



Fresno County Transportation Issues 2022 Follow-up Survey








OPINION
RESEARCH
& STRATEGY

Baseline Voter Survey Objectives

- Determine whether there is a continued perception that additional funds are needed for the County's transportation system, including freeways, highways, local streets and public transit.
- Gauge if there continues to be support for potentially extending Measure C and for how long voters would like to see it extended.
- Identify Fresno County residents' transportation funding priorities.

The results will be used as another important data point in the conversation about the future of transportation funding priorities throughout Fresno County's diverse communities.

Survey Specifics and Methodology

Dates	March 15 – April 18, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Fresno County Likely November 2022 Voters
Total Interviews	2,988
Margin of Sampling Error	(Full sample) $\pm 2.7\%$ at the 95% Confidence Level (Half sample) $\pm 3.8\%$ at the 95% Confidence Level (Per Measure Duration) $\pm 4.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

Polling Region	Cities and Unincorporated Areas in the Polling Region
Region 1: Northwest	Firebaugh, Kerman, Mendota, San Joaquin, Unincorporated
Region 2: Southwest	Coalinga, Huron, Unincorporated Area
Region 3: Fresno/Clovis Metro	Fresno, Clovis, Unincorporated
Region 4: Selma/Kingsburg/Fowler	Fowler, Kingsburg, Selma, Unincorporated
Region 5: Sanger/Eastern	Sanger, Unincorporated
Region 6: Reedley/Southeast	Orange Cove, Parlier, Reedley, Unincorporated
Region 7: Northeast Mountain	Unincorporated
Region 8: Southeast Mountain	Unincorporated

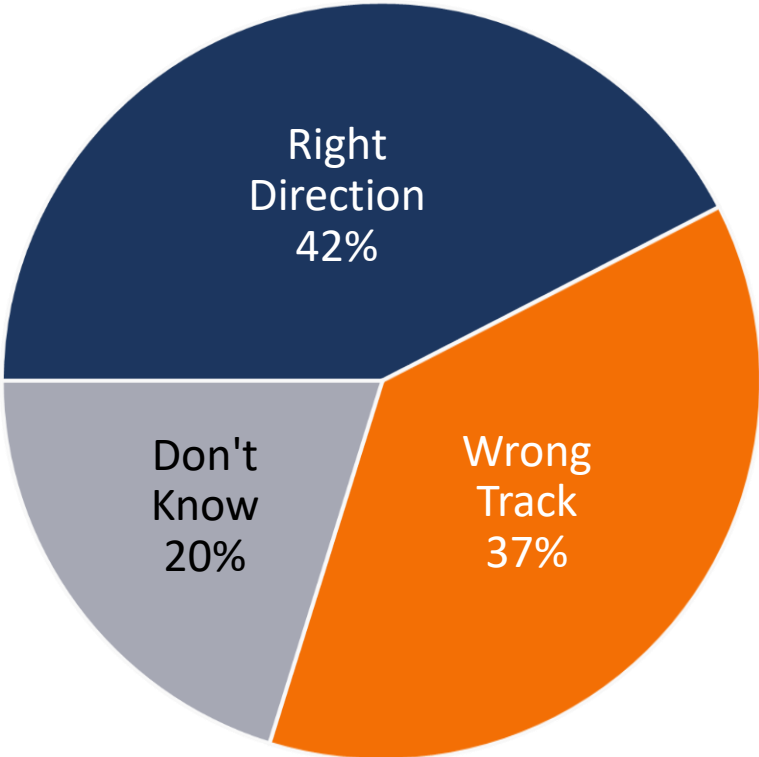


Views of the Direction of the County

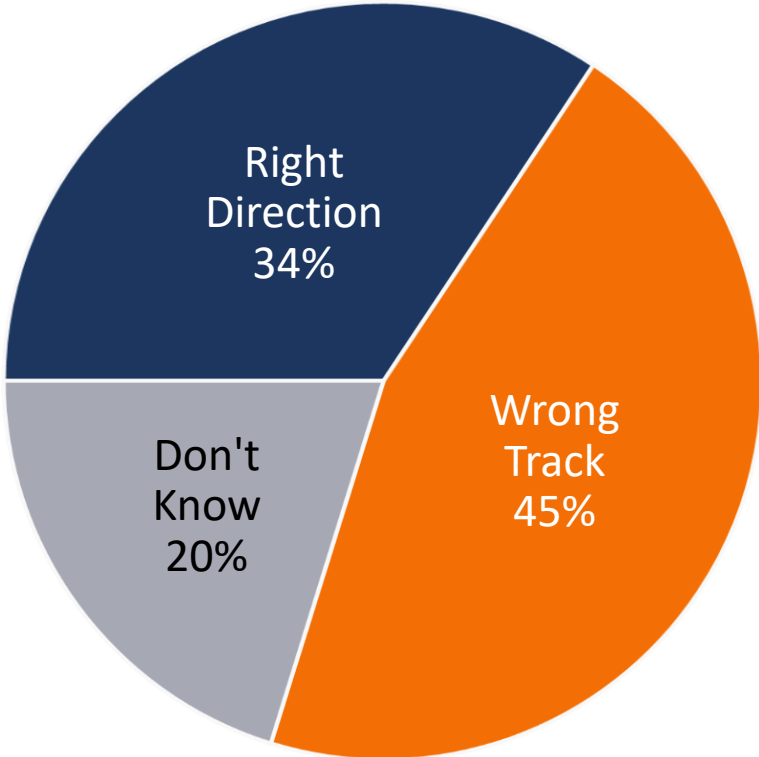
Voters are more pessimistic about the direction of the County than in 2020.

Thinking about Fresno County in general, would you say things are generally going in the right direction or do you feel things are off on the wrong track?

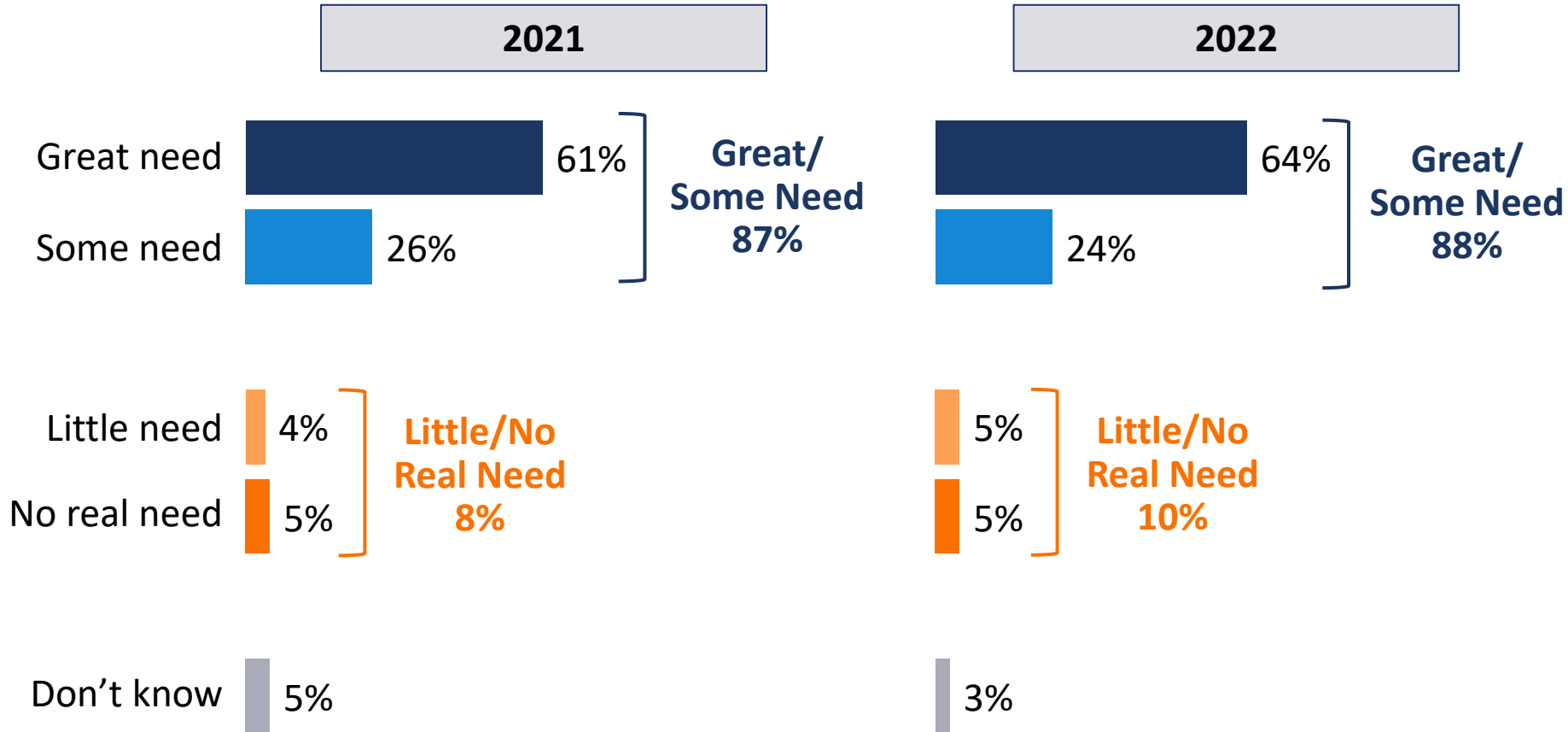
2021



2022



Close to nine-in-ten voters continue to recognize there is a great or some need for additional funding for the County's transportation system, with more than six-in-ten having said "great need".



Q. Generally speaking, would you say that Fresno County has a great need, some need, a little need or no real need for additional funding for the County's transportation system, including freeways, highways, local streets and public transit?

