



# COUNTY OF HUMBOLDT

AGENDA ITEM NO.  
**G-1**

For the meeting of: October 13, 2015

Date: September 21, 2015

To: Board of Supervisors

From: Supervisor Ryan Sundberg

Subject: Board Discussion Regarding HCAOG Hiring Polling Firm to Poll voters on a Proposed Humboldt County Transportation Sales Tax Measure

**RECOMMENDATION(S):** That the Board of Supervisors receive a report from Supervisor Sundberg, the Board's representative on the HCAOG Board, and give direction as it relates to a proposal to hire a polling firm to poll voters on a proposed Humboldt County Transportation Sales Tax Measure.

**SOURCE OF FUNDING:** HCAOG

**DISCUSSION:** HCAOG has been exploring funding options to support local transportation needs and is requesting input from the Board on whether a polling firm should be hired to survey the local electorate to determine the level of support for a sales tax measure to fund local transportation. The estimated cost of polling voters is approximately \$30,000.

**FINANCIAL IMPACT:** N/A

**OTHER AGENCY INVOLVEMENT:** Humboldt County Association of Governments (HCAOG)

**ALTERNATIVES TO STAFF RECOMMENDATIONS:** Board discretion.

**ATTACHMENTS:** HCAOG Local Transportation Revenue Option Workshop Meeting Summary and June 16, 2008 Humboldt County Transportation Sales Tax Measure Survey.

Prepared by Kathy Hayes

Signature 

REVIEW:	Auditor _____	County Counsel _____	Personnel _____	Risk Manager _____	Other _____
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TYPE OF ITEM:  
 Consent  
 Departmental  
 Public Hearing  
 Other Board Initiated (15 min)  
 PREVIOUS ACTION/REFERRAL:

Board Order No. \_\_\_\_\_  
 Meeting of: \_\_\_\_\_

**BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT**  
 Upon motion of Supervisor \_\_\_\_\_ Seconded by Supervisor \_\_\_\_\_

Ayes \_\_\_\_\_  
 Nays \_\_\_\_\_  
 Abstain \_\_\_\_\_  
 Absent \_\_\_\_\_

**SEE ACTION SUMMARY**

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated: \_\_\_\_\_  
 By: \_\_\_\_\_  
**Kathy Hayes, Clerk of the Board**

## **Humboldt County Association of Governments Local Transportation Revenue Option Workshop Meeting Summary and Suggested Work Plan**

### **Meeting Summary:**

On Wednesday August 26<sup>th</sup>, 2015 the Humboldt County Association of Governments (HCAOG) held a Local Transportation Revenue Option Workshop from 3:30 p.m. to 6:00 p.m. at the Wharfinger Building in Eureka. The workshop was attended by over 30 community leaders, including local government staff, elected officials, and members of the public.

The agenda included a welcome from the HCAOG Chair Susan Ornelas and self introductions by the attendees. A transportation funding overview presentation was provided by Eileen Goodwin, President, Apex Strategies. The overview included an interactive voting session where attendees were asked at various times during the two hour and half session to weigh in on various topics ranging from the amount of the current gas tax to thoughts of current legislation to possible additional funding mechanisms. A copy of the PowerPoint and including a copy of the voting results can be found on line at <http://www.hcaog.net/calendar/date/local-transportation-revenue-options-workshop>.

The presentation specifically covered the context of transportation funding as it relates to historical sources for funds at both the state and federal level, the buying power and fuel economy impacts to the gas tax funding source, the impact of the state's "borrowing" of transportation funding and the payback mechanisms. There was a discussion about the SBX 1-1 funding proposal which would raise revenue and would support state highway and local streets and road maintenance projects as well as create a reward fund for new transportation sales tax counties.

The presentation also covered the current pilot project to use vehicle miles traveled (VMT) as a potential way to generate revenue. Eileen explained the various methodologies currently being studied and presented a timeline for the VMT Pilot Project.

Some of the key results from the polling include:

- 57% of the attendees feel the current state and federal gas tax is not enough to adequately fund transportation;
- 79% of the attendees feel that the state's budget 40% coverage of identified transportation priorities is not adequate;
- 79% of the attendees feel the state and federal governments are unlikely to solve the transportation funding problem;

- The two highest funding priorities from the group included maintenance (59%) and more transportation choices/mobility options (28%);
- The three most popular local control funding options ideas were ¼ cent countywide sales tax (36%), ½ cent countywide sales tax (29%), and local gas tax increase (18%); and
- When asked whether the group favored looking at a potential funding option for the ballot in 2016 70% were interested in continuing the exploration of the topic, 5% were ready to move to be on the ballot now and 25% felt that the community would not be ready for 2016.

