

STAFF REPORT

SUBJECT: Measure D Voter Opinion Survey

MEETING DATE: February 13, 2008 **AGENDA ITEM: 5**

STAFF CONTACT: Gregg Hart

RECOMMENDATION:

Receive a report from John Fairbank of Fairbank, Maslin, Maullin & Associates on the Measure D Renewal voter opinion survey

DISCUSSION:

The opinion research firm of Fairbank, Maslin, Maullin & Associates (FMMA) was hired to complete a public opinion survey of 600 Santa Barbara County voters who are likely to vote in the November 2008 Presidential Election. The survey was conducted from January 17-22.

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, 75% of voters' countywide support the ballot measure and the draft investment plan. The survey included the following components:

- Assess voters' current support for extending the Measure D sales tax to fund needed transportation projects and programs
- Assess voters awareness and perceptions of the current Measure D program
- Estimate voters' support of transportation projects and programs included in the SBCAG approved Draft Investment Plan
- Expose voters to arguments both in favor of, and against, the proposed Measure D Renewal to gauge how information affects support for the renewal.
- Estimate voters' support for renewing Measure D in November 2008 once they have been provided with more information about the measure, such as will occur if the Measure is placed on the ballot.
- Determine how support for Measure D may be affected by other measures that may appear on the November 2008 ballot.

FMMA is preparing a summary of the survey results, which will be available at the committee meeting. John Fairbank will attend the meeting, present the survey results, and distribute the survey summary.