Fresno County Transportation Continuation Measure

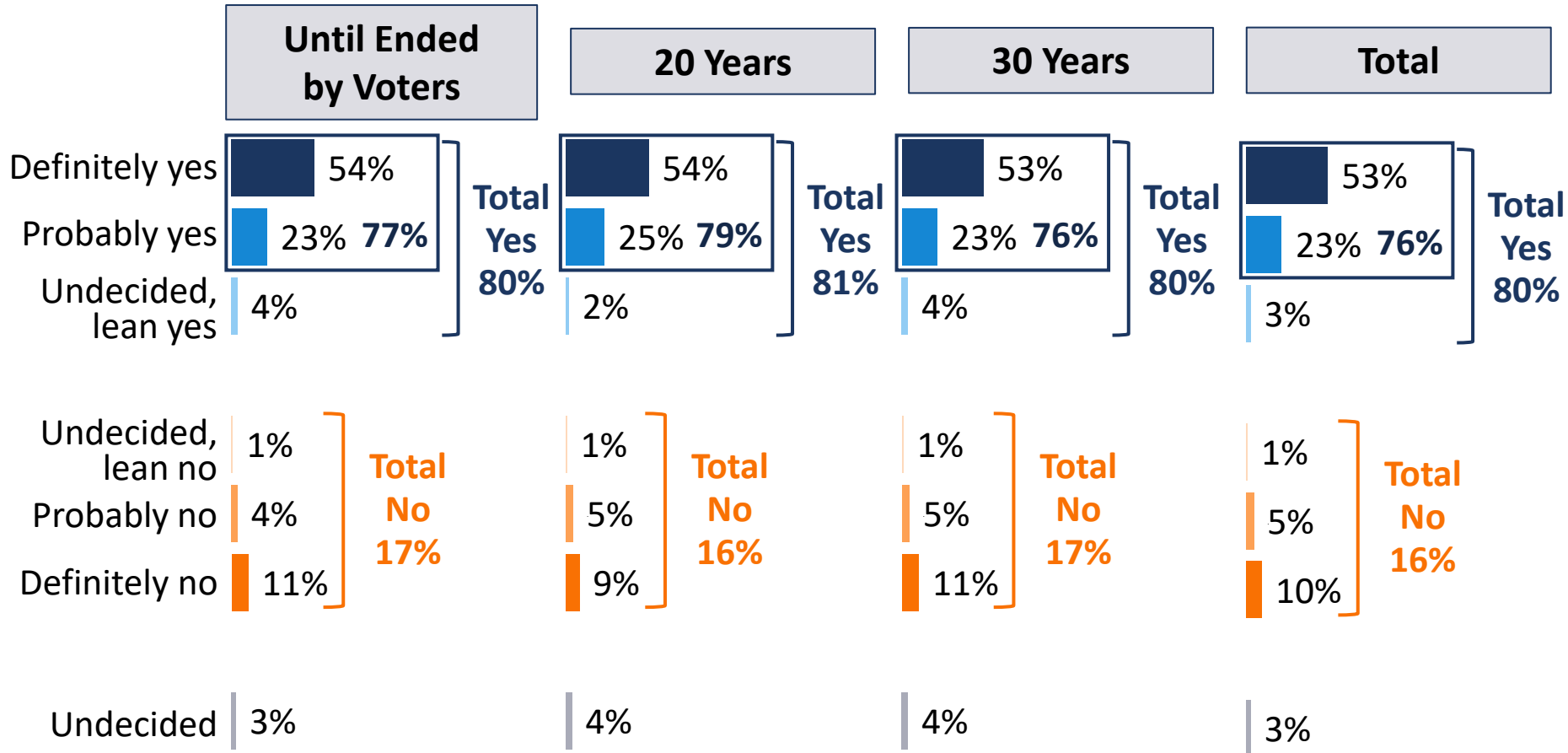
Without raising tax rates, shall an ordinance to repair potholes, keep local roads in good condition; upgrade structurally declining bridges/overpasses; improve highway safety, 911 emergency vehicle access, air quality, public transit services; protect low-cost senior transportation options and create local jobs; be adopted, continuing the voter-approved transportation ½¢ sales tax (established 1986), providing approximately \$84,000,000 annually for 20 years; requiring audits, public oversight/spending disclosure, local control?

Without raising tax rates, shall an ordinance to repair potholes, keep local roads in good condition; upgrade structurally declining bridges/overpasses; improve highway safety, 911 emergency vehicle access, air quality, public transit services; protect low-cost senior transportation options and create local jobs; be adopted, continuing the voter-approved transportation ½¢ sales tax (established 1986), providing approximately \$84,000,000 annually for 30 years; requiring audits, public oversight/spending disclosure, local control?

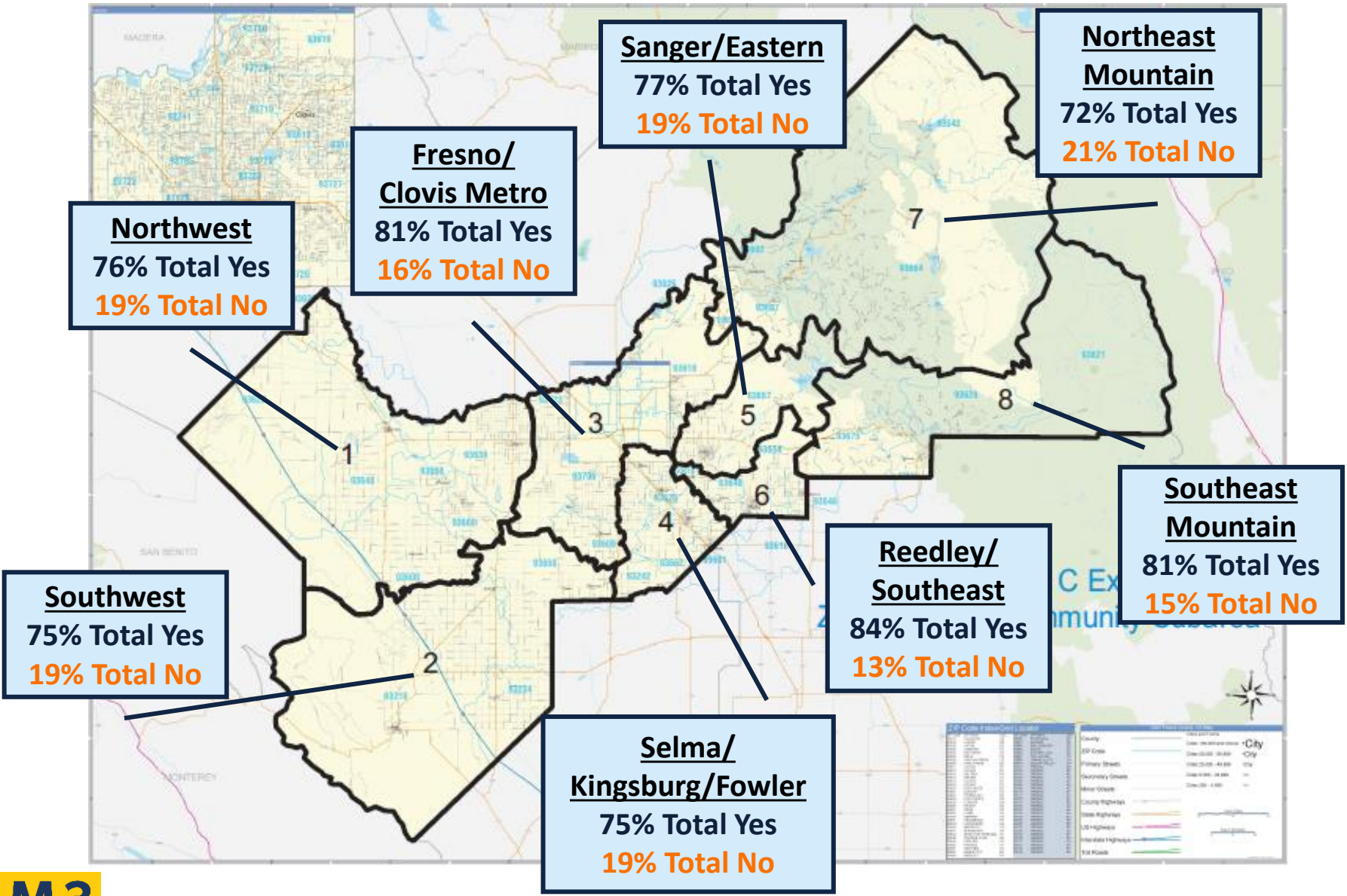
Without raising tax rates, shall an ordinance to repair potholes, keep local roads in good condition; upgrade structurally declining bridges/overpasses; improve highway safety, 911 emergency vehicle access, air quality, public transit services; protect low-cost senior transportation options and create local jobs; be adopted, continuing the voter-approved transportation ½¢ sales tax (established 1986), providing approximately \$84,000,000 annually until ended by voters; requiring audits, public oversight/spending disclosure, local control?

Slightly more than three-quarters initially support a Fresno Transportation Continuation Measure regardless of the duration, with roughly half saying they would definitely vote yes.

(Each Duration MOE = +/-4.7%; Total MOE = +/-2.7%)



