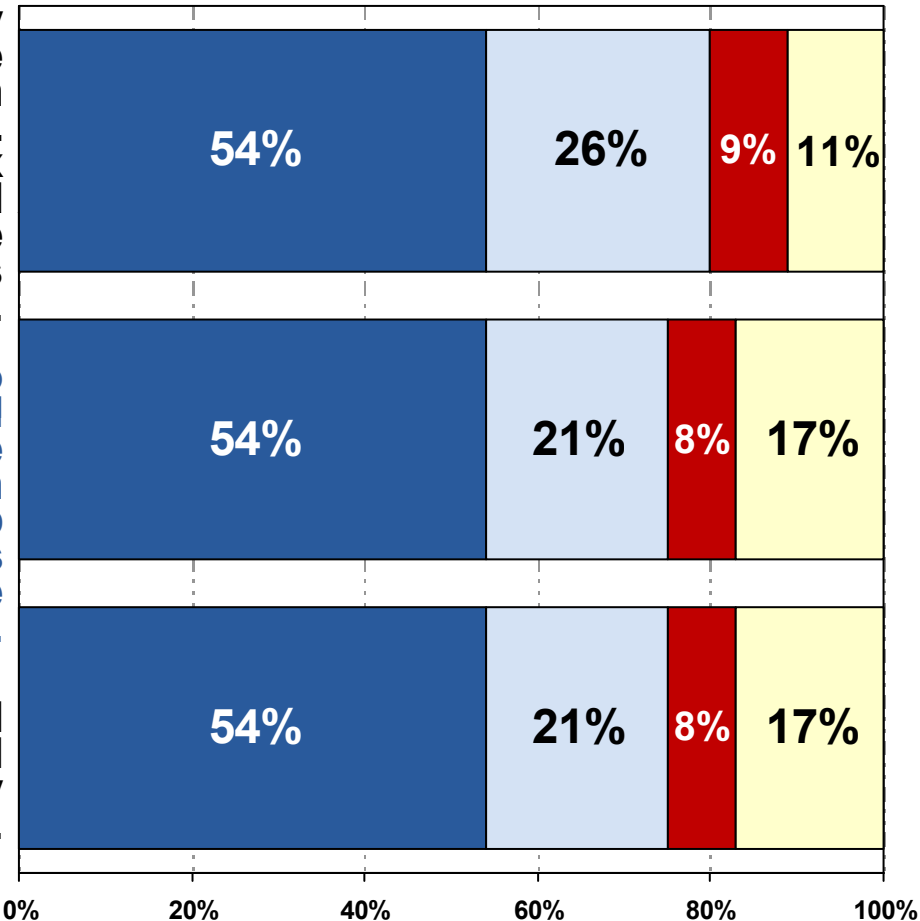
Supportive Messages

+Santa Maria Valley Unlike other funding measures, by law, every cent generated from this measure must be spent on local transportation improvements in the area in which it is raised. This will ensure local control of all our tax dollars, which will benefit Santa Maria and Guadalupe residents and those living in the surrounding unincorporated areas, such as Orcutt.

*The current County sales tax devoted to transportation is about to expire. Cities and unincorporated areas cannot afford to lose their current source of local transportation funds because it will mean dramatic cuts of up to 50% for local pot hole and road repair as well as the canceling or delaying of future projects such as the widening of highway 101.

Santa Maria Valley Fifty-two people have been killed on Highway 166 since 1996. This measure will result in significant traffic safety improvements on 166.

