

# Fresno County Transportation Baseline Issues Survey








OPINION  
RESEARCH  
& STRATEGY

# Baseline Voter Survey Objectives

- Determine whether there is a perception that additional funds are needed for *the County's transportation system, including freeways, highways, local streets and public transit*
- *Gauge if there is support for potentially extending Measure C – the exact details to be determined*
- *Identify Fresno County voters' transportation funding priorities*

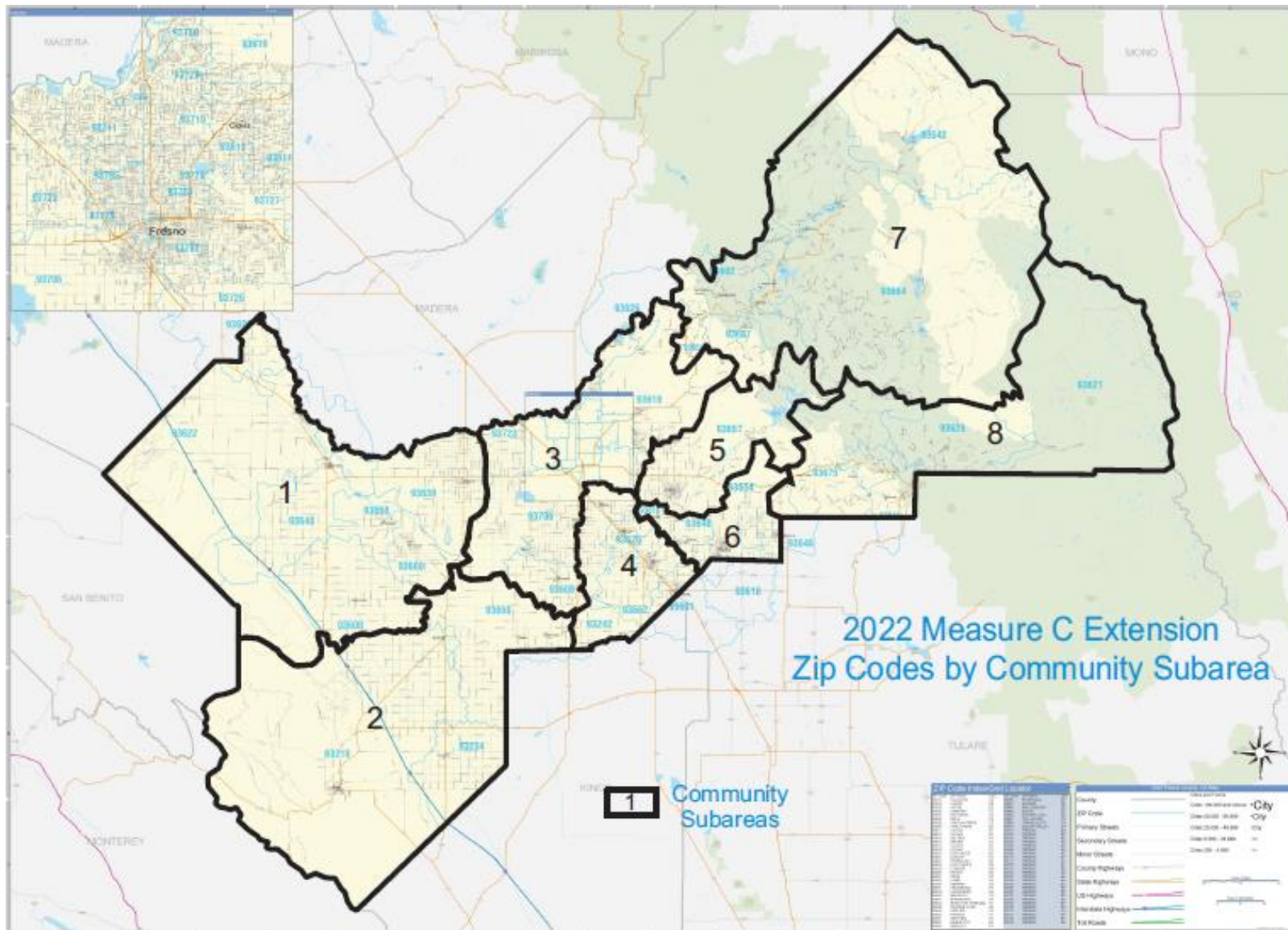
*The results will be used as one of many important data points to start the conversation with the diverse Fresno County community*

