



TRANSFORMING TRANSPORTATION IN VENTURA COUNTY

Ventura County Transportation Follow-Up Survey

*Fairbank,
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Associates*

FM3

March 24-26 & 28-29, 2016

Key Findings

- Favorable opinions of VCTC have increased by 6% since September 2015.
- Perceptions of the need for more transportation funding remains high, with at least three-quarters saying there is a great or some need.
- On the initial ½-cent sales tax vote support is right at the two-thirds level and within the margin of error for passage.

Key Findings - Continued

- Needed improvements to the 101, aging populations' transportation needs, and accountability are the strongest reasons to vote yes.
- Concern over perceptions of government waste and mismanagement and the 30-year duration of the measure are the strongest reasons to vote no.
- After education and critical statements support remains somewhat consistent around the 2/3 threshold need to pass.

Methodology

- Conducted a telephone survey (landlines and cell phones) between March 24-26, 28-29, 2016
- Interviews with 600 Ventura County voters likely to vote in November 2016
- Survey was available in English and Spanish
- Overall margin of error: +/- 4.0%;
for half the sample, margin of error is +/- 5.7%
- Some percentages may not sum up to 100% due to rounding



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Mood of the Electorate

VCTC's favorability has increased, and the percentage unable to rate VCTC has gone down.

(Ranked by Total Favorable)

■ Strng. Fav. ■ Smwt. Fav. ■ Total Unfav. ■ *HO/CR/NHO/DK

Total Fav.

58%

53%

49%

43%

46%

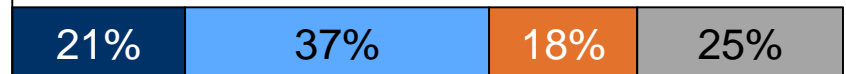
40%

0% 20% 40% 60% 80% 100%

Your local city council

March 2016
September 2015

21% 37% 18% 25%



19% 34% 22% 25%



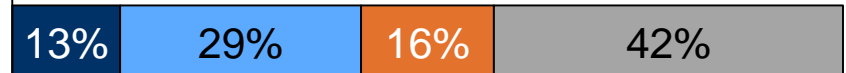
Ventura County Board of Supervisors

March 2016
September 2015

17% 32% 14% 37%



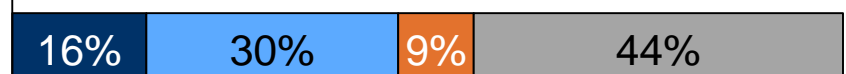
13% 29% 16% 42%



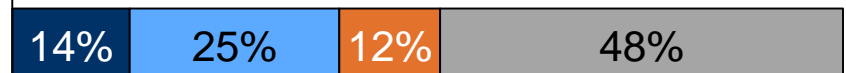
Ventura County Transportation Commission, also known as VCTC