■ Much More Incl. □ S.W. More Incl. ■ Less Incl./Don't Bel. □ No Eff./DK/NA



Santa Barbara County Transportation Ballot Measure Survey 2008

Opinion Research &
Public Policy Analysis

Continued

Slide 12

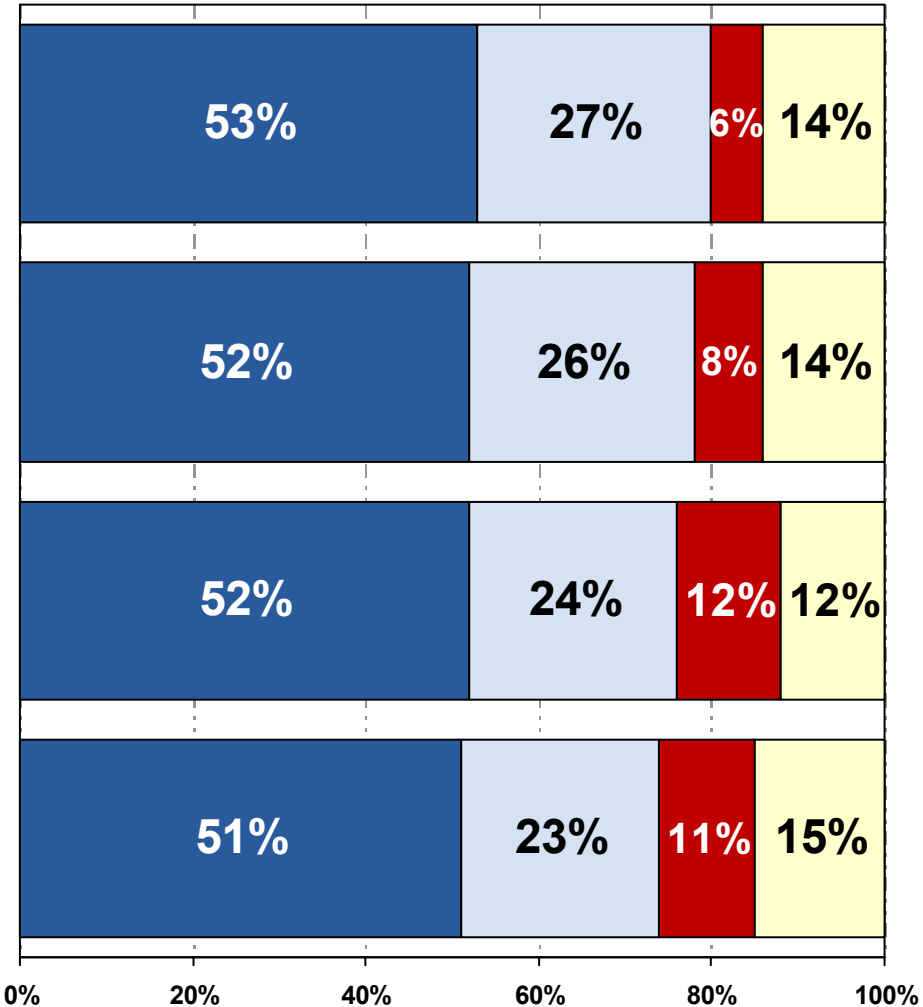
***Most of Santa Barbara County's highway system was built in the 1960s and 1970s and the number of cars today exceeds what the highways were built to handle. This measure will allow the County to continue to improve our roads for current residents and future generations**

***Approving this measure will allow us to get our fair share of the half billion dollars of State and Federal transportation matching funds, which would otherwise go to another County.**

This measure ensures there will be strict accountability provisions, including required annual independent financial audits, local control of how the money is spent and public review of expenditures. These requirements ensure that funds are spent efficiently, effectively and as promised.

Santa Ynez Valley Unlike other funding measures, by law, every cent generated from this measure must be spent on local transportation improvements in the area in which it is raised. This will ensure local control of all our tax dollars, which will benefit Santa Ynez residents and those living in the surrounding unincorporated areas.

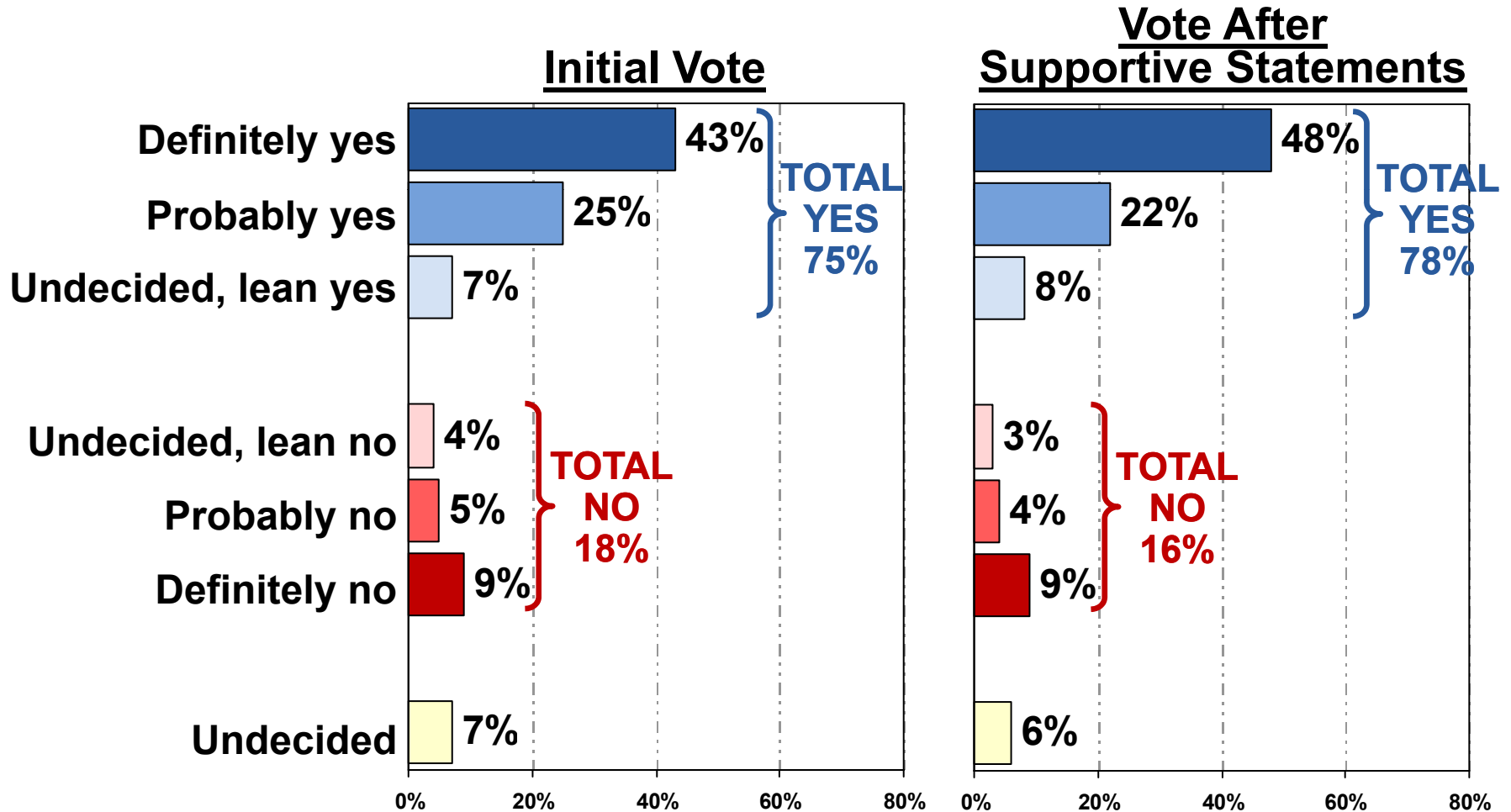
■ Much More Incl. □ S.W. More Incl. ■ Less Incl./Don't Bel. □ No Eff./DK/NA