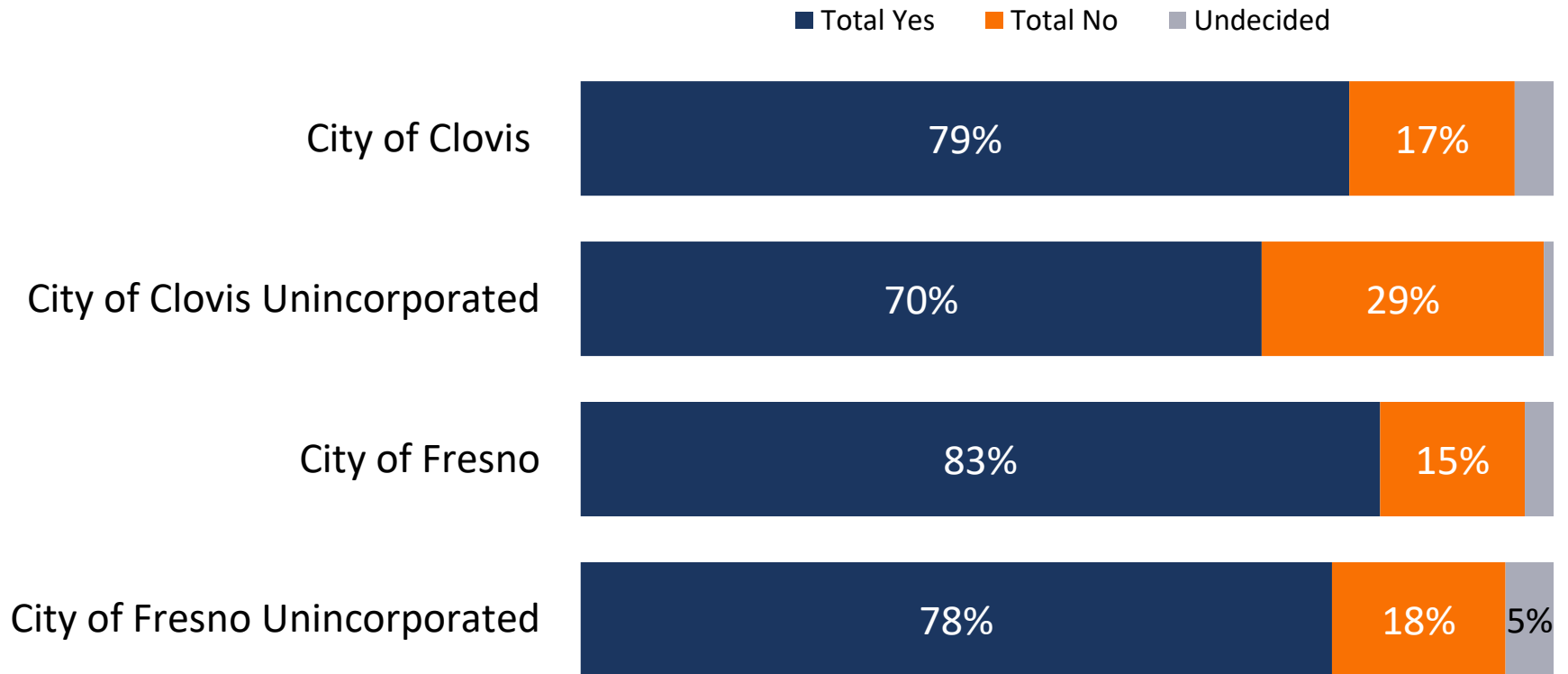
Initial Vote on the Continuation of the Voter-Approved Transportation 1/2-cent Sales Tax (Total) by County Region



Q Based on this description, would you vote yes in favor of the measure or no to oppose it?

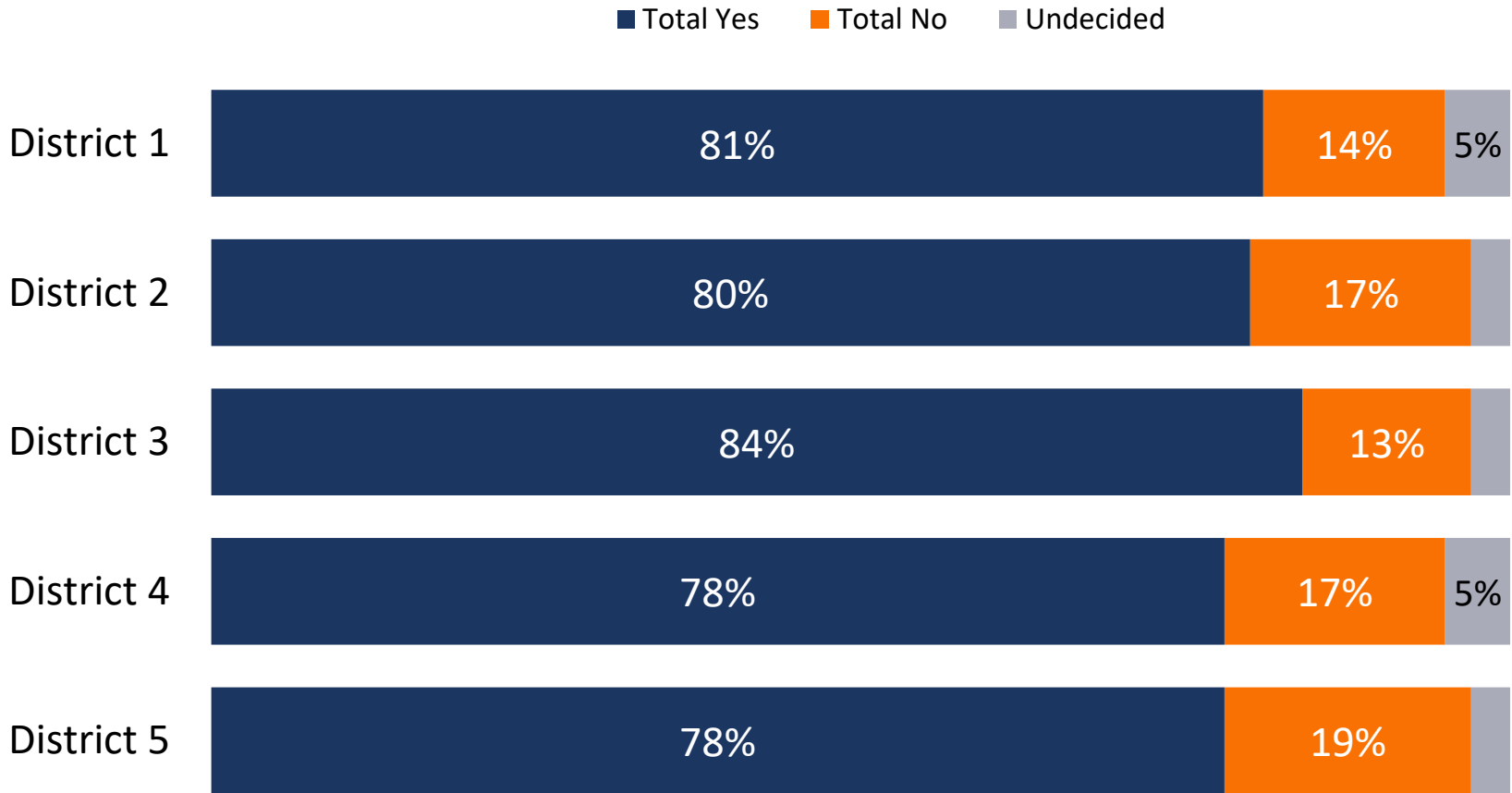
There is strong support across the Fresno-Clovis Area, with a high of 83 percent voting yes in the City of Fresno and a low of 70 percent in the unincorporated area just outside Clovis.

Initial Vote on the Continuation of the Voter-Approved Transportation ½-cent Sales Tax (Total) by Region 3: Fresno/Clovis Metro



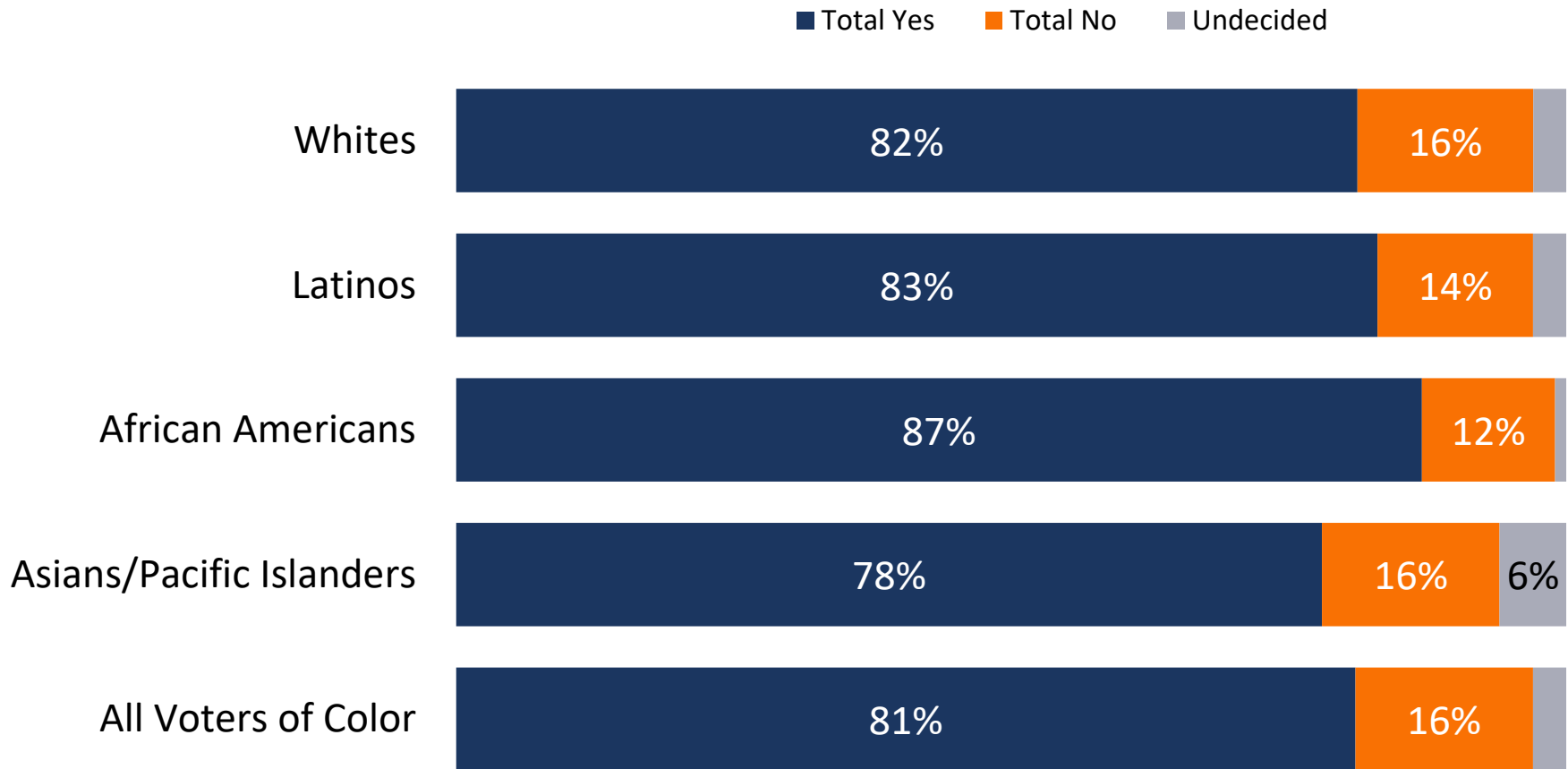
Voters across all pre-2022 Fresno County Supervisorial Districts highly support the measure.