# Survey Specifics and Methodology

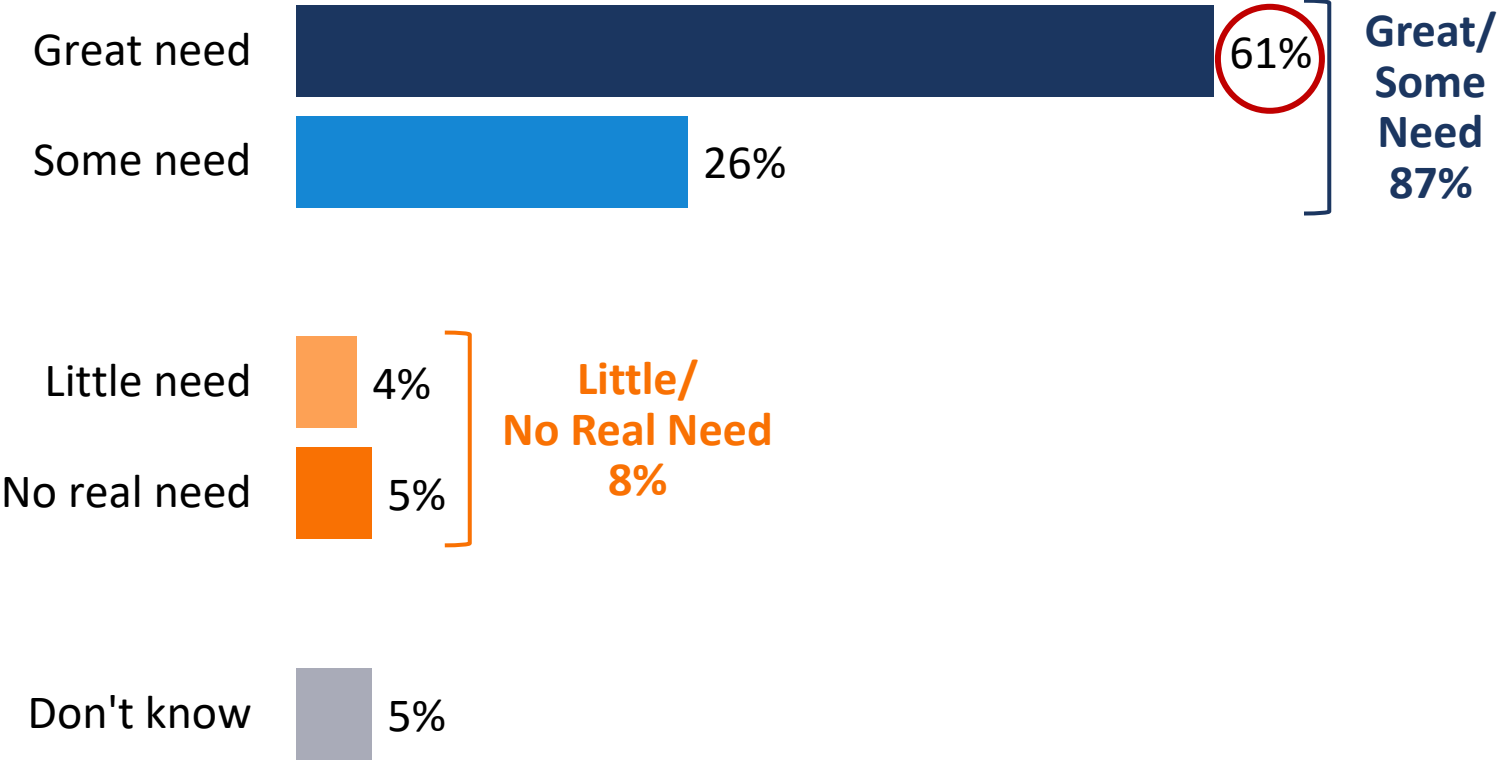
<b>Dates</b>	February 11-March 16, 2021
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Likely November 2022 Voters in Fresno County
<b>Total Interviews</b>	2,465
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 2.7\%$ at the 95% Confidence Level (Half Sample) $\pm 3.0\%$ at the 95% Confidence Level (Smaller subgroups will have a larger Margin of Sampling Error)
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Survey
<b>Languages</b>	English; Spanish Phones

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

# Map of Fresno County Polling Regions



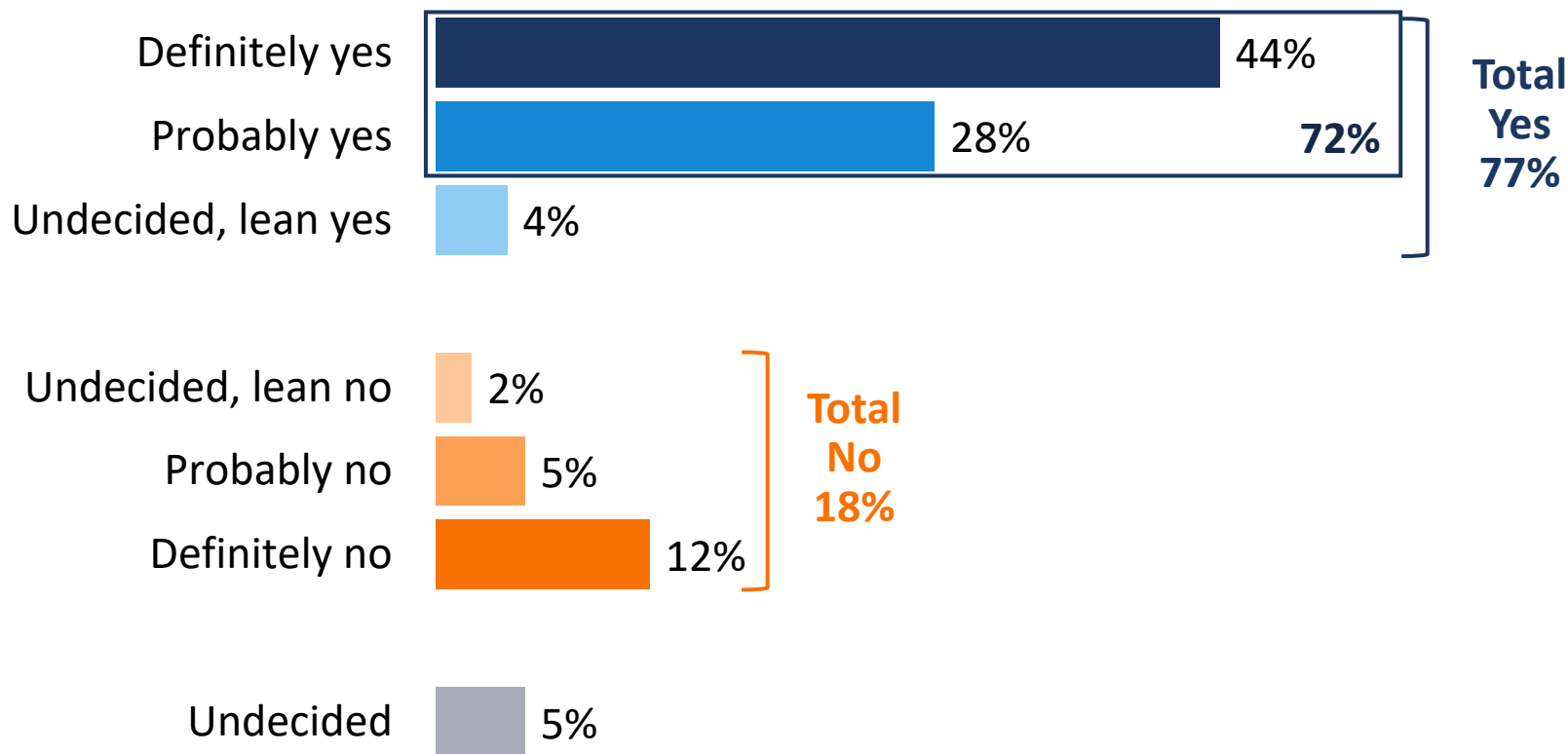
# Most voters believe the County's transportation system is in need of additional funding, with over six-in-ten saying that need is great.