HCAOG Technical Advisory Committee (TAC) members provided a panel to present and discuss challenges related to their specific role. The panel was moderated by Eileen and included Kevin Tucker, Chief of North Planning, Caltrans; Tom Mattson, Director of Public Works, Humboldt County; Marcella Clem, Executive Director of the Humboldt County Association of Governments; Praj White, City Engineer for the City of Ferndale; Doby Class, City Engineer-Public Works Director for the City of Arcata, and Charles Roecklin, City Engineer for the City of Eureka. Some of the themes from the speakers included: grants program no longer have a geographic equity component which makes it extra difficult for smaller rural counties to attract funds; it is difficult for local agencies to meet local match requirements because revenues are so limited; partnerships are very important between agencies especially between the cities; there are many more needs than there is money—maintenance of roads and bridges is very important because neglecting maintenance makes project costs go up; the performance based and data based grant process is here to stay yet a challenge because it is expensive to collect data and administer state and federal grants; and greenhouse gas emission reduction is a key element in what does get funded with rural areas not competing well for this type of funding. The panelists took questions from the audience.

For the last session, Eileen presented some typical next steps on moving forward with consideration of additional funding focusing in on the funding mechanisms that require public votes. The Suggested Work Plan follows below.

Chairperson Ornelas took the floor to thank Eileen, the TAC Panel, and HCAOG staff for the excellent workshop meeting.

The Workshop Adjourned at 6:00

### **Suggested Work Plan:**

Since 75% of those attending indicated a desire to keep exploring this topic in anticipation of a potential ballot measure in 2016, the recommended next steps for HCAOG include:

- Continue to talk about the funding alternatives to narrow down the options;
- Conduct a poll of likely November 2016 voters in Fall/Winter 2015:
  - Assess funding options with likely voters (1/4 cent versus 1/2 cent etc. versus other potential options)
  - Assess project priorities with likely voters (maintenance versus capital versus investment in mobility options);
- Continue stakeholder outreach and input;
- Determine appropriate voter safeguards (i.e. limits on expenditures, oversight committee, annual audits etc.);
- After the polling results and stakeholder input is received, begin to develop a draft expenditure plan;
- Determine if additional environmental clearance is necessary;
- Coordinate with County Clerk on various ballot deadlines and costs;
- Expand community and stakeholder outreach and input once plan is developed—get input on the plan;
- Check in with voters through poll Spring 2016 to determine readiness for November 2016:
  - Include draft ballot question with word limit, project list, voter safeguards etc.; and
  - HCAOG to deliberate being on the ballot by August 2016 deadline.

Workshop summary and suggested work plan created by Eileen Goodwin, Apex Strategies

**Session Name**

HCAOG Funding Options Workshop  
8-26-2015 6:08 PM

**Date Created**

8/26/2015 6:15:00 PM

**Active Participants**

29

**Total Participants**

29

**Questions**

7

**Results by Question**

1. Our existing 63 cents tax per gallon seems... (Multiple Choice)

- 1. Too much
- 2. Not enough
- 3. Just about right

**Totals**

Responses	
Percent	Count
14.29%	4
57.14%	16
28.57%	8
<b>100%</b>	<b>28</b>

2. The current 40% coverage of need seems like... (Multiple Choice)

- 1. Too much, there are other priorities for this money.
- 2. Not enough money to transportation needs - roads are falling apart.
- 3. Just about what it should be.

**Totals**

Responses	
Percent	Count
3.45%	1
79.31%	23
17.24%	5
<b>100%</b>	<b>29</b>

**3. I think the Federal and State Governments will solve this funding issue for us (Multiple Choice)**

Responses	
Percent	Count
20.69%	6
79.31%	23

1. Agree. It is what they are there for.
2. No way. Things are too dysfunctional now & the presidential election cycle will only delay any real solutions.

**4. Define the Problem (Multiple Choice)**

Responses	
Percent	Count
58.62%	17
3.45%	1
27.59%	8
0.00%	0
0.00%	0
3.45%	1
6.90%	2
<b>100%</b>	<b>29</b>

1. Maintenance
2. Seniors'/School children mobility
3. Community needs more transportation options/choices
4. Congestion relief
5. Gateways
6. Something else
7. All of the above

**Totals**

**5. What Additional Sources of Funding Might be Attractive? Vote (Multiple Choice)**

1. Local gas tax
2. Parcel/property tax
3. Developer fee
4. Payroll taxes
5. Countywide sales tax of ½ cent
6. Countywide sales tax of ¼ cent
7. No more taxes - do fewer projects

