Metro

Metro

Board Report

PLANNING AND PROGRAMMING COMMITTEE
JUNE 15, 2016
EXECUTIVE MANAGEMENT COMMITTEE
JUNE 16, 2016

SUBJECT: POTENTIAL BALLOT MEASURE PUBLIC INPUT AND POLLING RESULTS
ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE the **Potential Ballot Measure Public Input and Polling Results.**

ISSUE

The Metro Communications Team implemented a multi-faceted public outreach and input process across Los Angeles County to educate the public about the Potential Ballot Measure and get feedback on the proposed plan.

The public input process occurred through four main sectors of the community: Elected Officials Engagement, Key Stakeholder Engagement, Public Engagement, and Media Engagement.

Metro staff attended 84 stakeholder and community presentations and meetings, conducted numerous briefings with elected officials, held nine public meetings and one virtual online meeting, co -hosted two meetings with stakeholder partners, and conducted 14 telephone town hall meetings.

As another means of soliciting feedback, Metro also conducted a public opinion poll about the potential ballot measure to gage voter sentiment on a local sales tax measure to ease traffic and improve transportation. Staff collaborated with the professional polling firm FM3, which conducted the telephone survey May 21-June 1 in English and Spanish to 2,125 likely voters.

DISCUSSION

The public input process provided an opportunity for the public to submit their input through various ways - online comments, US Mail, voice mail, flip charts at the public meetings, comment cards, and social media. Metro received a total of 1,567 comments.

In addition, Metro received 91 letters from elected officials, city councils, key stakeholders, community groups, and business organizations. The comments were evaluated and compiled into

---

major themes that emerged. The major general feedback falls into the following topics:

- Build fewer projects, get them done faster
- Support 50-year sales tax so more projects could be built
- Increase Local Return
- Transit Connectivity: Support for Transit-Oriented Communities (TOC), Complete Streets, First/Last Mile, Green Streets, Active Transportation Projects
- Provide more funding for rail and bus; less for highways
- Provide more funding for highways
- Continue sales tax to keep the system in good working condition
- Increase quality and reliability of bus and rail service

There was substantial feedback about individual projects with the most prevalent comments about the following specific projects:

- **Orange Line:** Grade-separate, convert to LRT, connect to Burbank Airport and Gold Line
- **Sepulveda Pass:** Accelerate and connect Van Nuys LRT
- **Crenshaw North Extension:** Accelerate
- **Green Line Extension to Torrance:** Accelerate
- **West Santa Ana Branch:** Accelerate
- **Gold Line Eastside Extension:** Accelerate
- **First/Last Mile and Active Transportation:** Provide more Funding
- **Metrolink:** Service expansion/improvements
- **I-5 Widening between I-605/I-710:** Accelerate
- **SR-710:** Non-tunnel alternatives
- **Crenshaw Line:** Build Park Mesa Tunnel/Vermont Corridor

There were four other major themes that emerged: Rail, Bus, Streets and Highways, and Local Return.

Rail

- Build more rail lines faster
- Grade-separate lines
- Improve bus/rail connections
- Provide more parking at stations
- Upgrade BRT to LRT (Orange Line)
- Improve safety, amenities and maintenance at stations
- Provide better wayfinding signage
- Provide more money for Metrolink

Bus

- Increase bus service, especially to housing, employment and education centers
- Increase service to CSUN
- Provide more BRT lines to serve major transit corridors and connect to rail lines
- Improve the quality and reliability of bus service, especially in communities of color

- Improve safety, amenities and maintenance at stops
- Improve wayfinding signage
- Expand DASH and Express bus service
- Utilize technology for improved bus/rail   integration

Streets and Highways
- More HOV or Toll Lanes
- Fix potholes and sidewalks
- Improve streets for safer pedestrian use by seniors, children and the disabled
- Spend less money on highways and more money on transit
- State of Good Repair should apply to streets and highways as well as transit

Local Funding
- Increase Local Return to 25% for street repairs, Complete Streets, First/Last Mile and Active Transportation
- Do not increase Local Return
- Smaller, disadvantaged cities need their fair share of funding for transit services, street repairs and bicycle and pedestrian improvements
- Local Return funding formulas should be based on population, employment and housing growth
- Require cities to use part of funding for road maintenance

Public Meeting Outcome
A total of 563 people participated in the public meetings. During the meetings, Metro asked the meeting audiences a series of five questions and utilized an electronic polling system to get immediate responses from the groups. When asked if they would vote for the sales tax measure if the election were held at that time, an average of 73 percent said they would vote for the tax.

Telephone Town Hall Outcome
As another method to educate the public and get feedback on the plan, Metro hosted 14 telephone town hall meetings focused on different areas of the county. Collectively, 47,947 participated in the live telephone forums with Board members and Metro staff. During the live electronic polling, 68 percent registered their support for the sales tax measure.

Public Opinion Survey
The poll asked participants if they felt things in Los Angeles County were headed in the right direction or are off on the wrong track. Voters are more optimistic than they were in both 2008 during the Measure R vote and in 2012 when Measure J went to the ballot. Of the respondents, 47 percent said they believe the county is headed in the right direction compared to 19 percent in 2008 and 32 percent in 2012.

After educating the public about the transportation plan, 72 percent would vote for the "no sunset" ballot measure. Two-thirds of the voters are more likely to vote for the measure if it titled, the Los Angeles County Traffic Improvement Plan.

When asked about the plan's most important features, the benefits that resonate most with the public include:

- Keep fares affordable for seniors, students and the disabled
- Create jobs
- Repair potholes
- Earthquake-retrofit bridges
- Improve freeway traffic flow
- Sub-regional improvements and the need to provide transportation options for an aging population are reasons people would be more inclined to vote for the measure

The June 2016 survey vote pattern is similar to the June 2008 survey vote pattern - the last Metro public poll conducted before the November 2008 Election victory.
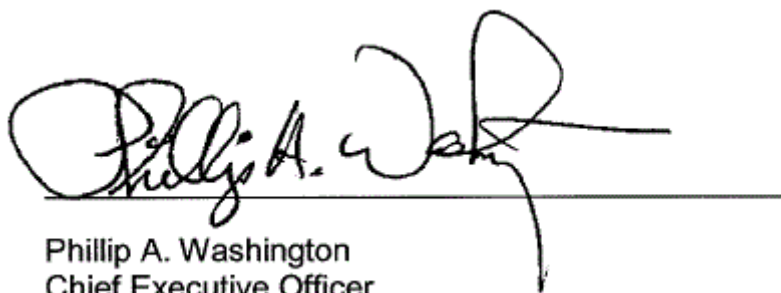
FINANCIAL IMPACT
No financial impact.

NEXT STEPS
All comments and feedback received through the public input process have been compiled into a binder and is available for viewing in the Board Secretary's Office. An electronic copy will also be available upon request.

Prepared by: Pauletta Tonilas, Chief Communications Officer, (213) 922-3777

Phillip A. Washington
Chief Executive Officer

Los Angeles County
Transportation Issues Survey 2016

Survey Conducted:
May 20-May 26 & May 31-June 1, 2016

220-4476

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Methodology and Key Findings

2016 Methodology

- Conducted a telephone survey (landlines and cell phones) between May 20-26, May 31-June 1, 2016

- Interviews with 2,125 Los Angeles County voters likely to vote in November 2016, including new registrants

- Survey was available in English and Spanish

- Margin of error for the full sample is ±2.5% and half the sample is ±3.5%

- Margin of error for each Metro Polling Area is ±5.7% and half for each Metro Polling Area is ±8.0%

- Some percentages may not sum to 100% due to rounding

2015 Methodology

- Some questions were tracked from the 2015 Metro Long Range Transportation Random Digit Dial Telephone Survey conducted between March 17-29, 2015

- Results from the 2015 survey include only 863 respondents who self-reported they are registered to vote in LA County and were definitely going to vote in the November 2016 General Election

- Survey was available in English and Spanish

- Margin of error for the reported sample is ±3.4% and half sample is ±4.8%

METRO Polling Areas

Polling Area	Largest Cities/Unincorporated Areas included in Polling Areas	Actual Sample Size	Actual % of Likely November 2016 Voters
Central	City of Los Angeles, Unincorporated Areas	306	8%
North County	Santa Clarita, Lancaster, Palmdale, Unincorporated Areas	300	8%
San Fernando Valley	City of Los Angeles, Glendale, Burbank, Calabasas, La Cañada Flintridge, Agoura Hills, San Fernando, Westlake Village, Unincorporated Areas	302	19%
San Gabriel Valley	Pasadena, Pomona, West Covina, Alhambra, Glendora, Diamond Bar, El Monte, Arcadia, Montebello, Monterey Park, Claremont, La Verne, Baldwin Park, Monrovia, Unincorporated Areas	304	18%
Southbay	City of Los Angeles, Torrance, Inglewood, Redondo Beach, Carson, Hawthorne, Rancho Palos Verdes, Manhattan Beach, Gardena, Unincorporated Areas	303	16%
Southeast	Long Beach, Lakewood, Downey, Norwalk, Whittier, Compton, Cerritos, Bellflower, South Gate, La Mirada, Huntington Park, Pico Rivera, Unincorporated Area	302	16%
Westside	City of Los Angeles, Santa Monica, Culver City, West Hollywood, Beverly Hills, Malibu, Unincorporated Areas	308	15%

Key Findings

- There are no statistically meaningful differences between a 50-year sunset measure and a no-sunset measure.

- Initial support, after hearing just the ballot title and summary, is within the margin of error for passage.

- After educational outreach messages, support increases above the two-thirds threshold.

- Two-thirds of voters are more likely to vote for the measure if its title is "Los Angeles County Traffic Improvement Plan".

Key Findings Continued

- Keeping senior, disabled and student fares affordable; creating jobs; repairing potholes; earthquake retrofitting bridges and improving freeway traffic flow are among the measure's most important features.

- Sub-regional benefits and the need to provide transportation options for an aging County population are among the top reasons to be more inclined to vote yes on the measure.

Key Findings Continued

- Support for Metro's Ballot Measure does not appear to be adversely affected by its placement among other LA County measures on the ballot, whether asked about first or third. However, since the initial level of support for the measure was within the margin of error for passage, it would be advisable to have the measure as high as possible on the ballot.

- Support for the Homeless Measure does not appear to be significantly hindered by the order in which it appears on the ballot.

- The Parks Measure is clearly more vulnerable as its placement moves farther down the ballot.
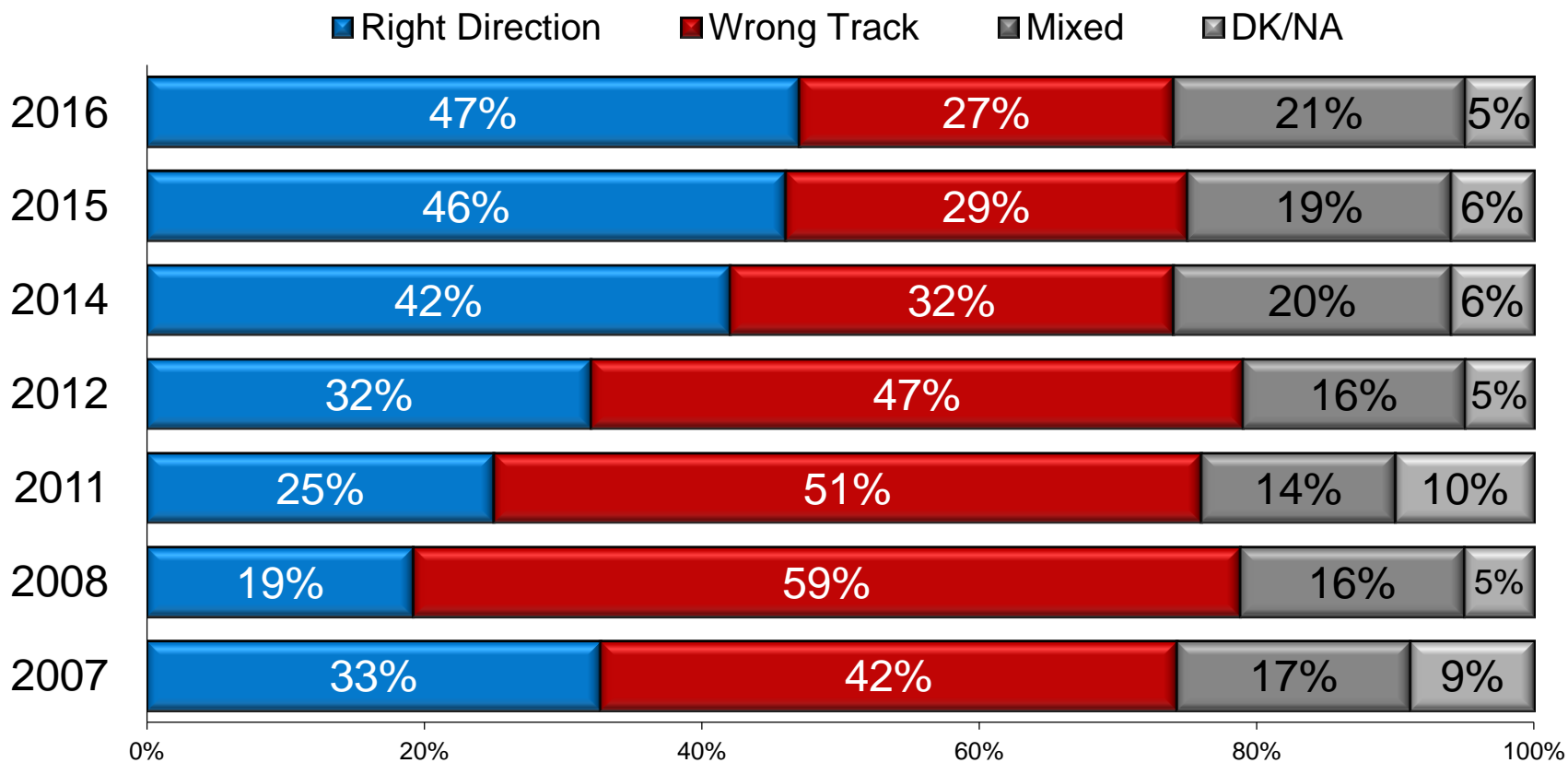
The Mood of Voters 2007 to 2016

In 2016, a plurality perceives Los Angeles County to be headed in the right direction; voters are more optimistic than they were prior to Measure R (2008) and Measure J (2012).

(Los Angeles County)

■ Right Direction ■ Wrong Track ■ Mixed □ DK/NA

Year	Right Direction	Wrong Track	Mixed	DK/NA
2016	47%	27%	21%	5%
2015	46%	29%	19%	6%
2014	42%	32%	20%	6%
2012	32%	47%	16%	5%
2011	25%	51%	14%	10%
2008	19%	59%	16%	5%
2007	33%	42%	17%	9%

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

Q2. Thinking about Los Angeles County in general, would you say things are going in the right direction or would you say they are off on the wrong track?