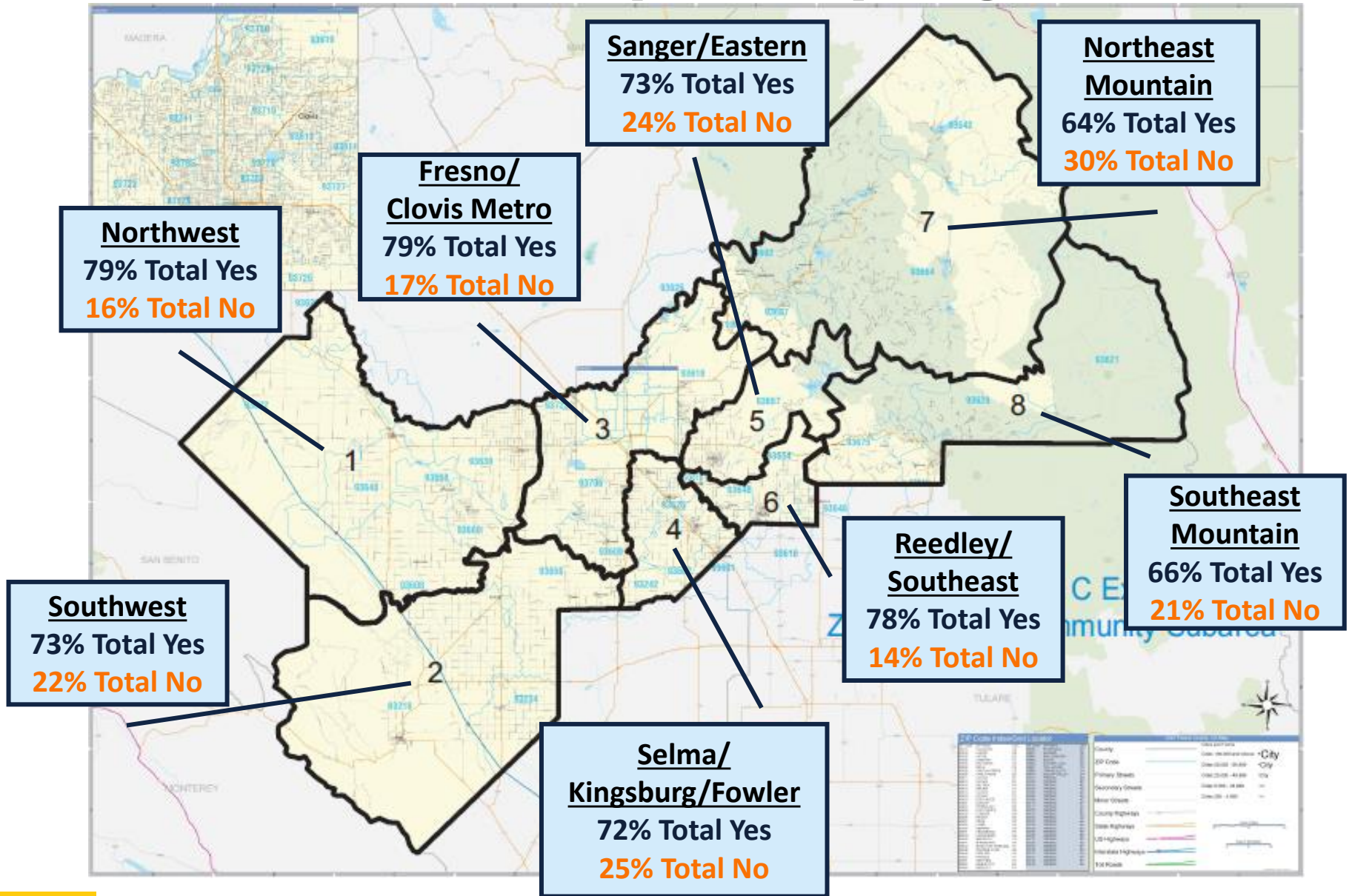
# Fresno County Hypothetical Transportation Continuation Placeholder Ballot Language

To create local jobs; keep local roads/transportation infrastructure in good condition; repair potholes; reduce traffic congestion; improve highway/freeway safety, 911 emergency vehicle access, air quality, public transit services; protect low-cost senior transportation options; shall an ordinance be adopted to continue the voter-approved transportation ½¢ sales tax, established 1986, without a tax increase, providing approximately \$84,000,000 annually until ended by voters; requiring audits, citizens' oversight, with local control?

# About three-quarters initially support the continuation measure, with over seven-in-ten indicating they definitely or probably would vote yes.