**Totals**

Responses		
	Percent	Count
	17.86%	5
	3.57%	1
	7.14%	2
	0.00%	0
	28.57%	8
	35.71%	10
	7.14%	2
	<b>100%</b>	<b>28</b>

**6. Which project seems most important? (Multiple Choice)**

1. Filling potholes
2. Bike lanes and or bike trails
3. Goods movement – Harbor access
4. Bus service expansion
5. Highway maintenance
6. Highway expansion
7. Street lights

**Totals**

Responses		
	Percent	Count
	55.56%	15
	14.81%	4
	0.00%	0
	18.52%	5
	7.41%	2
	0.00%	0
	3.70%	1
	<b>100%</b>	<b>27</b>

**7. Seems Like a Sales Tax in 2016 ...  
(Multiple Choice)**

1. Sounds exciting, I like the added incentive. We should get going, we have waited too long.
2. We are not ready for 2016.
3. I don't know if we are ready or not, but I do think we should take the next steps. Do polling and see if there is voter interest – the need is there.

Responses	
Percent	Count
5.00%	1
25.00%	5
70.00%	14
<b>100%</b>	<b>20</b>

**Totals**





# ***Humboldt County Transportation Sales Tax Measure Survey***

Survey Conducted:  
June 16-19, 2008

220-2460

***Fairbank, Maslin, Maullin & Associates***  
*Opinion Research & Public Policy Analysis*

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

# Humboldt County Transportation Sales Tax Measure

## Methodology

- 800 telephone interviews with Humboldt County voters likely to cast ballots in the November 2008 general election
- Interviews conducted between June 16-19, 2008
- Margin of sampling error of +/- 3.5%

# Humboldt County Transportation Sales Tax Measure

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Maslin,  
Maullin &  
Associates*

*Opinion Research &  
Public Policy Analysis*

## Key Findings

- A plurality of voters believe that the County is headed in the wrong direction
  - General economic and cost-of-living concerns appear to be the primary drivers of these impressions
- A solid majority of voters support a sales tax measure funding transportation projects, but support levels fall short of the two-thirds threshold
- Voters prioritize spending potential sales tax funds on repairing roads and bridges, and expanding bus service, particularly with low-emission buses
- Total support increases after pro and con arguments, but fails to reach the required two-thirds threshold
- As a result, a transportation sales tax does not appear viable for the November 2008 election; 2010 offers a potential alternative

*Fairbank,  
Maslin,  
Maullin &  
Associates*

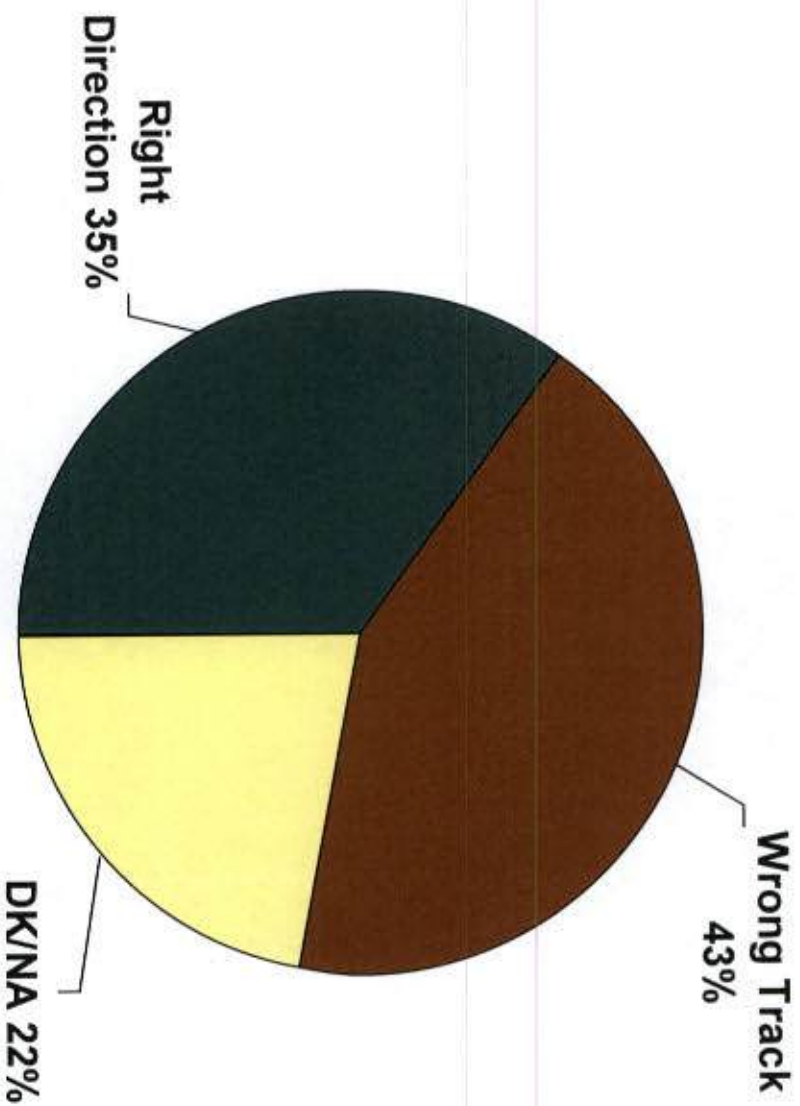
*Opinion Research &  
Public Policy Analysis*

