

## **STAFF REPORT**

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**DATE:** September 25, 2023  
**TO:** Sacramento Regional Transit Board of Directors  
**FROM:** Chris Flores, Chief of Staff  
**SUBJ:** PRESENTATION ON A SURVEY OF LIKELY SACRAMENTO COUNTY VOTERS FOR THE NOVEMBER 2024 ELECTION

### RECOMMENDATION

No Recommendation - For Information Only.

### DISCUSSION

On Thursday September 14<sup>th</sup>, the Sacramento Transportation Authority (STA) presented the results of a recent Sacramento County Survey of likely voters for the November 2024, gauging the public support for a potential measure to address local transportation funding needs in 2024.

The survey was led by TeamCivX and EMC Research. They gathered feedback from interested parties and developed a survey which was conducted during August 6<sup>th</sup> – 13<sup>th</sup>, engaging approximately 800 residents in Sacramento County.

Link to the STA presentation:

[STA Presentation on A Survey of Likely Sacramento County Voters for the November 2024 Election](#)

Staff will provide a brief summary of the results.



## Survey of Likely November 2024 Voters

## Methodology

- Survey of likely November 2024 voters in Sacramento County, California
- Mixed-mode telephone and email- and text-to-web methodology
  - Phone interviews were conducted by trained, professional interviewers
  - Email and text invitations were sent with link to web survey
  - The survey was available in English and Spanish
- Survey conducted August 6-13, 2023
- 800 interviews; overall margin of error  $\pm 3.46$  percentage points
- Where possible, results are compared with prior polls conducted of Sacramento County voters
- Results were presented to the Sacramento Transportation Authority Board on September 14th

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## Survey of Likely November 2024 Voters



## Key Findings

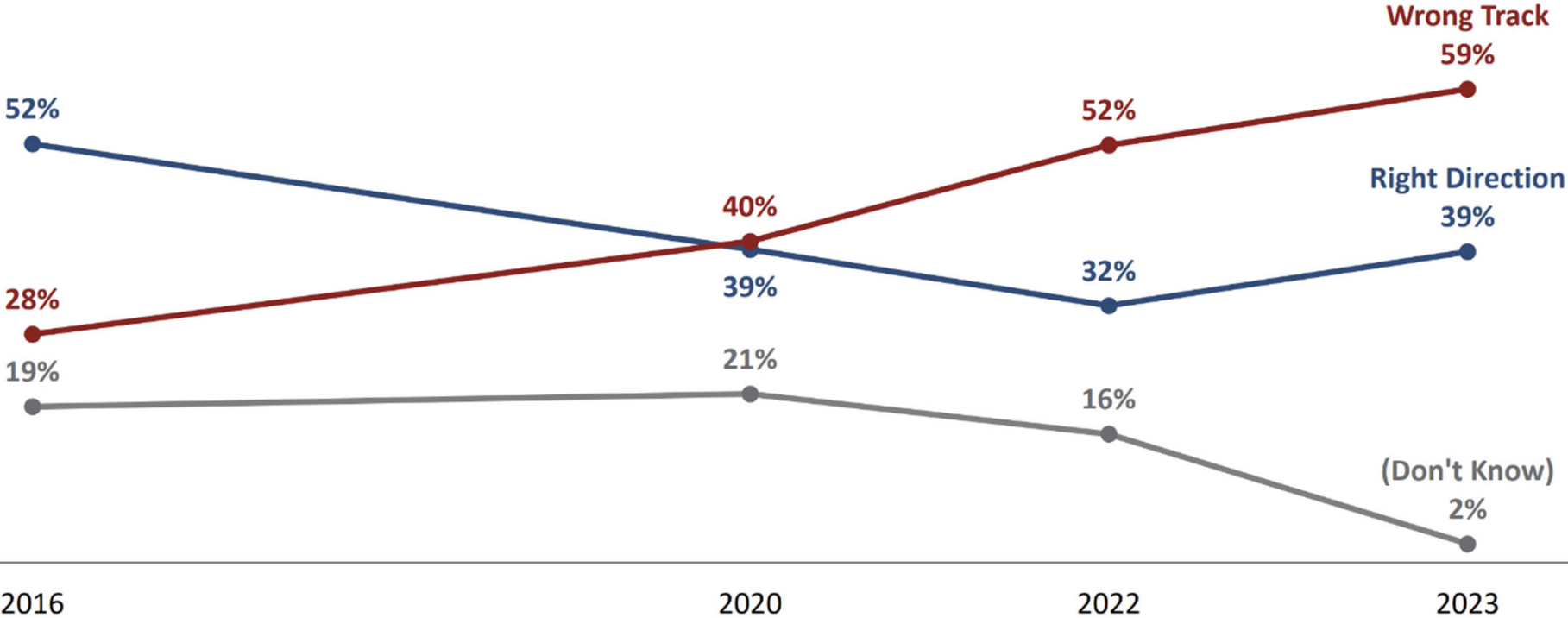
- Homeless is cited as the top of mind more important problem by a wide margin.
- Voters are largely pessimistic about the direction of the county.
- Three in Four say the transportation and transit network has a need for additional funding.
- Tax sensitivity has increased.
- Initial support for a measure is well below the two-thirds threshold, sitting just above a majority.