# Initial Vote by County Region

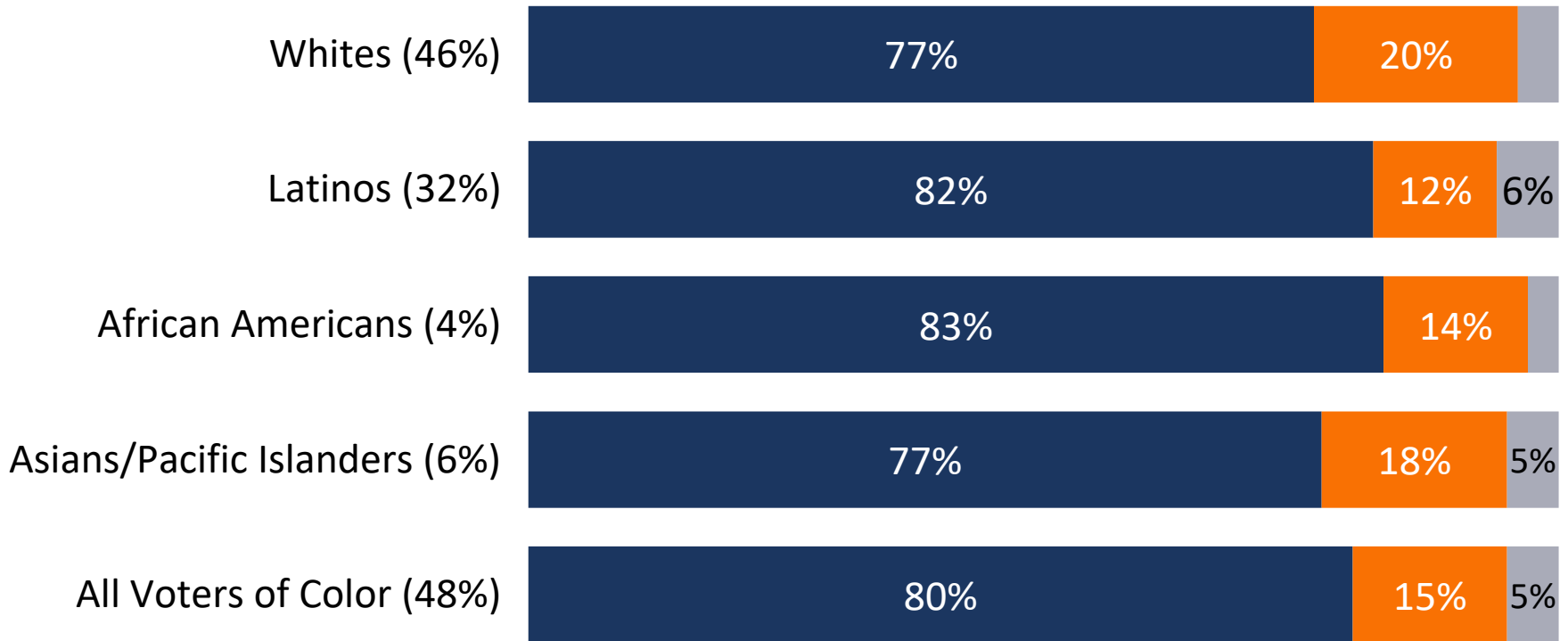




# Support is also strong across ethnic/racial groups.

*Initial Vote by Race/Ethnicity  
(% of Sample)*

■ Total Yes ■ Total No ■ Undecided

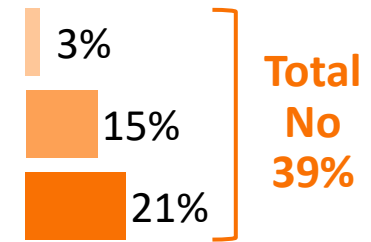
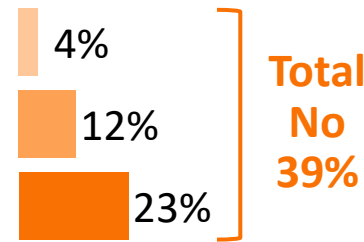
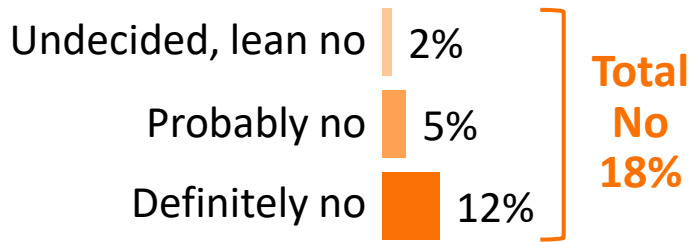
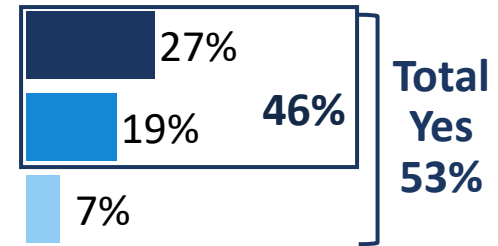
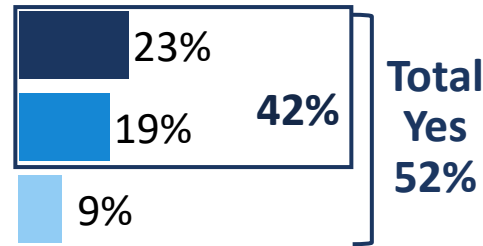
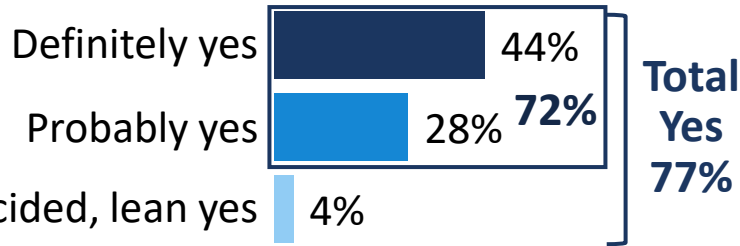


# Support drops to significantly less than two-thirds when a specific sunset year is discussed.

**Initial Vote**  
*(Until Ended by Voters)*

**30-Year Sunset**

**20-Year Sunset**



Q. Based on this description, would you vote yes in favor of the measure or no to oppose it?

Q. What if the continuation of the existing voter-approved transportation measure at a ½ cent rate that I just described to you was written so that it would be in effect for 30 years and would then be legally required to end at that time, instead of being in place until ended by voters? If that were the case, would you vote yes in favor of it, or no to oppose it? Split Sample