# Humboldt County Transportation Sales Tax Measure

## Perceptions of the Community

## Humboldt County Transportation Sales Tax Measure

**Voters are somewhat pessimistic  
about the direction of the County.**

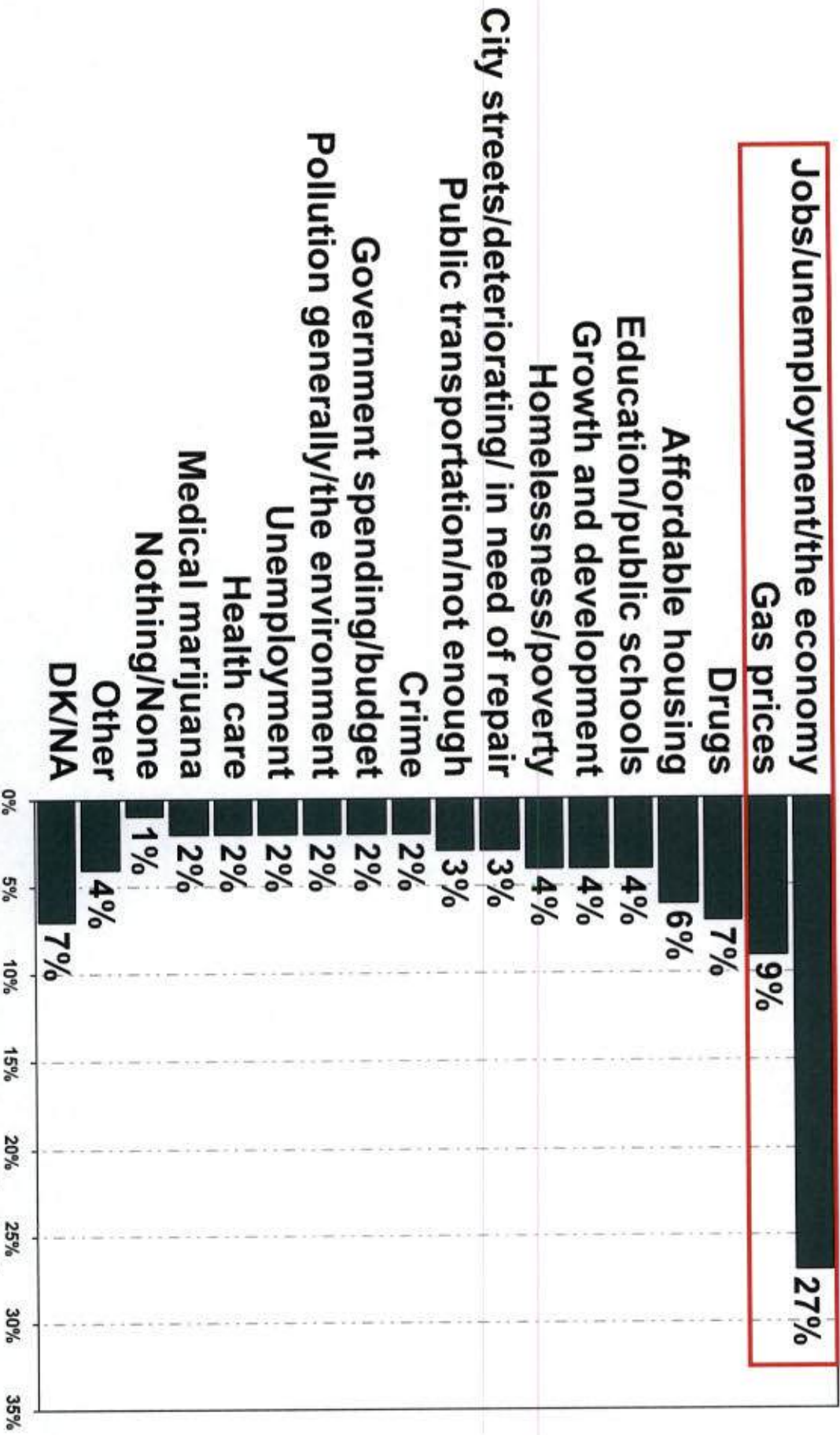


2. Would you say things in Humboldt County are going in the right direction, or are they off on the wrong track?

# Humboldt County Transportation Sales Tax Measure

## Unemployment and the economy are on the top of voters' minds...

(Open-ended)