7. I am going to mention to you some statements made by supporters of the one-half cent transportation sales tax renewal ballot measure. Please tell me if it makes you more inclined to vote for this ballot measure. If the statement has no effect on your thinking, one way or the other, please tell me that too. *Split Sample.

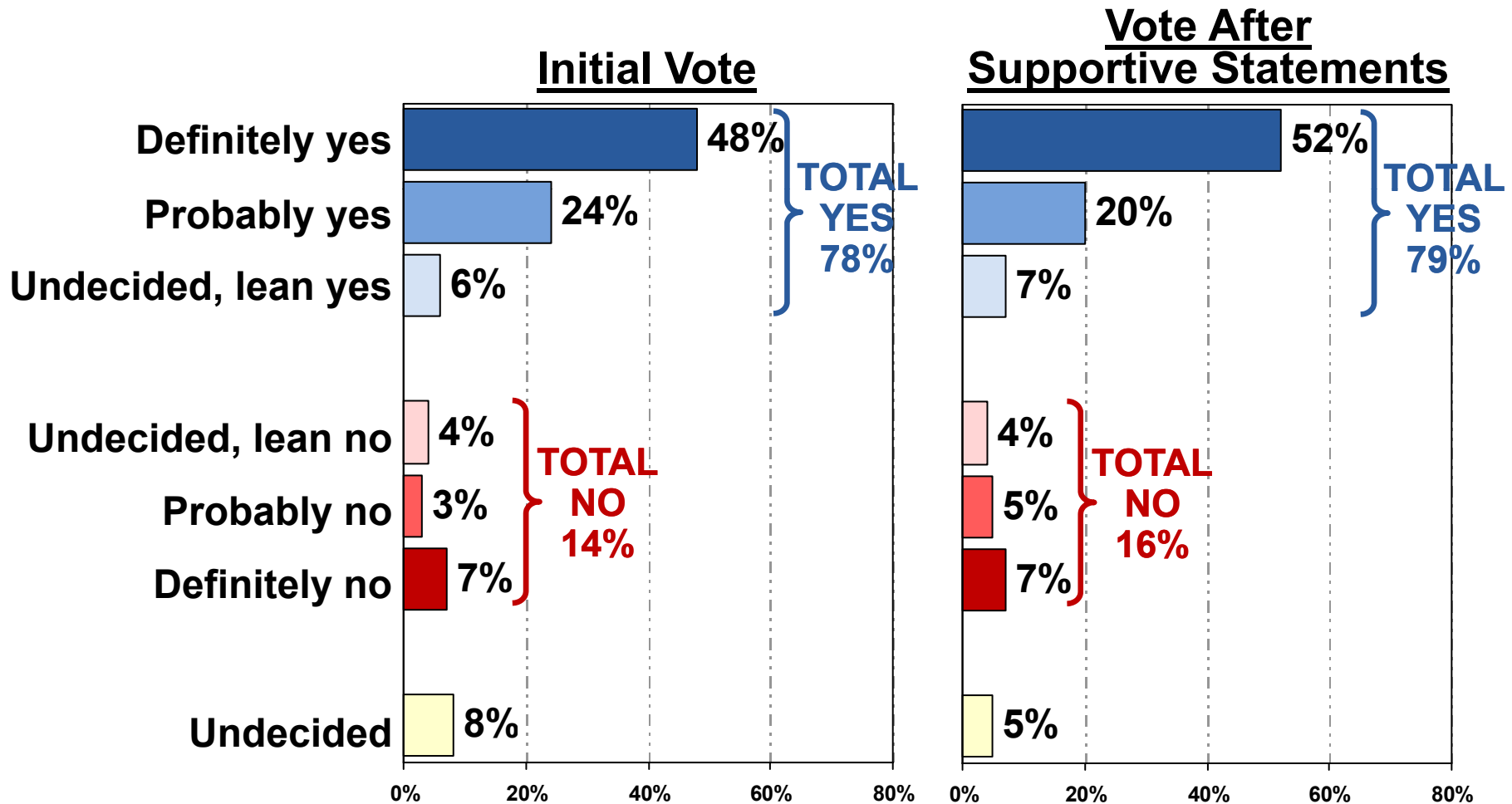
Santa Barbara County Transportation Ballot Measure Survey 2008