March 2016
September 2015

16% 30% 9% 44%



14% 25% 12% 48%

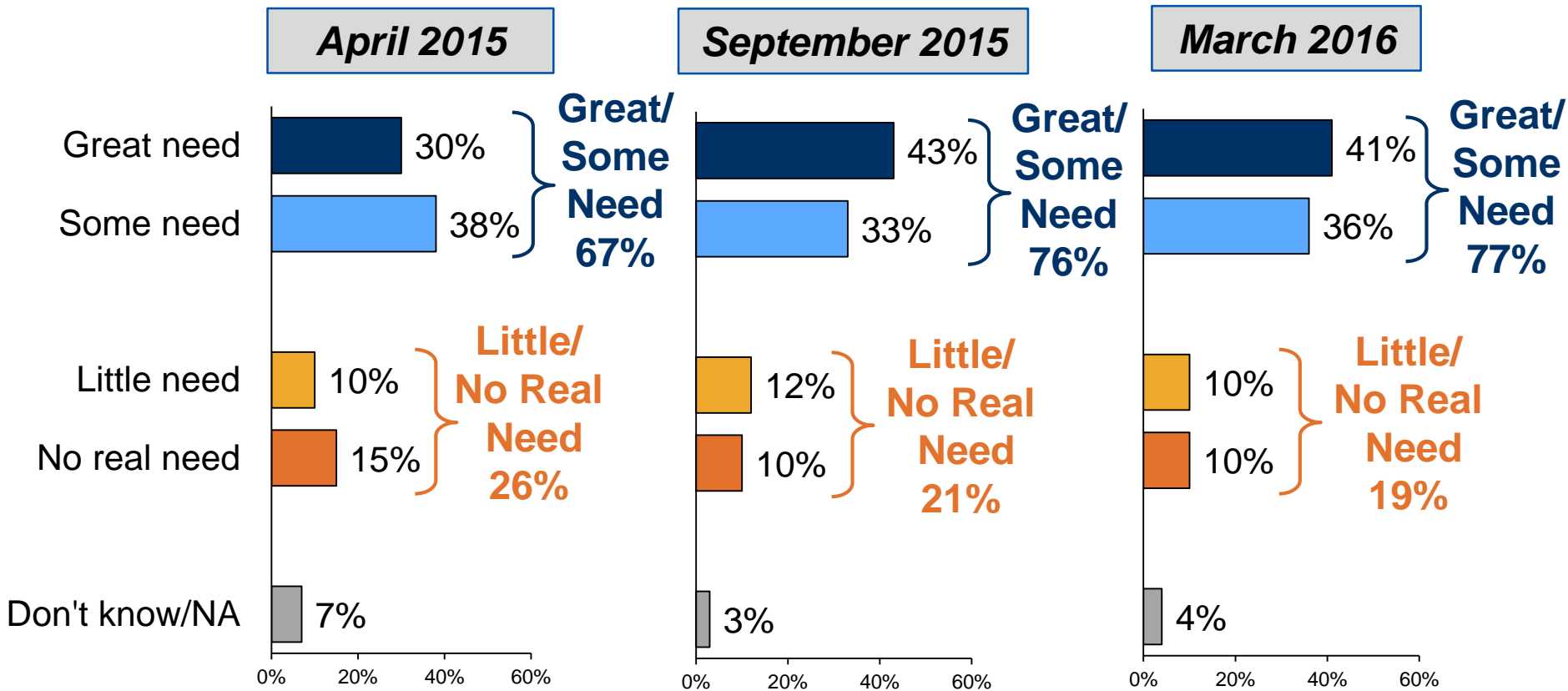




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Perceptions of Need for Funding Various Issues

The perceived need for additional funding to address transportation-related issues remains high.