The Transportation Sales Tax Measures

Ballot Title and Summary for 50-Year Sunset Sales Tax Measure and No Sunset Sales Tax Measure

Improve Transportation. Relieve Traffic

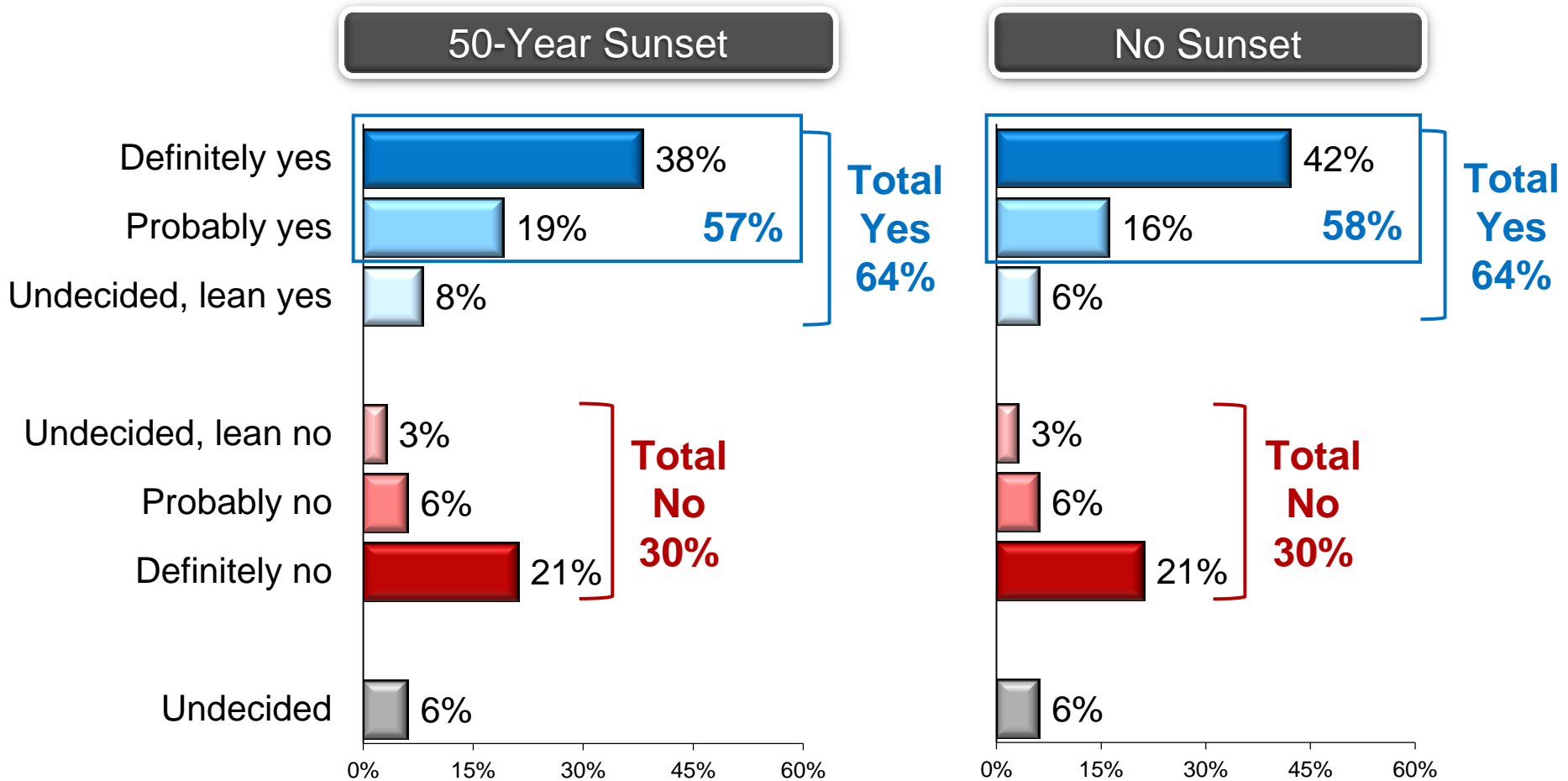| 50-Year Sunset Sales Tax	No Sunset Sales Tax
To improve freeway traffic flow and safety; repave streets; synchronize signals; earthquake retrofit bridges; expand rail and bus systems; improve job, school and airport connections; reduce polluted road runoff; keep senior, disabled and student fares affordable; create jobs; shall voters authorize a one-half cent sales tax and extend the current traffic relief tax for a 50-year Los Angeles County Traffic Improvement Plan, and continue a portion to keep the system in good working condition, with independent audits and oversight?	To improve freeway traffic flow and safety; repair potholes; repave local streets; synchronize signals; earthquake retrofit bridges and overpasses; expand rail, subway and bus systems; improve job, school and connections; reduce polluted road runoff flowing into waterways and onto beaches; keep senior, disabled and student fares affordable; and create jobs, shall voters authorize a Los Angeles County Traffic Improvement Plan through a one-half cent sales tax and continue the existing one-half cent traffic relief tax with independent audits and oversight?

Q3 & Q4. If the election were held today on this measure, do you think you would you vote yes in favor or no to oppose it?
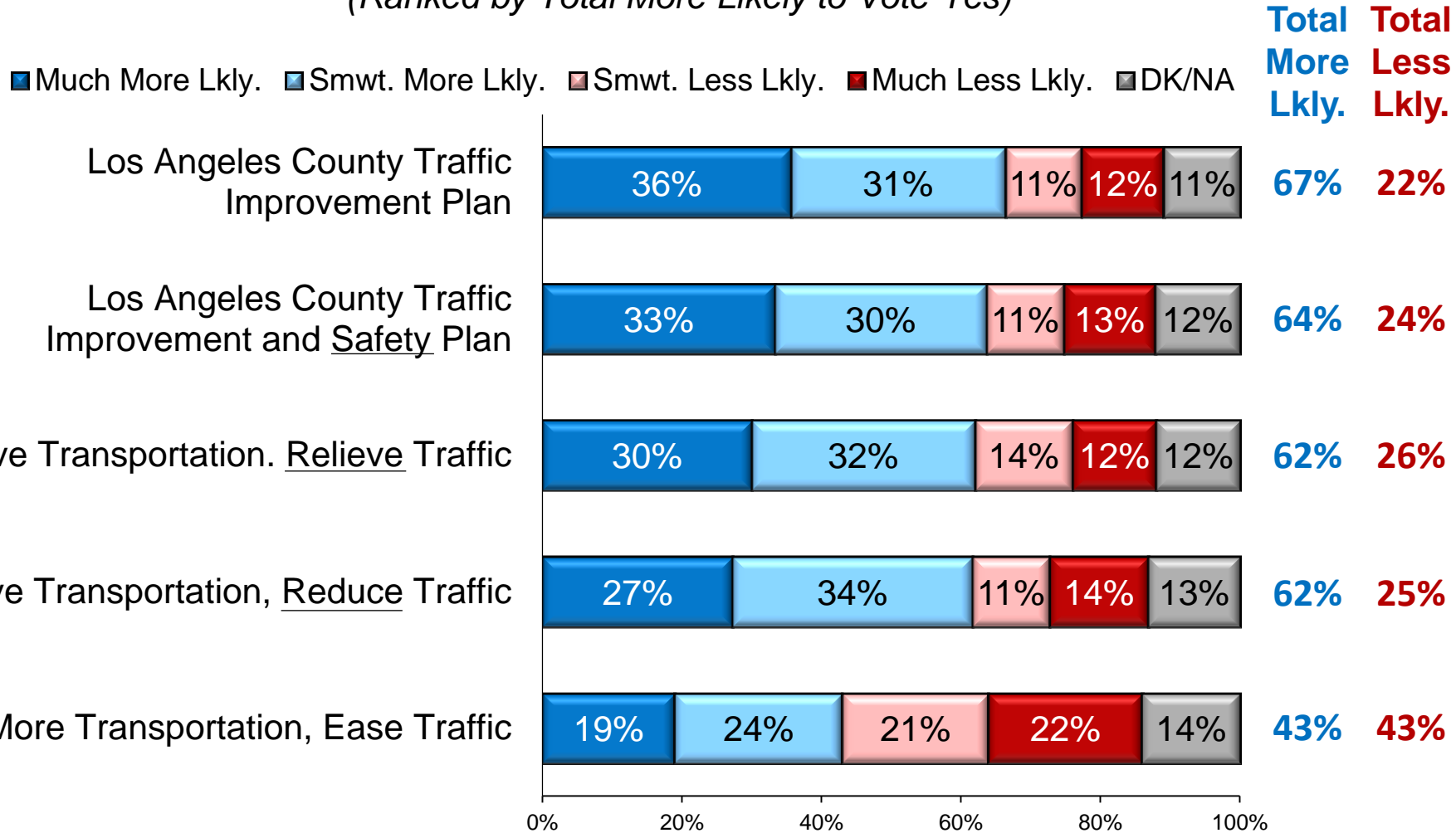
12

There is no statistically significant difference between a 50-year sunset and no sunset — both scenarios receive 64% overall support on the initial vote.

50-Year Sunset

Definitely yes	38%
Probably yes	19% **57%**
Undecided, lean yes	8%

Total Yes 64%

Undecided, lean no	3%
Probably no	6%
Definitely no	21%

Total No 30%

Undecided	6%

0% 15% 30% 45% 60%

No Sunset

Definitely yes	42%
Probably yes	16% **58%**
Undecided, lean yes	6%

Total Yes 64%

Undecided, lean no	3%
Probably no	6%
Definitely no	21%

Total No 30%

Undecided	6%

0% 15% 30% 45% 60%

Q3 & Q4. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

13

Similar to focus group findings, the title "Los Angeles County Traffic Improvement Plan" causes the highest percentage of voters to indicate a greater likelihood to support the measure.
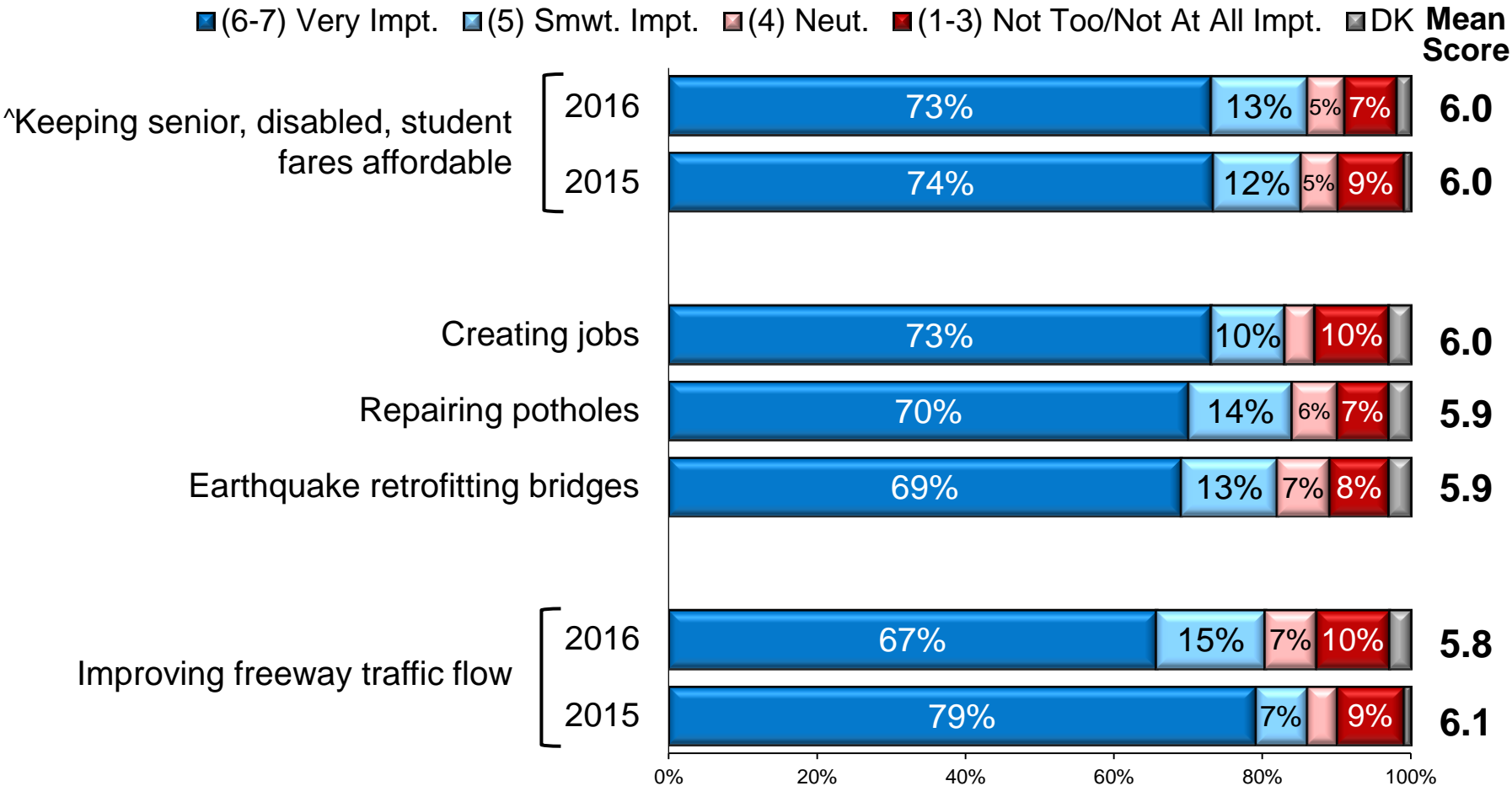
(Ranked by Total More Likely to Vote Yes)

Legend: ■ Much More Lkly. ■ Smwt. More Lkly. ■ Smwt. Less Lkly. ■ Much Less Lkly. ■ DK/NA

Title	Much More Lkly.	Smwt. More Lkly.	Smwt. Less Lkly.	Much Less Lkly.	DK/NA	Total More Lkly.	Total Less Lkly.
Los Angeles County Traffic Improvement Plan	36%	31%	11%	12%	11%	67%	22%
Los Angeles County Traffic Improvement and <u>Safety</u> Plan	33%	30%	11%	13%	12%	64%	24%
Improve Transportation. <u>Relieve</u> Traffic	30%	32%	14%	12%	12%	62%	26%
Improve Transportation, <u>Reduce</u> Traffic	27%	34%	11%	14%	13%	62%	25%
^More Transportation, Ease Traffic	19%	24%	21%	22%	14%	43%	43%

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

Q7. I'm going to mention a list of possible titles for the measure I just asked you about. Please tell me whether the title would make you more or less likely to vote for it. ^Not Part of Split Sample

Keeping senior, disabled, and student fares affordable; creating jobs, repairing potholes, and earthquake-retrofitting bridges are among the most important features of the Measure.
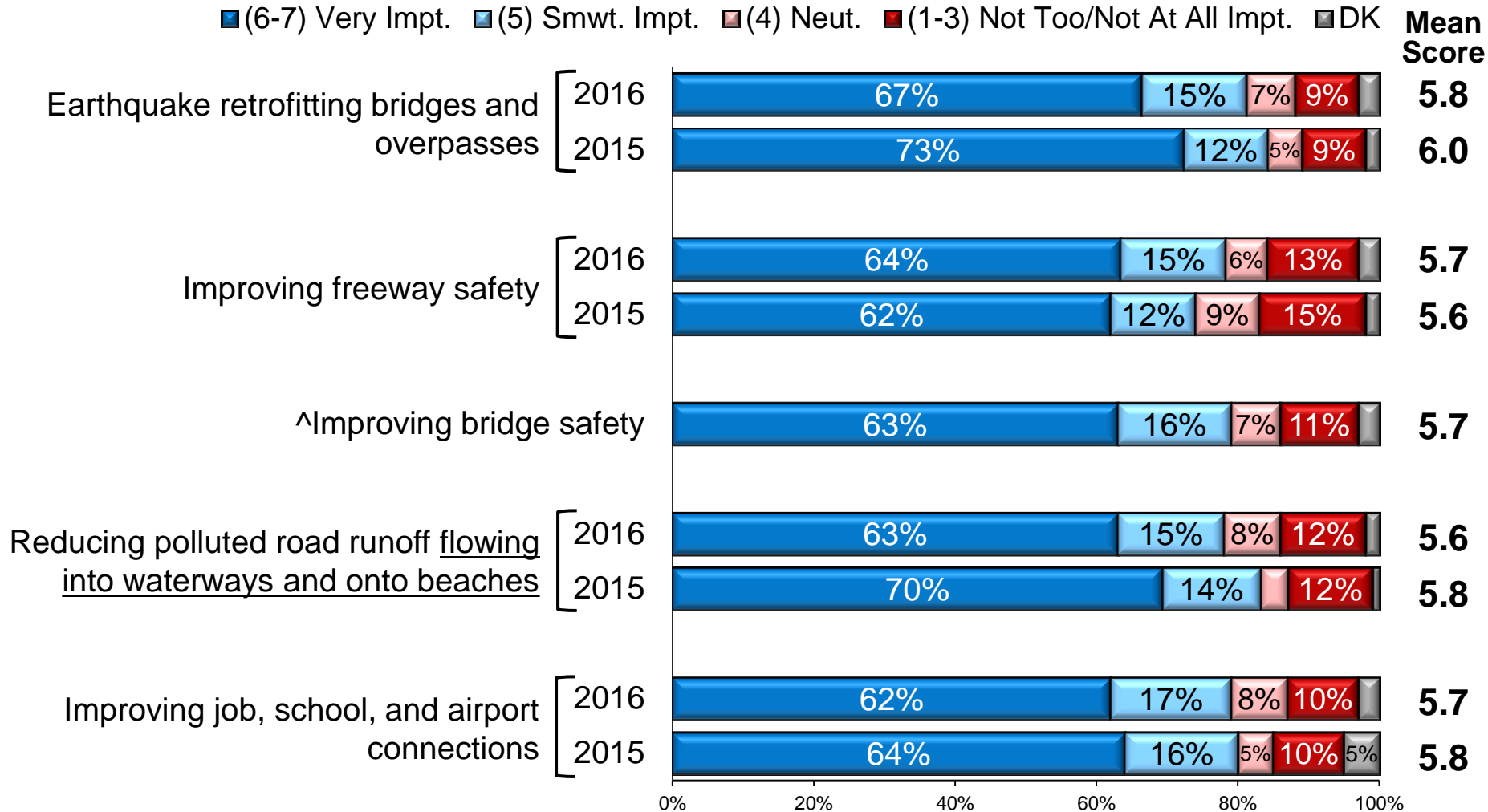
(Ranked by Very Important "6" and "7")