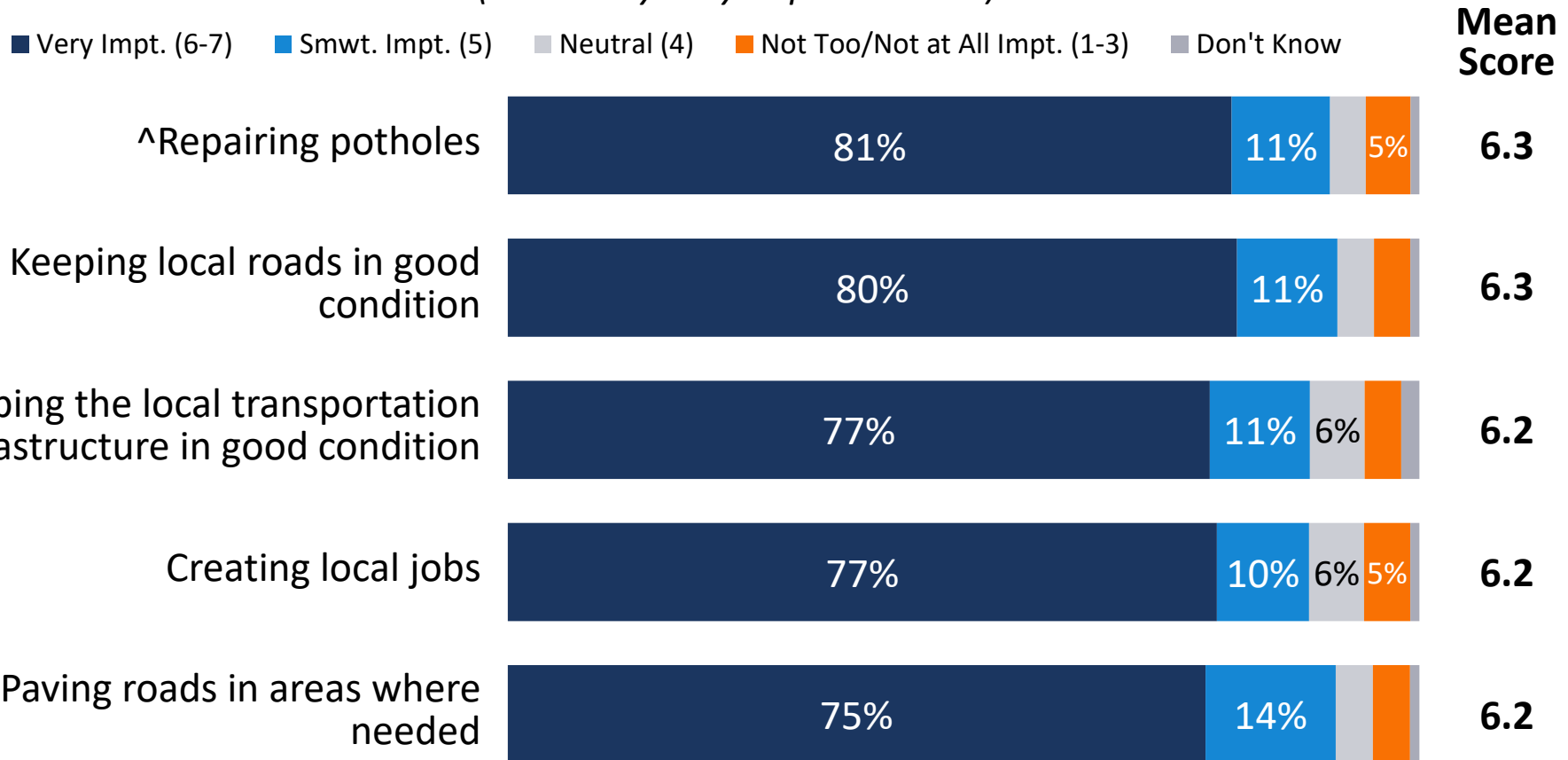
Q. What if the continuation of the existing voter-approved transportation measure at a ½ cent rate that I just described to you was written so that it would be in effect for 20 years and would then be legally required to end at that time, instead of being in place until ended by voters? If that were the case, would you vote yes in favor of it, or no to oppose it?



# **Voter Priorities**

# Repairing potholes, keeping local transportation infrastructure in good condition and creating jobs are considered to be among the most important funding priorities.

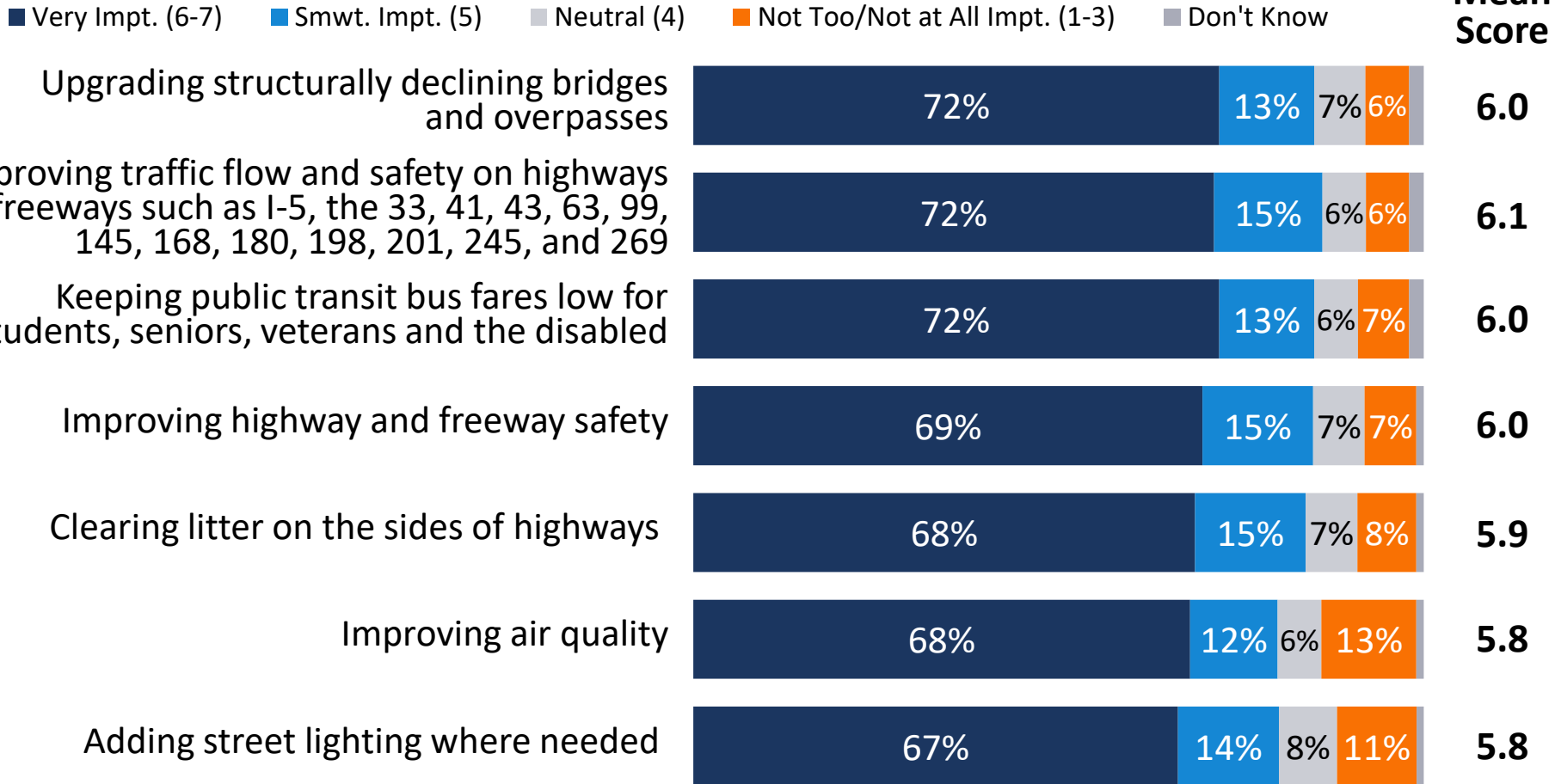
(Ranked by Very Important: 6-7)