Initial Vote on the Continuation of the Voter-Approved Transportation ½-cent Sales Tax (Total) by Pre-2022 Supervisorial District



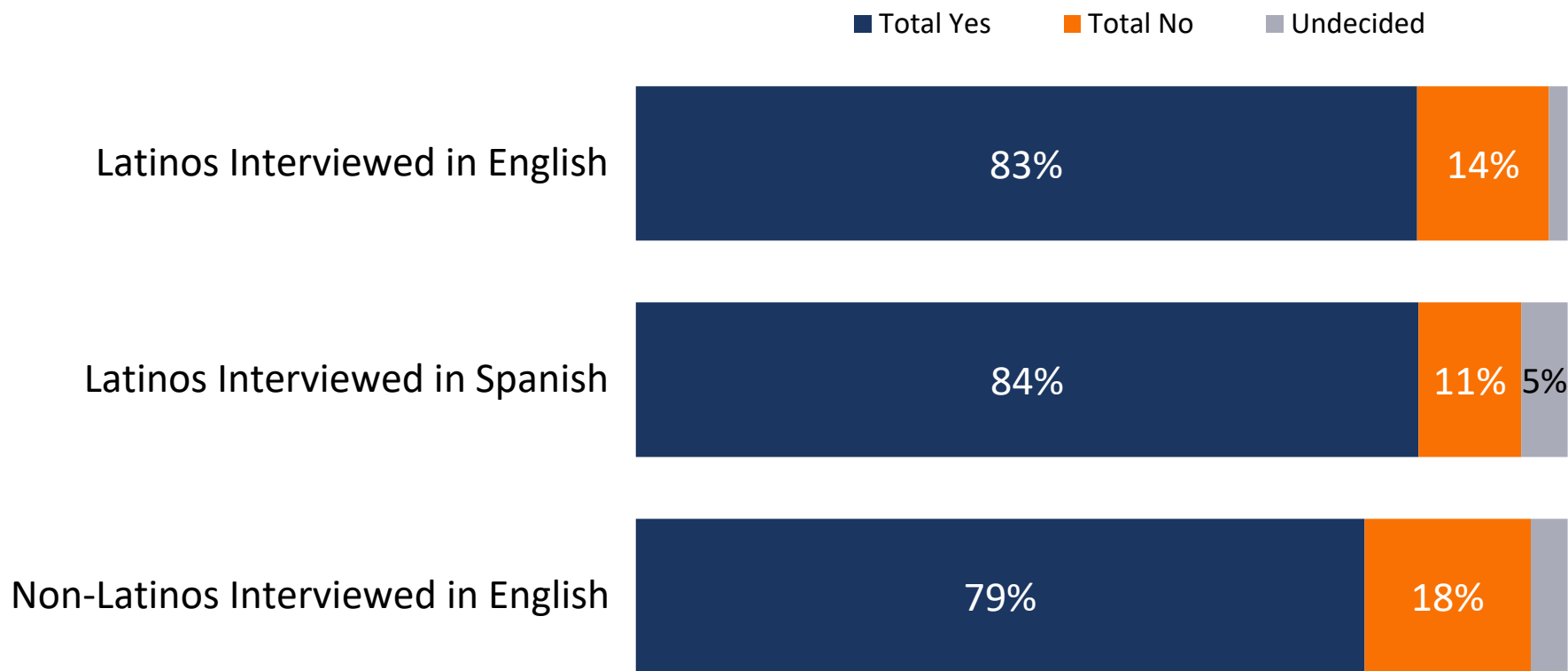
Support is strong across all ethnic/racial groups.

Initial Vote on the Continuation of the Voter-Approved Transportation ½-cent Sales Tax (Total) by Race/Ethnicity



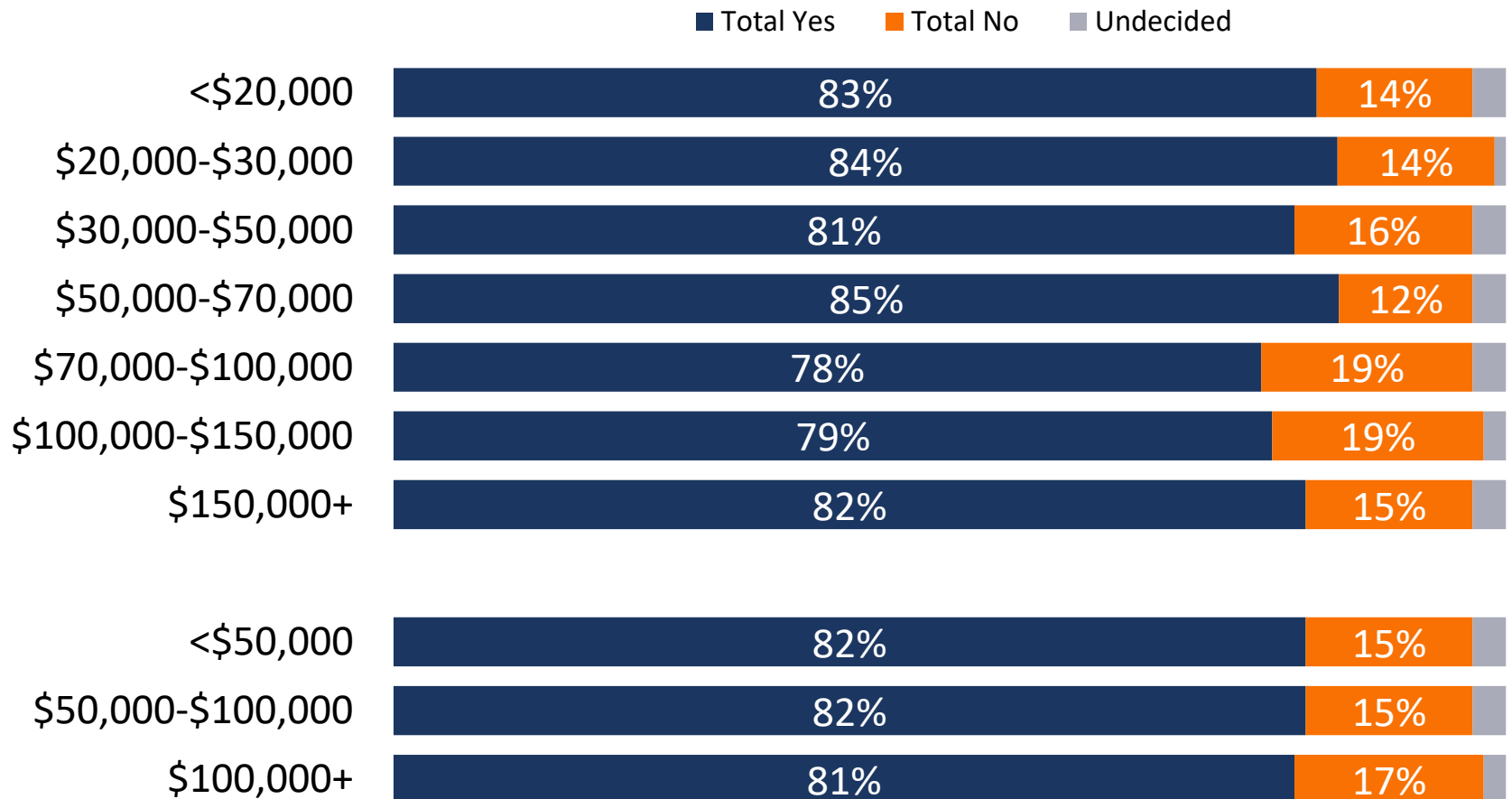
Regardless of language of interview, all groups support the measure in high percentages; however, Latinos who responded to the survey in English were more likely to say they would definitely vote yes.

Initial Vote on the Continuation of the Voter-Approved Transportation ½-cent Sales Tax (Total) by Language by Ethnicity



There are no meaningful differences in the level of support for the measure by annual household income groupings - all demonstrate high levels of support.

Initial Vote on the Continuation of the Voter-Approved Transportation ½-cent Sales Tax (Total) by Household Income