Legend: ■ (6-7) Very Impt. ■ (5) Smwt. Impt. ■ (4) Neut. ■ (1-3) Not Too/Not At All Impt. ■ DK

Mean Score

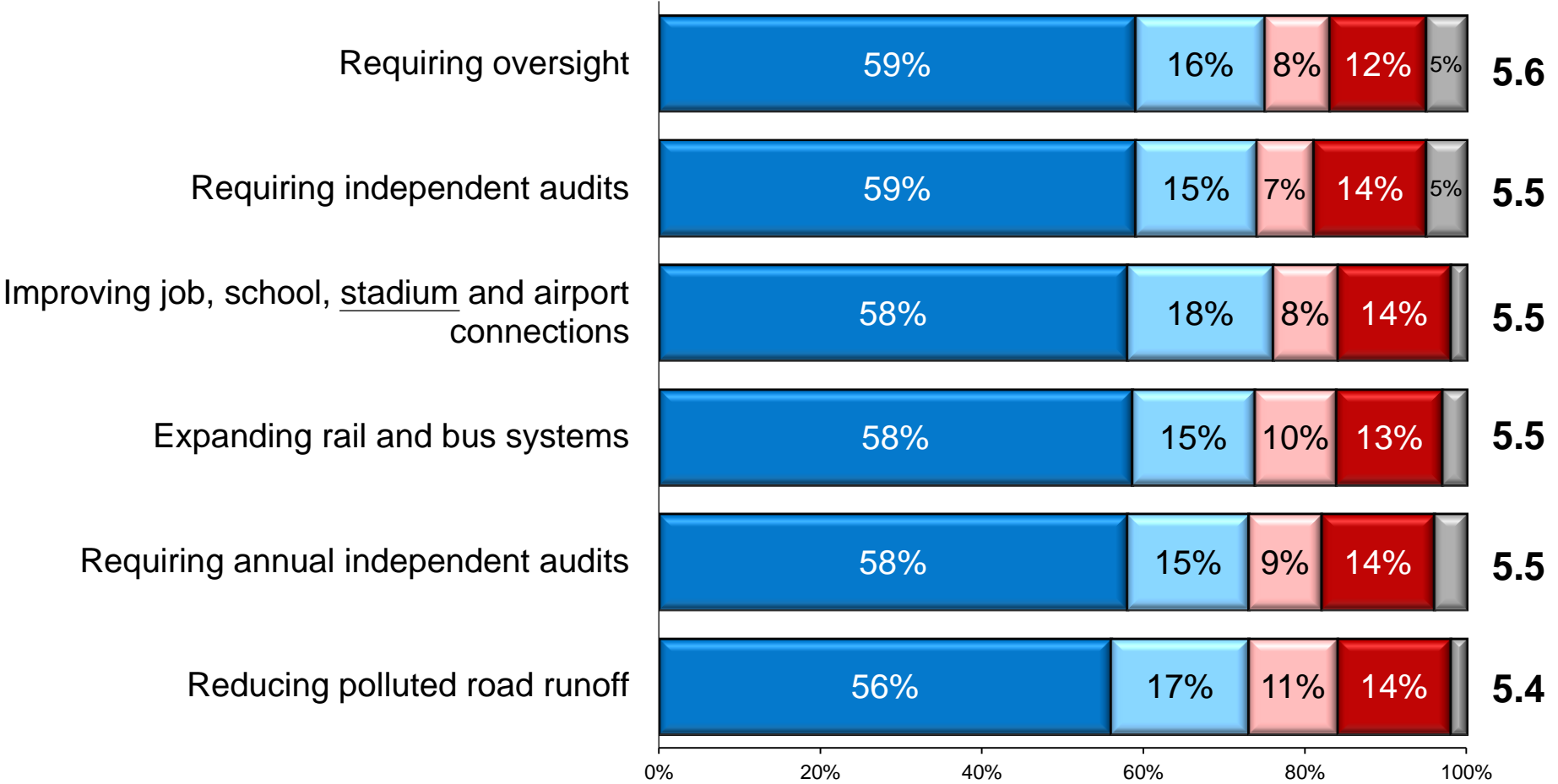| Feature	Year	(6-7) Very Impt.	(5) Smwt. Impt.	(4) Neut.	(1-3) Not Too/Not At All Impt.	Mean Score
^Keeping senior, disabled, student fares affordable	2016	73%	13%	5%	7%	6.0
	2015	74%	12%	5%	9%	6.0
Creating jobs		73%	10%		10%	6.0
Repairing potholes		70%	14%	6%	7%	5.9
Earthquake retrofitting bridges		69%	13%	7%	8%	5.9
Improving freeway traffic flow	2016	67%	15%	7%	10%	5.8
	2015	79%	7%		9%	6.1

Q8. I am now going to mention some features and provisions of the proposed measure entitled Improve Transportation. Relieve Traffic that I asked you about earlier. Regardless of your opinion of the measure, 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 one to seven, where one means NOT AT ALL IMPORTANT to you that the feature or provision is included in the measure and seven means it would be VERY IMPORTANT. ^Not Part of Split Sample; Note in 2015 "Keeping senior, disabled, student fares affordable" was shown as "Keeping seniors, disabled and student fares low."

Continued

(Ranked by Very Important "6" and "7")

■ (6-7) Very Impt.　■ (5) Smwt. Impt.　■ (4) Neut.　■ (1-3) Not Too/Not At All Impt.　■ DK　**Mean Score**

Feature	Year	(6-7) Very Impt.	(5) Smwt. Impt.	(4) Neut.	(1-3) Not Too/Not At All Impt.	Mean Score
Earthquake retrofitting bridges and overpasses	2016	67%	15%	7%	9%	5.8
	2015	73%	12%	5%	9%	6.0
Improving freeway safety	2016	64%	15%	6%	13%	5.7
	2015	62%	12%	9%	15%	5.6
^Improving bridge safety		63%	16%	7%	11%	5.7
Reducing polluted road runoff <u>flowing into waterways and onto beaches</u>	2016	63%	15%	8%	12%	5.6
	2015	70%	14%		12%	5.8
Improving job, school, and airport connections	2016	62%	17%	8%	10%	5.7
	2015	64%	16%	5%	10%	5.8

0%　20%　40%　60%　80%　100%

Q8. I am now going to mention some features and provisions of the proposed measure entitled Improve Transportation. Relieve Traffic that I asked you about earlier. Regardless of your opinion of the measure, 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 one to seven, where one means NOT AT ALL IMPORTANT to you that the feature or provision is included in the measure and seven means it would be VERY IMPORTANT. ^Not Part of Split Sample; Note in 2015 "Earthquake retrofitting bridges and overpasses" was shown as "Earthquake retrofitting bridges, tunnels and overpasses" and "Reducing polluted road runoff flowing into waterways and onto beaches" was shown as "Preventing polluted toxic roadway runoff from entering storm drains and flowing into creeks, rivers and coastal waters and onto County beaches."

Continued

(Ranked by Very Important "6" and "7")

Legend: ■ (6-7) Very Impt. ■ (5) Smwt. Impt. ■ (4) Neut. ■ (1-3) Not Too/Not At All Impt. ■ DK

Mean Score

| Feature	(6-7) Very Impt.	(5) Smwt. Impt.	(4) Neut.	(1-3) Not	DK	Mean Score
Requiring oversight	59%	16%	8%	12%	5%	5.6
Requiring independent audits	59%	15%	7%	14%	5%	5.5
Improving job, school, stadium and airport connections	58%	18%	8%	14%		5.5
Expanding rail and bus systems	58%	15%	10%	13%		5.5
Requiring annual independent audits	58%	15%	9%	14%		5.5
Reducing polluted road runoff	56%	17%	11%	14%		5.4

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

Q8. I am now going to mention some features and provisions of the proposed measure entitled Improve Transportation. Relieve Traffic that I asked you about earlier. Regardless of your opinion of the measure, 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 one to seven, where one means NOT AT ALL IMPORTANT to you that the feature or provision is included in the measure and seven means it would be VERY IMPORTANT. ^Not Part of Split Sample

Importance Ratings of Potential Transportation Measure Features and Accountability Provisions by Metro Polling Area

(Ranked by All Residents "6"/"7", where "1" = Not at All Important and "7"= Very Important)

Features	All Residents	Central	North County	SFV	SGV	South Bay	Southeast	Westside
^Keeping senior, disabled, student fares affordable	**73%**	79%	68%	71%	70%	71%	78%	72%
Creating jobs	**73%**	78%	70%	71%	71%	75%	83%	68%
Repairing potholes	**70%**	76%	61%	72%	65%	70%	66%	76%
Earthquake retrofitting bridges	**69%**	66%	72%	70%	67%	65%	71%	73%
Improving freeway traffic flow	**67%**	73%	59%	68%	58%	72%	71%	67%
Earthquake retrofitting bridges and overpasses	**67%**	81%	62%	63%	68%	60%	70%	67%
Improving freeway safety	**64%**	66%	61%	65%	64%	62%	64%	63%
^Improving bridge safety	**63%**	69%	66%	60%	61%	58%	66%	67%
Reducing polluted road runoff flowing into waterways and onto beaches	**63%**	74%	55%	66%	63%	52%	67%	63%
Improving job, school, and airport connections	**62%**	74%	56%	61%	62%	60%	56%	69%
Repaving streets	**60%**	68%	50%	57%	56%	67%	67%	57%
Requiring oversight	**59%**	63%	58%	57%	64%	63%	58%	52%
Requiring independent audits	**59%**	62%	58%	54%	61%	62%	64%	52%
Improving job, school, stadium and airport connections	**58%**	61%	55%	55%	53%	70%	66%	49%

Q8. I am now going to mention some features and provisions of the proposed measure entitled Improve Transportation. Relieve Traffic that I asked you about earlier. Regardless of your opinion of the measure, 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 one to seven, where one means NOT AT ALL IMPORTANT to you that the feature or provision is included in the measure and seven means it would be VERY IMPORTANT. ^Not Part of Split Sample

Specific, sub-regional benefits in various Polling Areas and adequately addressing an aging population's transportation needs are the most important reasons to support the measure.

(Ranked by Total More Inclined to Vote Yes)

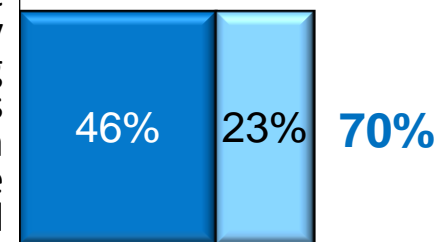■ Much More Incl.   ■ Smwt. More Incl.

Asked Only Voters In Polling Area – Central Los Angeles County (n=306) **(CENTRAL)** This measure provides traffic relief for all areas of the County. In central Los Angeles specifically, it helps improve traffic flow and safety by repairing potholes, upgrading crosswalks and sidewalks. It also funds projects that improve connections to jobs, schools and LAX by linking the Metro Crenshaw Light Rail Line west to LAX, and extending the Crenshaw project north to the Metro Purple Line on Wilshire and through West Hollywood to the Metro Red Line in Hollywood. In addition, it provides an approximately 12 mile transit connection on Vermont Avenue from 120th Street, just south of the Metro Green Line, to Hollywood Boulevard.

57% 21% **77%**
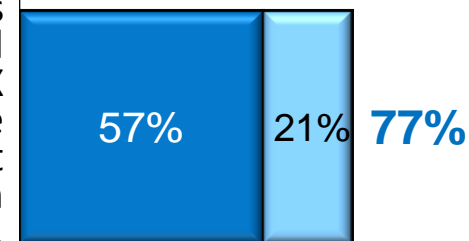
(SENIOR LIMITATIONS) In the next 15 years, the number of people 65 and over in Los Angeles County is expected to increase by 70% to over 2 million seniors. We need to invest in van services and public transit that seniors, including veterans and people with disabilities, can take to help them maintain their independence and reduce the burden on their caregivers.

45% 26% **71%**
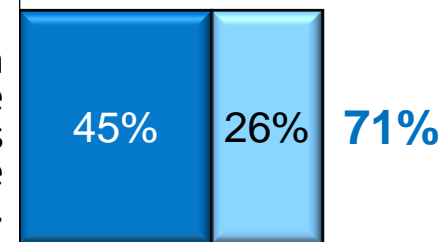
Asked Only Voters In Polling Area – San Fernando Valley (n=302) **(SAN FERNANDO VALLEY)** This measure provides traffic relief for all areas of the County. In the San Fernando Valley specifically, it helps improve traffic flow and safety by repaving streets, repairing potholes, synchronizing signals and earthquake retrofitting bridges. It also funds transit projects that connect the San Fernando Valley to LAX under the Sepulveda Pass, as well as convert the Metro Orange Line Busway to a light rail line connecting Woodland Hills, North Hollywood, the Burbank Airport, Pasadena and the Greater San Gabriel Valley.

46% 23% **70%**

0%   20%   40%   60%   80%

Q9. I am going to mention to you some statements made by supporters of the **Improve Transportation. Relieve Traffic** measure. Please tell me if it makes you more inclined to vote for this ballot measure. Split Sample

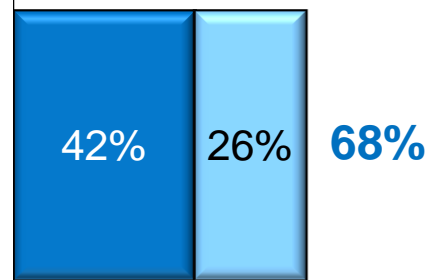# Continued

(Ranked by Total More Inclined to Vote Yes)

Asked Only Voters In Polling Area – The South Bay (n=303) **(SOUTH BAY)** This measure provides traffic relief for all areas of the County. In the South Bay specifically, it helps improve traffic flow and safety by repairing potholes, removing key bottlenecks on Pacific Coast Highway, Hawthorne and Crenshaw Boulevards and Western Avenue, and earthquake retrofitting bridges. It also funds improvements to the 405 freeways between Florence Ave and the 110 freeways and extends the Metro Green Light Rail Line south towards San Pedro from Redondo Beach and to the Torrance Transit Center. Finally, it prevents polluted roadway runoff from entering storm drains and flowing out into Los Angeles County waterways and beaches.

41%	30%	**70%**
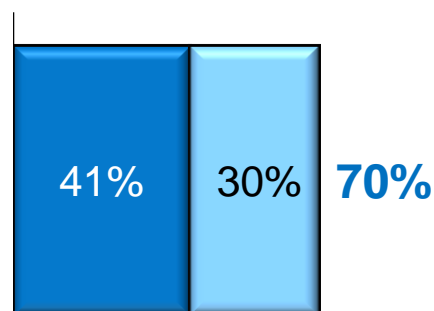
Asked Only Voters In Polling Area - West Los Angeles County (n=308) **(WESTSIDE)** This measure provides traffic relief for all areas of the County. On the Westside of Los Angeles specifically, it helps improve traffic flow and safety on local streets by repairing potholes, synchronizing signals and earthquake safety upgrades to bridges and roads. It also funds such transit projects that connect LAX to the San Fernando Valley under the Sepulveda Pass, and extends the Metro Crenshaw LAX Light Rail Line, which is currently under construction, to the Metro Purple Line on Wilshire and through West Hollywood to the Metro Red Line in Hollywood.