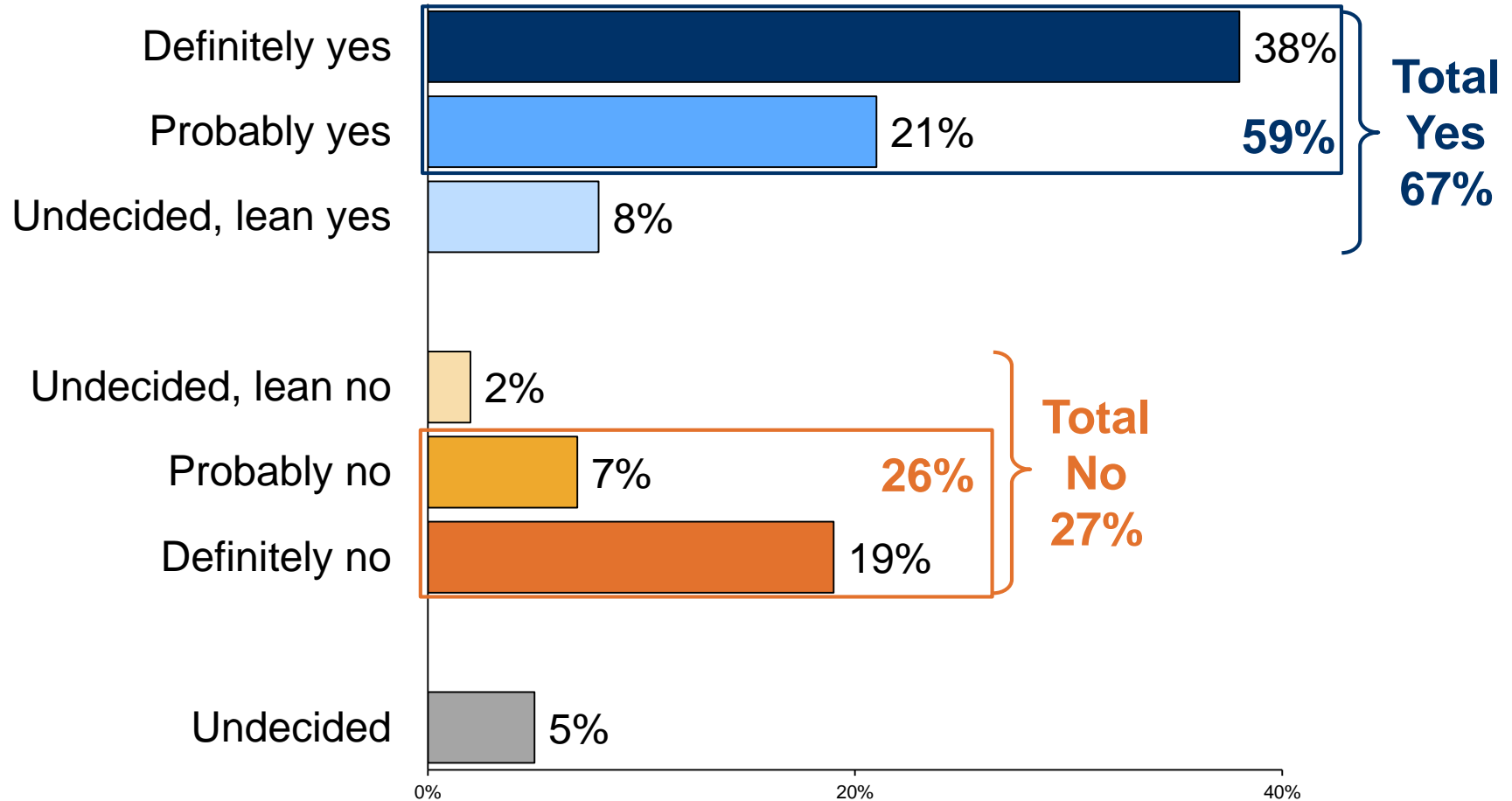
County Transportation Ballot Measure

Ballot Title and Summary

STREET, FREEWAY AND TRANSIT IMPROVEMENTS AND SAFETY MEASURE

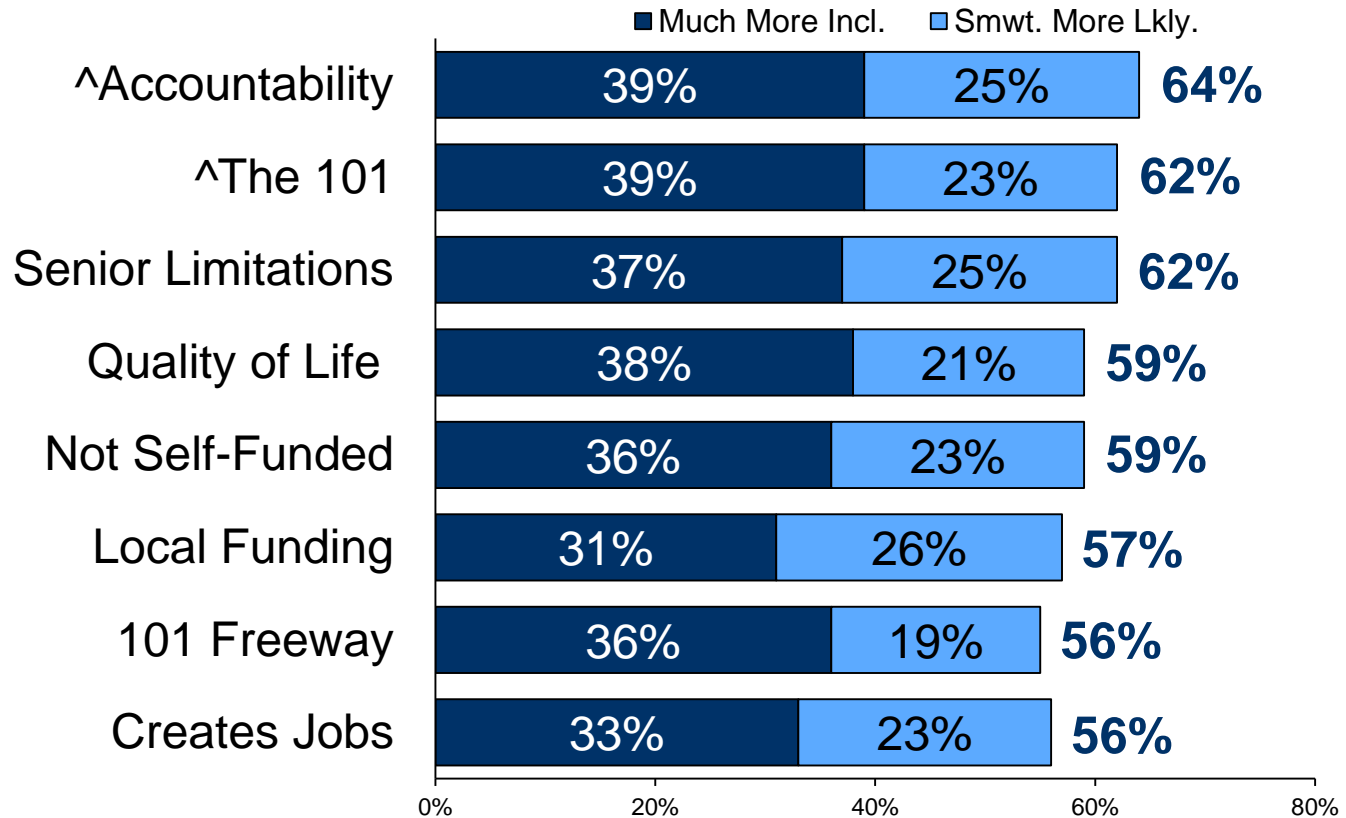
To maintain/improve city and county streets, freeways, transit and create jobs by repairing streets, earthquake retrofitting bridges; improving traffic flow and safety on the 101 and 118; keeping seniors, disabled, veteran and student fares low; preserving local waterways and beaches from polluted street runoff and agricultural lands from development and traffic impacts; shall Ventura County's sales tax increase by one-half cent for 30 years; generating approximately \$70 million annually, requiring audits, citizen's oversight and all funds staying local?

On the initial vote, two-thirds support the measure, with nearly 40% saying “definitely” yes.



