

TELEPHONE SURVEY OF LIKELY
SOLANO COUNTY NOVEMBER 2010 VOTERS

Presentation of Results

Presented to:
SOLANO TRANSPORTATION IMPROVEMENT AUTHORITY
JUNE 15, 2010



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Methodology

- ▶ Telephone Survey of likely November 2010 voters in Solano County
- ▶ 804 completed interviews
- ▶ Margin of error ± 3.5 percentage points
- ▶ Conducted May 9-13, 2010
- ▶ Interviews conducted by trained, professional interviewers

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

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

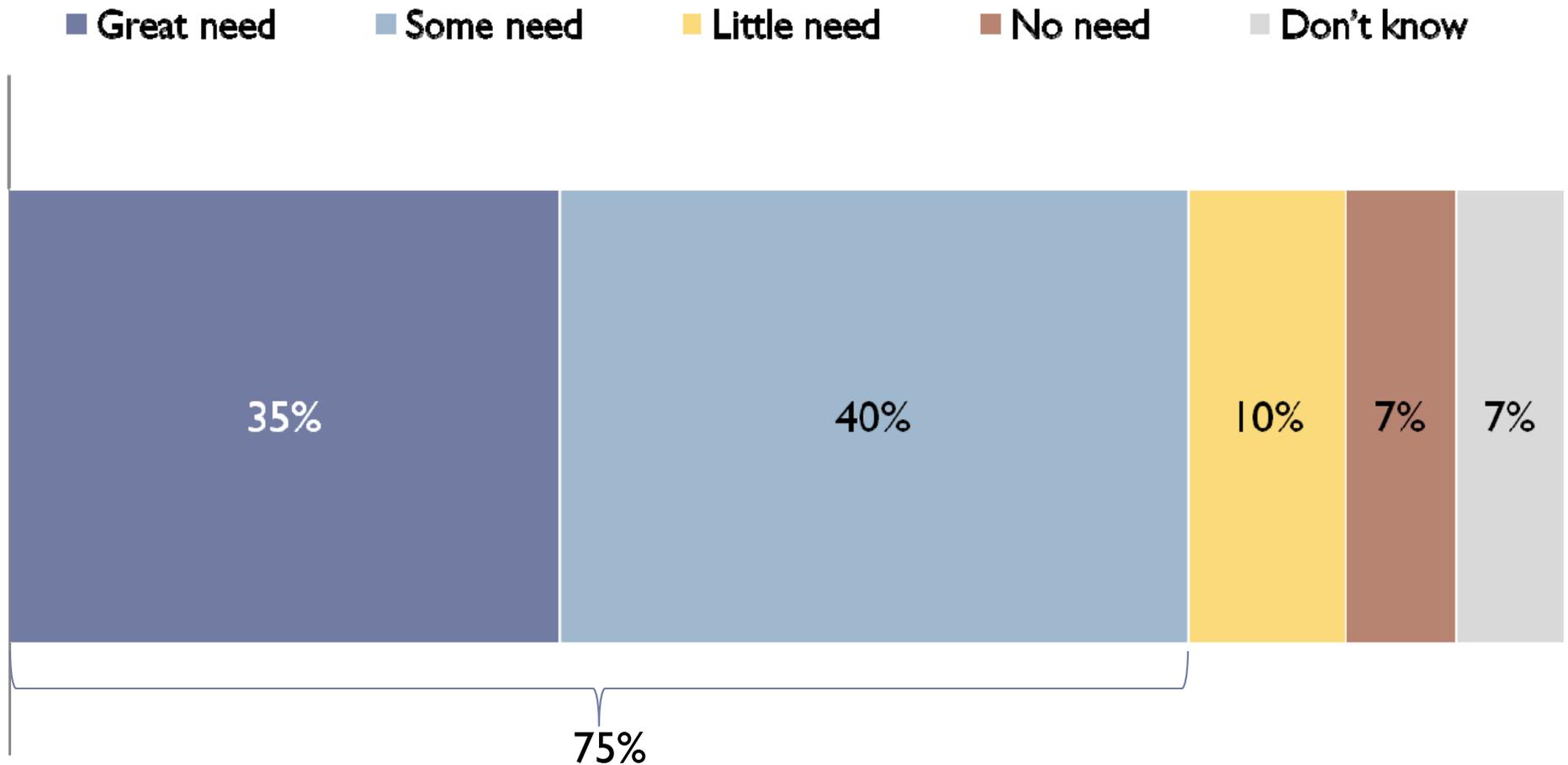
City	Number of Respondents	Margin of Error for Sub-Group
Fairfield	194 (24%)	+/-7.0%
Vallejo	185 (23%)	+/-7.2%
Vacaville	177 (22%)	+/-7.4%
Benicia	73 (9%)	+/-11.5%
Suisun	60 (7%)	+/-12.7%
Dixon	38 (5%)	+/-15.9%
Rio Vista	22 (3%)	+/-20.9%
Unincorporated	55 (7%)	+/-13.2%

Conclusions

- ▶ **Initial vote on a \$10 vehicle registration fee ballot measure is right at 50%.**
 - ▶ Women, Democrats, and younger voters are the most supportive. The measure sees the most support in Vallejo and Fairfield.
 - ▶ Vacaville and unincorporated areas of the county are the least supportive.
- ▶ **While a 20 year sunset is not appealing to voters, reducing the fee attracts slightly more supporters.**
 - ▶ A \$5 fee boosts support slightly, to 54% in favor.
- ▶ **Creating safe routes to school for children and repairing and maintaining local streets and roads are the top transportation expenditure priorities for Solano County voters.**
 - ▶ Other programs that are supported include: fixing potholes and transportation programs for seniors and disabled persons.
- ▶ **Voters see a need for increased funding for transportation.**
 - ▶ Three out of four voters believe there is some need for transportation funding.