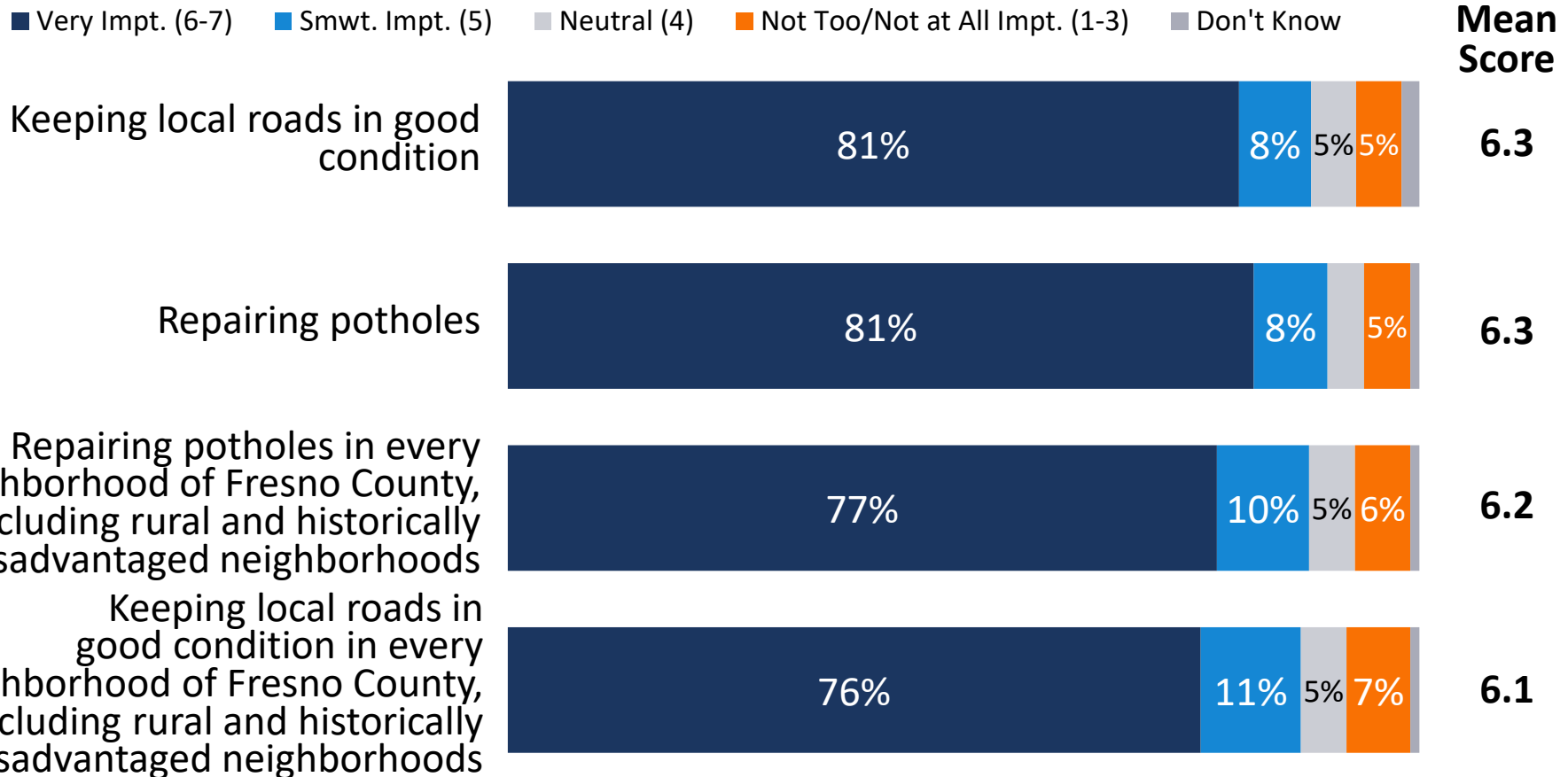




Transportation-related Priorities

Keeping local roads and transportation infrastructure in good condition, repairing potholes, creating local jobs, keeping bus fares low, and upgrading structurally declining bridges/overpasses are among voters' top priorities.

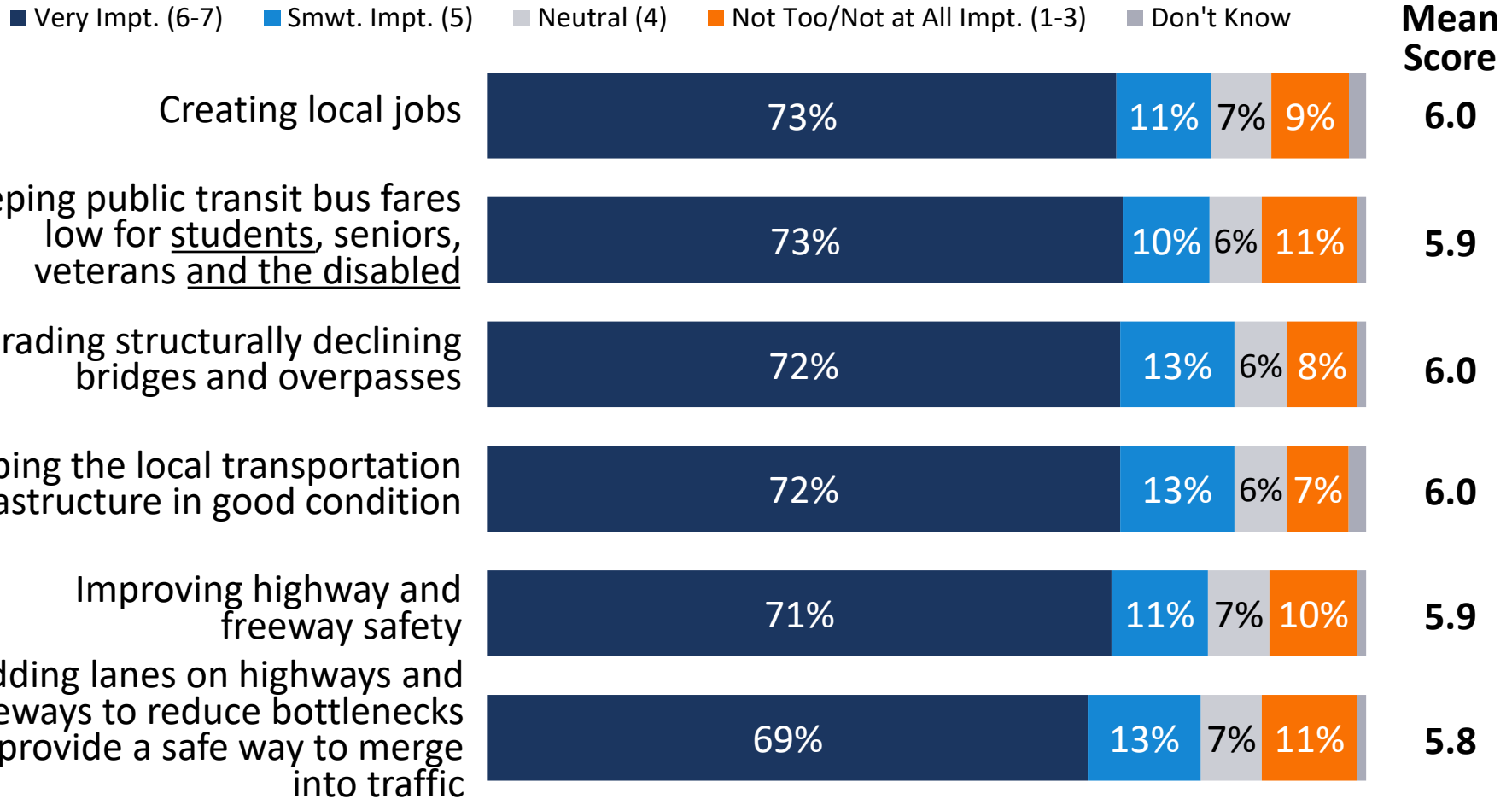
(Ranked by Very Important: 6-7)



Q. I am going to mention some features and provisions of the proposed **Fresno County Transportation Continuation Measure** we are discussing. 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 1 to 7, where 1 means **NOT AT ALL IMPORTANT** to you that the feature or provision is included in the measure extension and 7 means it would be **VERY IMPORTANT**. Split Sample

Continued

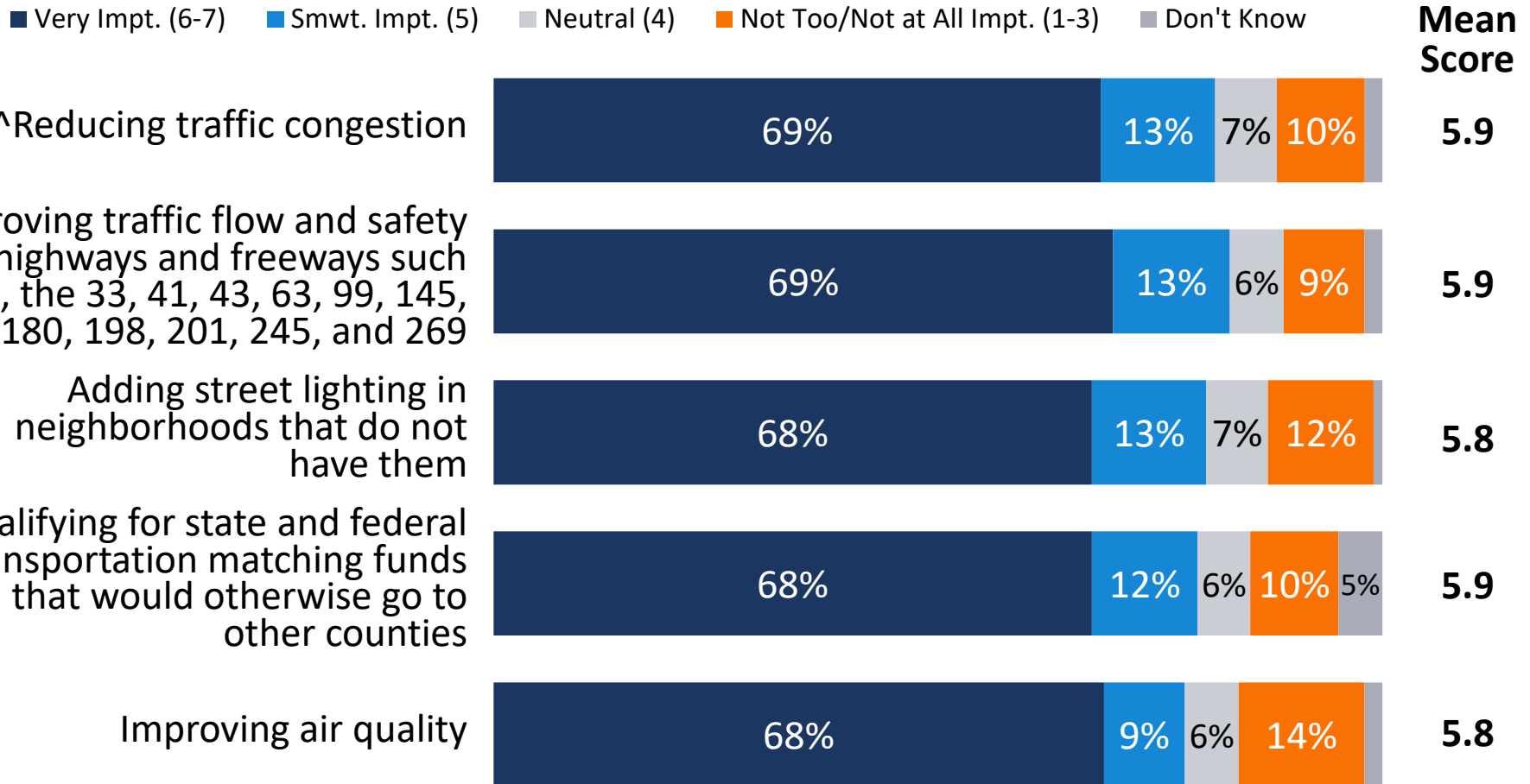
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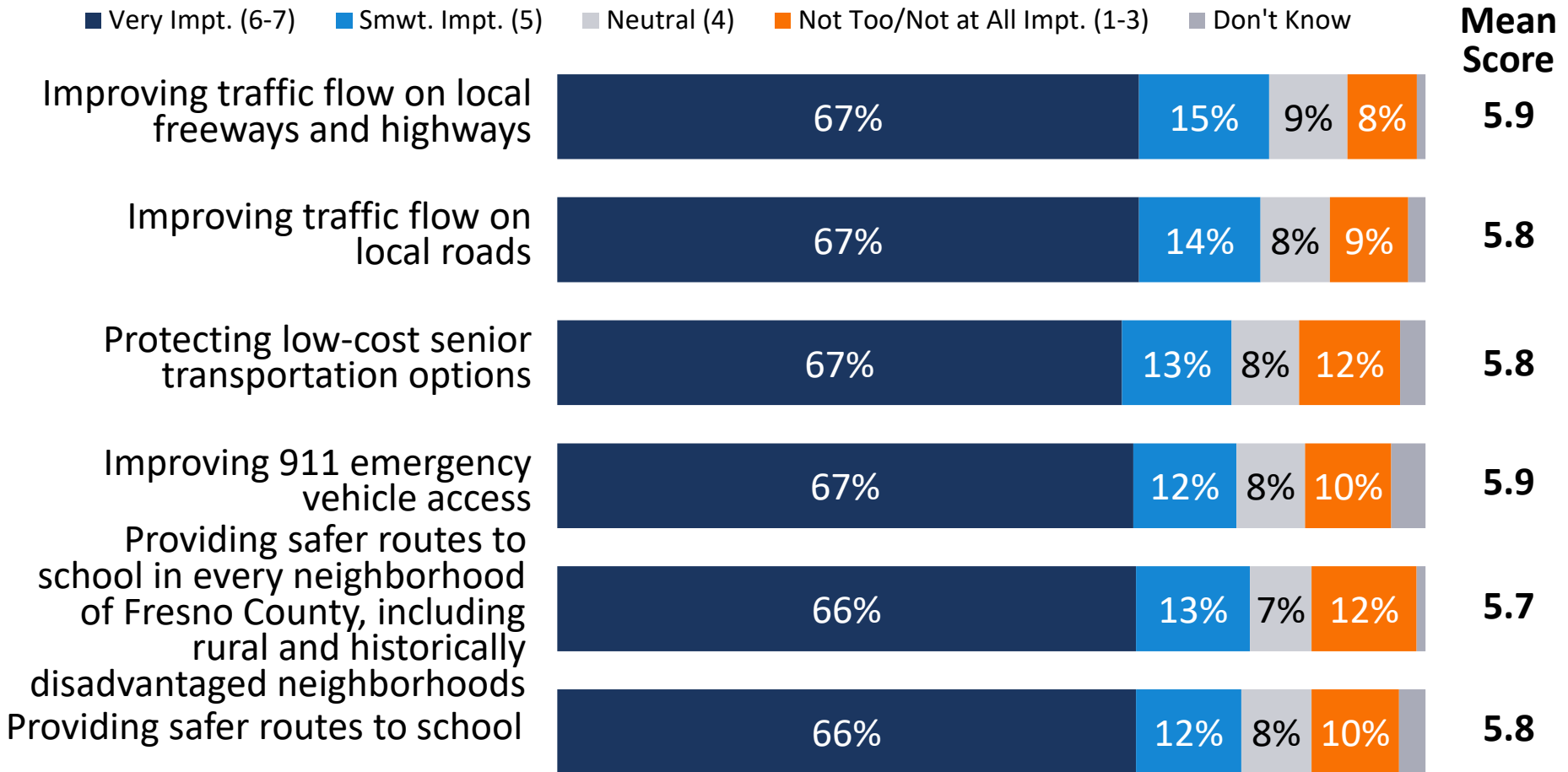
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Continued