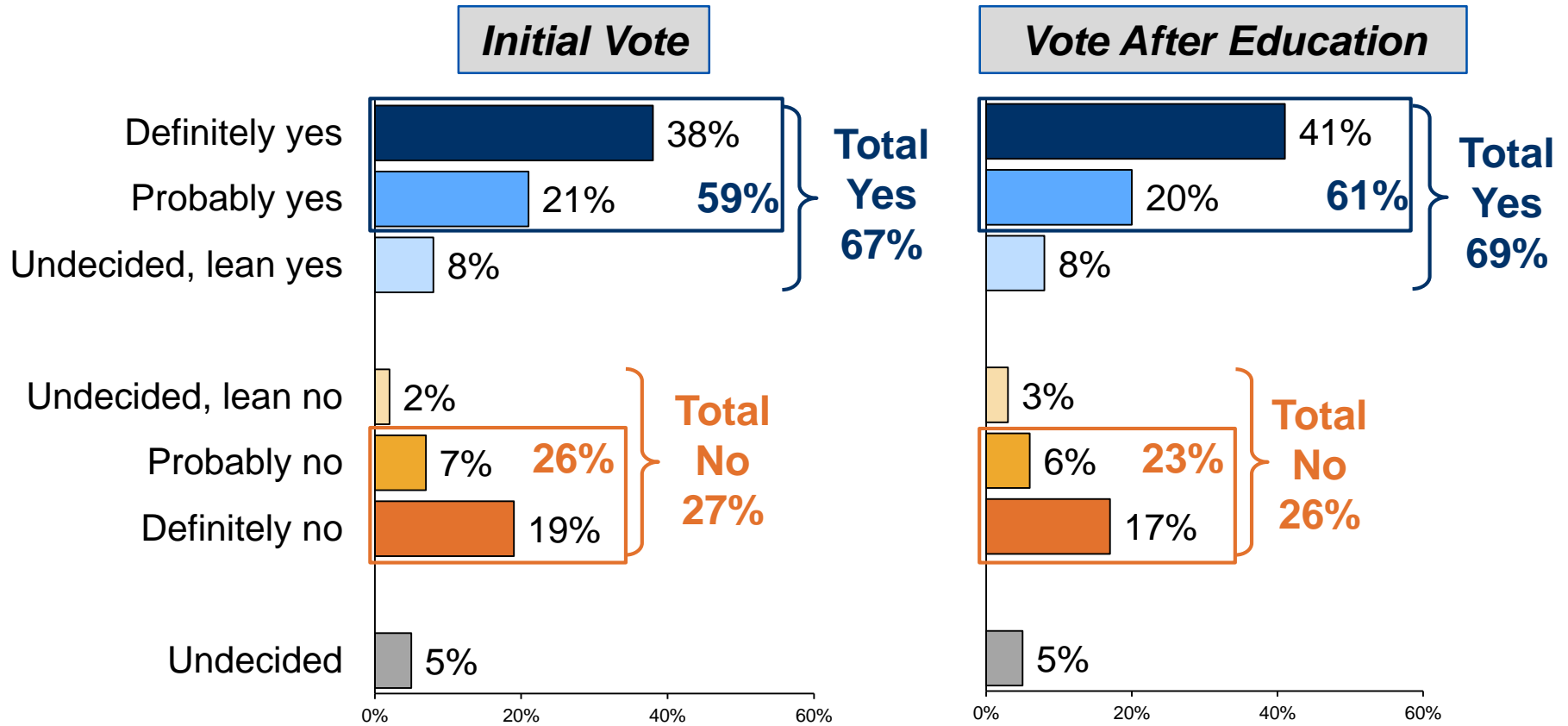
Top reasons that increase voters' inclination to favor the measure include improvements to the 101, the featured accountability provisions, and the need for additional transportation options to serve an aging population.

(Ranked by Total More Inclined to Vote Yes on the Measure)