42%	26%	**68%**
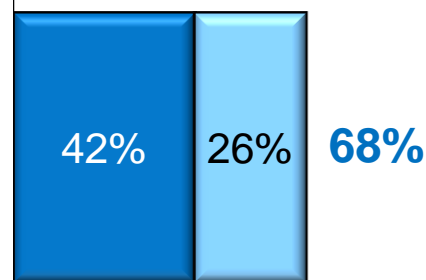
(EXTEND TRANSIT) This measure will extend more light-rail to 20 rail lines, over 70 stations and cover 200 miles, as well as add more bus routes to build out the County transportation system so residents can go more conveniently and more affordably to more places.

42%	26%	**68%**

0%   20%   40%   60%   80%

Q9. I am going to mention to you some statements made by supporters of the **Improve Transportation. Relieve Traffic** measure. Please tell me if it makes you more inclined to vote for this ballot measure. Split Sample

Continued

(Ranked by Total More Inclined to Vote Yes)

**■** Much More Incl. **■** Smwt. More Incl.

(JOBS/HELP BUSINESSES) Local economists estimate that the freeway, local street and public transit projects alone will create tens of thousands of well-paying jobs throughout the County. Those workers will then spend money locally, which will generate hundreds of millions of dollars in revenues for Los Angeles County's small, medium and large businesses and an additional need for workers.

41% 27% **68%**
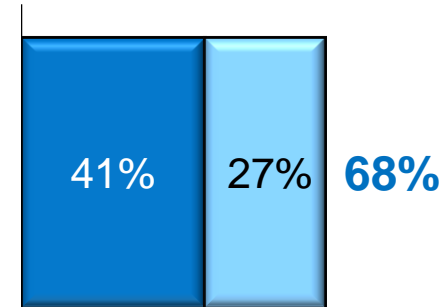
(REBUILDING OUR FREEWAY SYSTEM) Most of Los Angeles County's highway and road system is over 60 years old and the number of cars today far exceeds what the system was built to handle. This measure will help upgrade and modernize our aging freeways, highways, tunnels, overpasses and bridges to match a 21st Century economy and prepare for the hundreds of thousands of additional cars expected on our roads over the next several decades.

41% 27% **68%**
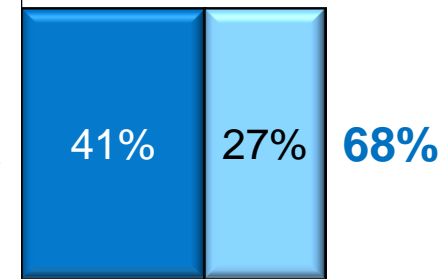
(BUILDING 21st CENTURY SYSTEM) Los Angeles County's transportation system is over 60 years old and does not address the needs of its residents. This measure will finally bring our transportation system into the 21st Century by building a modern transportation network which expands light rail, Rapid Bus, Metrolink, freeways and highways to every corner of the County.
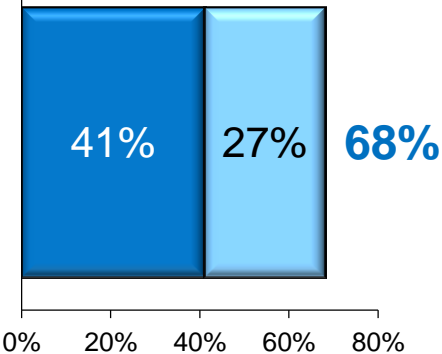
41% 27% **68%**

0%   20%   40%   60%   80%

Q9. I am going to mention to you some statements made by <u>supporters</u> of the **Improve Transportation. Relieve Traffic** measure. Please tell me if it makes you more inclined to vote <u>for</u> this ballot measure. Split Sample

Continued

(Ranked by Total More Inclined to Vote Yes)

Asked Only Voters In Polling Area – Southeast Los Angeles County (N=302) **(SOUTHEAST)** This measure provides traffic relief for all areas of the County. In the southeast part of the county specifically, it helps improve traffic flow and safety by repairing potholes, earthquake retrofitting bridges, improving safety at rail crossings, as well as adding crosswalks and sidewalks. It also improves connections to jobs, schools and local airports by funding projects to reduce, widen and upgrade the I5 freeway between the 605 and the 710 bottlenecks, as well as along the 710 freeway between downtown LA and the Ports of Los Angeles and Long Beach and a new light rail connection from the City of Artesia and Union Station in Downtown Los Angeles.

41% 26% 68%
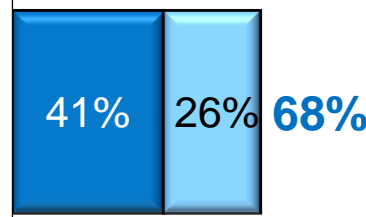
(LEVERAGE/ACCELERATE) Passing this transportation sales tax measure ensures that Los Angeles County has a guaranteed source of funding to be eligible for hundreds of millions of dollars in existing state and federal transportation matching funds, which would otherwise go to other counties. This additional funding will speed up the completion of light rail, subway, Metrolink, freeway, highway and local street improvements across the County.

40% 28% 68%
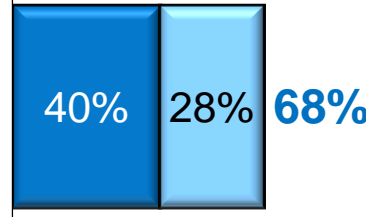
^(FREE UP TIME) The Los Angeles area has the worst traffic in the Country. A typical motorist in Los Angeles County experienced 81 hours of delay on area freeways in 2015, which is more than about two weeks of work. We need to continue to invest in our freeways, local roads and public transportation to help ease traffic and allow us to claim back some hours of our life.

42% 25% 67%
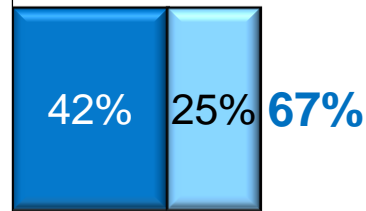
(COST $24/YEAR) Local economists say this measure will only cost the average Los Angeles County resident about $24 a year. That's about two dollars a month, which is a small price to pay to ease traffic and help relieve a completely overwhelmed transportation system.
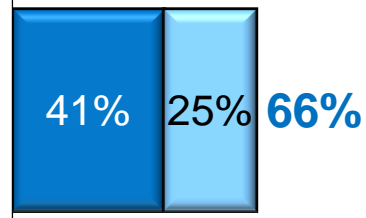
**41% 25% 66%**

0% 20% 40% 60% 80%

Q9. I am going to mention to you some statements made by <u>supporters</u> of the **Improve Transportation. Relieve Traffic** measure. Please tell me if it makes you more inclined to vote <u>for</u> this ballot measure. ^Not Part of Split Sample

Continued

(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

^(ACCOUNTABILITY) This measure includes strict accountability requirements including an Oversight Committee and independent annual financial and performance audits, which will be available online and at public libraries, and all money will stay local and cannot be taken by Sacramento.

40% | 26% | **66%**
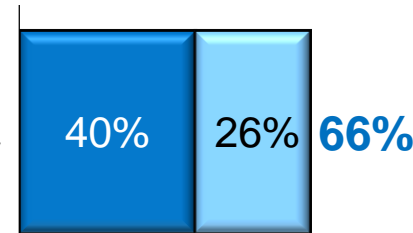
Asked Only Voters In Polling Area – San Gabriel Valley (n=304) **(SAN GABRIEL VALLEY)** This measure provides traffic relief for all areas of the County. In the San Gabriel Valley specifically, it helps improve traffic flow and safety by repairing potholes, synchronizing signals, reducing bottlenecks, constructing earthquake safety improvements on bridges and roads, and upgrading the 71 freeway between the 10 and the 60 freeways. It also funds transit projects that extend the Metro Gold Light Rail Line further east from East L.A. along the 60 freeway toward South El Monte, as well as extend the Metro Gold Light Rail Line from the Azusa station further east through Glendora and San Dimas toward Claremont.

42% | 23% | **65%**
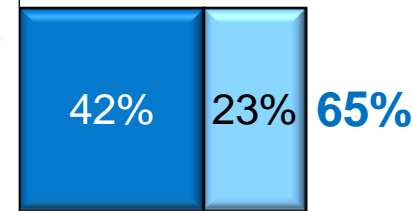
(MORE PEOPLE/CARS) By the year 2030, about one million additional people will live in Los Angeles County. This population increase coupled with all the new drivers who will have come of age, will add tens of thousands of new cars to our roads each day. We need this reliable source of funding to upgrade our aging freeway and road network and build out our County's public transportation network, including light rail, to meet our County's needs.

37% | 27% | **65%**
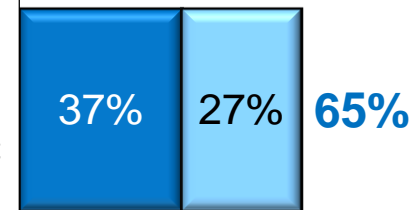
Asked Only Voters In Polling Area – North County (n=300) **(NORTH COUNTY)** This measure provides traffic relief for all areas of the County. In the Santa Clarita and Antelope Valleys specifically, it helps improve traffic flow and safety by repaving streets, repairing potholes, upgrading Metrolink service and safety, as well as crosswalks and sidewalks. It will also fund projects that reduce bottlenecks, widen and upgrade the I5 freeway in Santa Clarita, Newhall and Castaic, as well as along the 14 freeway in Palmdale and Lancaster. It will also fund the building of a new toll highway, known as the High Desert Corridor, between the 14 freeway in Palmdale and 15 freeway in Victorville.
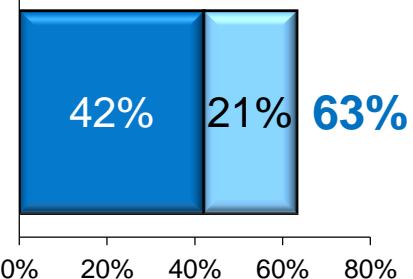
42% | 21% | **63%**

0%   20%   40%   60%   80%

Q9. I am going to mention to you some statements made by supporters of the **Improve Transportation. Relieve Traffic** measure. Please tell me if it makes you more inclined to vote for this ballot measure. ^Not Part of Split Sample
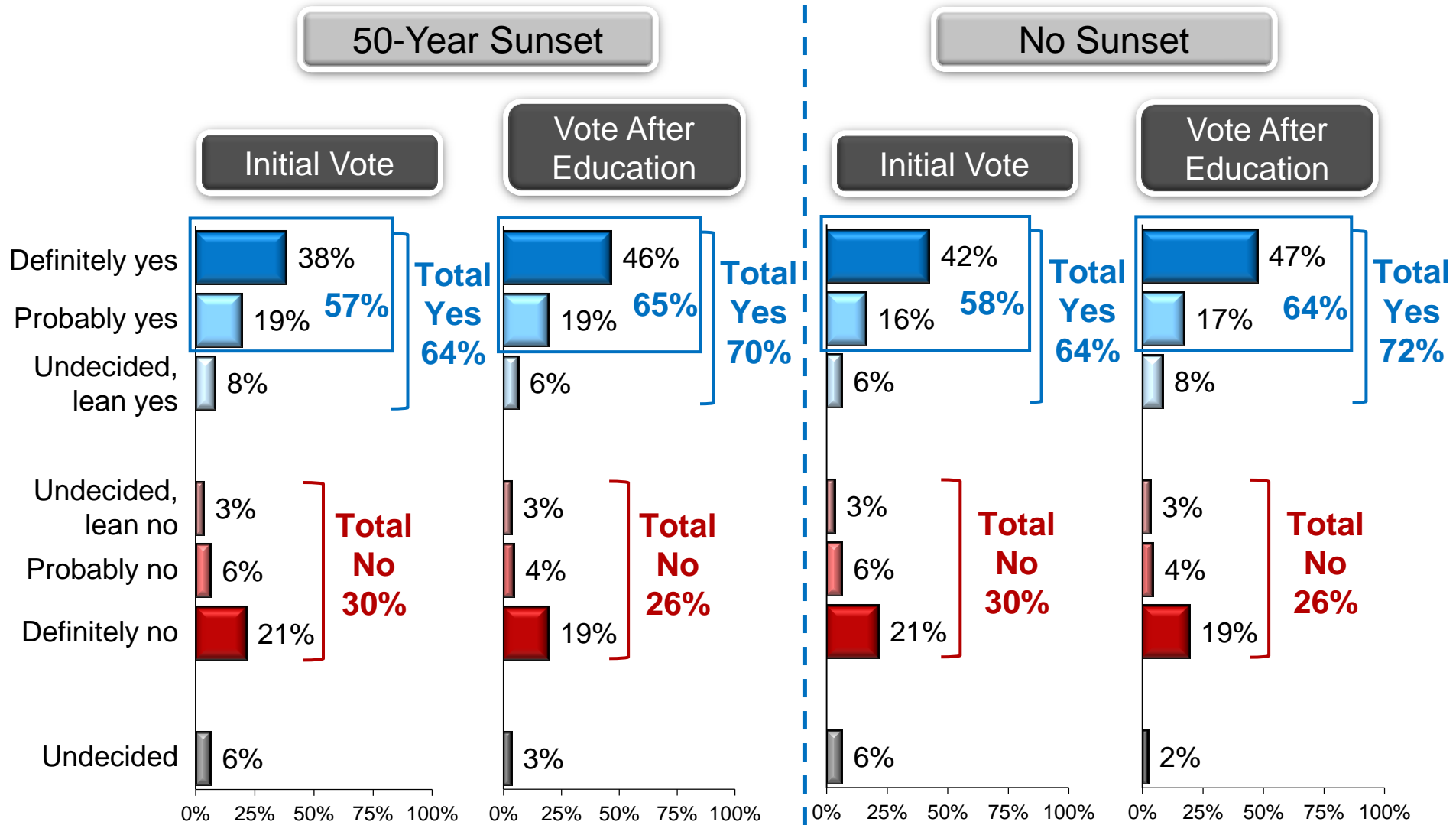
Total More Inclined to Vote Yes on the Transportation Measure after Hearing Educational Statements by Metro Polling Area
(Ranked by All Residents Total Much/Somewhat More Inclined)

Features	All Residents	Central	North County	SFV	SGV	South Bay	Southeast	Westside
Central	**77%**	77%	NA	NA	NA	NA	NA	NA
Senior Limitations	**71%**	76%	65%	75%	69%	70%	75%	63%
San Fernando Valley	**70%**	NA	NA	70%	NA	NA	NA	NA
South Bay	**70%**	NA	NA	NA	NA	70%	NA	NA
Westside	**68%**	NA	NA	NA	NA	NA	NA	68%
Extend Transit	**68%**	76%	57%	69%	65%	68%	70%	69%
Jobs/Help Businesses	**68%**	76%	61%	69%	63%	66%	68%	72%
Rebuilding Our Freeway System	**68%**	74%	58%	74%	60%	74%	68%	69%
Building 21st Century System	**68%**	72%	62%	70%	68%	65%	67%	71%
Southeast	**68%**	NA	NA	NA	NA	NA	68%	NA
Leverage/Accelerate	**68%**	75%	61%	71%	63%	67%	71%	67%
^Free Up Time	**67%**	74%	63%	70%	63%	67%	67%	68%
Cost $24/Year	**66%**	67%	54%	65%	71%	65%	64%	67%
^Accountability	**66%**	65%	66%	72%	62%	67%	66%	66%
San Gabriel Valley	**65%**	NA	NA	NA	65%	NA	NA	NA
More People/Cars	**65%**	73%	59%	62%	67%	64%	60%	68%
North County	**63%**	NA	63%	NA	NA	NA	NA	NA

Q9. I am going to mention to you some statements made by <u>supporters</u> of the **Improve Transportation. Relieve Traffic** measure. Please tell me if it makes you more inclined to vote <u>for</u> this ballot measure. ^Not Part of Split Sample

The initial vote and vote after education results in no statistically significant difference in support for two alternative measures.