Initial Santa Barbara County Vote and Vote After Supportive Statements



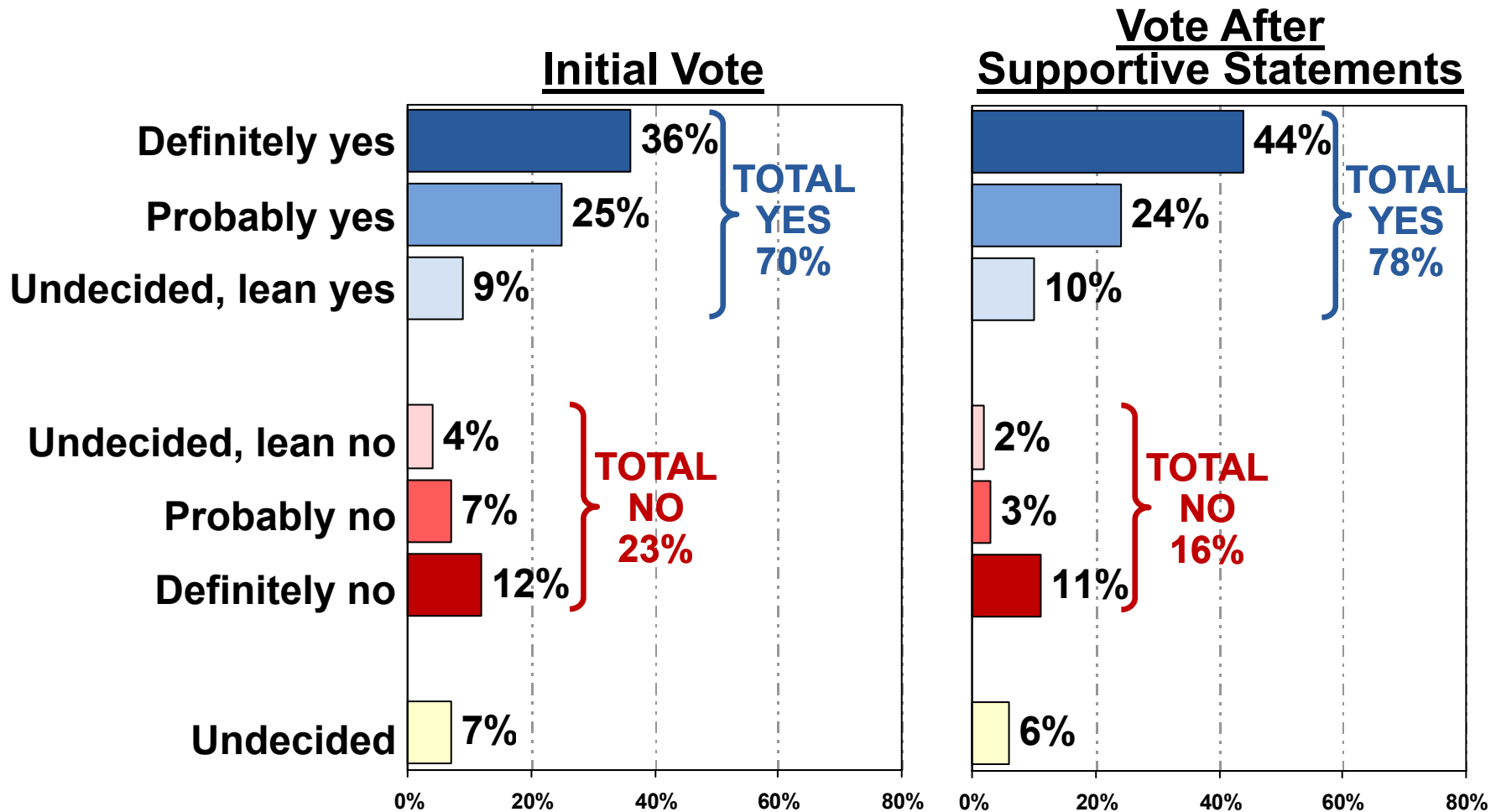
Santa Barbara County Transportation Ballot Measure Survey 2008

