



AGENDA ITEM: 10-A
PREPARED BY: Patricia Taylor, Executive Director

SUBJECT:

Baseline Voter Opinion Survey – Summary Report

Enclosure: Yes

Action: Accept the Baseline Voter Opinion Survey – Summary Report

SUMMARY:

Included in you package is a copy of the Summary Report of the Baseline Voter Opinion Survey, conducted by True North Research.

The primary purpose of the study was to produce an unbiased, statistically reliable evaluation of voters' interest in renewing the existing Measure T half-cent transportation sales tax. Additionally, data included in the report will provide guidance on how to structure the renewal measure, so it is consistent with voters' priorities and expressed needs. As noted in the report, the study was designed to do the following:

- Gauge current, baseline support for renewing the existing half-cent transportation sales tax (Measure T) for transportation projects and improvements;
- Identify the types of projects and improvements that voters are most interest in funding should the measure be renewed;
- Expose voters to arguments in favor of, and against, the proposed tax measure to assess how information affects support for the measure; and
- Estimate support for the measure once voters are presented with the types of information they would likely be exposed to during an election cycle.

Timothy McLarney, Ph.D., President, True North Research, Inc. will present the findings of the study. The conclusions can be found on pages 6-8 of the report. The conclusions address the following questions:

1. Is it feasible to renew the Measure T transportation sales tax measure?
2. What projects do voters identify as priorities for a future measure?
3. Does the duration of the measure strongly shape voter support?
4. How might a public information campaign affect support for the proposed measure?

5. How might changes to the economic or political climate alter support for the measure?

The overall findings indicate there is sufficient support for the renewal measure to move forward, which includes the formation of a Measure T Renewal Plan Steering Committee (SC). The SC will be tasked with developing an investment plan to be placed on the November 2022 ballot.

FISCAL IMPACT:

No fiscal impact to the approved 2021-22 Overall Work Program and Budget.