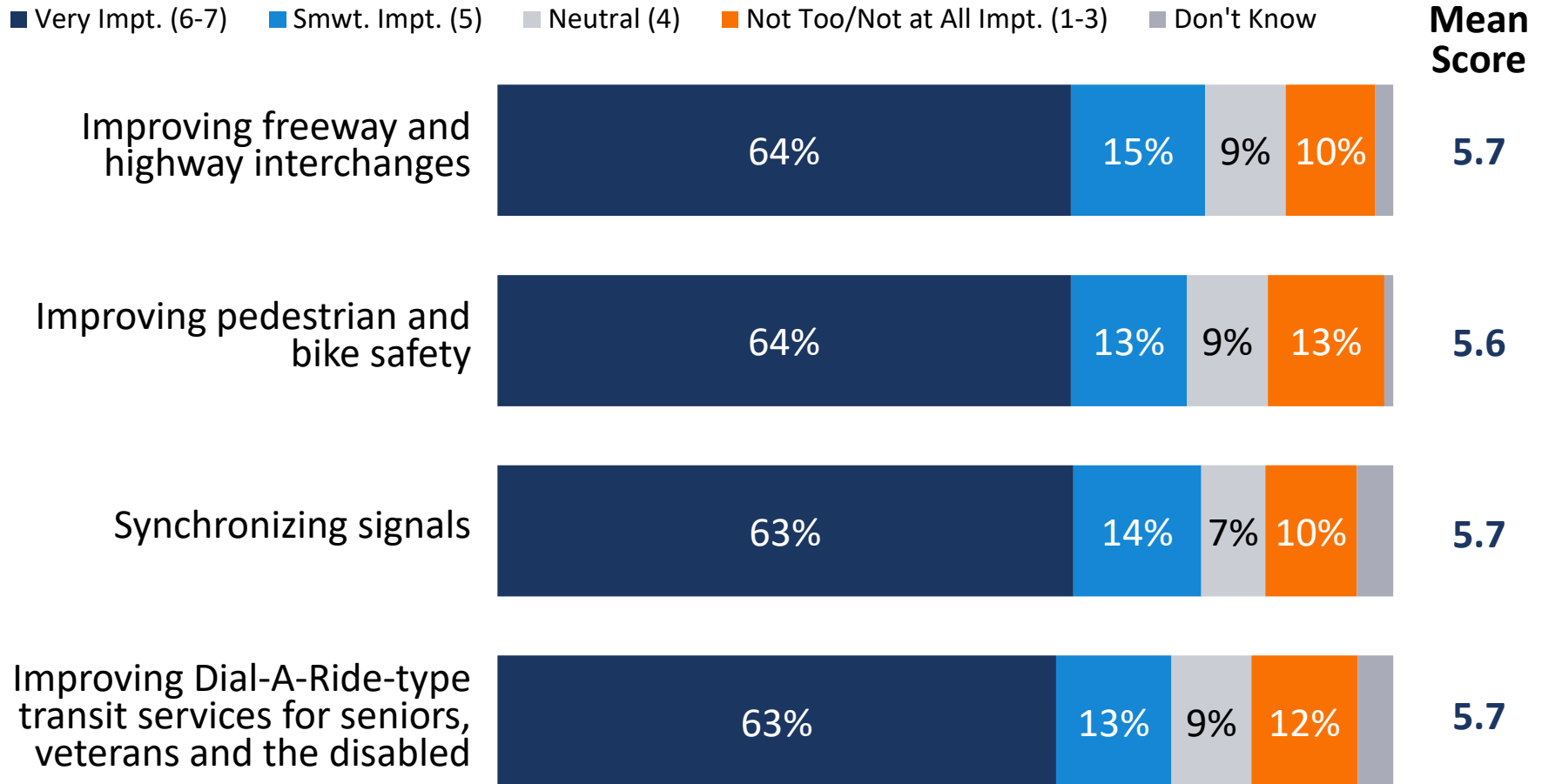
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Continued

(Ranked by Very Important: 6-7)

■ Very Impt. (6-7)
 ■ Smwt. Impt. (5)
 ■ Neutral (4)
 ■ Not Too/Not at All Impt. (1-3)
 ■ Don't Know

Mean Score

Improving roads and transportation routes from small towns and rural areas to larger cities in Fresno County for better access to health care, colleges, entertainment, and other services



5.6

Continuing to improve the Fresno County transportation system to help economic and job growth



5.6

Upgrading local streets to reduce flooding in flood prone areas in Fresno County, including rural and historically disadvantaged neighborhoods

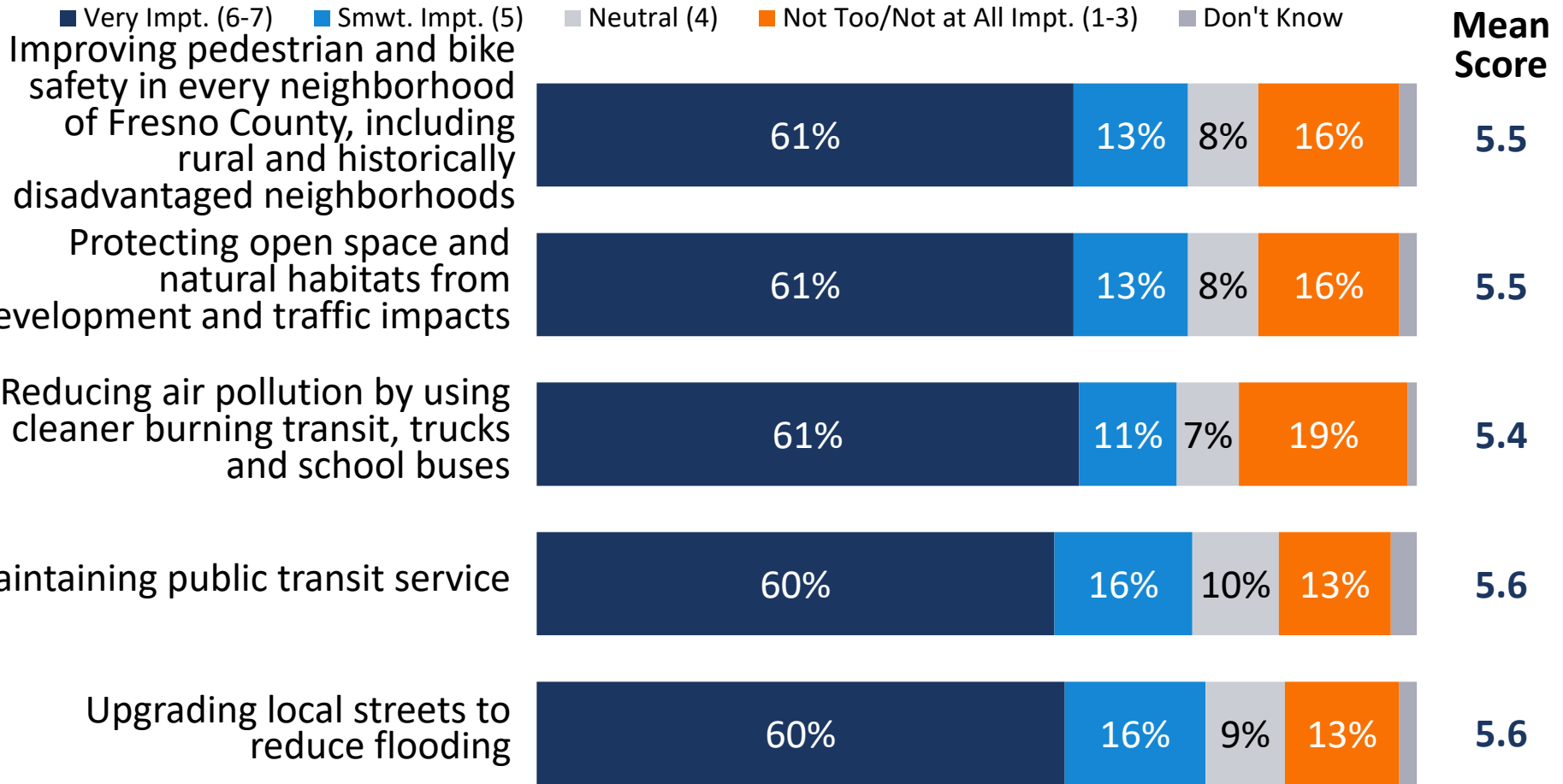


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Continued

(Ranked by Very Important: 6-7)