Initial South Coast Vote and Vote After Supportive Statements



Santa Barbara County Transportation Ballot Measure Survey 2008

Initial North County Vote and Vote After Supportive Statements



Oppositional Statements

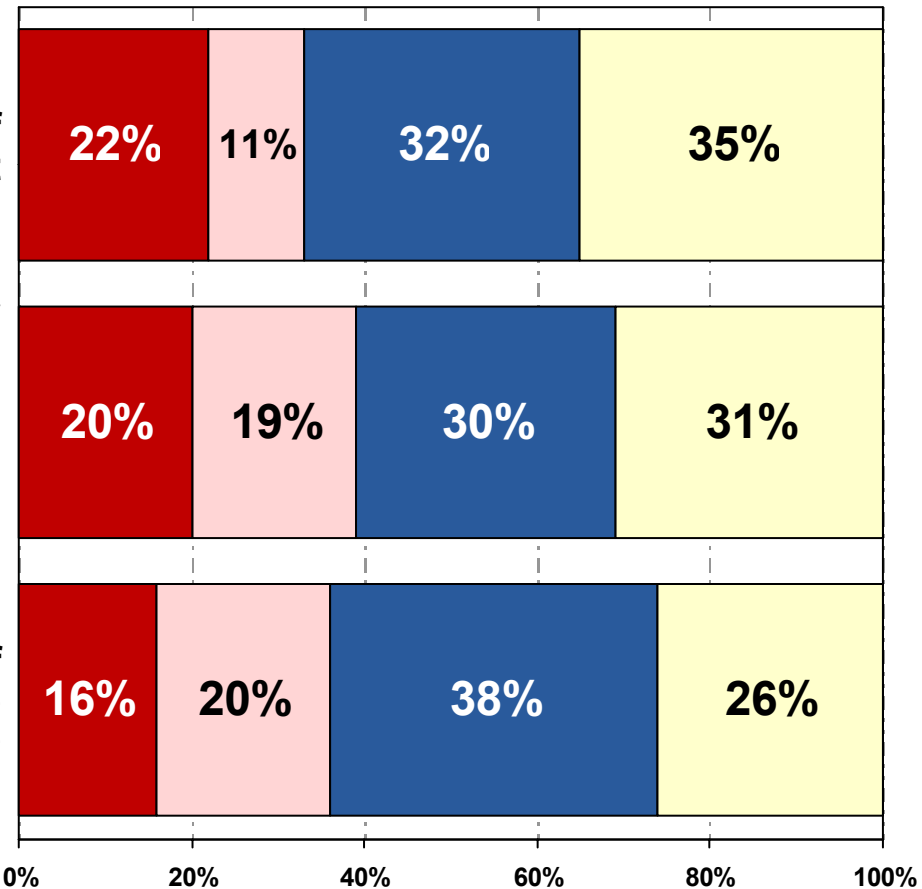
(Ranked by Much More Inclined)

County government is trying to scare us into passing this sales tax. In reality, the County has plenty of money and other sources of transportation funds and just needs to manage it better and stop wasting the money it already has.

North County In spite of the promises by County government that this measure will provide North County it's fair share of the transportation dollars, past history has shown us we will end up subsidizing South Coast's rail projects at the expense of fixing our area's roads.

Almost twenty years ago, Santa Barbara voters voted yes on the transportation tax so that the County could widen the congested part of highway 101, which still has not happened. We should vote no on this measure because we cannot trust County transportation officials to deliver on their promises.

■ Much More Incl. □ S.W. More Incl. ■ Less Incl./Don't Bel. □ No Eff./DK/NA



9. I am going to read you a list of statements made by people who oppose the transportation ballot measure I have been describing. please tell me whether it makes you more inclined to oppose the measure. If the statement has no effect on your thinking, one way or the other, please tell me that too. Split Sample.