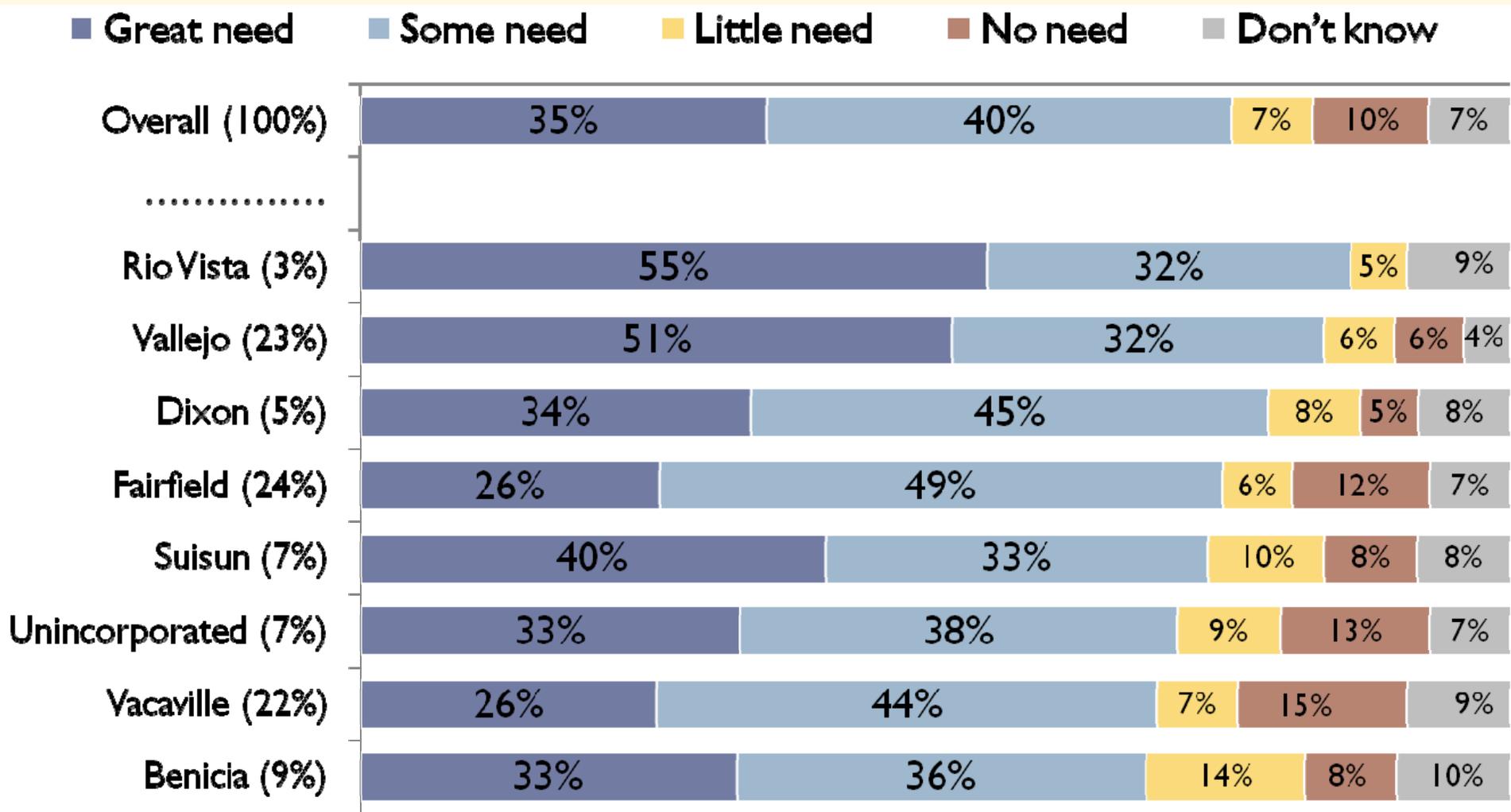
Three-quarters think that additional transportation funding is needed in Solano County

Thinking about Solano County's transportation network, including streets, roads, and public transit, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding? (Q14)



Voters in Rio Vista, Vallejo, and Dixon see the greatest need for additional transportation funding

