2016 Transportation Improvement Plan
Regional Transportation Commission (RTC)
June 16, 2016
Gas Tax not Reliable

In this conceptual chart, Vehicle Miles Traveled and Fuel Consumption have been indexed to the same starting point in 1994 to enable comparison of the relative change of the two metrics over time.
2016 Transportation Improvement Plan (TRIP)

Background:

- 2014 Regional Transportation Plan (RTP)
- $3 BILLION Deficit
- Sustainability prioritization
- ½ cent = $500M over 30 years
2016 Transportation Improvement Plan (TRIP) Expenditure Plan (Attachment 1)

Delivering Community Priorities:

- Quality of life
  - Mobility for all
  - Safety
  - Economic Vitality
  - Clean communities

- Address traffic
- Maintain infrastructure
- Be inclusive and balanced
Nov 2016 Transportation Measure

• All local
• Leverage outside $
• Independent oversight
• Well supported
• Balanced, Diverse, Inclusive
Today’s Actions

• Receive Polling Results
• Public Hearing
• Finalize Expenditure Plan (Attach. 1)
• Adopt Ordinance/Full Text of Ballot Measure (Attach. 2)
• Adopt Resolution calling for election (Attach. 3)
Santa Cruz Voters’ Support for Transportation Investments

Survey Conducted June 8-12, 2016

220-4515

Fairbank, Maslin, Maullin, Metz & Associates

FM3
Methodology

- 601 telephone interviews with voters likely to cast ballots in November 2016 in Santa Cruz County
- Interviews conducted June 8-12, 2016
- Interviews on landlines and cell phones, and in English and Spanish
- Margin of sampling error of +/- 4.0% at the 95% confidence level for the full sample
- Some percentages may not sum to 100% due to rounding
Santa Cruz County government and Santa Cruz Metro Transit are perceived quite favorably.

I would like to ask your impressions of some organizations in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. If you don’t recognize a name or if you have heard about the organization but do not have enough information to offer an opinion just say so.

Santa Cruz County government, overall

- Very Fav.: 12%
- Smwt. Fav.: 49%
- Smwt. Unfav.: 14%
- Very Unfav.: 9%
- HO/CR: 6%
- NHO/DK: 13%

Total Fav.: 61%
Total Unfav.: 19%

Santa Cruz Metro Transit

- Very Fav.: 22%
- Smwt. Fav.: 38%
- Smwt. Unfav.: 9%
- Very Unfav.: 20%
- HO/CR: 7%

Total Fav.: 60%
Total Unfav.: 13%

The Santa Cruz County Board of Supervisors

- Very Fav.: 10%
- Smwt. Fav.: 36%
- Smwt. Unfav.: 14%
- Very Unfav.: 6%
- HO/CR: 25%
- NHO/DK: 9%

Total Fav.: 46%
Total Unfav.: 20%

Santa Cruz County Regional Transportation Commission or RTC

- Very Fav.: 8%
- Smwt. Fav.: 21%
- Smwt. Unfav.: 7%
- Very Unfav.: 36%
- HO/CR: 23%

Total Fav.: 29%
Total Unfav.: 11%
A significant majority of voters sees a need of additional funding for street repair and for transportation alternatives to driving.

Need for more money to properly maintain and repair streets and roads

- Great need: 49%
- Some need: 37%
- A little need: 4%
- No real need: 5%
- Don't know/NA: 5%

Need for more money to increase the use of alternative transportation, such as transit, walking and biking

- Great/Some Need: 86%
- Little/No Real Need: 9%
- Great/Some Need: 75%
- Little/No Real Need: 20%

Q4 & Q5.
Driving alone and walking are the most common modes of transportation in the County.

Do you regularly—that is, at least two or three times per week—use each of the following modes of transportation? By “use,” I mean for any purpose, including commuting to school or work, running errands, or for recreation.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Yes (%)</th>
<th>No/DK/NA (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive alone</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Walk</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>Carpool</td>
<td>33%</td>
<td>68%</td>
</tr>
<tr>
<td>Ride a bicycle</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td>Take a bus</td>
<td>16%</td>
<td>84%</td>
</tr>
</tbody>
</table>
Initial Support for a Traffic Relief, Road Repair, Safety, Transit Improvement Measure
Hypothetical Language Tested

Traffic Relief, Road Repair, Safety, Transit Improvement Measure.