Santa Barbara County Transportation Ballot Measure Survey 2008

Opinion Research &
Public Policy Analysis

Continued

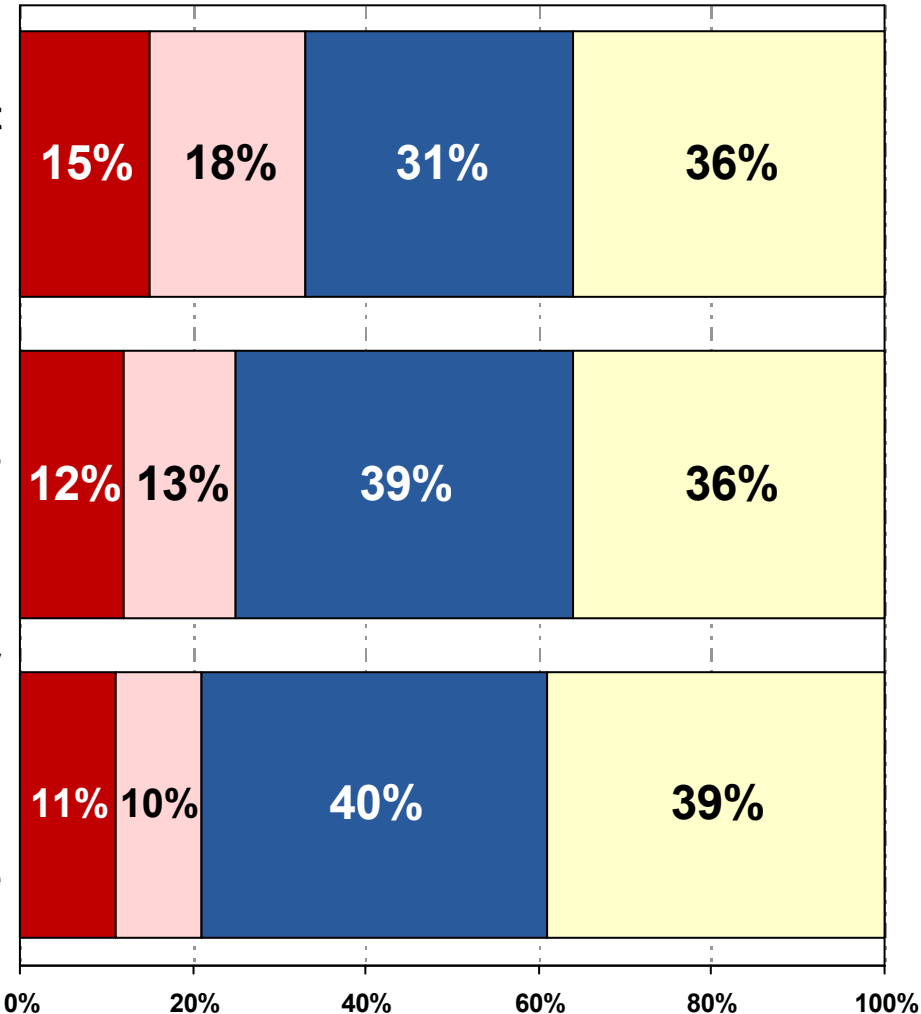
Slide 17

We should vote no on this measure because it provides too little money for road maintenance, and too much for other projects like bike paths and an underused transit system.

Taxes are too high already. By voting no on this measure, we can finally get some tax relief.

South County This measure shows that County officials are not serious enough about global warming and alternative transportation programs such as bus transit, commuter rail, bicycle and pedestrian projects. We should vote no on this measure because transportation officials have their priorities all wrong and place too much emphasis on roads and highways.

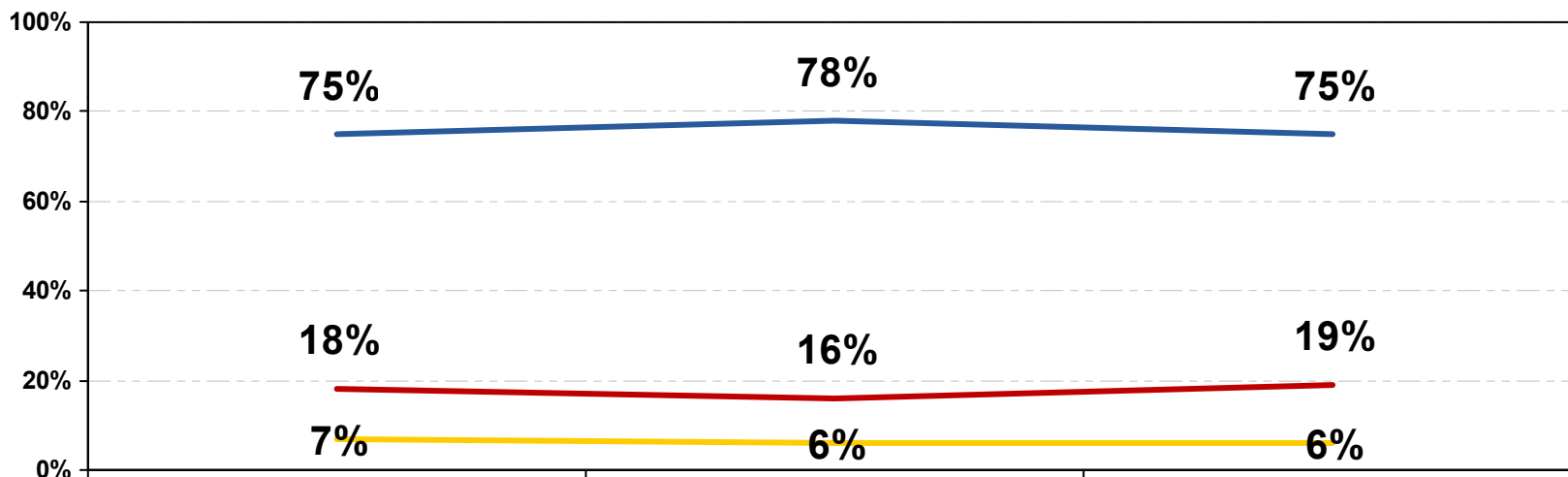
■ Much More Incl. □ S.W. More Incl. ■ Less Incl./Don't Bel. □ No Eff./DK/NA