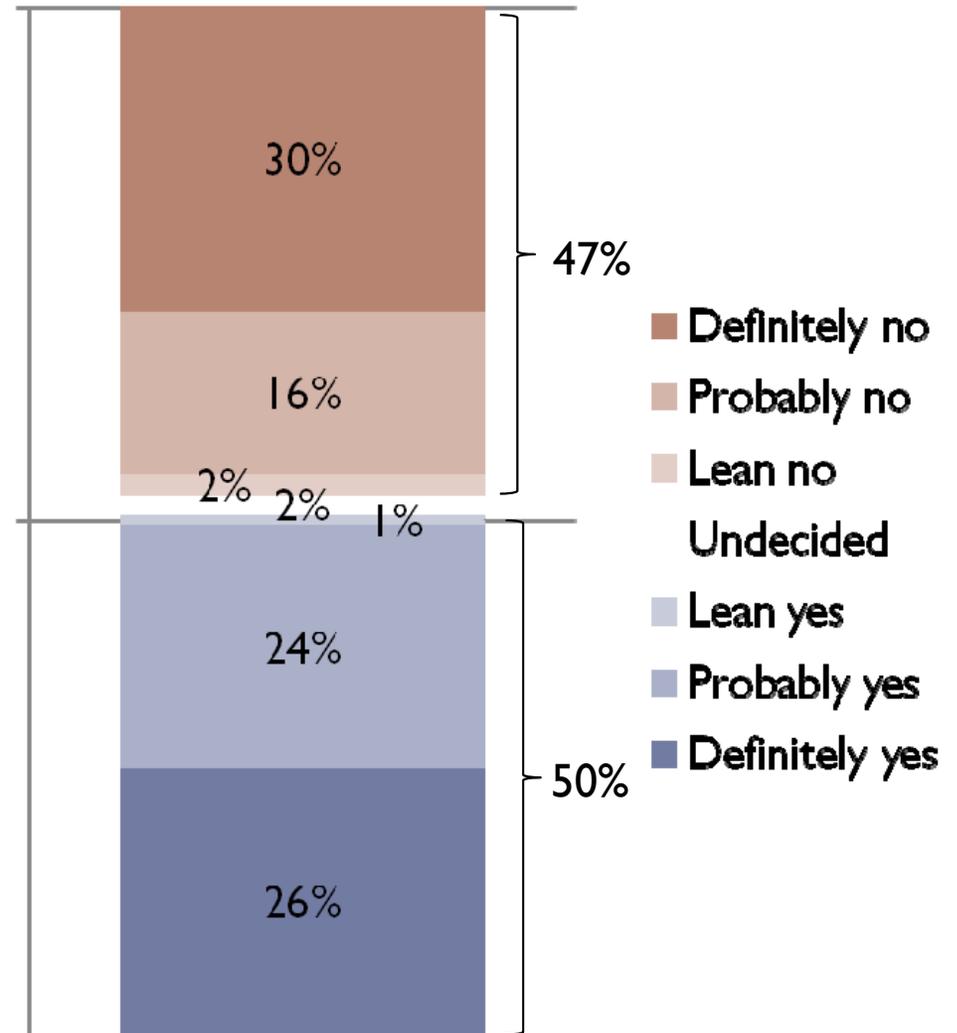
Thinking about Solano County's transportation network, including streets, roads, and public transit, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding? (Q14)



Initial support for the measure as asked is right at 50%

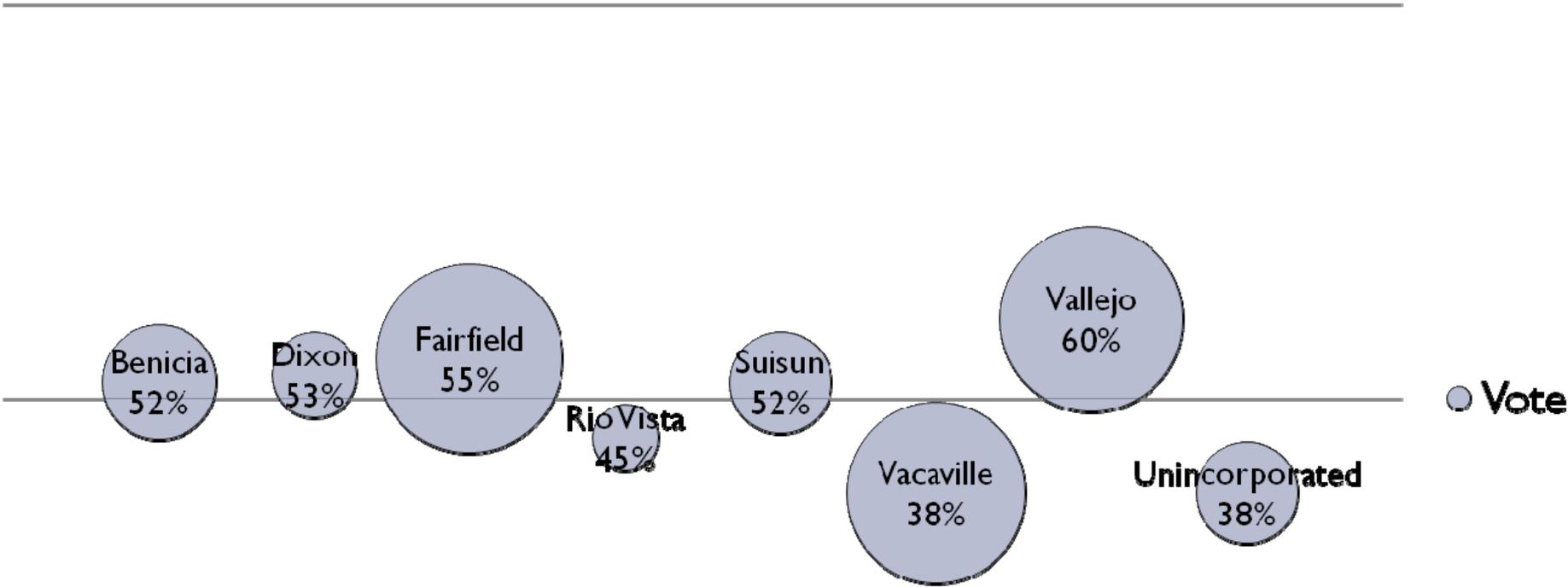
*Shall a local **vehicle registration fee of ten dollars** be established and proceeds directed to fixing potholes, providing more and easier transportation options for seniors and the disabled, and creating safe routes to school; with expenditures subject to strict monitoring and with all revenues staying in Solano County?*

Would you vote “Yes” to approve this measure, or “No” to reject it? (Q16)



The measure sees the highest support in Fairfield and Vallejo, and the lowest support in Vacaville and unincorporated areas