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## Survey of Likely November 2024 Voters



# Right Direction/Wrong Direction



Q3. Do you feel that things in Sacramento County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

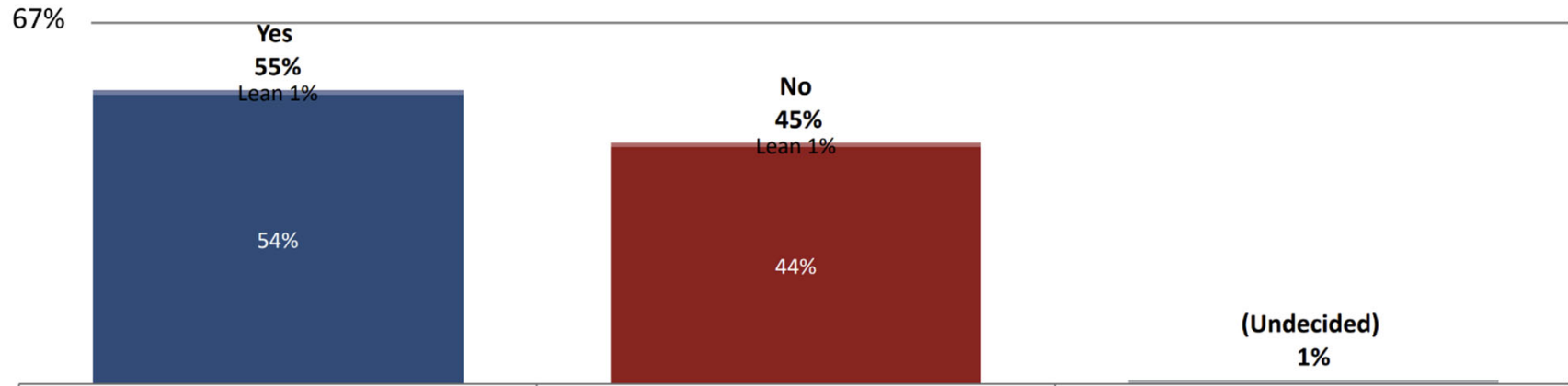
23-8964 Sacramento Transportation Sales Tax Survey

## Survey of Likely November 2024 Voters



# Ballot Question

To fix potholes; repave streets; relieve traffic; repair bridges/ overpasses; improve bicycle/ pedestrian safety including safe routes to schools; keep senior/ disabled/ veteran/ student transit fares affordable; expand public transit and other alternatives to driving; encourage housing near transit; improve air quality; and create jobs; shall the ordinance enacting a countywide one half cent sales tax, raising approximately \$212,512,500 annually, until ended by voters, with independent oversight and audits, be adopted? If the election were held today, would you vote yes to approve or no to reject this measure?