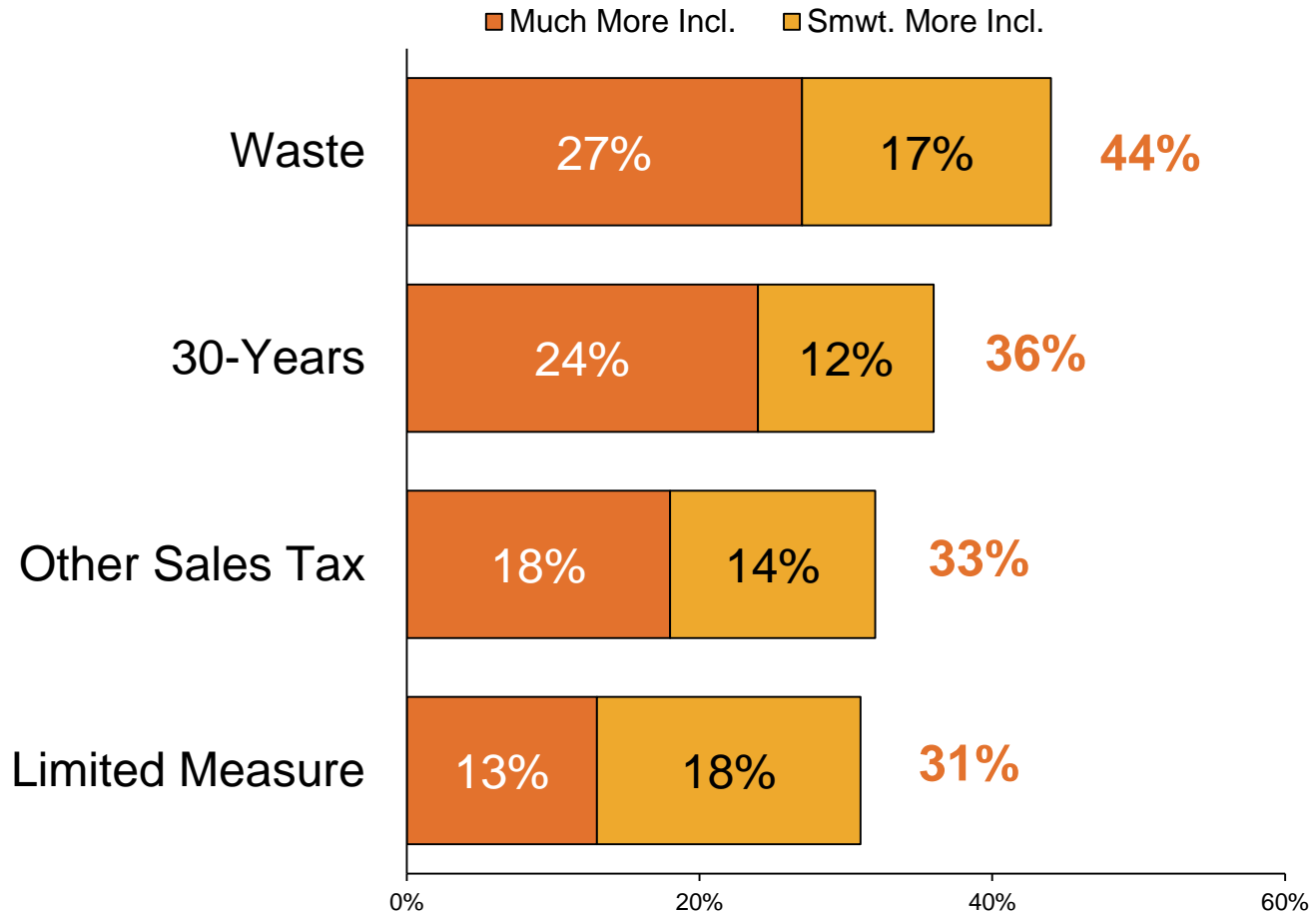
Q6. I am going to mention to you some statements made by supporters of the Ventura County Transportation Measure. Please tell me if it makes you more inclined to vote yes in favor of this ballot measure. ^Not Part of Split Sample

After educational statements are presented, support rises above the two-thirds threshold, and remains within the margin of error.