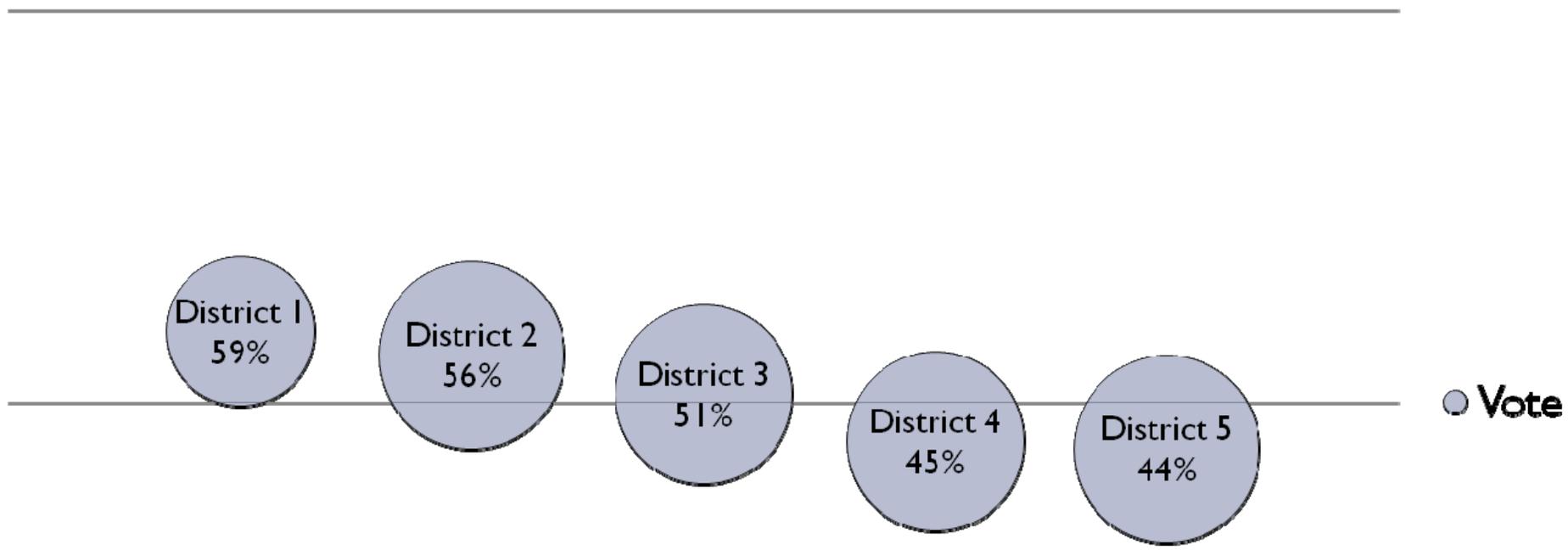
If this measure [\$10 vehicle registration fee] were on the ballot today, would you vote "Yes" to approve this measure, or "No" to reject it? (Q16)



Bubble size represents proportion of demographic group

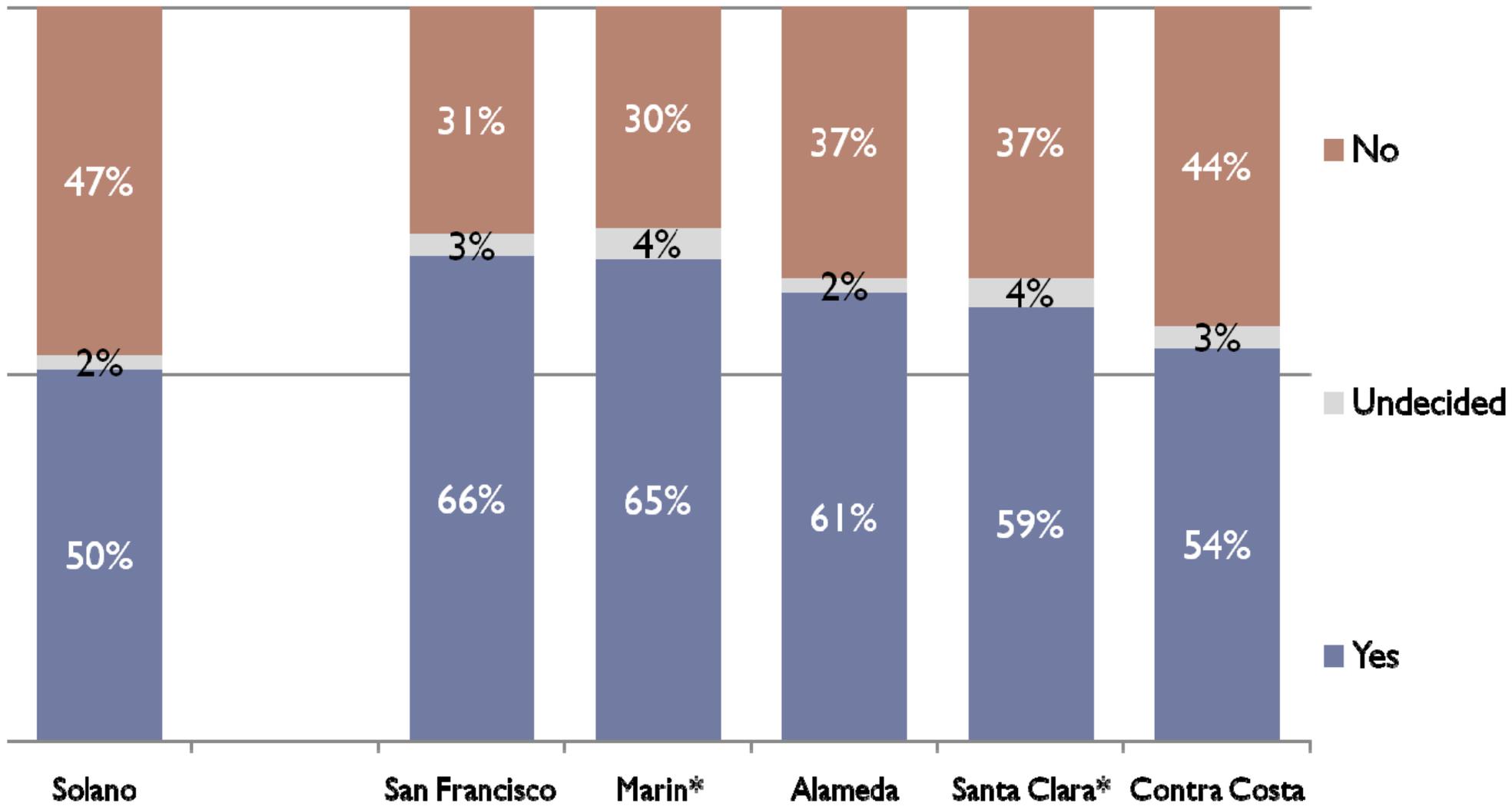
Support for the measure is highest in Supervisorial Districts 1 and 2, and support is lowest in Districts 4 and 5