50-Year Sunset

Initial Vote

Definitely yes	38%
Probably yes	19%
Undecided, lean yes	8%

Total Yes 57%

Total Yes 64%

Undecided, lean no	3%
Probably no	6%
Definitely no	21%

Total No 30%

Undecided	6%

Vote After Education

Definitely yes	46%
Probably yes	19%
Undecided, lean yes	6%

Total Yes 65%

Total Yes 70%

Undecided, lean no	3%
Probably no	4%
Definitely no	19%

Total No 26%

Undecided	3%

No Sunset

Initial Vote

Definitely yes	42%
Probably yes	16%
Undecided, lean yes	6%

Total Yes 58%

Total Yes 64%

Undecided, lean no	3%
Probably no	6%
Definitely no	21%

Total No 30%

Undecided	6%

Vote After Education

Definitely yes	47%
Probably yes	17%
Undecided, lean yes	8%

Total Yes 64%

Total Yes 72%

Undecided, lean no	3%
Probably no	4%
Definitely no	19%

Total No 26%

Undecided	2%

Q3 & Q10. (50-Year Sunset) If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?
Q4 & Q11. (No Sunset) If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?
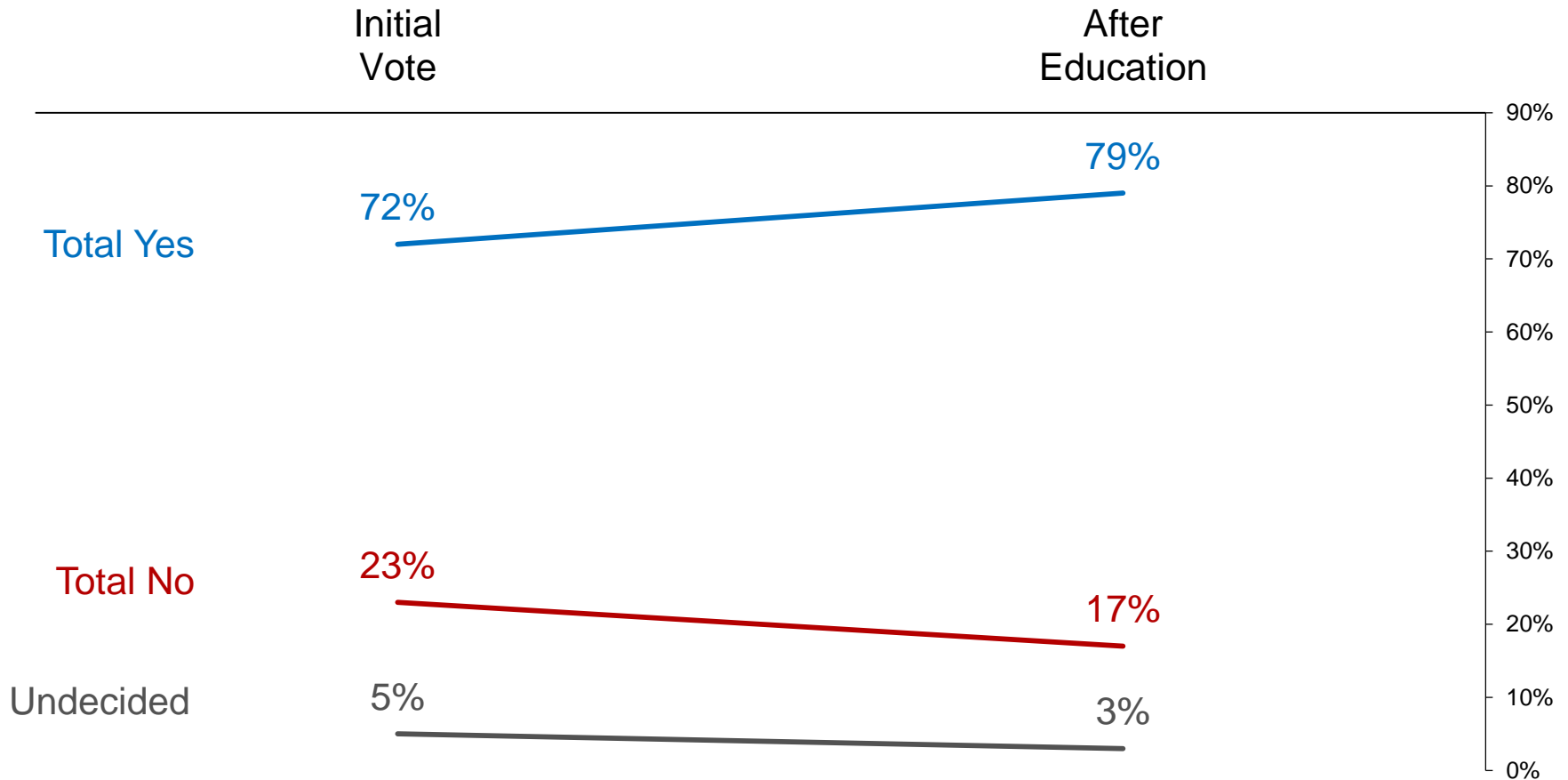
Support for the Combined Measure by Polling Area, Supervisorial District and LA City vs. the balance of the County

Vote Progression for the Central Polling Area

(Combined Sunset/No Sunset)

Initial Vote | After Education

Total Yes 72% → 79%

Total No 23% → 17%

Undecided 5% → 3%

90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Q3/Q4 combined, Q10/Q11 combined & Q13/Q14 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Vote Progression for the North County Polling Area

(Combined Sunset/No Sunset)

Initial Vote · After Education

Total Yes — 56% → 63%

Total No — 37% → 33%

Undecided — 7% → 4%

70% · 60% · 50% · 40% · 30% · 20% · 10% · 0%
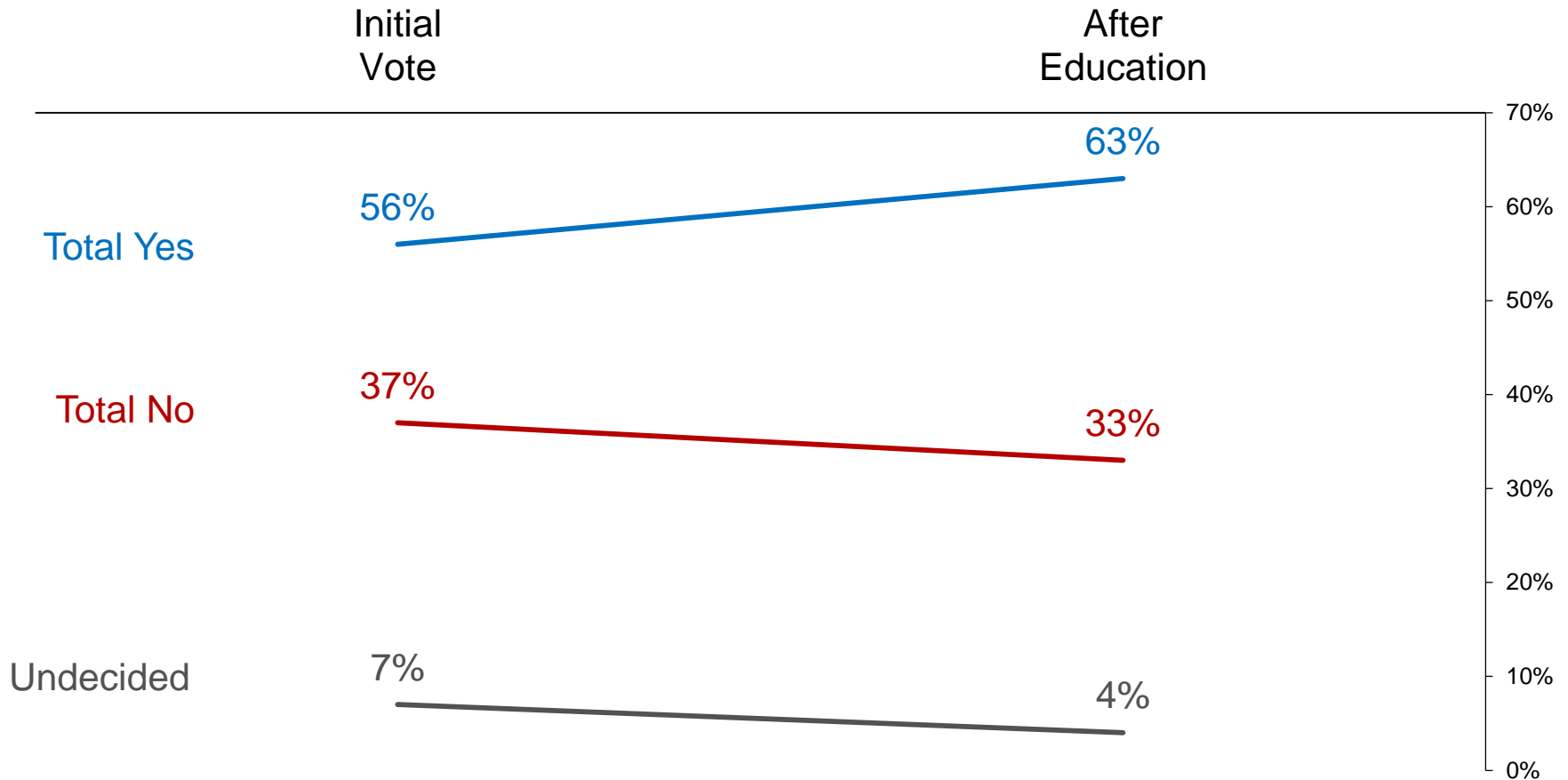
Q3/Q4 combined, Q10/Q11 combined & Q13/Q14 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Vote Progression for the
San Fernando Valley Polling Area

(Combined Sunset/No Sunset)

Initial Vote — After Education

Total Yes 65% → 71%
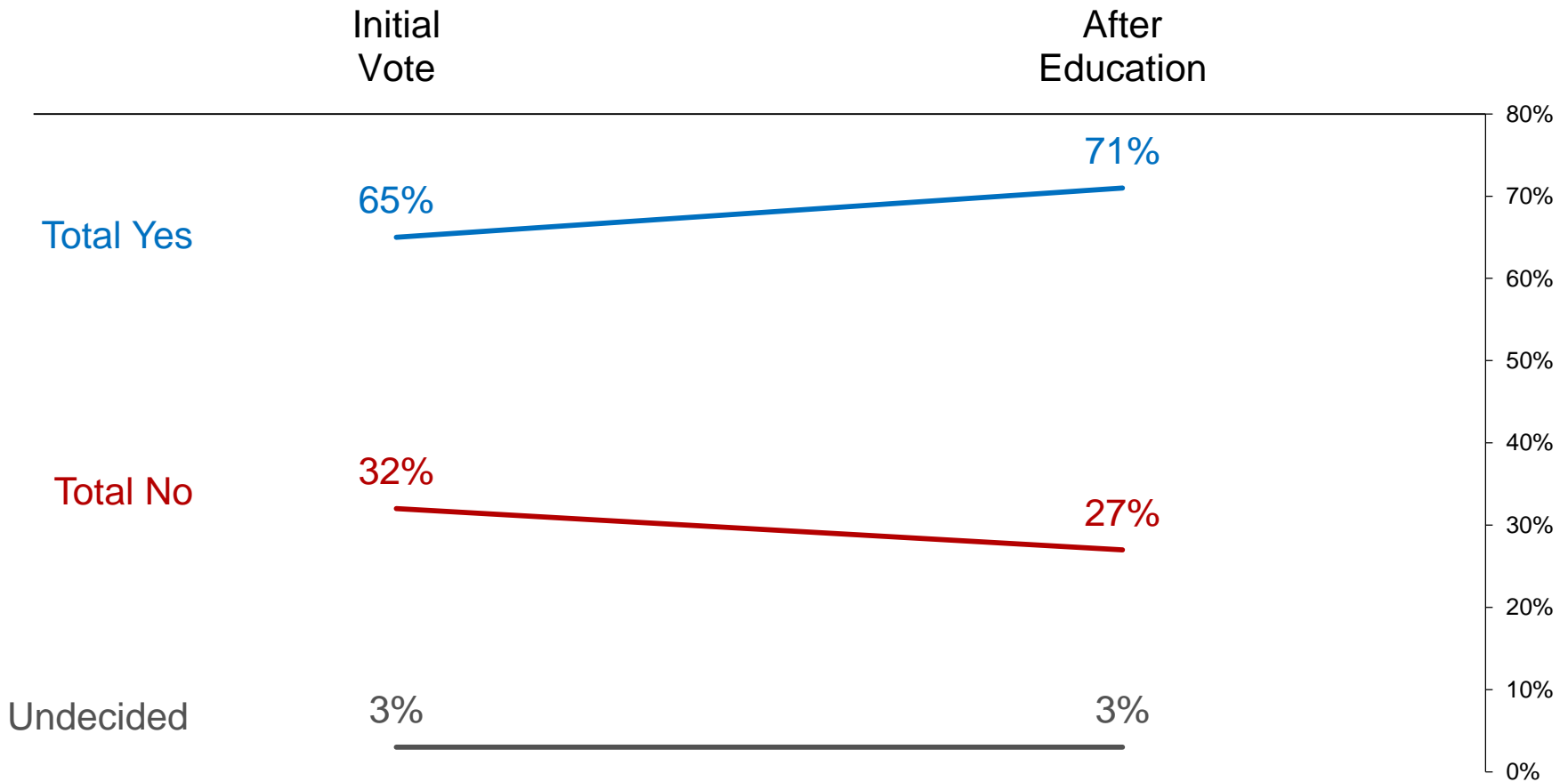
Total No 32% → 27%

Undecided 3% → 3%

Q3/Q4 combined, Q10/Q11 combined & Q13/Q14 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Vote Progression for the San Gabriel Valley Polling Area

(Combined Sunset/No Sunset)

Initial Vote | After Education

Total Yes — 64% → 70%

Total No — 32% → 29%

Undecided — 4% → 1%

80% — 70% — 60% — 50% — 40% — 30% — 20% — 10% — 0%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?
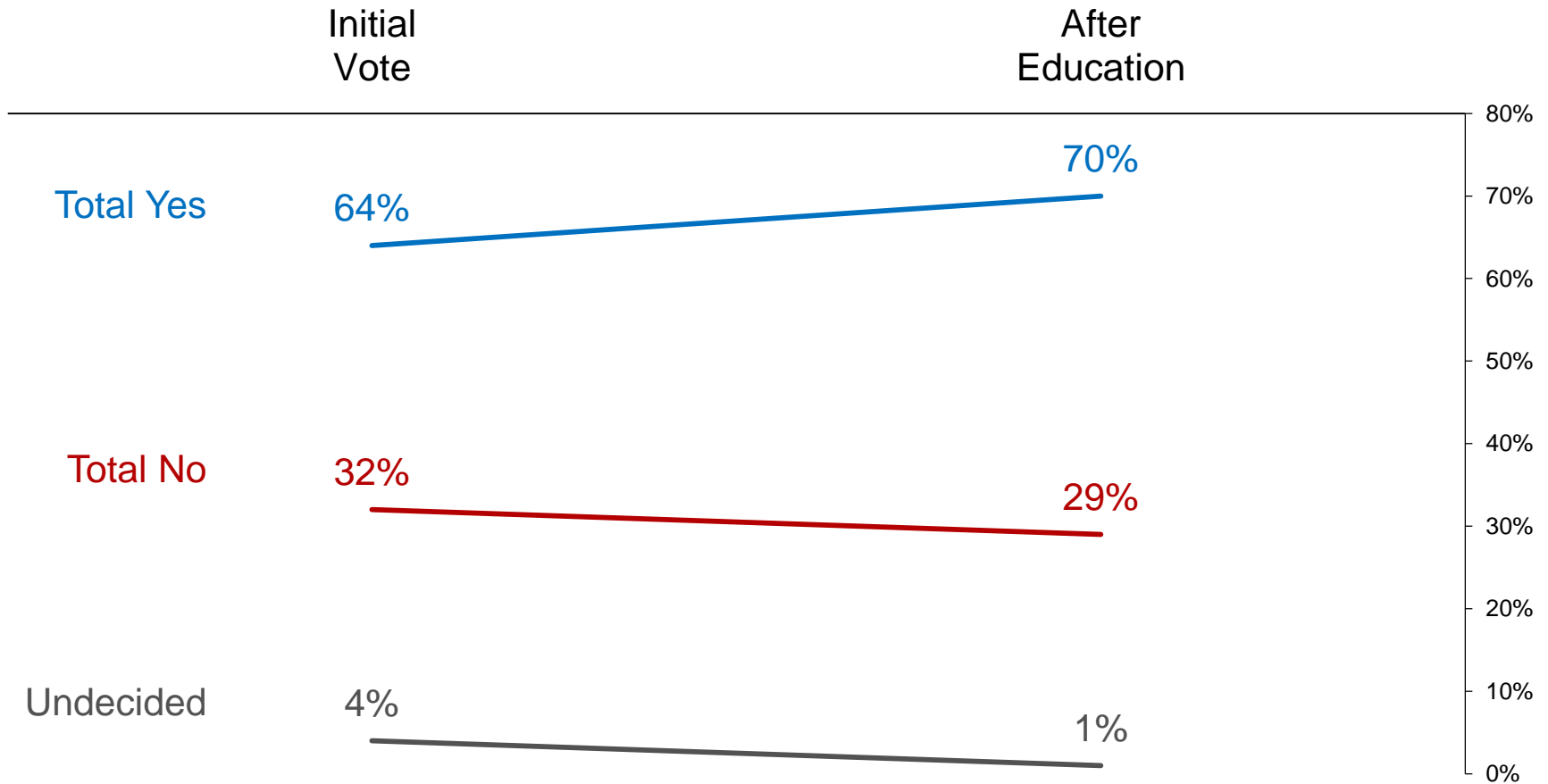
Vote Progression for the South Bay Polling Area