Santa Barbara County Transportation Ballot Measure Survey 2008

Vote Progression for Santa Barbara County Transportation Ballot Measure

— Total Yes — Total No — Undecided



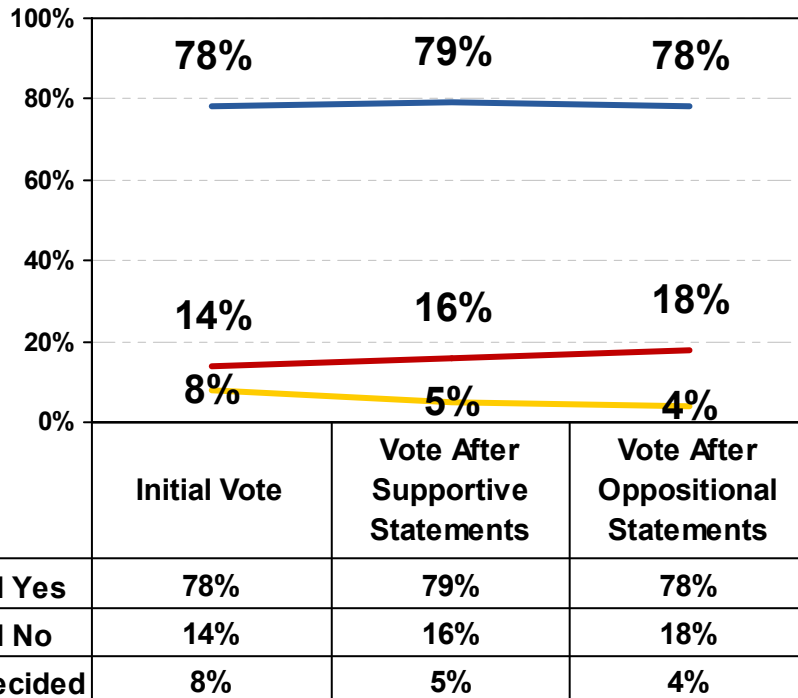
	Initial Vote	Vote After Supportive Statements	Vote After Oppositional Statements
Total Yes	75%	78%	75%
Total No	18%	16%	19%
Undecided	7%	6%	6%

Santa Barbara County Transportation Ballot Measure Survey 2008

Vote Progression for Santa Barbara County Transportation Ballot Measure -South Coast and North County-

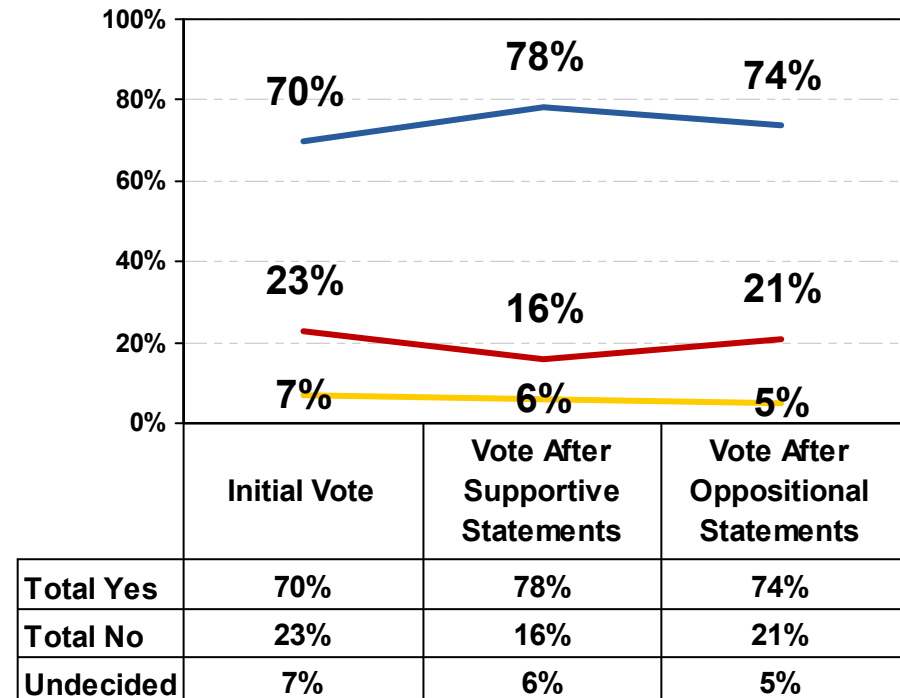
South Coast

— Total Yes — Total No — Undecided



North County

— Total Yes — Total No — Undecided



Santa Barbara County Transportation Ballot Measure Survey 2008

February 2008

220-2461

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI - Mexico City

Santa Barbara County Transportation Ballot Measure Survey 2008

Willingness to Pay for Specific Transportation Improvements by Sub-Regions

(Ranked by Santa Barbara County Mean Score)

