



Santa Cruz County Regional Transportation Commission 2012 Revenue Measure Feasibility Survey

March 2012

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Features of the Measure *More likely vote yes, if VRF \$ used to:*

(n=508)

Create safe routes to school for students	71.2%
Fix potholes	71.0%
Help maintain streets and roads	70.9%
Improve transportation for seniors/disabled	70.3%
Build sidewalks/street crossings/ pedestrian projects	68.7%
Maintain neighborhood streets	64.0%
Give priority to projects that improve air quality	62.9%
Improve traffic flow	61.8%
Repair existing pedestrian and bike paths	60.4%

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SCCRTC Features of the Measure cont.

Improve bike facilities on local streets and roads	59.8%
Reduce congestion along the Hwy 1 corridor	59.6%
Provide programs to encourage carpooling	59.1%
Improve traffic , assist with broken down vehicles	58.3%
Reduce traffic congestion	57.7%
Incentives to encourage alternatives to driving alone	55.6%
Improve traffic signal timing	52.4%

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SCCRTC Statements that Increase Support

\$ dedicated to street improvements, stay in SC Co.	73.5%
Local road repairs benefit everyone	72.7%
Every ¢ will benefit local transportation projects	69.8%
Make neighborhood streets and roads safer	68.9%
Regular maintenance cheaper than major reconstruction	68.9%
Safeguards to ensure accountability, oversight/audits	67.5%
Reduce congestion, emergency response times	66.8%
Improving intersections, traffic signal timing	66.6%
Our local streets and roads are falling apart	64.6%

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Statements that Increase Support (cont.)

Construction costs at all-time lows, now time to invest	64.3%
Create a "complete streets" program	64.2%
Reduce backlog of >\$300 million deferred repairs	64.1%
Annual audits/public reporting requirements	64.0%
Reduce traffic congestion on local roads	62.7%
\$ will maintain existing roads/sidewalks/bike lanes	61.2%
The measure will help reduce air pollution	60.4%
Climate change/greenhouse gas getting worse	56.5%

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Summary and Recommendations

- There is a base of voter support for a vehicle registration fee
- Godbe Research recommendation: Consider placing a measure on the November 2012 ballot
 - Support for VRF started at 62%; increased to 69% by the informed test
 - VRF could be successful, IF there is an independent campaign effort clearly communicating:
 - how the funds would be spent
 - the benefits of those expenditures
 - accountability provisions
 - Without this effort, unlikely to pass

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