(Combined Sunset/No Sunset)

Initial Vote → After Education

Total Yes: 61% → 70%

Total No: 30% → 26%

Undecided: 9% → 5%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Vote Progression for the Southeast Polling Area

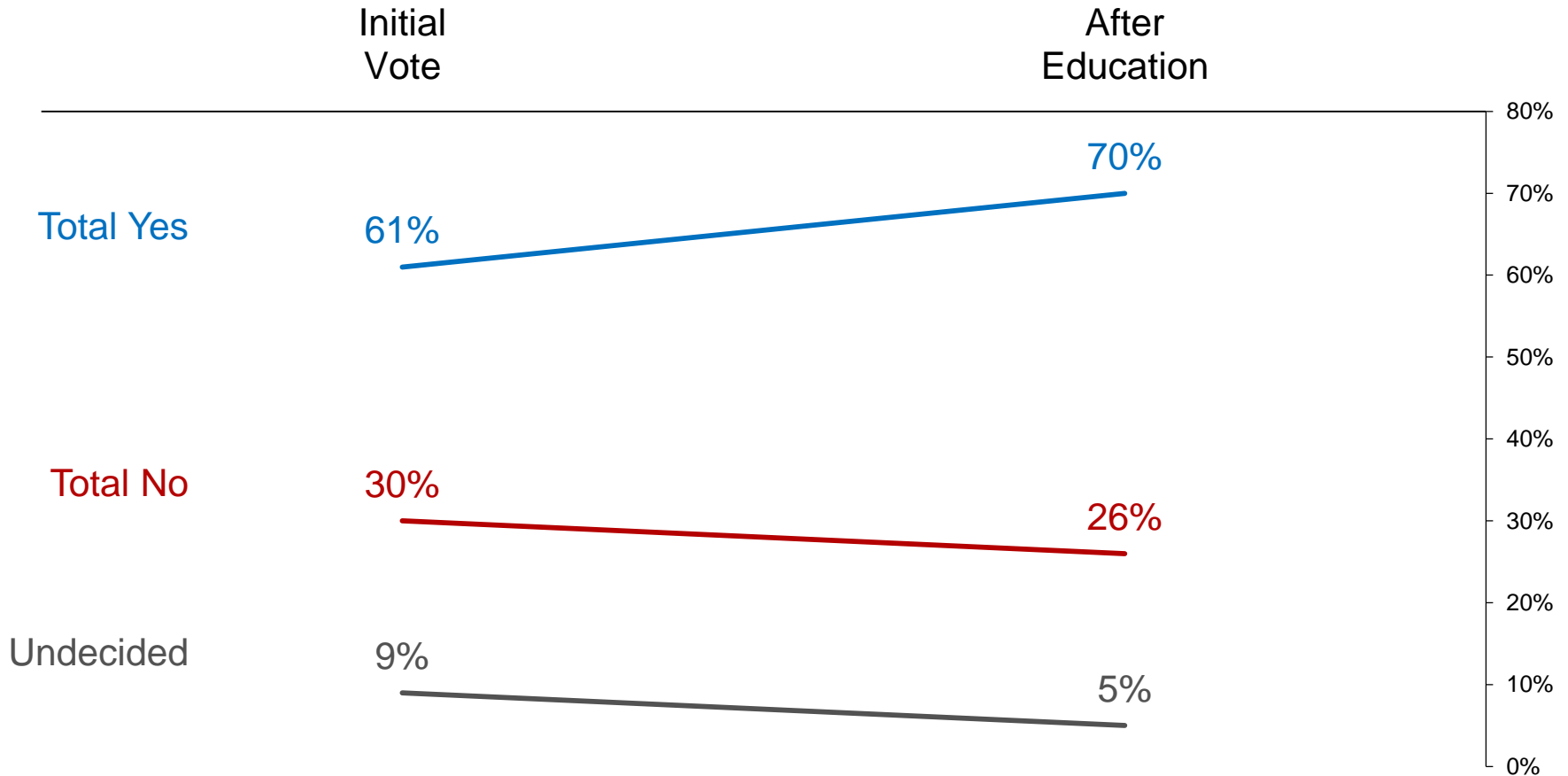*(Combined Sunset/No Sunset)*

Initial Vote | After Education

Total Yes 63% → 71%

Total No 32% → 28%

Undecided 4% → 1%

80% / 70% / 60% / 50% / 40% / 30% / 20% / 10% / 0%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?
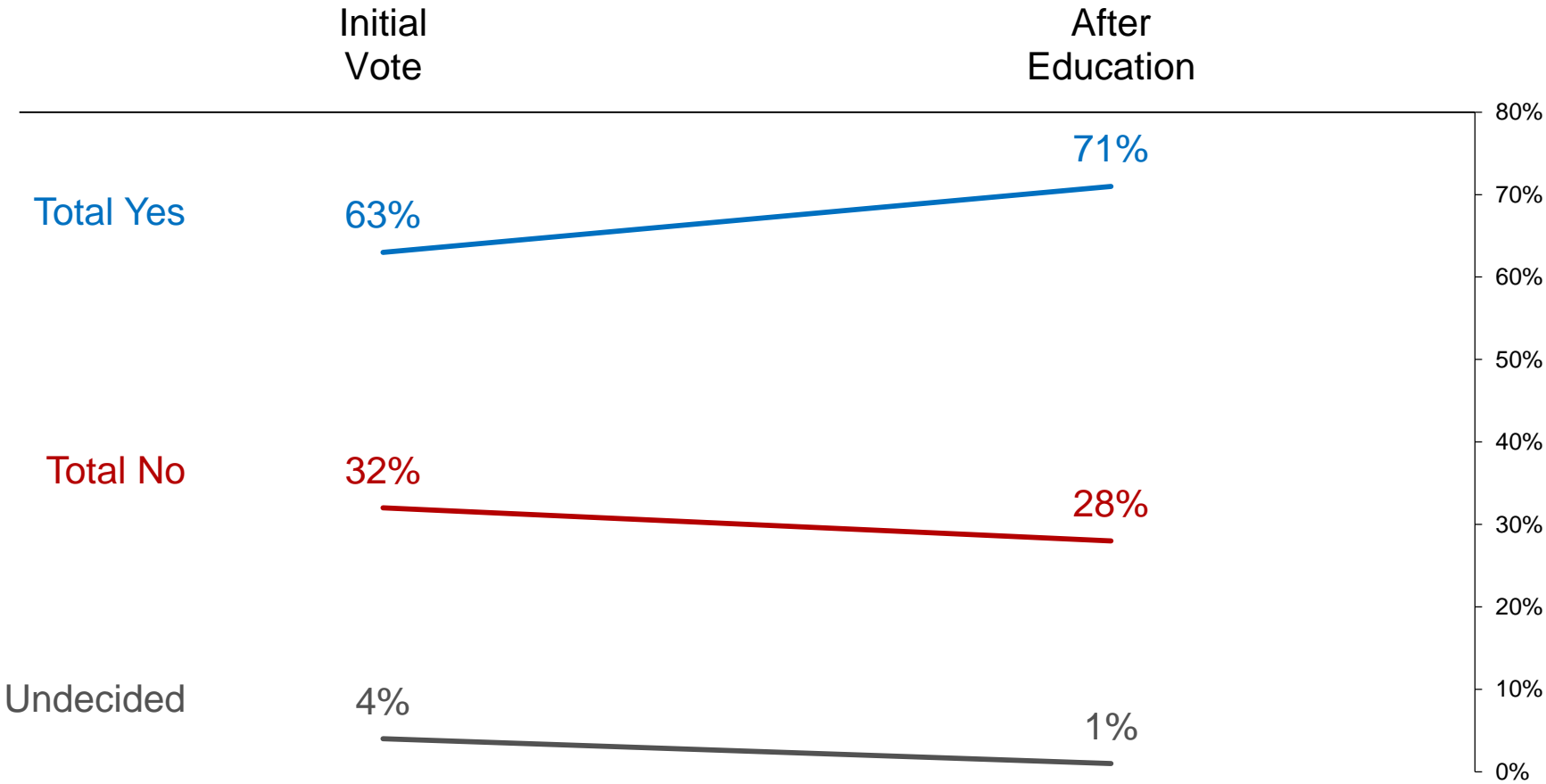
Vote Progression for the Westside Polling Area

(Combined Sunset/No Sunset)

Initial
Vote

After
Education

Total Yes   68%   75%

100%

80%

60%

Total No   24%   22%

40%

Undecided   8%   3%

20%

0%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?
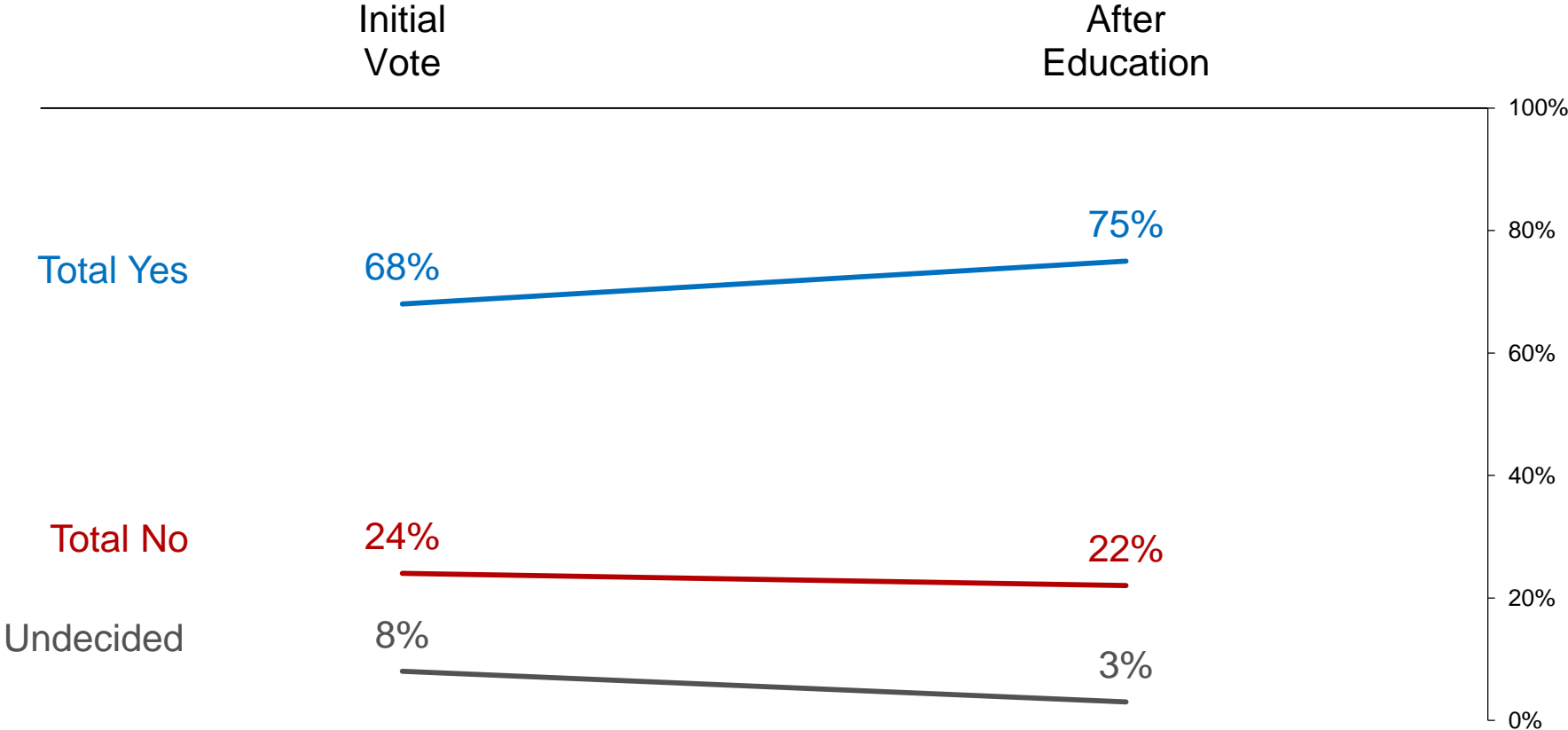
33

Vote Progression for Supervisorial District 1

(Combined Sunset/No Sunset)