Improvement	Santa Barbara County	South Coast	North County	North County		
				Lompoc Valley	Santa Maria Valley	Santa Ynez Valley
Repairing and widening the Highway 101 Santa Maria River Bridge	5.9	N/A	5.9	N/A	5.9	N/A
Repairing potholes	5.8	5.8	5.8	5.8	5.8	5.5
Improving safety on rural highways like 166 and 246	5.8	N/A	5.8	N/A	5.8	N/A
*Providing safe routes to school	5.7	5.8	5.5	5.2	5.8	5.2
*Improving school crossings and safe routes to school	5.7	5.7	5.7	6.1	5.6	5.1
*Increasing senior and disabled accessibility to public transit	5.7	5.8	5.7	5.2	5.9	5.6
Preventing polluted toxic roadway runoff from entering stormdrains and flowing into creeks, rivers and the ocean and onto County beaches	5.6	5.9	5.2	5.2	5.3	5.2
Improving traffic safety around local schools	5.6	5.7	5.6	5.5	5.7	5.3

6. I would like to return to a potential future measure entitled **SANTA BARBARA ROAD REPAIR, TRAFFIC RELIEF AND TRANSPORTATION SAFETY MEASURE**, which I asked you about earlier. I am going to mention a list of ways money from the transportation ballot measure could be used. Regardless of your opinion of the measure, please tell me how willing you would be personally to pay for that proposed item through a renewal of the existing transportation sales tax in Santa Barbara County. We will use a scale of 1 to 7, where 1 means **NOT AT ALL WILLING** to vote to pay for the use and 7 means you are **VERY WILLING** to vote to pay for the use. *Split Sample.

Santa Barbara County Transportation Ballot Measure Survey 2008

Continued

(Ranked by Santa Barbara County Mean Score)

Improvement	Santa Barbara County	South Coast	North County	North County		
				Lompoc Valley	Santa Maria Valley	Santa Ynez Valley
*Reducing transit fares for seniors and the disabled	5.6	5.6	5.6	5.3	5.8	5.5
*Earthquake retrofitting bridges, tunnels and overpasses	5.6	5.6	5.6	4.9	5.8	5.5
Relieving traffic congestion and improving safety on Highway 101	5.5	5.6	5.4	5.3	5.6	5.3
Synchronizing traffic signals	5.5	5.6	5.4	5.1	5.6	5.1
Providing incentives to encourage commuters to use carpools and van pools	5.5	5.5	N/A	N/A	N/A	N/A
Providing the City of Lompoc and unincorporated areas with 90 million dollars over 30 years for street, pothole and sidewalk repair and traffic safety improvement projects	5.5	N/A	5.5	5.5	N/A	N/A
*Reducing transit fares for students	5.3	5.3	5.3	4.9	5.5	5.1
Repairing and improving the Highway 101 Broadway interchange in Santa Maria	5.3	N/A	5.3	N/A	5.3	N/A

6. I would like to return to a potential future measure entitled **SANTA BARBARA ROAD REPAIR, TRAFFIC RELIEF AND TRANSPORTATION SAFETY MEASURE**, which I asked you about earlier. I am going to mention a list of ways money from the transportation ballot measure could be used. Regardless of your opinion of the measure, please tell me how willing you would be personally to pay for that proposed item through a renewal of the existing transportation sales tax in Santa Barbara County. We will use a scale of 1 to 7, where 1 means **NOT AT ALL WILLING** to vote to pay for the use and 7 means you are **VERY WILLING** to vote to pay for the use. *Split Sample.

Attachment 4

Measure D-2008 Development Timetable & Milestones

- April 2007** - SBCAG Board targets November 2008 for 1/2 % Measure D renewal election
- May 2007** - SBCAG South Coast & North County Subregional Planning Committees discuss options for Measure D - 2008 investment plan framework
- May 2007** - SBCAG Board approves Measure D - 2008 investment plan process framework
- July 2007** - SBCAG South Coast & North County Subregional Planning Committees review and approve options for stakeholder participation in Measure D - 2008 subregional investment plan development
- August – November 2007** - North County and South Coast Measure D Renewal Policy Development Committees meet to develop recommendations for subregional investment plans
- November- December 2007** – SBCAG board reviews and approves draft combined Measure D – 2008 investment plan
- January 2008** - Public polling of draft Measure D - 2008 Investment Plan,
- February—March** - Subregional committees review poll results and Measure D Investment Plan and recommend changes if necessary.
- February 2008** – SBCAG Board reviews poll results and public outreach input.
- March 2008** – SBCAG board approves Investment Plan and public information program.
- April-May 2008** - City Councils/Board of Supervisors endorse Measure D - 2008 Investment Plan
- March – July 2008** - Measure D - 2008 public information and outreach program
- June 2008** - SBCAG approves final Measure D - 2008 Investment Plan, ordinance and requests the Santa Barbara County Board of Supervisors place the measure on the ballot
- July 2008** - Santa Barbara County Board of Supervisors place Measure D - 2008 on the November 2008 general election ballot
- November 2008** - Measure D - 2008 election