Q. I am now going to mention some features and provisions of the proposed **Fresno County Transportation Continuation Measure**. Regardless of your opinion of the measure, after I mention each one, please tell me how important it is to you that the feature or provision be included as part of the measure. We will use a scale of 1 to 7, where 1 means **NOT AT ALL IMPORTANT** to you that the feature or provision is included in the measure extension and 7 means it would be **VERY IMPORTANT**. ^Not Part of Split Sample

# Continued

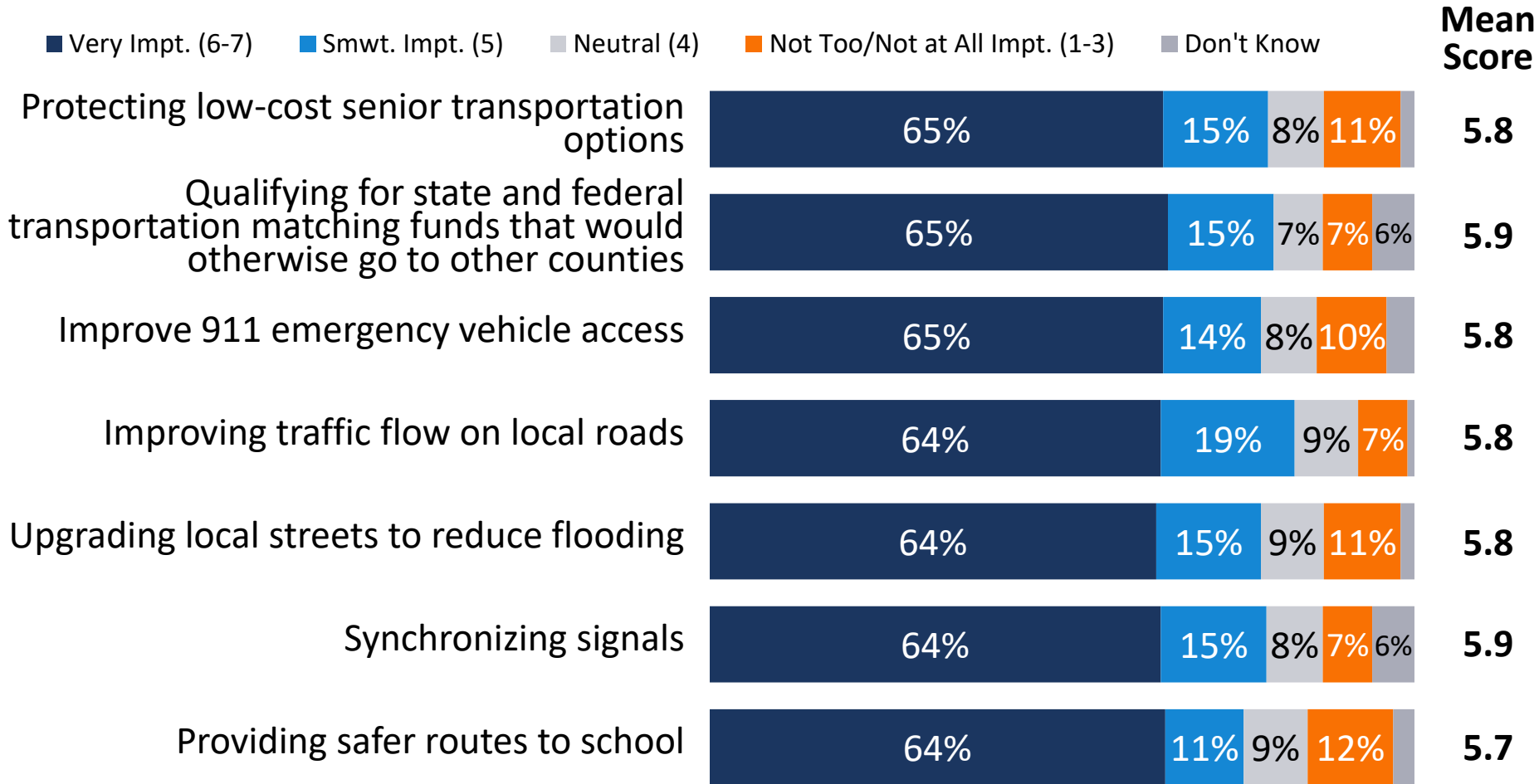
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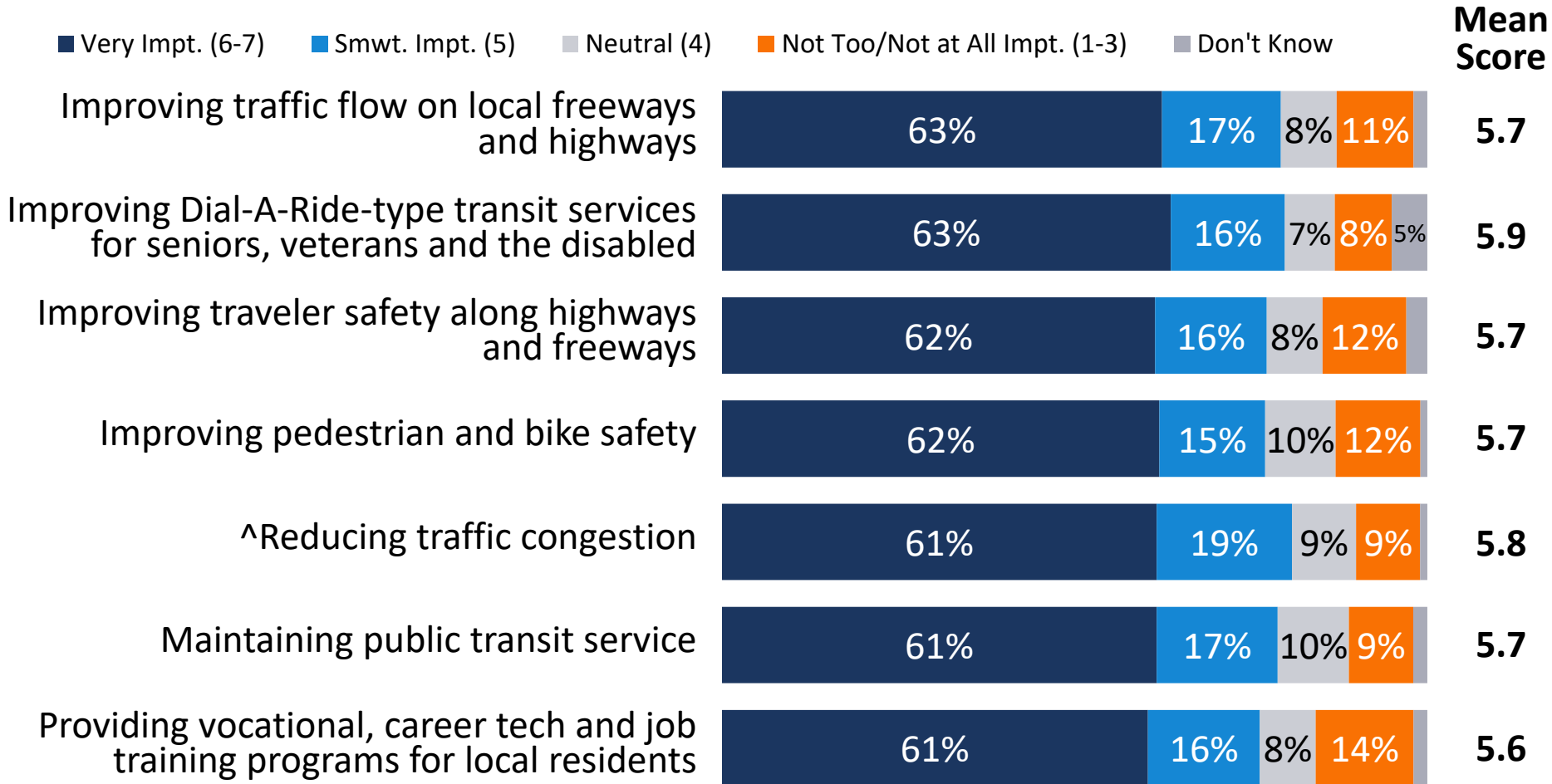
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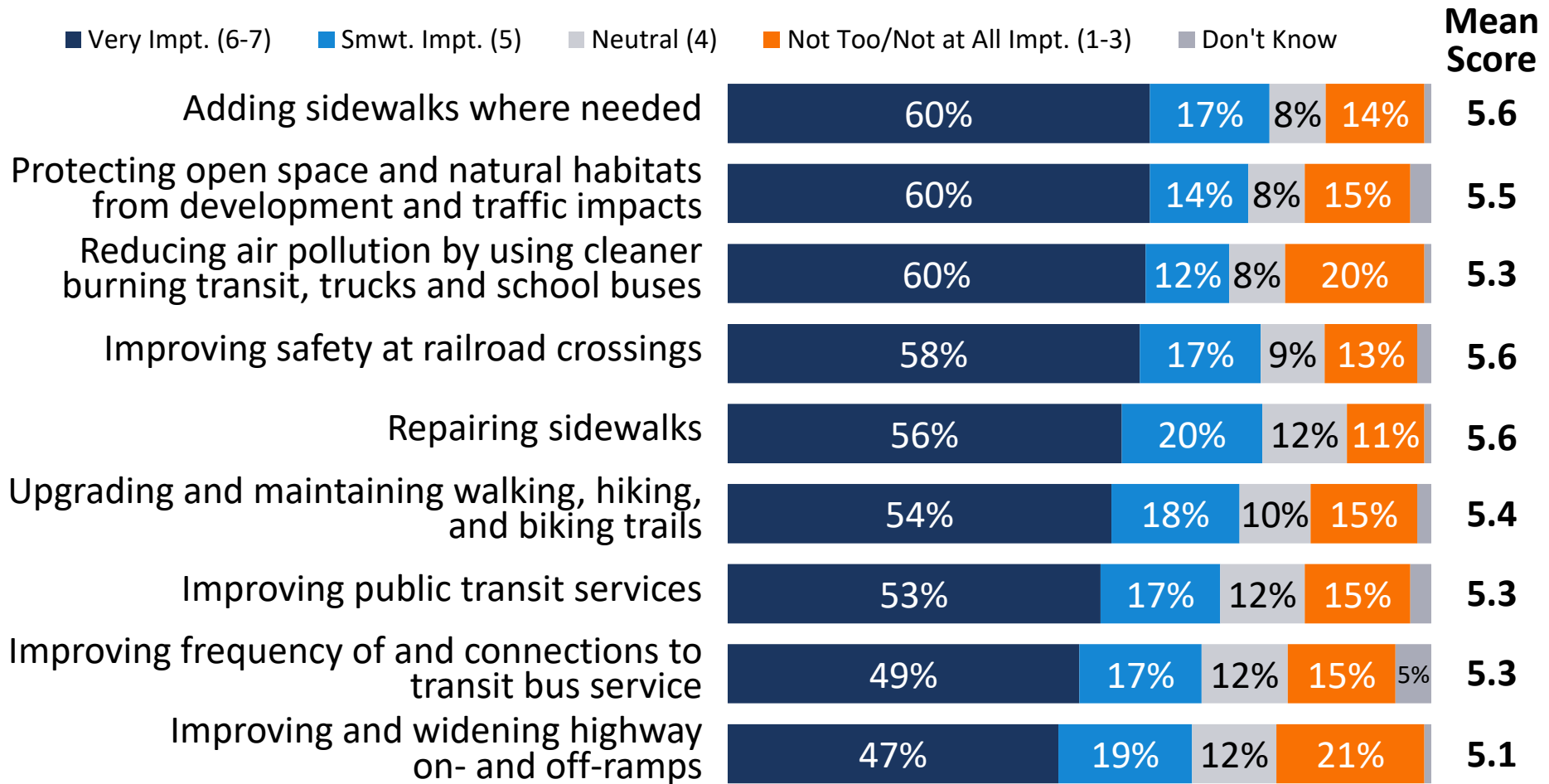