Initial Vote → After Education

Total Yes: 66% → 74%

Total No: 28% → 25%

Undecided: 6% → 2%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

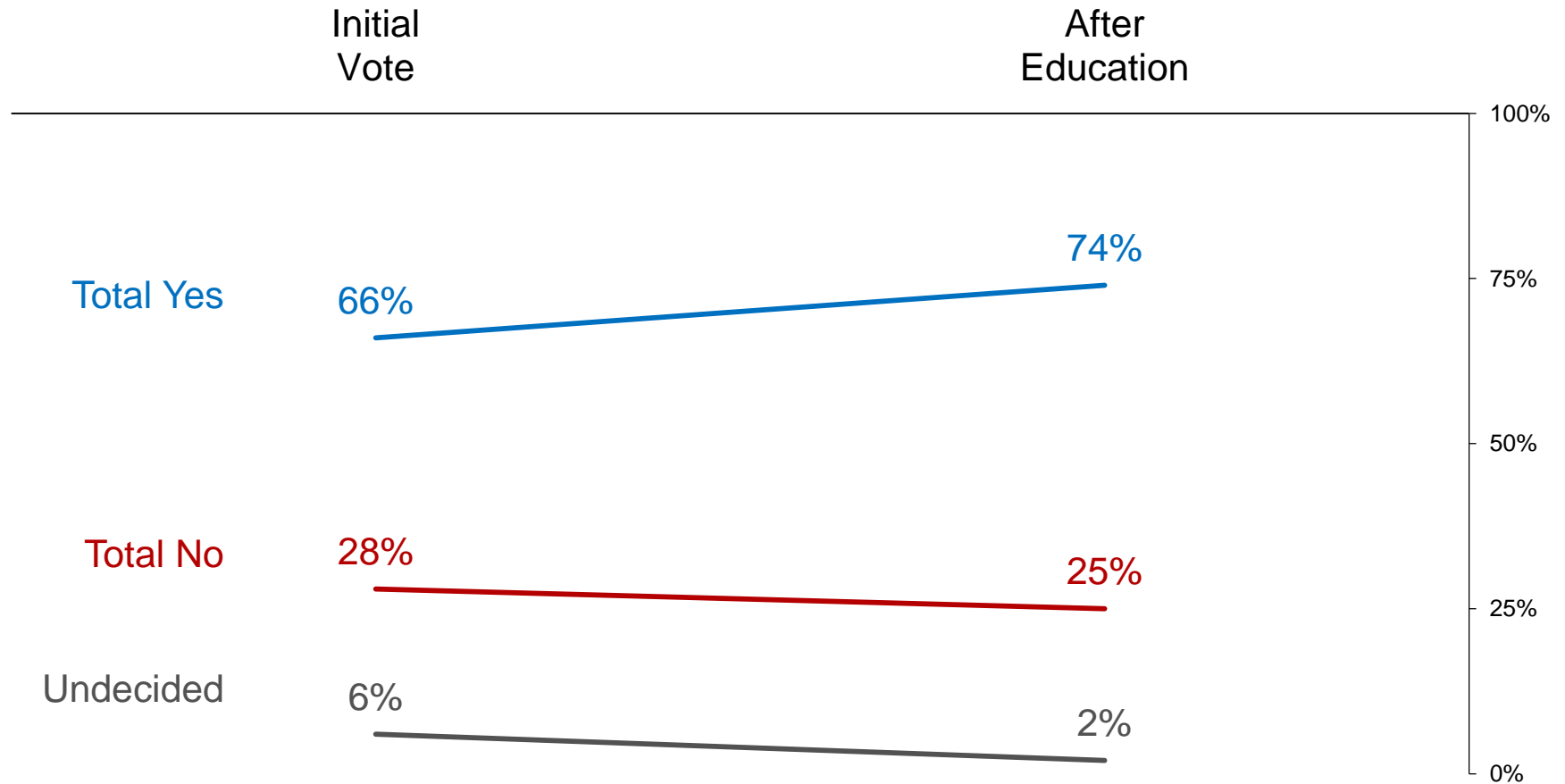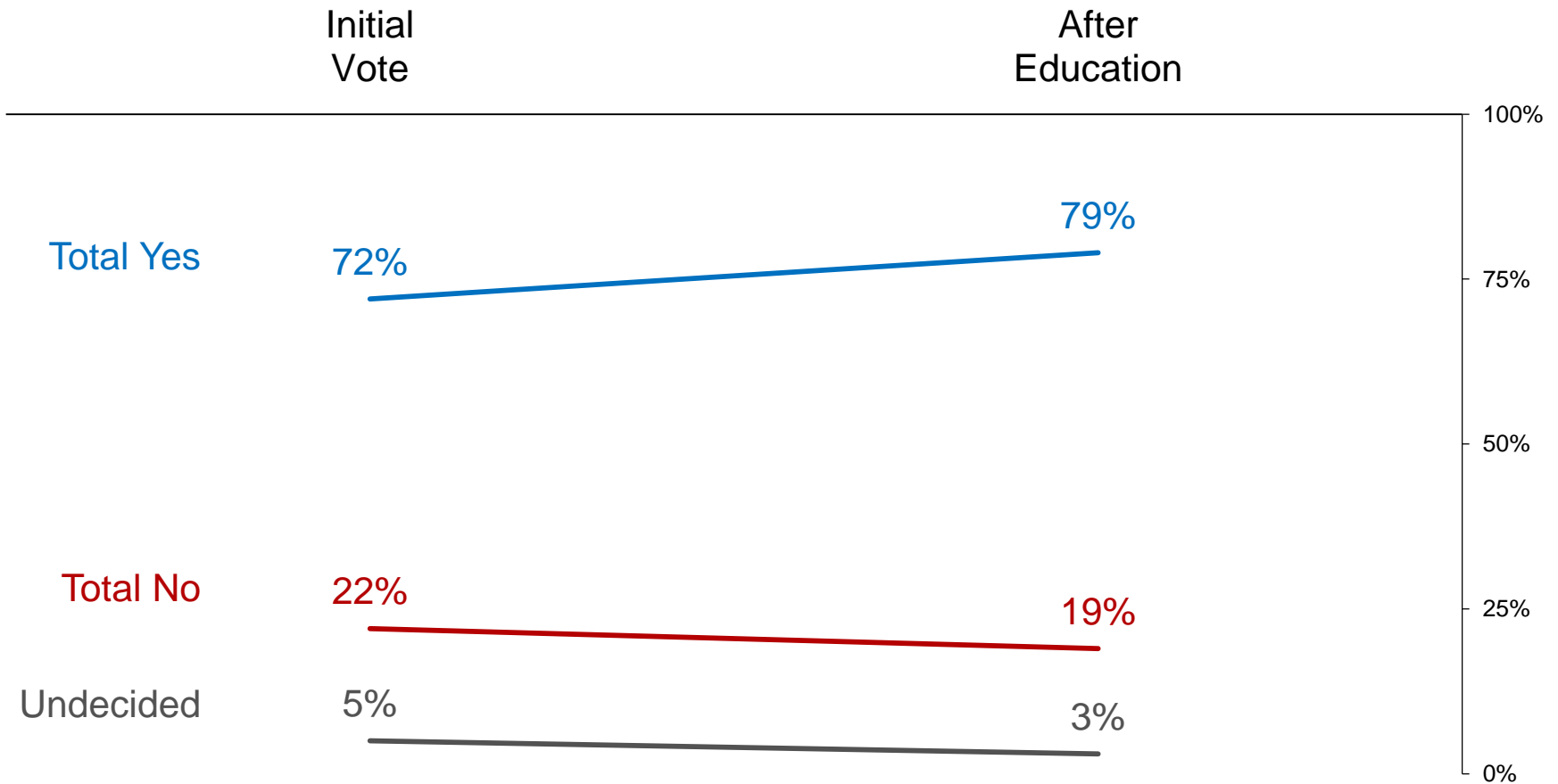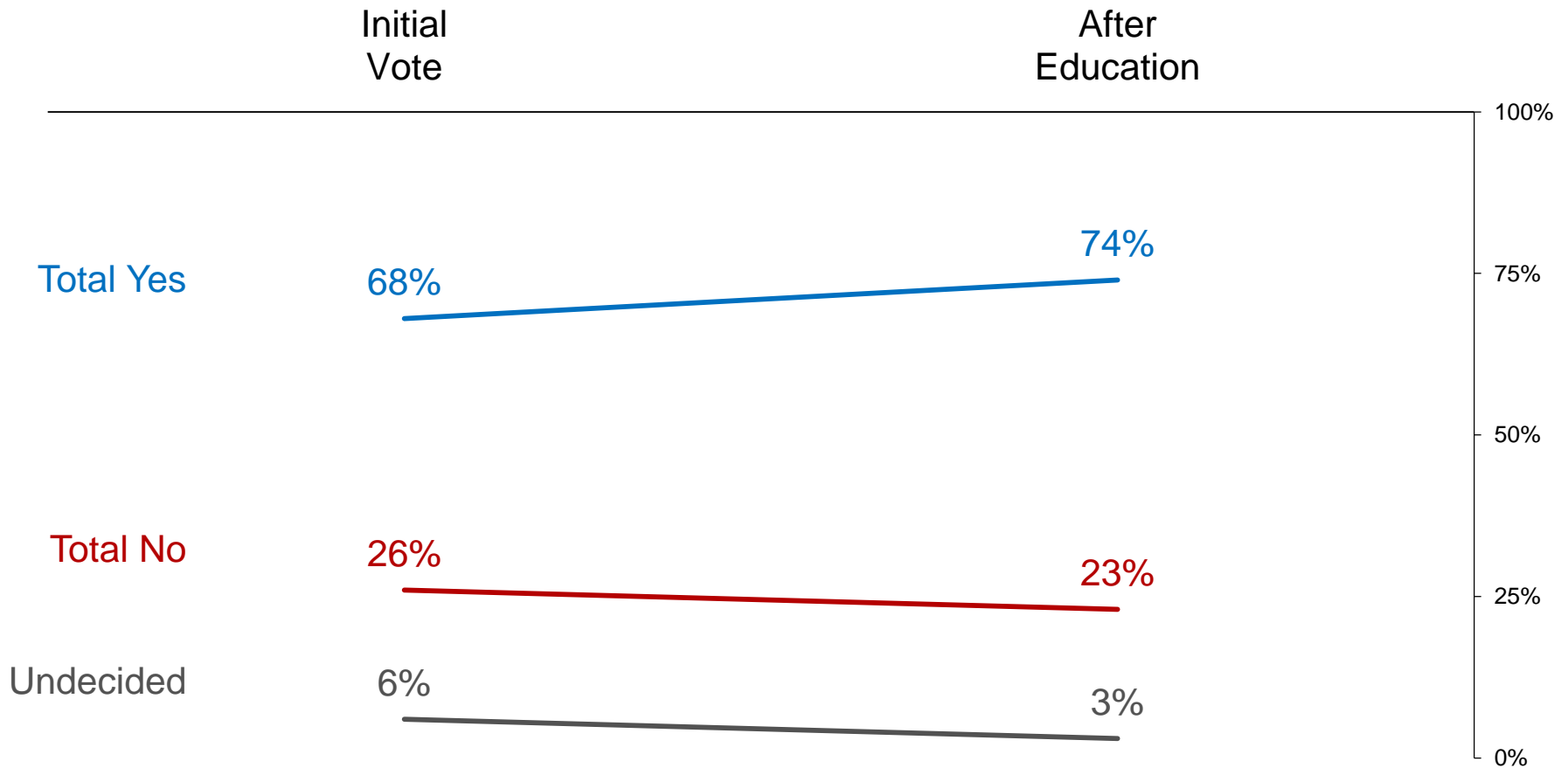# Vote Progression for Supervisorial District 2

(Combined Sunset/No Sunset)

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Vote Progression for Supervisorial District 3

(Combined Sunset/No Sunset)

Initial Vote — After Education

	100%
Total Yes	68% → 74%	75%
		50%
Total No	26% → 23%	25%
Undecided	6% → 3%	0%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Vote Progression for Supervisorial District 4

(Combined Sunset/No Sunset)

Initial Vote | After Education

Total Yes 57% → 65%

Total No 37% → 33%

Undecided 7% → 2%

80%
60%
40%
20%
0%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

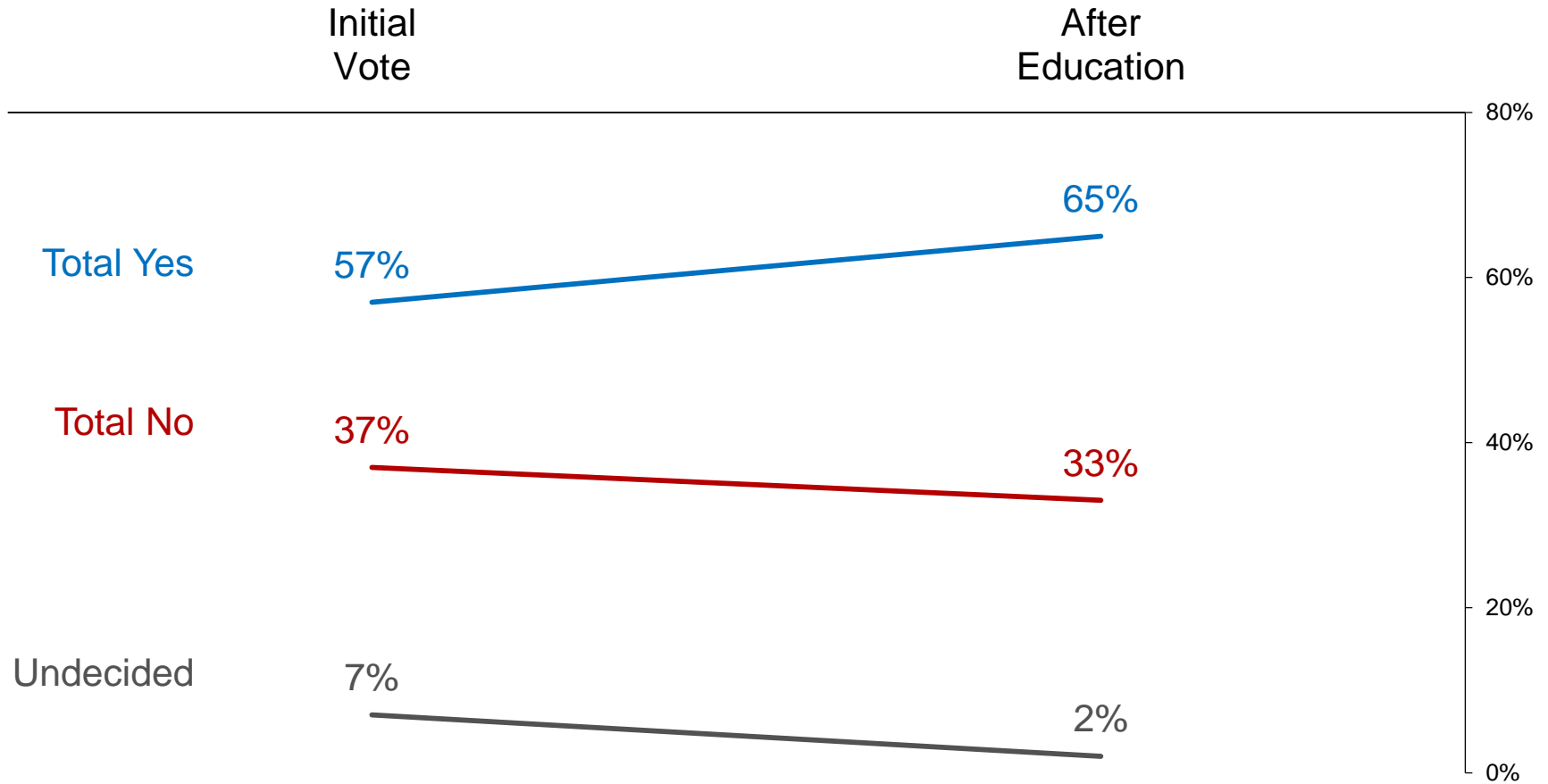# Vote Progression for Supervisorial District 5

(Combined Sunset/No Sunset)

Initial Vote   After Education

Total Yes — 60% → 67%

Total No — 35% → 30%

Undecided — 5% → 3%

80%
60%
40%
20%
0%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?
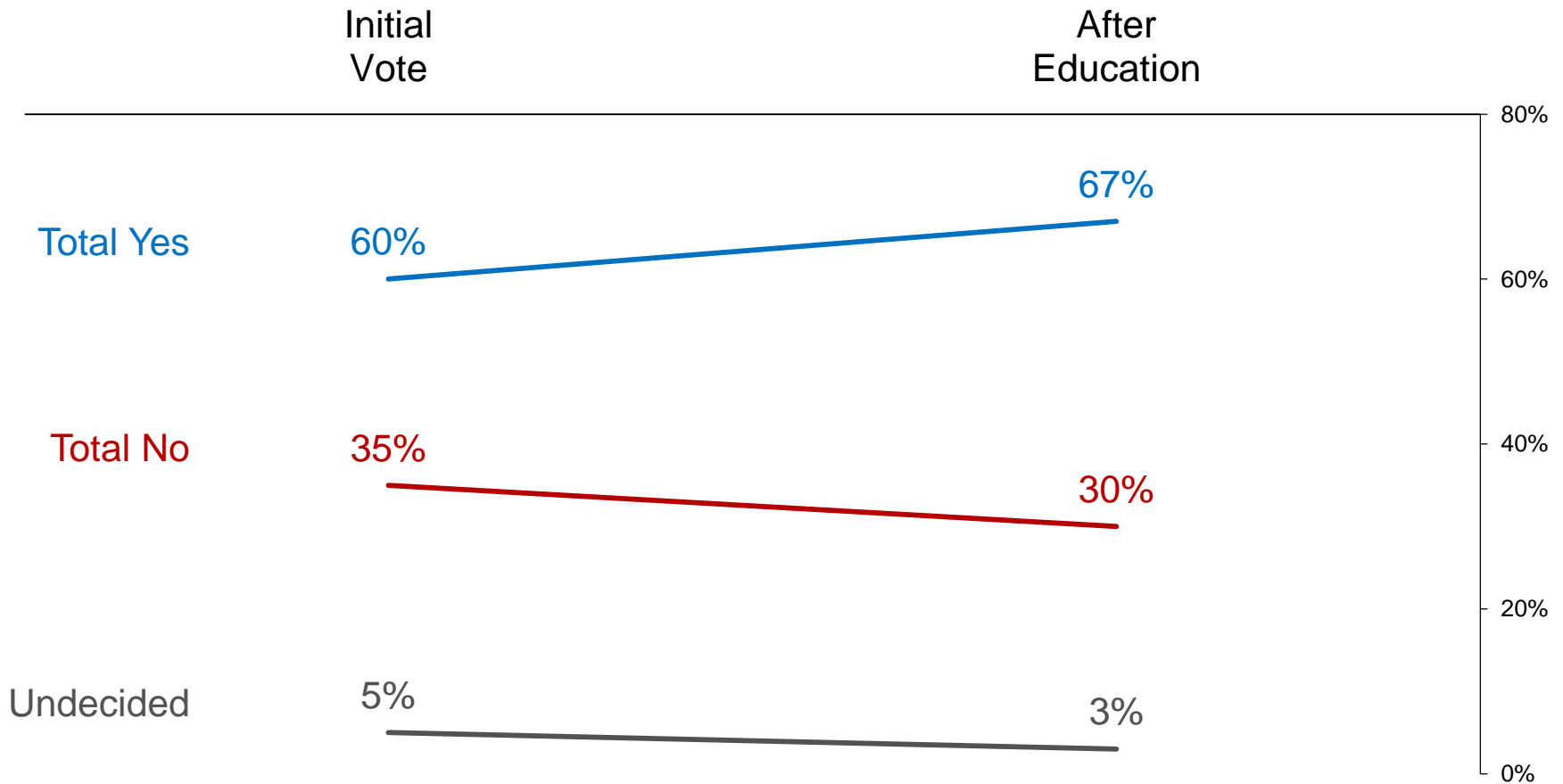
38

