



OPINION
RESEARCH
& STRATEGY

TO Interested Parties

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FM3 Research

RE: San Diego County Voter Support for Funding Transportation Improvements

DATE May 28, 2023

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of San Diego County voters to assess their support for a ballot measure to invest in regional transportation improvements.¹ The study found that **San Diego County voters see a clear need for additional funding for these investments, and three in five support a half-cent sales tax to fund them.** With the aid of a strong campaign in favor, a half-cent sales tax measure begins the campaign well-positioned for passage in November 2024.

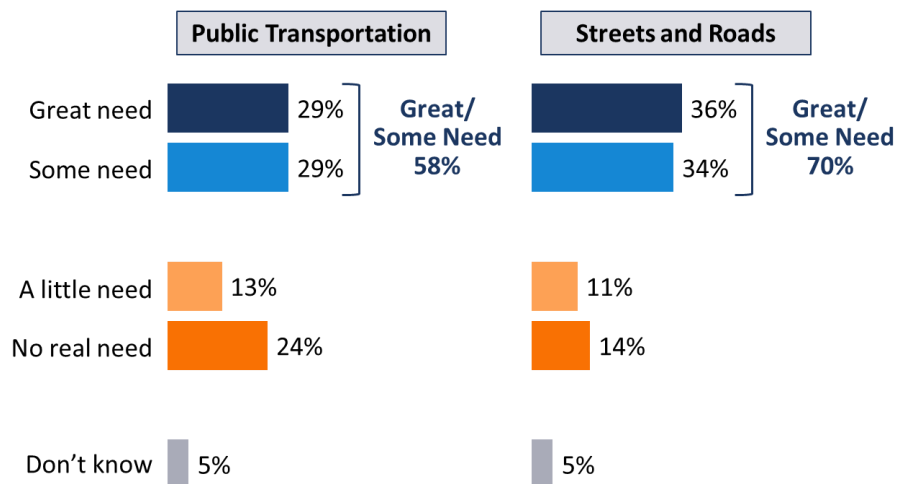
Key findings include:

- **San Diego voters broadly see a need for additional funding for public transportation, streets and roads.** Figure 1 below shows that seven in ten see at least "some need" for additional funding for streets and roads, and 58% say the same for public transportation. These numbers are as high or higher than those from a similar poll conducted in 2021.

¹ **Methodology:** From May 3-9, 2023, FM3 completed 723 interviews by phone (cell and landline) and email with randomly-selected likely November 2024 voters in San Diego County. The margin of sampling error for the study is +/-4.0% at the 95% confidence level; margins of error for subsamples will be higher. Due to rounding, not all totals will sum to 100%.

Figure 1: Need for Funding

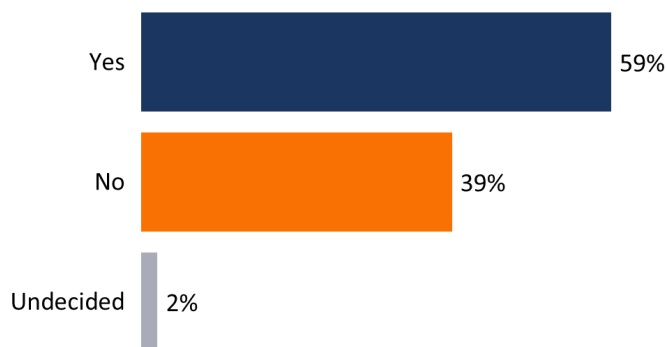
Would you say San Diego County has a great need for additional funding, some need, a little need, or no real need for additional funding for (HALF SAMPLE: public transportation) (HALF SAMPLE: streets and roads)?



- **Nearly three in five support a transportation funding measure based on draft ballot language alone.** As shown in Figure 2 below, three in five San Diego voters say they would vote "yes" on a measure to improve traffic, infrastructure and safety in the County – a 20-point margin of support. This includes backing from:
 - 79% of Democrats, 58% of independents, and even 28% of GOP voters;
 - 55% of men and 62% of women;
 - 59% of voters with a four-year college degree and 61% of those without one;
 - 57% of white voters and 68% of voters of color; and
 - Majorities of voters in each of the County’s five supervisorial districts.

Figure 2: Support for a Sales Tax Measure

San Diego County Improvement Measure for Traffic, Infrastructure, and Safety. To reduce traffic congestion; repair local roads, fill potholes; improve pedestrian safety, expand public transit; help address the housing shortage; repair, retrofit and upgrade safety of aging bridges, storm drains, rail lines on bluffs in danger of collapse; reduce air pollution; shall voters authorize a ½¢ sales tax raising \$350,000,000 annually until ended by voters, requiring citizen oversight, public disclosure of spending, independent annual audits?



- **Voters' top transportation investment priorities include fixing streets, re-routing the north county rail line, reducing traffic congestion, improving transportation safety, and repairing storm drains.** The table below and on the next page shows the potential projects that at least three in five voters rated as "extremely" or "very important" to include in a measure.

Figure 3: Importance of Potential Projects

Project	% Extremely or Very Important
Fixing streets and repairing potholes	80%
Re-routing the North County coastal rail line to avoid bluffs that are at serious risk of collapse	63%

Project	% Extremely or Very Important
Improving transportation safety for everyone, including people who walk, bike, drive, or ride transit	60%
Reducing traffic congestion	60%
Repairing aging storm drains	60%

- **Messaging around the measure may increase support.** As shown in Figure 4, messaging may increase support slightly, but the measure remains at three in five (61%);

Figure 4: Progression of Support

Vote	Total Yes	Total No	Undecided
Initial Vote	59%	39%	2%
After Messaging	61%	36%	3%

In sum, **San Diego County voters broadly see a need for additional funding for transportation projects including street and road repairs, pothole fixes, re-routing the coastal rail line, storm drain improvements, and upgrades to safety for people using every mode of transportation.** With the aid of a strong campaign, a measure to invest in these priorities is well-positioned for passage in November 2024.