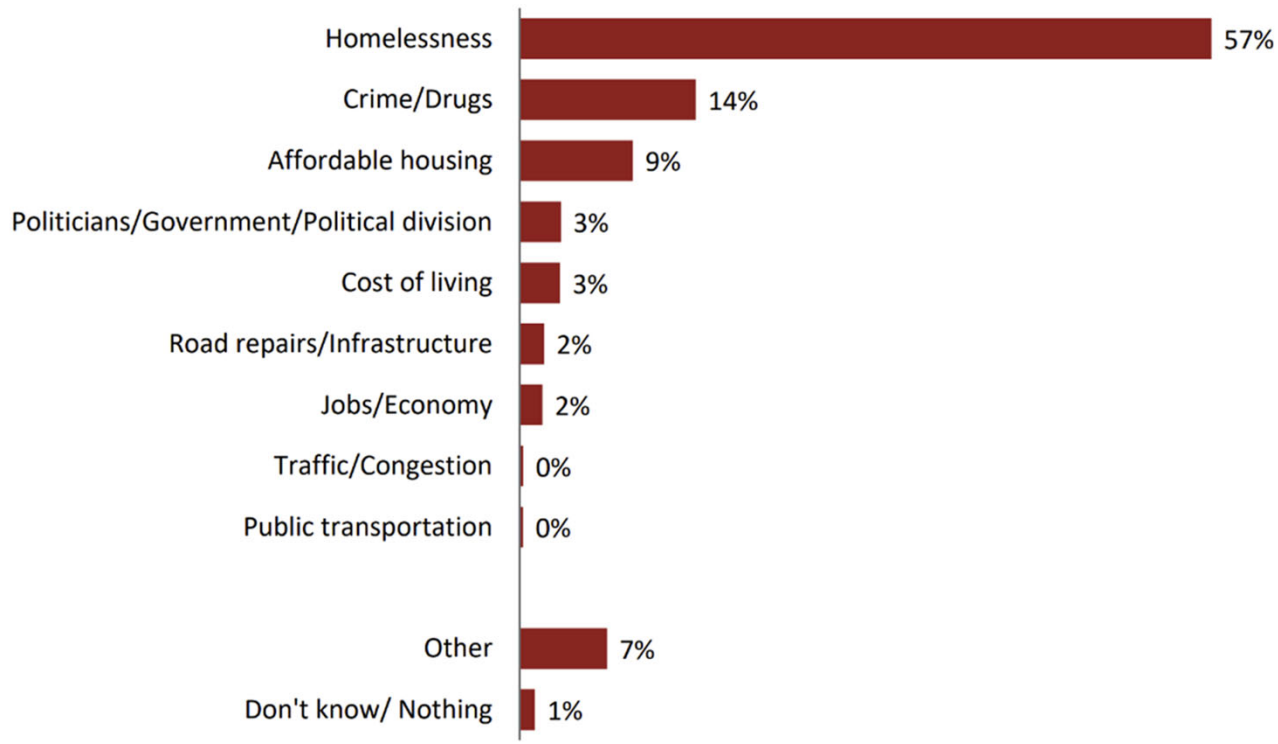


Q6. I am going to read a measure that may appear on the ballot in Sacramento County next year...if the election were held today, would you vote yes to approve or no to reject this measure?

23-8964 Sacramento Transportation Sales Tax Survey |

## Survey of Likely November 2024 Voters



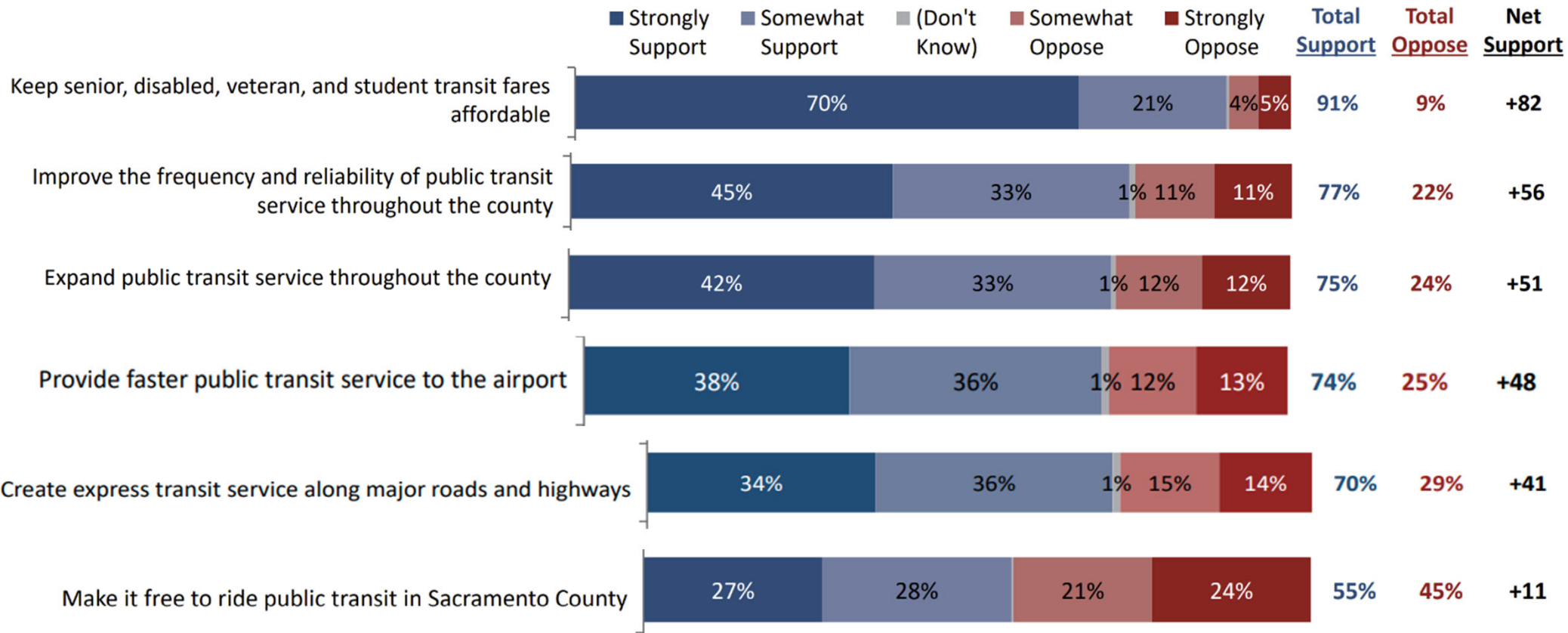


Q4. What do you think is the most important problem facing Sacramento County today?

# Survey of Likely November 2024 Voters



# Key Transit Findings



## Survey of Likely November 2024 Voters





## Los Angeles Times

CALIFORNIA

California voters will decide in 2024 whether to lower bar for new taxes and housing bonds

Los Angeles Times

CALIFORNIA

California Democrats pass measure to thwart business effort to block tax increases

## THE SACRAMENTO BEE

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LOCAL

A sales tax increase could be on the 2024 ballot.  
How would Sacramento use the money?

# Survey of Likely November 2024 Voters