If this measure [\$10 vehicle registration fee] were on the ballot today, would you vote "Yes" to approve this measure, or "No" to reject it? (Q16)

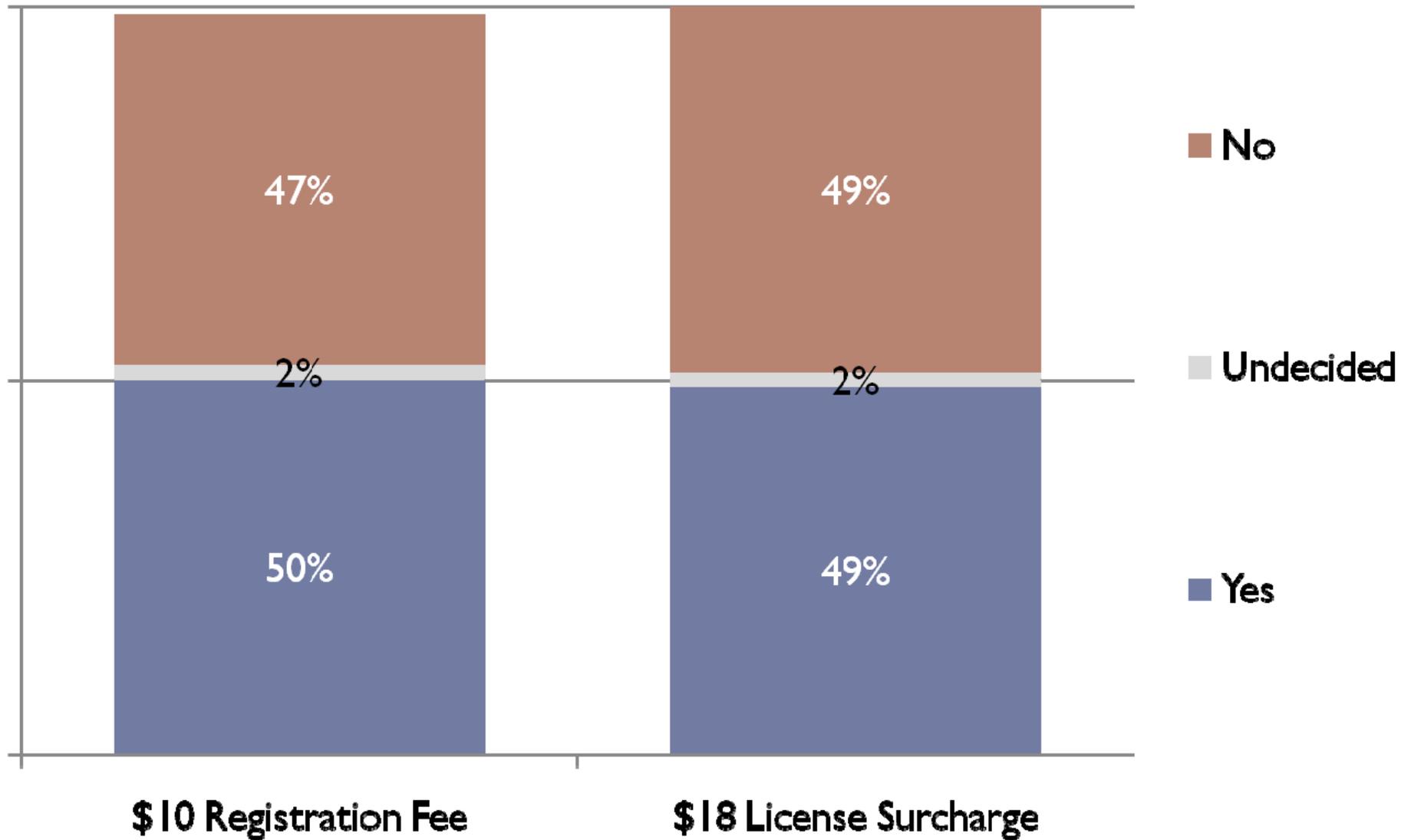


Bubble size represents proportion of demographic group

Comparison of \$10 VRF measures



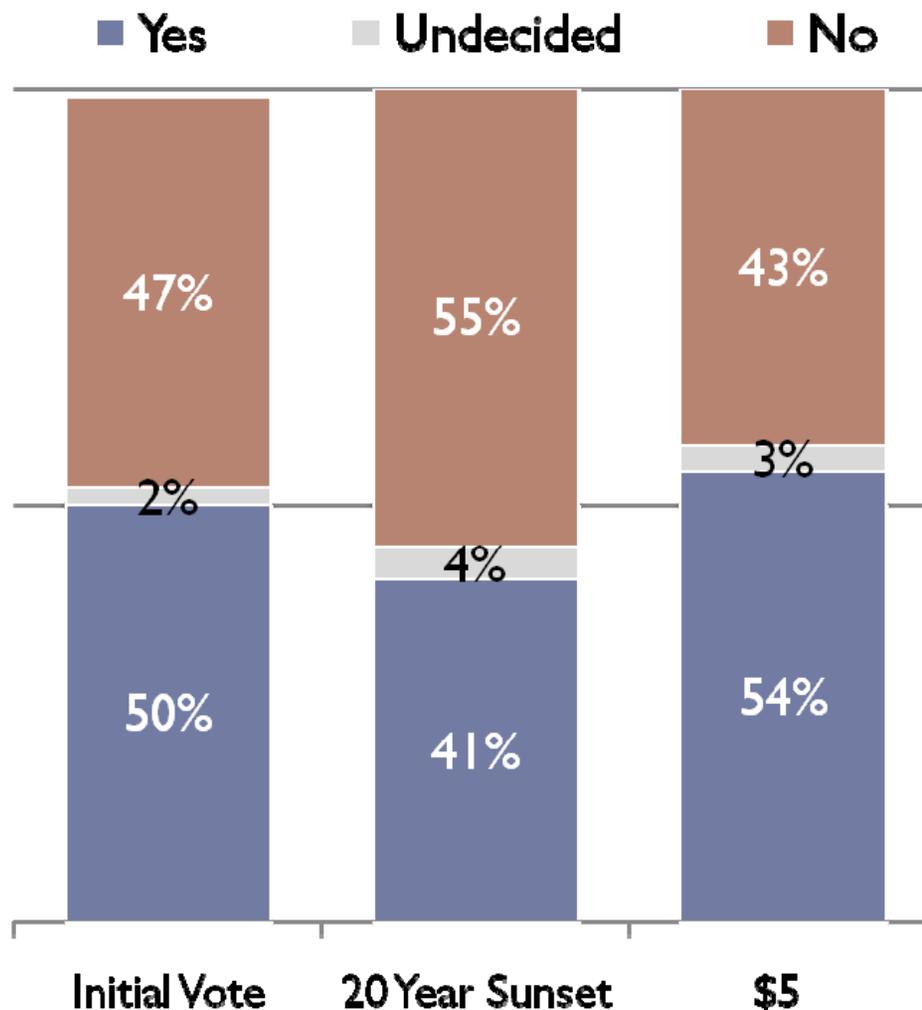
Voter support for the \$18 parks surcharge and the \$10 registration fee is nearly identical