Vote Progression for
Los Angeles City vs. Balance of the County

(Combined Sunset/No Sunset)

City of Los Angeles

Balance of the County

Initial Vote   After Education   Initial Vote   After Education
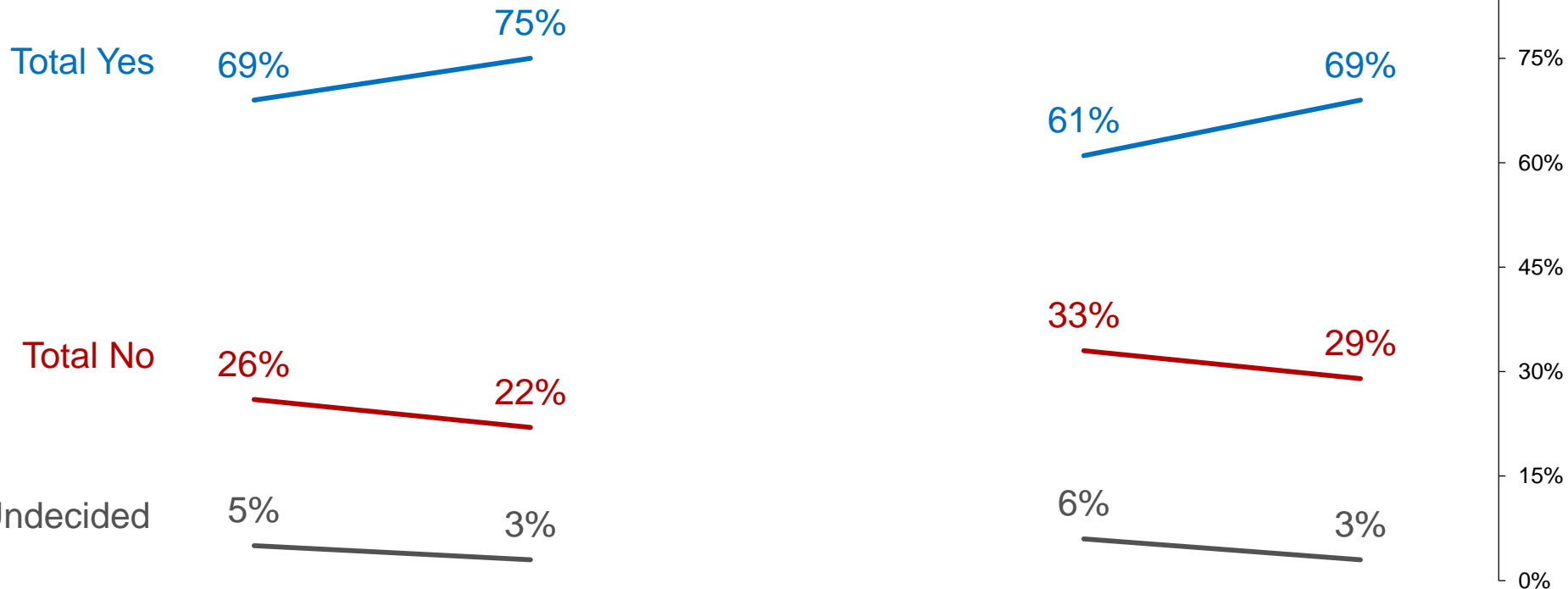
Total Yes
- 69% → 75%
- 61% → 69%

Total No
- 26% → 22%
- 33% → 29%

Undecided
- 5% → 3%
- 6% → 3%

90%
75%
60%
45%
30%
15%
0%

Q3/Q4 combined & Q10/Q11 combined. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Impact of Position on the Ballot on the Los Angeles County Transportation Measure

There is no statistical difference in support for the Metro 50-year sunset Measure whether asked first (of the three County measures on the ballot) or last.

(50-Year Sunset Sales Tax)

Total	Metro Asked First	Metro Asked Last

	Total	Metro Asked First	Metro Asked Last
Definitely yes	38%	35%	40%
Probably yes	19% **57%**	22% **57%**	15% **55%**
Undecided, lean yes	8%	9%	7%
	Total Yes 64%	**Total Yes 66%**	**Total Yes 63%**
Undecided, lean no	3%	2%	4%
Probably no	6%	6%	6%
Definitely no	21%	19%	22%
	Total No 30%	**Total No 28%**	**Total No 32%**
Undecided	6%	6%	5%

Scale for each: 0% 20% 40% 60% 80%

Q3. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?
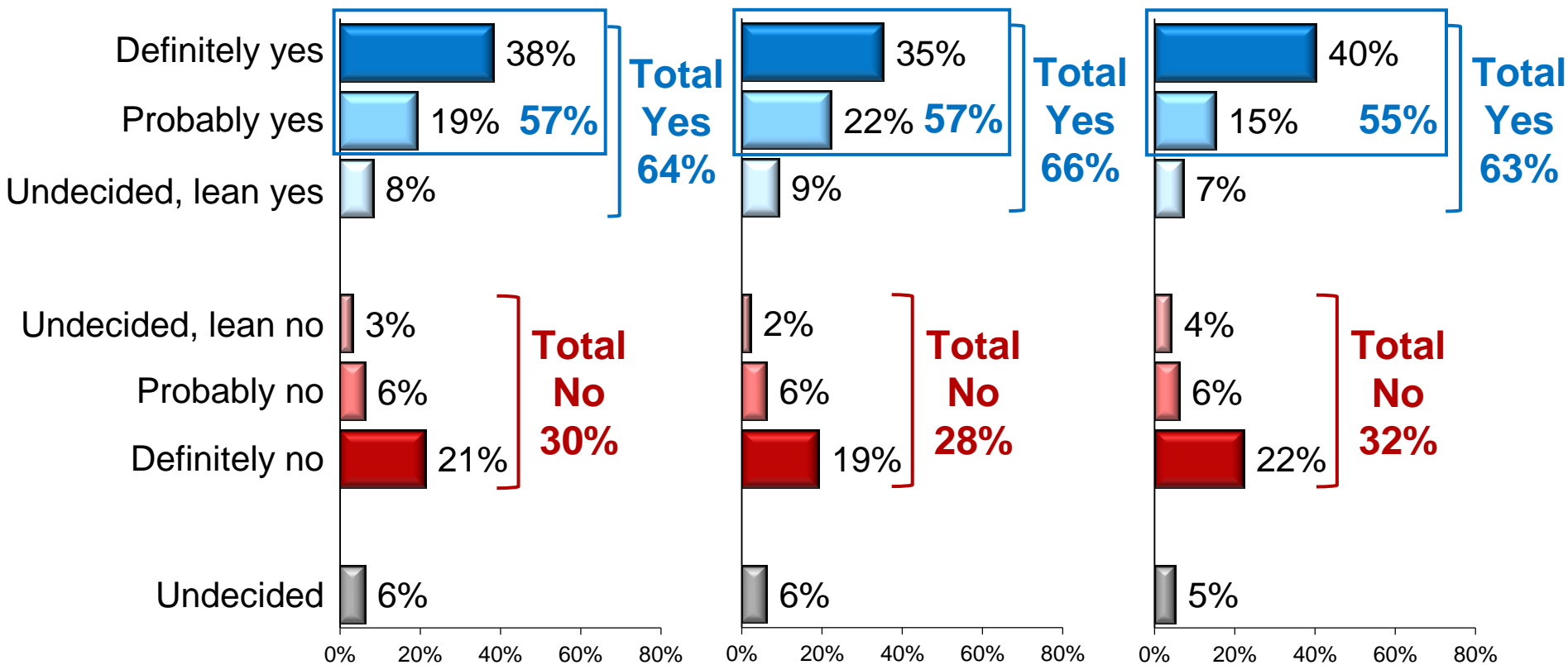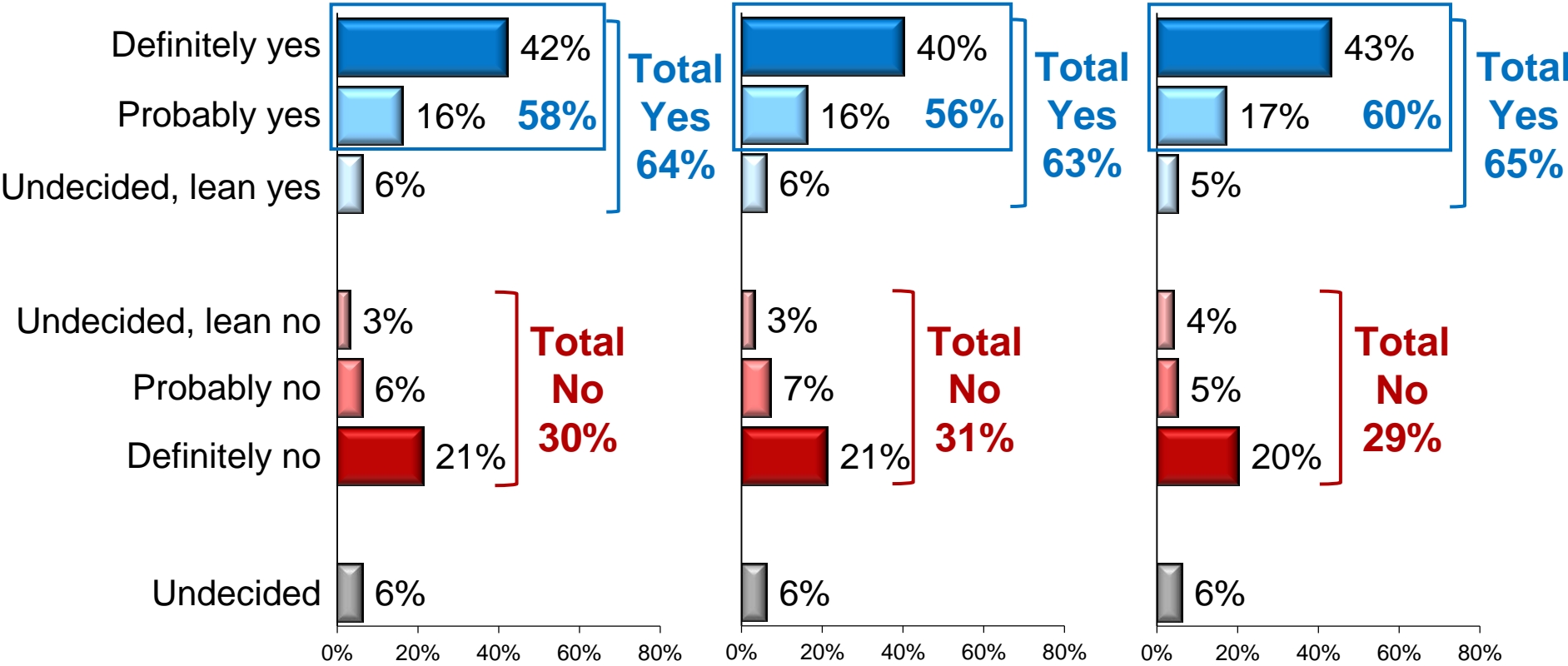
There is no statistical difference in support for the No Sunset Transportation Sales Tax whether asked first (of the three County measures on the ballot) or last.

(No Sunset Transportation Sales Tax)

Total | **Metro Asked First** | **Metro Asked Last**

Total (left chart):
- Definitely yes: 42%
- Probably yes: 16% — **58%**
- Undecided, lean yes: 6%
- **Total Yes 64%**
- Undecided, lean no: 3%
- Probably no: 6%
- Definitely no: 21%
- **Total No 30%**
- Undecided: 6%

Metro Asked First (middle chart):
- Definitely yes: 40%
- Probably yes: 16% — **56%**
- Undecided, lean yes: 6%
- **Total Yes 63%**
- Undecided, lean no: 3%
- Probably no: 7%
- Definitely no: 21%
- **Total No 31%**
- Undecided: 6%

Metro Asked Last (right chart):
- Definitely yes: 43%
- Probably yes: 17% — **60%**
- Undecided, lean yes: 5%
- **Total Yes 65%**
- Undecided, lean no: 4%
- Probably no: 5%
- Definitely no: 20%
- **Total No 29%**
- Undecided: 6%

Q4. If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it?

Metro June 2008 Polling Prior to Measure R Victory
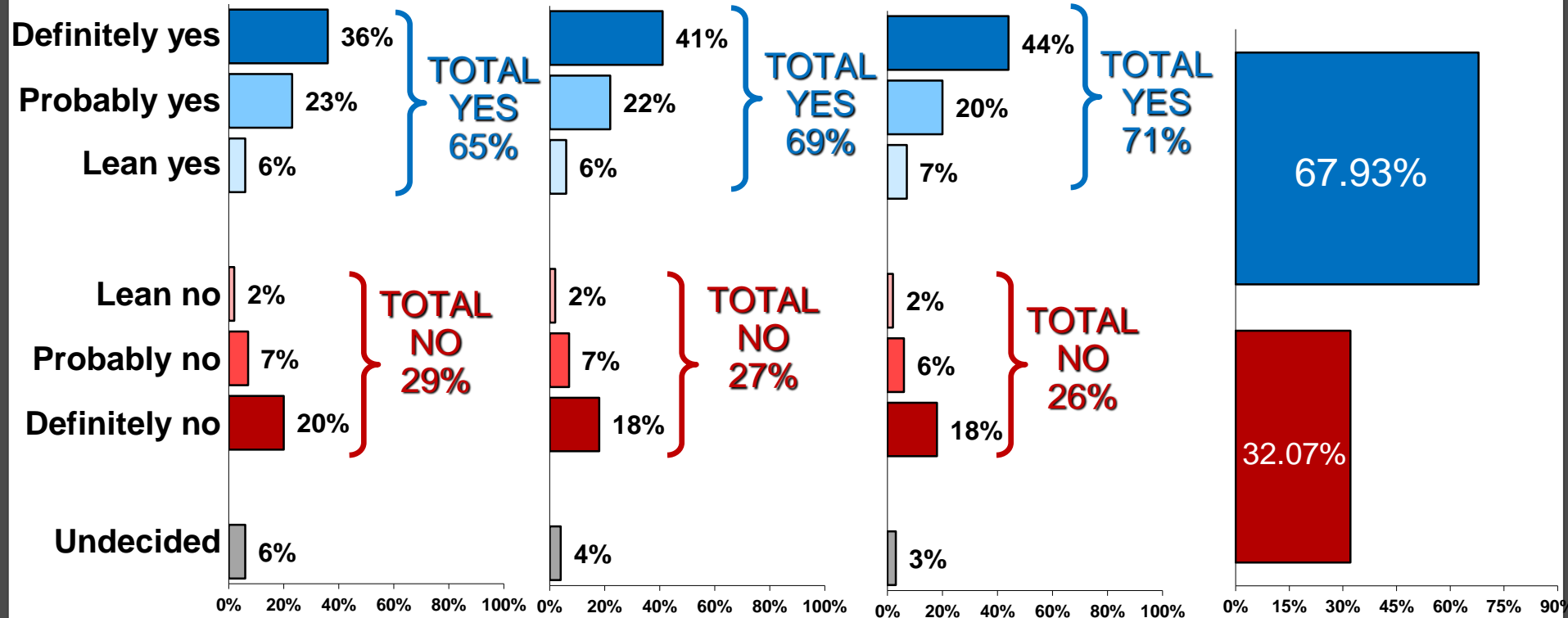
Key Takeaways

- There are no statistically meaningful differences between a 50-year sunset measure and a no-sunset measure.

- After educational outreach messages, support increases above the two-thirds threshold.

- June 2016 survey vote pattern is similar to June 2008 survey vote pattern – the last Metro poll before the November 2008 Election victory.

Questions?