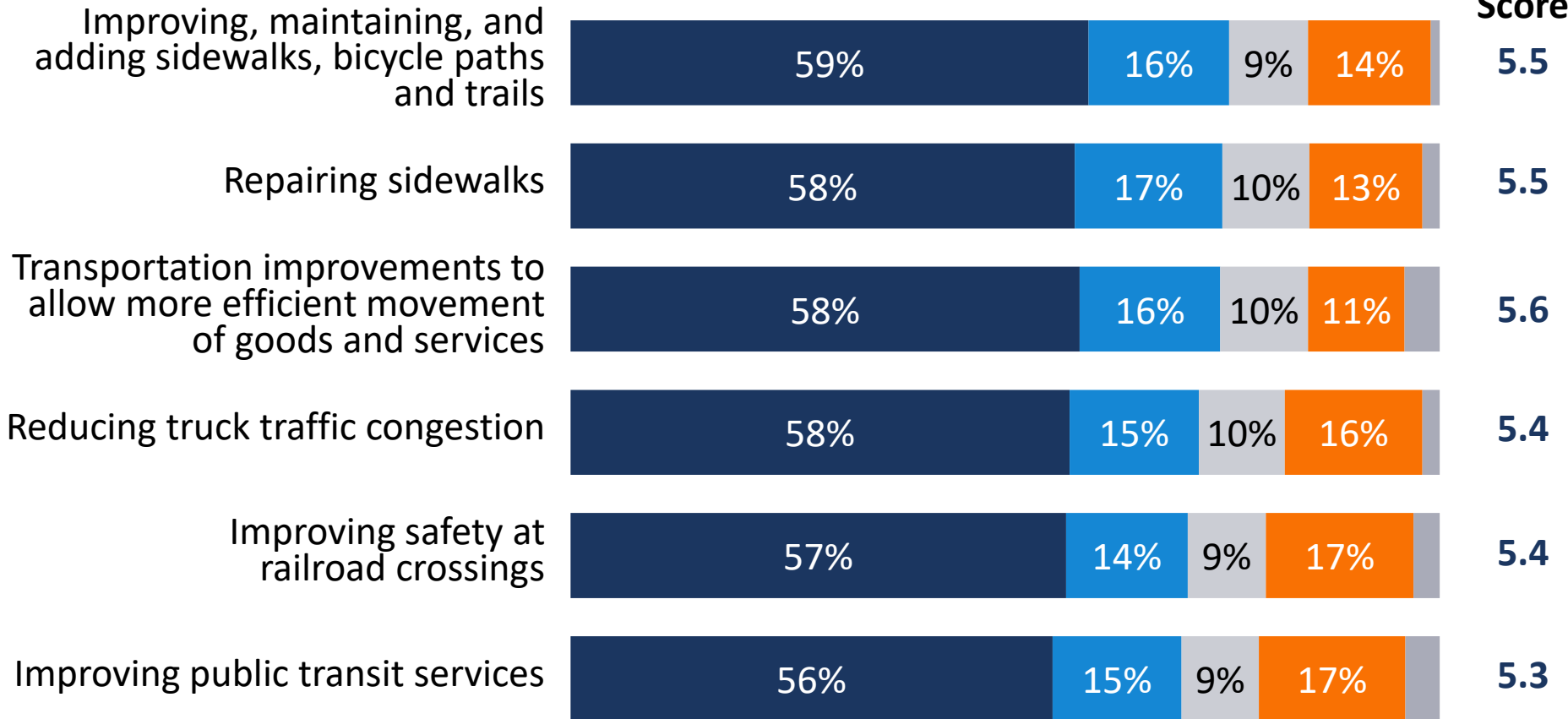
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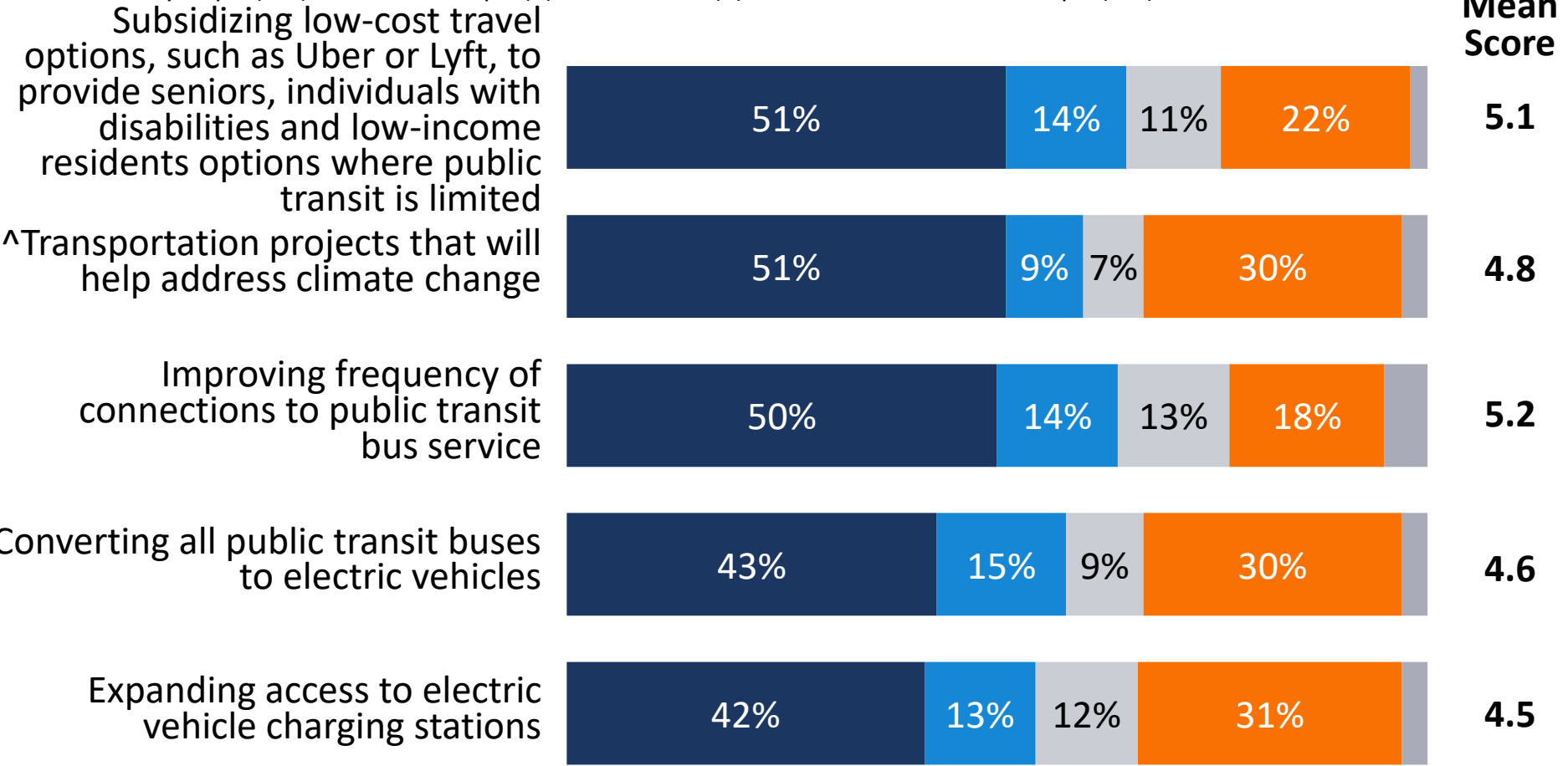


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Most Important Projects by Region

(Ranked by Very Important: 6-7)

Feature/Provision	All Voters	Region							
		1	2	3	4	5	6	7	8
Keeping local roads in good condition	81%	84%	75%	82%	77%	81%	77%	76%	56%
Repairing potholes	81%	79%	83%	83%	79%	69%	87%	56%	77%
Repairing potholes in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	77%	82%	76%	78%	72%	80%	77%	60%	85%
Keeping local roads in good condition in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	76%	71%	80%	77%	70%	61%	85%	46%	63%
Creating local jobs	73%	77%	78%	73%	68%	70%	71%	61%	76%
Keeping public transit bus fares low for <u>students, seniors, veterans and the disabled</u>	73%	67%	73%	73%	69%	69%	70%	67%	51%
Upgrading structurally declining bridges and overpasses	72%	71%	80%	73%	70%	62%	76%	49%	76%
Keeping the local transportation infrastructure in good condition	72%	78%	79%	72%	72%	72%	71%	67%	43%
Improving highway and freeway safety	71%	77%	68%	72%	73%	60%	75%	43%	50%
Adding lanes on highways and freeways to reduce bottlenecks and provide a safe way to merge into traffic	69%	70%	66%	69%	69%	58%	79%	44%	62%
^Reducing traffic congestion	69%	70%	68%	69%	70%	62%	72%	44%	52%

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Most Important Projects by Region; Continued

(Ranked by Very Important: 6-7)