The sunset provision does not attract more support, while reducing the fee to \$5 increases support only marginally

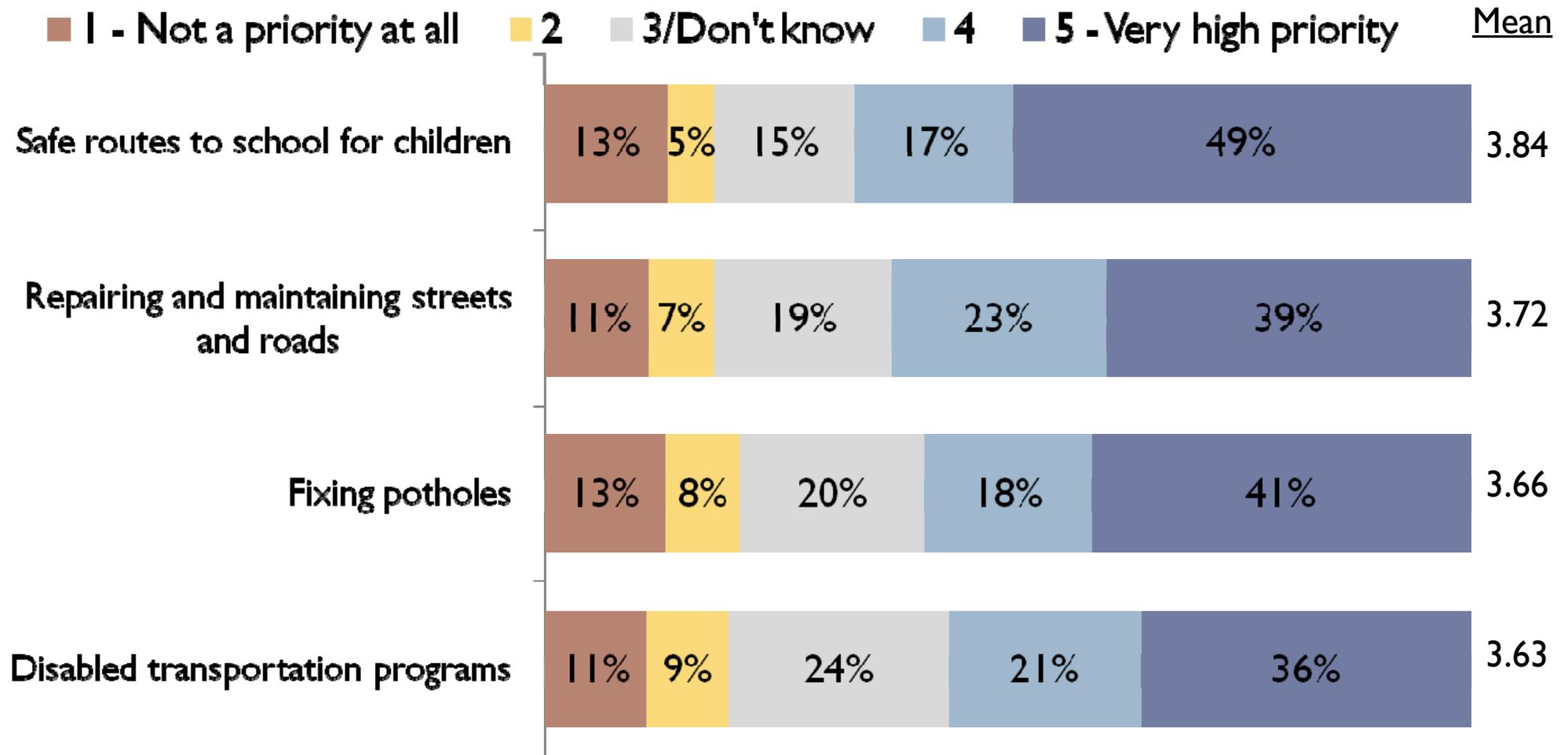
Thinking about the second measure I just read, the county vehicle registration fee measure, what if the county vehicle registration fee measure expired after twenty years and could not be continued without another vote on the fee and the expenditure plan? (Q17)