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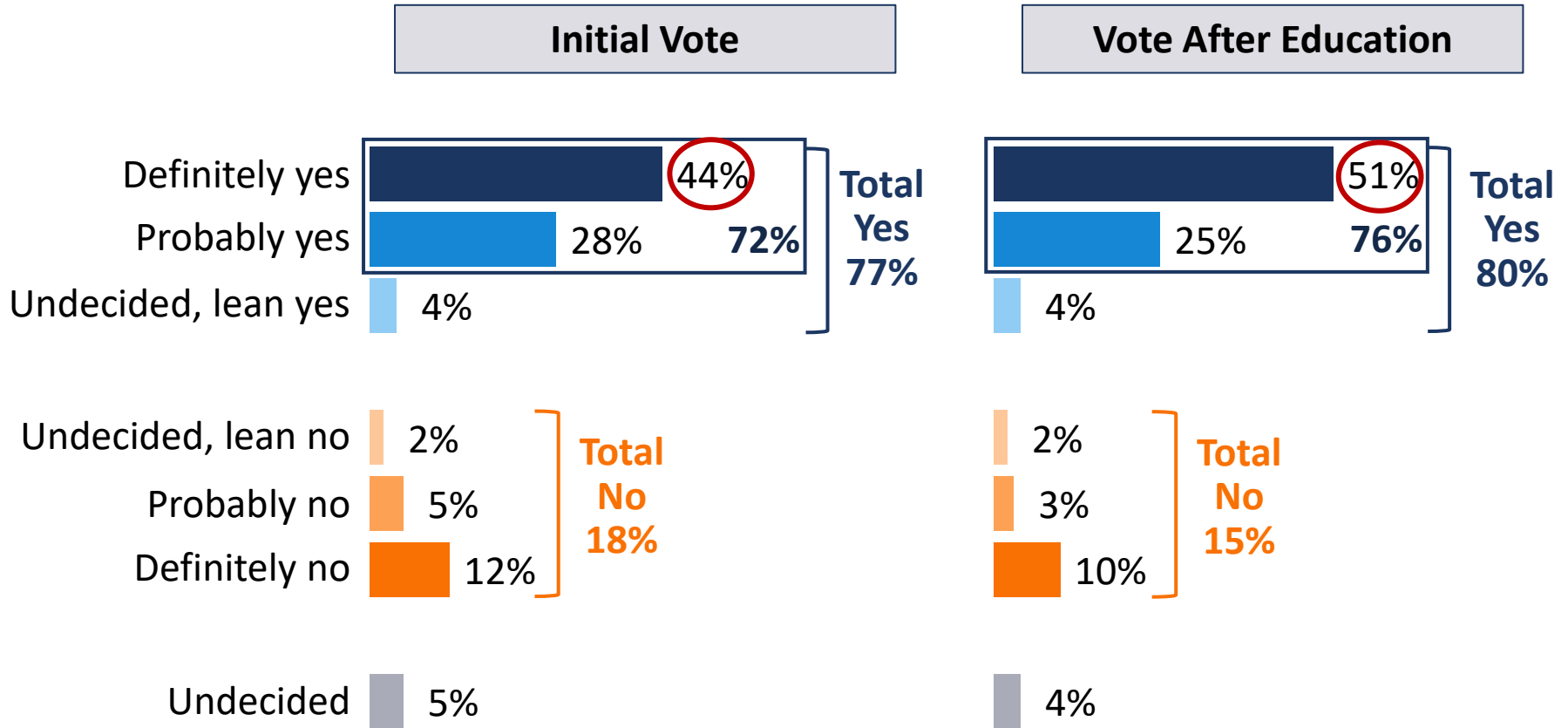
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# After hearing more information about the hypothetical measure, over half of all voters indicate they would definitely vote yes to support it.





# **Key Findings**

# Conclusions

A possible Fresno County Transportation Continuation Measure requiring a two-thirds majority vote is currently supported by a large majority of voters.

- Voters have a good understanding that the County's transportation system is in need of additional funds, with a majority indicating that need is great.
- Initial support is strong, with over three-fourths of all voters across the County supporting the measure. In fact, between 64 and 79 percent of voters in all eight regions of the County initially support this super-majority measure within their respective margins of error.
- Support for a possible continuation measure appears to be significantly tied to its duration being dependent on voters having a say as to when it should end.

# Conclusions; Continued

- With respect to transportation investment: highest percentages of voters prioritize funds going to local streets/roads and freeways/highways, while lower - still sizable percentages of voters want funding to go to public transportation.
- Linking the continuation of Measure C to job creation is also a very high voter priority.

*The results will be used as one of many important data points to start the conversation with the diverse Fresno County community*

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