Feature/Provision	All Voters	Region							
		1	2	3	4	5	6	7	8
Improving traffic flow and safety on highways and freeways such as I-5, the 33, 41, 43, 63, 99, 145, 168, 180, 198, 201, 245, and 269	69%	73%	65%	70%	67%	70%	69%	54%	65%
Adding street lighting in neighborhoods that do not have them	68%	64%	75%	69%	68%	49%	68%	38%	48%
Qualifying for state and federal transportation matching funds that would otherwise go to other counties	68%	63%	72%	69%	62%	64%	74%	47%	45%
Improving air quality	68%	67%	75%	70%	63%	60%	64%	33%	32%
Improving traffic flow on local freeways and highways	67%	66%	75%	67%	71%	57%	73%	51%	38%
Improving traffic flow on local roads	67%	69%	66%	68%	62%	65%	60%	48%	57%
Protecting low-cost senior transportation options	67%	76%	65%	66%	63%	63%	69%	53%	49%
Improving 911 emergency vehicle access	67%	78%	67%	67%	60%	69%	68%	61%	65%
Providing safer routes to school in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	66%	60%	71%	67%	64%	67%	72%	42%	48%
Providing safer routes to school	66%	76%	68%	66%	65%	61%	64%	54%	54%
Improving freeway and highway interchanges	64%	68%	64%	64%	59%	67%	64%	36%	66%

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Most Important Projects by Region; Continued

(Ranked by Very Important: 6-7)

Feature/Provision	All Voters	Region							
		1	2	3	4	5	6	7	8
Improving pedestrian and bike safety	64%	58%	75%	64%	66%	56%	65%	37%	56%
Synchronizing signals	63%	62%	55%	65%	57%	50%	61%	53%	30%
Improving Dial-A-Ride-type transit services for seniors, veterans and the disabled	63%	75%	69%	63%	60%	58%	69%	37%	63%
Improving roads and transportation routes from small towns and rural areas to larger cities in Fresno County for better access to health care, colleges, entertainment, and other services	62%	77%	73%	60%	67%	65%	66%	51%	48%
Continuing to improve the Fresno County transportation system to help economic and job growth	61%	65%	68%	61%	64%	51%	72%	43%	26%
Upgrading local streets to reduce flooding in flood prone areas in Fresno County, including rural and historically disadvantaged neighborhoods	61%	68%	82%	61%	63%	48%	66%	40%	55%
Improving pedestrian and bike safety in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	61%	70%	48%	62%	58%	54%	58%	43%	39%
Protecting open space and natural habitats from development and traffic impacts	61%	62%	64%	61%	58%	57%	64%	47%	48%
Reducing air pollution by using cleaner burning transit, trucks and school buses	61%	60%	72%	61%	60%	50%	59%	31%	25%

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Most Important Projects by Region; Continued

(Ranked by Very Important: 6-7)

Feature/Provision	All Voters	Region							
		1	2	3	4	5	6	7	8
Maintaining public transit service	60%	69%	58%	60%	49%	55%	62%	60%	58%
Upgrading local streets to reduce flooding	60%	69%	61%	60%	50%	63%	60%	38%	55%
Improving, maintaining, and adding sidewalks, bicycle paths and trails	59%	54%	68%	61%	52%	53%	63%	26%	38%
Repairing sidewalks	58%	62%	53%	59%	56%	49%	58%	28%	38%
Transportation improvements to allow more efficient movement of goods and services	58%	71%	73%	59%	53%	54%	62%	39%	59%
Reducing truck traffic congestion	58%	67%	65%	59%	54%	48%	57%	32%	33%
Improving safety at railroad crossings	57%	69%	51%	56%	57%	58%	61%	42%	62%
Improving public transit services	56%	60%	64%	56%	57%	50%	53%	34%	48%
Subsidizing low-cost travel options, such as Uber or Lyft, to provide seniors, individuals with disabilities and low-income residents options where public transit is limited	51%	55%	61%	52%	46%	45%	58%	23%	49%
[^] Transportation projects that will help address climate change	51%	59%	59%	51%	45%	46%	53%	31%	27%
Improving frequency of connections to public transit bus service	50%	54%	55%	50%	41%	49%	51%	49%	43%
Converting all public transit buses to electric vehicles	43%	47%	44%	43%	36%	44%	47%	34%	23%
Expanding access to electric vehicle charging stations	42%	50%	59%	42%	39%	36%	44%	28%	16%

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Most Important Projects by Various Demographic Groups

(Ranked by All Voters Very Important: 6-7)

Feature/Provision	All Voters	<\$50,000	Latinos	Latinos Interviewed in Spanish	Rural
Keeping local roads in good condition	81%	82%	85%	78%	78%
Repairing potholes	81%	83%	84%	83%	77%
Repairing potholes in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	77%	81%	80%	73%	76%
Keeping local roads in good condition in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	76%	78%	80%	83%	71%
Creating local jobs	73%	78%	79%	74%	71%
Keeping public transit bus fares low for <u>students</u> , <u>seniors</u> , <u>veterans</u> and the <u>disabled</u>	73%	80%	81%	79%	68%
Upgrading structurally declining bridges and overpasses	72%	73%	73%	67%	70%
Keeping the local transportation infrastructure in good condition	72%	76%	75%	81%	72%
Improving highway and freeway safety	71%	68%	78%	84%	68%

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Continued

(Ranked by All Voters Very Important: 6-7)

Feature/Provision	All Voters	<\$50,000	Latinos	Latinos Interviewed in Spanish	Rural
Adding lanes on highways and freeways to reduce bottlenecks and provide a safe way to merge into traffic	69%	66%	72%	80%	67%
^Reducing traffic congestion	69%	69%	76%	75%	66%
Improving traffic flow and safety on highways and freeways such as I-5, the 33, 41, 43, 63, 99, 145, 168, 180, 198, 201, 245, and 269	69%	72%	76%	82%	68%
Adding street lighting in neighborhoods that do not have them	68%	74%	72%	76%	62%
Qualifying for state and federal transportation matching funds that would otherwise go to other counties	68%	68%	74%	73%	64%
Improving air quality	68%	73%	77%	81%	62%
Improving traffic flow on local freeways and highways	67%	65%	74%	71%	66%
Improving traffic flow on local roads	67%	70%	72%	71%	63%
Protecting low-cost senior transportation options	67%	76%	73%	82%	65%

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Continued

(Ranked by All Voters Very Important: 6-7)

Feature/Provision	All Voters	<\$50,000	Latinos	Latinos Interviewed in Spanish	Rural
Improving 911 emergency vehicle access	67%	72%	74%	79%	67%
Providing safer routes to school in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	66%	73%	78%	78%	64%
Providing safer routes to school	66%	72%	76%	80%	65%
Improving freeway and highway interchanges	64%	67%	73%	64%	62%
Improving pedestrian and bike safety	64%	67%	67%	72%	61%
Synchronizing signals	63%	59%	65%	68%	56%
Improving Dial-A-Ride-type transit services for seniors, veterans and the disabled	63%	73%	71%	78%	63%
Improving roads and transportation routes from small towns and rural areas to larger cities in Fresno County for better access to health care, colleges, entertainment, and other services	62%	69%	71%	78%	67%
Continuing to improve the Fresno County transportation system to help economic and job growth	61%	66%	70%	72%	61%

Q. I am going to mention some features and provisions of the proposed **Fresno County Transportation Continuation Measure** we are discussing. 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 1 to 7, where 1 means **NOT AT ALL IMPORTANT** to you that the feature or provision is included in the measure extension and 7 means it would be **VERY IMPORTANT**. Split Sample

Continued

(Ranked by All Voters Very Important: 6-7)

Feature/Provision	All Voters	<\$50,000	Latinos	Latinos Interviewed in Spanish	Rural
Upgrading local streets to reduce flooding in flood prone areas in Fresno County, including rural and historically disadvantaged neighborhoods	61%	66%	70%	74%	62%
Improving pedestrian and bike safety in every neighborhood of Fresno County, including rural and historically disadvantaged neighborhoods	61%	66%	66%	71%	56%
Protecting open space and natural habitats from development and traffic impacts	61%	70%	67%	70%	59%
Reducing air pollution by using cleaner burning transit, trucks and school buses	61%	68%	70%	76%	56%
Maintaining public transit service	60%	66%	65%	71%	57%
Upgrading local streets to reduce flooding	60%	62%	68%	72%	57%
Improving, maintaining, and adding sidewalks, bicycle paths and trails	59%	61%	67%	68%	54%
Repairing sidewalks	58%	60%	65%	60%	53%
Transportation improvements to allow more efficient movement of goods and services	58%	60%	61%	65%	59%

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Continued

(Ranked by All Voters Very Important: 6-7)

Feature/Provision	All Voters	<\$50,000	Latinos	Latinos Interviewed in Spanish	Rural
Reducing truck traffic congestion	58%	60%	68%	74%	54%
Improving safety at railroad crossings	57%	64%	65%	67%	58%
Improving public transit services	56%	63%	62%	66%	54%
Subsidizing low-cost travel options, such as Uber or Lyft, to provide seniors, individuals with disabilities and low-income residents options where public transit is limited	51%	62%	58%	68%	50%
^Transportation projects that will help address climate change	51%	58%	62%	71%	49%
Improving frequency of connections to public transit bus service	50%	59%	64%	63%	48%
Converting all public transit buses to electric vehicles	43%	50%	49%	65%	41%
Expanding access to electric vehicle charging stations	42%	41%	50%	66%	41%

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Key Findings

Conclusions

- Eighty percent support the Fresno County Transportation Continuation Measure, which requires a two-thirds majority vote for passage.
- Between 72 and 84 percent of voters in all eight regions of the County initially support this super-majority measure within their respective margins of error.
- A large majority of voters support the measure across diverse demographic communities, including gender identity, age groups, income levels, and ethnic/racial and linguistic groups.

Conclusions, Continued

- Voters have a good understanding that the County's transportation system is in need of additional funds, with a majority indicating that need is great.
- The duration was tested in isolation, support is consistently high regardless of the length of the period of the measure.
- Keeping local roads and transportation infrastructure in good condition, repairing potholes, creating local jobs, keeping bus fares low, and upgrading structurally declining bridges/overpasses are among the top transportation priorities.



Fresno County Transportation Issues 2022 Follow-up Survey



OPINION
RESEARCH
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