Instead of ten dollars, what if the fee was five dollars? (Q18)



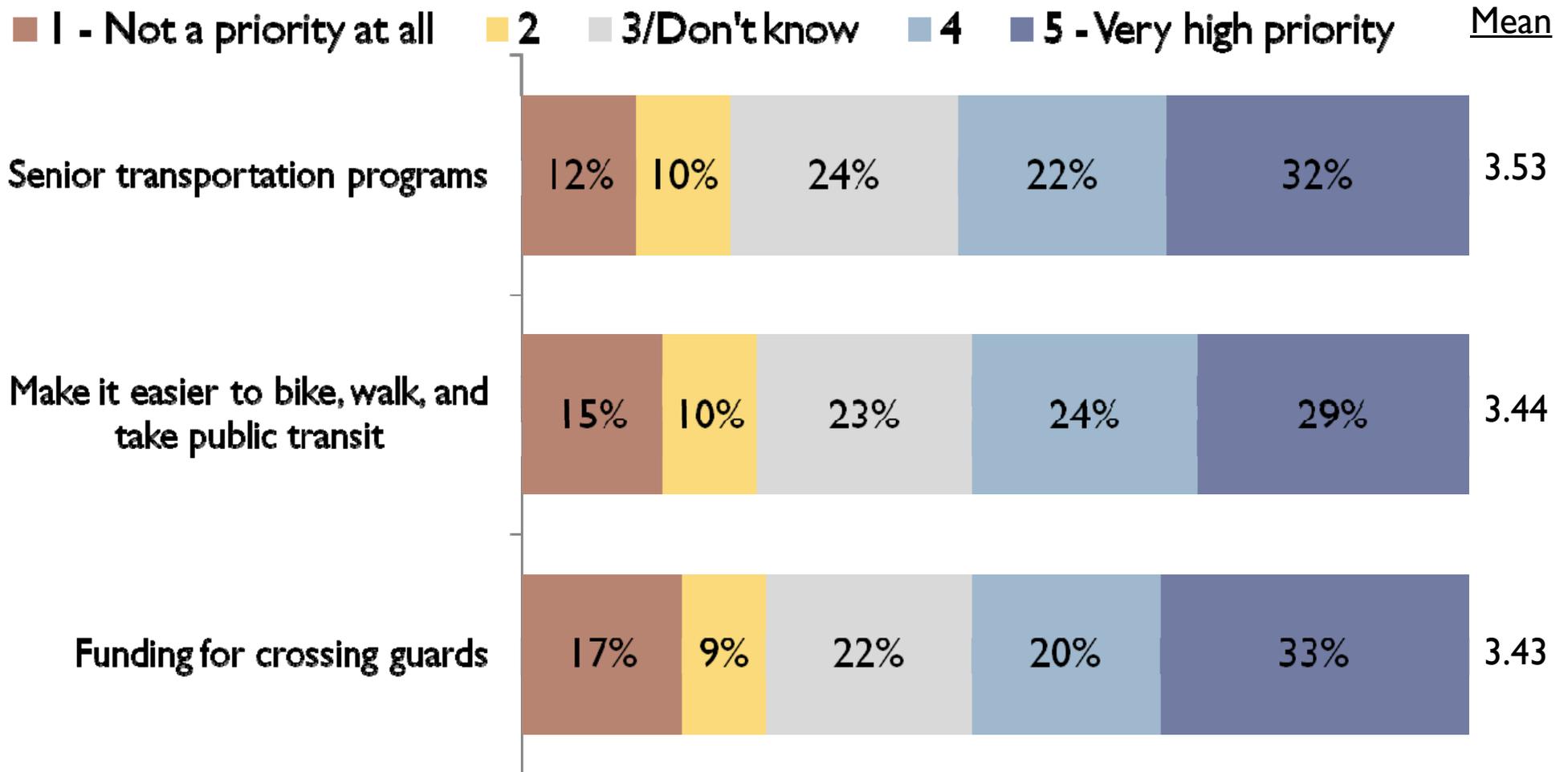
Safe routes to school for children and repairing local streets and roads are the top expenditure priorities

I am going to read you a list of things the [\$10 VRF] measure might pay for. For each one, please tell me how high of a priority it should be to pay for with the revenues. Please use a scale from one to five, where one means it should not be a priority at all and five means it should be a very high priority. (Q20-29)