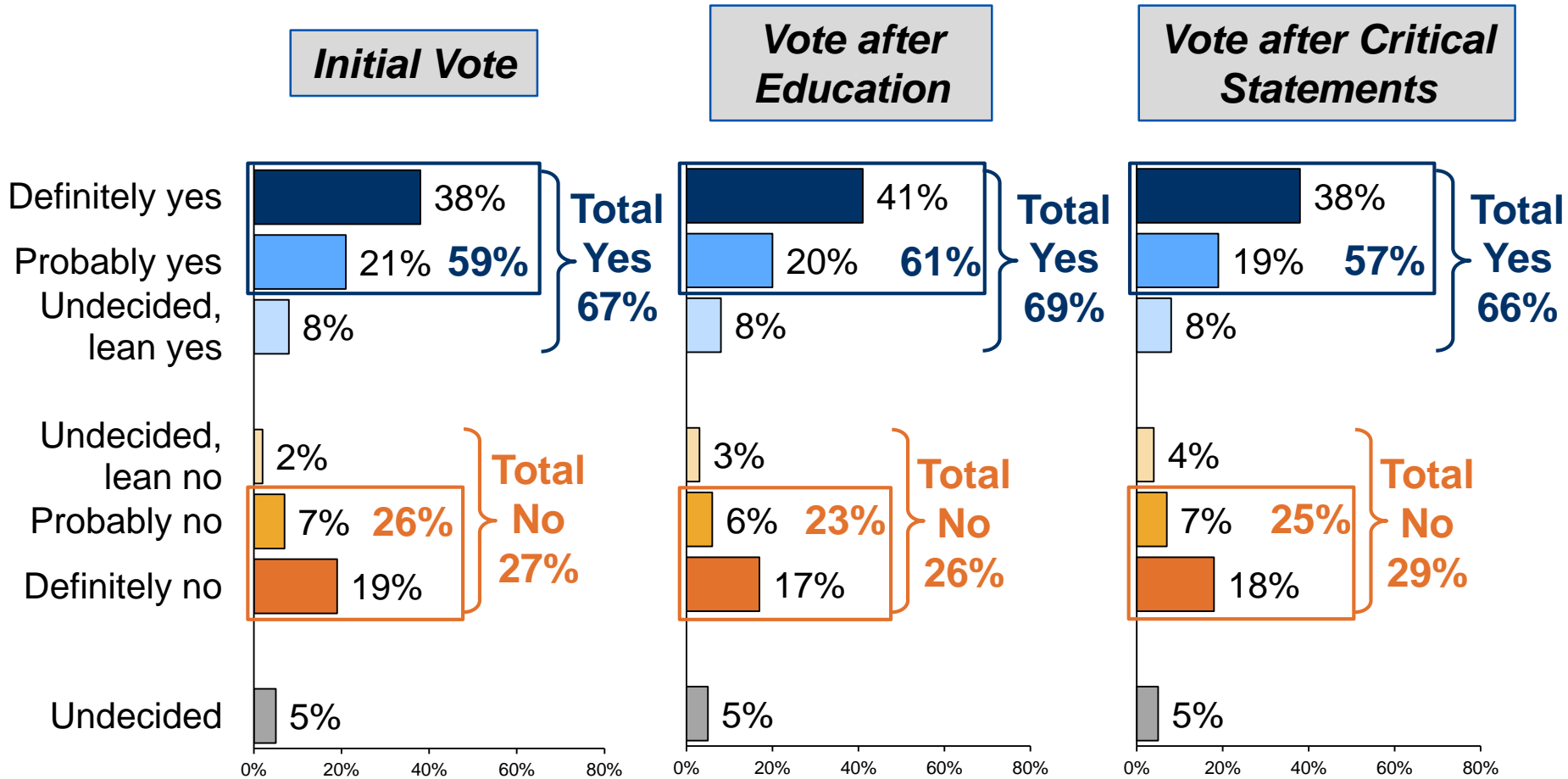
The perception of government waste and concern about the measure's length are the leading reasons which lead voters to vote no.