In order to: repair streets and potholes; improve neighborhood safety by reducing cut-through traffic; maintain senior and disabled transit; reduce global warming pollution by providing transportation options like sidewalks, buses, bike lanes, trails; make rail possible; reduce highway traffic congestion; shall Santa Cruz County voters adopt an ordinance establishing a half-cent sales tax for 30 years, raising approximately $17 million annually, requiring citizen oversight, independent audits, and funds spent locally?

Q2. If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?
Two thirds of survey respondents expressed support for the proposed measure.

Q2. If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?
In a few words of your own, please tell me why you would vote **YES** on this ballot measure?

- **35%** Improves the roads/infrastructure (potholes, bumps, etc.)
- **26%** Improves & gives options for transportation (train, bike lanes, widening roads)
- **24%** Traffic
- **20%** General support – it’s necessary
Top Reasons Provided for NO Votes

*In a few words of your own, please tell me why you would vote **NO** on this ballot measure?*

- Taxes are already too high/Against more taxes: 33%
- Money doesn’t go where they say it will: 12%
- It won’t work/Unnecessary/Hasn’t worked in the past: 12%
- Government misuses funds/Don’t trust government: 11%
Structural Elements of the Measure
Reducing traffic on Highway 1 is seen as the most important broad funding category.

![Bar chart showing priority choices for transportation improvements.]
Addressing Highway 1 congestion, repairing roads, child safety and senior/paratransit services are seen as the top individual spending priorities.

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Improving safety for children walking and bicycling near schools</td>
<td>32%</td>
<td>44%</td>
<td>19%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Improving traffic flow on Highway 1</td>
<td>32%</td>
<td>43%</td>
<td>16%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Repairing potholes</td>
<td>24%</td>
<td>49%</td>
<td>22%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Maintaining senior and disabled transit services</td>
<td>28%</td>
<td>44%</td>
<td>20%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Maintaining streets and roads</td>
<td>23%</td>
<td>46%</td>
<td>27%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repaving deteriorating streets and roads</td>
<td>20%</td>
<td>48%</td>
<td>27%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reducing traffic congestion on Highway 1</td>
<td>29%</td>
<td>39%</td>
<td>20%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

Q6. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample
### Addressing street safety, general congestion, and global warming are also seen as important.

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</thead>
<tbody>
<tr>
<td>Preserving bus service to help reduce traffic congestion</td>
<td>25%</td>
<td>40%</td>
<td>24%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Making it safer to drive, bike and walk on and along local streets</td>
<td>23%</td>
<td>40%</td>
<td>27%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintaining transportation infrastructure in Santa Cruz County</td>
<td>18%</td>
<td>45%</td>
<td>30%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Making sidewalks safer and easier for seniors and the disabled to use</td>
<td>19%</td>
<td>43%</td>
<td>28%</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintaining neighborhood streets and roads</td>
<td>17%</td>
<td>45%</td>
<td>34%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investing in transportation projects that reduce pollution that causes global warming</td>
<td>26%</td>
<td>35%</td>
<td>22%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing safe access to local hospitals, and fire and police stations</td>
<td>24%</td>
<td>36%</td>
<td>23%</td>
<td>15%</td>
<td></td>
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</tr>
</tbody>
</table>

Q6. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample
Other improvement and investments are seen as important by more than half of voters.