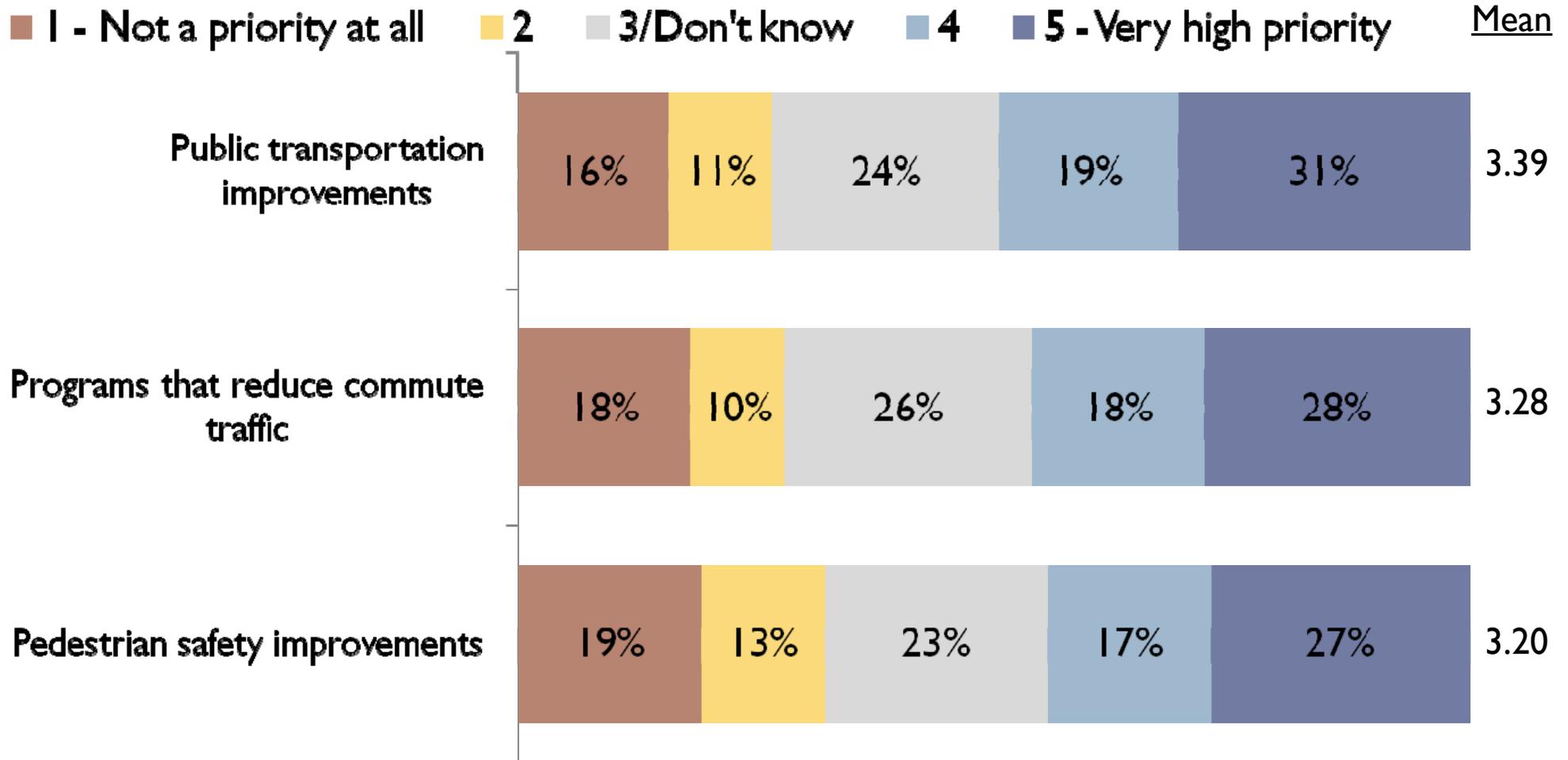
Mid-level transportation expenditure priorities for Solano County voters

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Pedestrian safety improvements and reducing commute traffic are not voter priorities

I am going to read you a list of things the [\$10 VRF] measure might pay for. For each one, please tell me how high of a priority it should be to pay for with the revenues. Please use a scale from one to five, where one means it should not be a priority at all and five means it should be a very high priority. (Q20-29)



Overview of Expenditure Priorities

By City

Voter Priorities	Overall	Vallejo	Fairfield	Vacaville	Benicia	Suisun	Dixon	Rio Vista	Unincorp
Safe routes to school for children	3.84	3.90	3.95	3.71	3.82	3.95	3.95	3.81	3.58
Repairing and maintaining local streets and roads	3.72	3.98	3.82	3.43	3.55	3.81	3.51	3.81	3.63
Fixing Potholes	3.66	3.93	3.77	3.29	3.64	3.58	3.35	4.00	3.73
Disabled Transportation Programs	3.63	3.79	3.64	3.61	3.45	3.76	3.35	3.71	3.35
Senior Transportation Programs	3.53	3.55	3.59	3.51	3.40	3.69	3.55	3.38	3.38
Make it easier to bike, walk, and take public transit	3.44	3.64	3.59	3.28	3.44	3.39	3.16	3.33	3.09
Funding for crossing guards	3.43	3.47	3.46	3.41	3.37	3.59	3.51	3.45	3.15
Public transportation improvements	3.39	3.52	3.49	3.17	3.53	3.41	3.49	3.41	2.98
Reduce commute traffic	3.28	3.30	3.41	3.18	3.45	3.41	2.87	3.18	3.09
Pedestrian safety improvements	3.20	3.52	3.33	2.99	3.15	3.34	3.13	3.10	2.98

Options for next step

	OPTION 1 \$10 Registration Fee	OPTION 2 \$10 Registration Fee	OPTION 3 \$10 Registration Fee	OPTION 4 \$5 Registration Fee	OPTION 5 \$5 Registration Fee	OPTION 6 Do not place measure on ballot
Funds Generated	\$3.2 Million annually	\$3.2 Million annually	\$3.2 Million annually	\$1.6 Million annually	\$1.6 Million annually	n/a
Safe Routes to Schools <ul style="list-style-type: none"> • Crossing Guards • Radar speed detection signs • Improved bike and pedestrian paths near schools • Improved rail, highway, and road crossing signs near schools • School shuttle programs • Bicycle and pedestrian safety programs • Education and encouragement programs 						
Senior and Disabled Transportation <ul style="list-style-type: none"> • Intercity and local subsidized taxi services for ambulatory and non-ambulatory transit • Reduced-price senior and disabled passes • Purchase of paratransit vehicles • Senior shuttles • Non-profit mobility programs assisting the disabled and seniors 						
Maintenance of Local Streets and Roads <ul style="list-style-type: none"> • Street repaving and rehabilitation • Traffic signal maintenance and upgrades • Signing and striping on roadways • Fixing potholes 						



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