(Ranked by Total More Inclined to Vote No on the Measure)

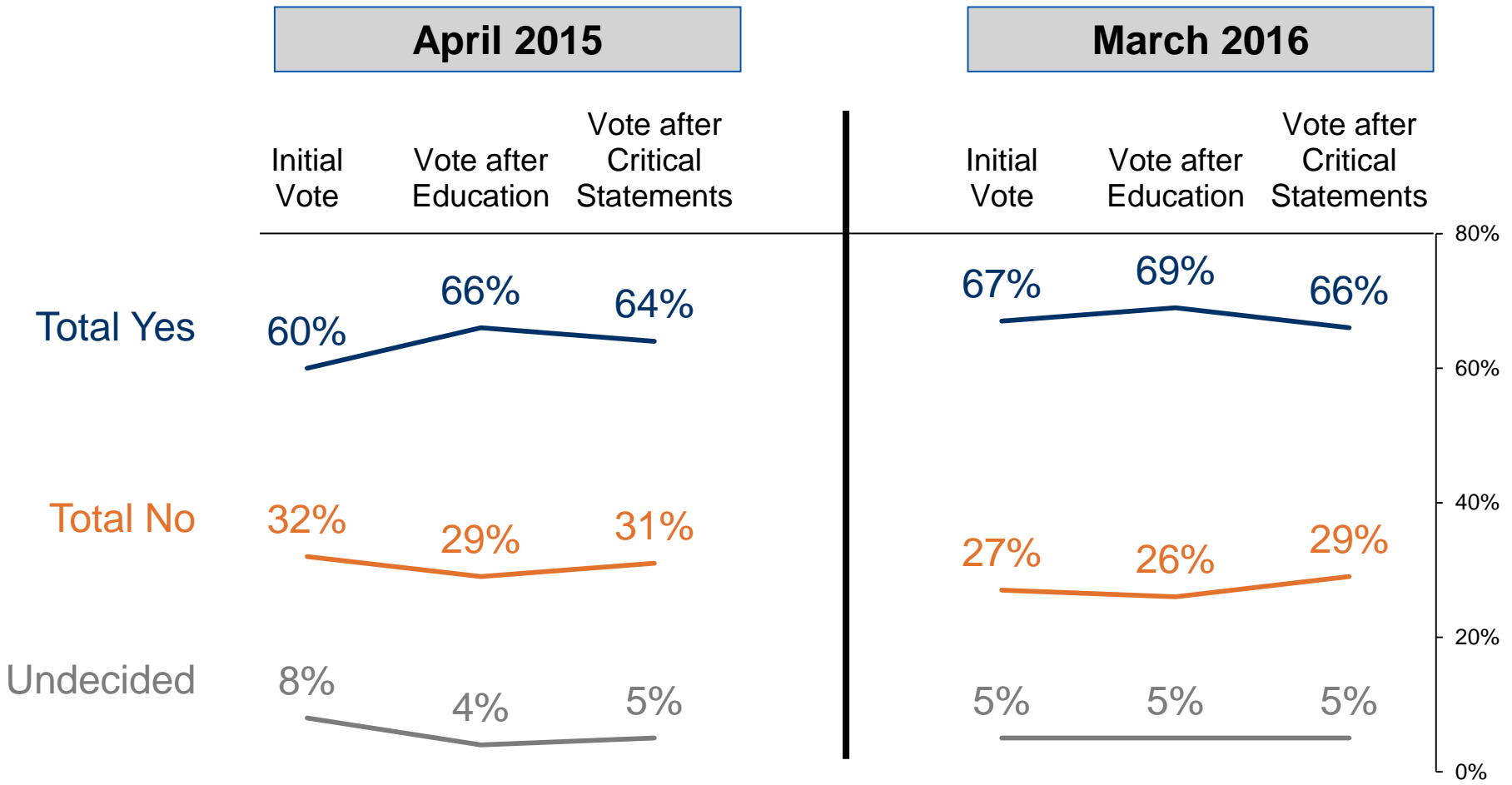


Q8. I am now going to read some statements made by people who oppose this proposed transportation sales tax ballot measure. Please tell me if it makes you more inclined to vote no to oppose such a measure. Split Sample

After critical statements are presented to respondents, support drops to just below two-thirds – remaining within the margin of error for passage.



A Vote Progression on the 1/2-Cent Transportation Sales Tax: 2015 and 2016





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