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</tr>
</thead>
<tbody>
<tr>
<td>Improving safety on local streets for drivers, bicyclists and pedestrians</td>
<td>24%</td>
<td>36%</td>
<td>28%</td>
<td>10%</td>
<td></td>
<td>59%</td>
</tr>
<tr>
<td>Reducing collisions on local highways</td>
<td>22%</td>
<td>37%</td>
<td>27%</td>
<td>11%</td>
<td></td>
<td>59%</td>
</tr>
<tr>
<td>Improving traffic flow on Highway 1 to reduce cut-through traffic on local streets</td>
<td>26%</td>
<td>32%</td>
<td>29%</td>
<td>12%</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Improving walking and bicycling paths near schools</td>
<td>22%</td>
<td>36%</td>
<td>26%</td>
<td>15%</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Investing in transportation projects that reduce pollution and improve air quality</td>
<td>21%</td>
<td>37%</td>
<td>30%</td>
<td>10%</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Investing in transportation projects that ensure local growth is environmentally and economically sustainable</td>
<td>20%</td>
<td>37%</td>
<td>27%</td>
<td>14%</td>
<td></td>
<td>57%</td>
</tr>
<tr>
<td>Improving 911 emergency response times by reducing traffic congestion</td>
<td>21%</td>
<td>35%</td>
<td>25%</td>
<td>12% 7%</td>
<td></td>
<td>56%</td>
</tr>
<tr>
<td>Preserving the existing transportation network in Santa Cruz County</td>
<td>17%</td>
<td>38%</td>
<td>31%</td>
<td>8% 7%</td>
<td></td>
<td>54%</td>
</tr>
<tr>
<td>Improving safety on local highways</td>
<td>20%</td>
<td>33%</td>
<td>32%</td>
<td>13%</td>
<td></td>
<td>53%</td>
</tr>
</tbody>
</table>

Q6. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample
Adding auxiliary lanes and maintaining coastal rail options are comparatively less important.

Adding auxiliary lanes that connect on and off ramps on Highway 1 to reduce cut-through traffic on local streets

Preserving future public transportation options along the coastal rail line

Analyzing future public transportation options along the coastal rail line

Reducing traffic congestion on neighborhood streets

Spending funds on projects that benefit local residents

Maintaining the option for possible rail transit service between Watsonville and Santa Cruz

Q6. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample
Coastal trail and road service patrols were not seen as pressing spending needs.

<table>
<thead>
<tr>
<th>Project</th>
<th>Ext./Very Imp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building the Coastal Rail Trail from Davenport to Watsonville</td>
<td>38%</td>
</tr>
<tr>
<td>Renovating the coastal rail line to reduce the number of trucks on our local roads and highways</td>
<td>38%</td>
</tr>
<tr>
<td>Building and maintaining a 32-mile paved bike and pedestrian path along the coastal rail line from Davenport to Watsonville</td>
<td>37%</td>
</tr>
<tr>
<td>Maintaining existing infrastructure along rail corridor for possible future rail service</td>
<td>36%</td>
</tr>
<tr>
<td>Increasing road service patrols to assist drivers with car problems or in accidents to improve traffic flow</td>
<td>35%</td>
</tr>
<tr>
<td>Implementing the Santa Cruz County 30-year Transportation Improvement Plan</td>
<td>35%</td>
</tr>
</tbody>
</table>

Q6. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample
Conclusions

- Voters clearly feel Santa Cruz County needs additional funding to meet its transportation needs.
- Roughly two-thirds (68%) are willing to support a countywide ½ cent sales tax measure funding such projects.
- Voters want to see additional funds prioritized to reduce Highway 1 traffic congestion, repair and maintain streets, maintain transit services for seniors and disabled persons, and ensure children can safely get to and from school.
- While a measure may be viable, there is also very little margin for error given the two-thirds vote threshold and virtually all tentative supporters must remain supportive.
Updated 75 Word Ballot Question

Safety, Pothole Repair, Traffic Relief, Transit Improvement Measure. In order to: improve children’s safety around schools; repair potholes; repave streets; improve traffic flow on Highway 1; maintain senior/disabled transit; reduce global warming pollution by providing transportation options like sidewalks, buses, bike lanes, trails; preserve rail options; shall Santa Cruz County voters adopt an ordinance establishing a half-cent sales tax for 30 years, raising approximately $17 million annually, requiring citizen oversight, independent audits, and funds spent locally?