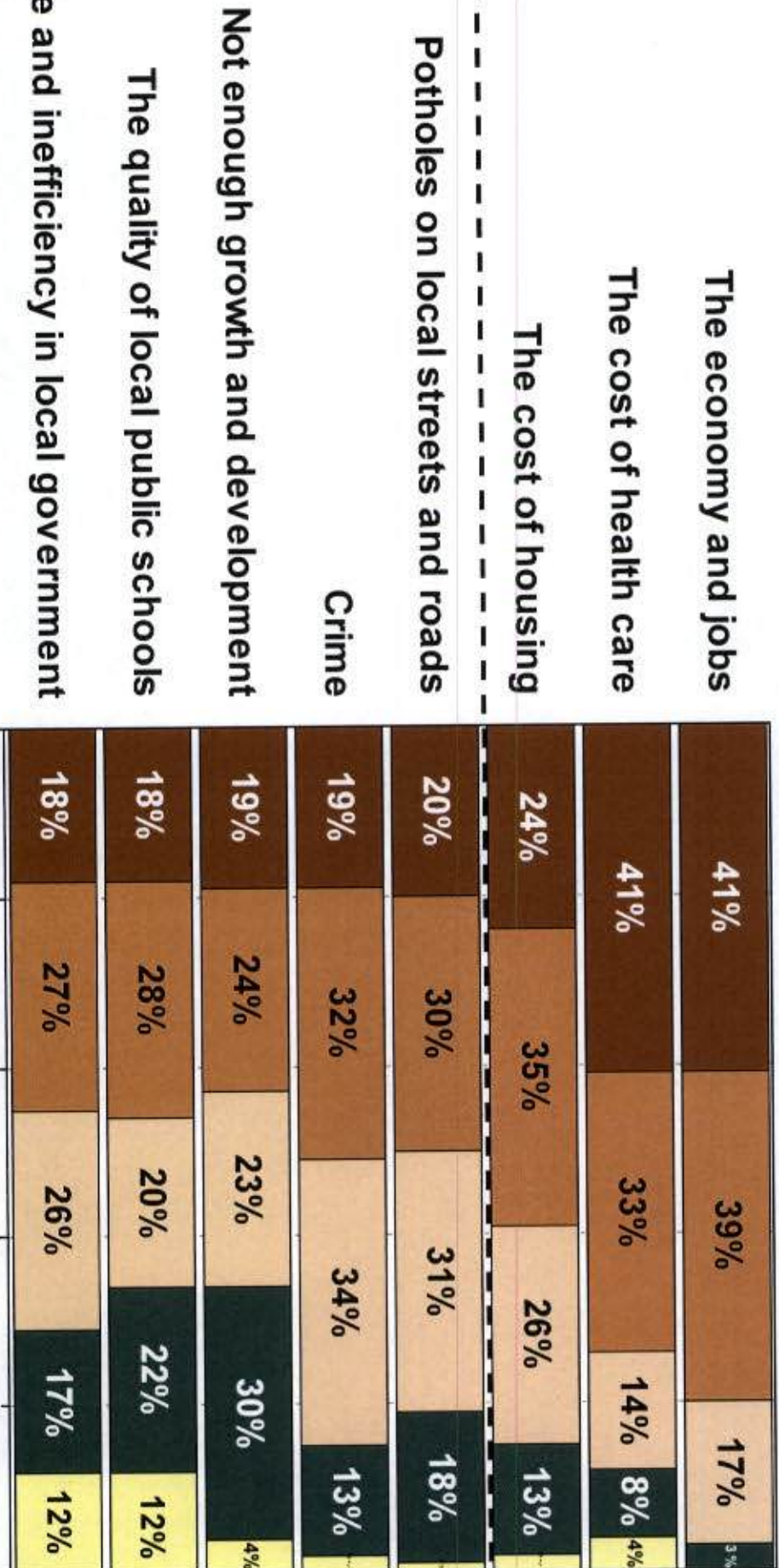
3. What do you think is the most serious issue facing the residents of Humboldt County that you would like to see local government do something about?

# Humboldt County Transportation Sales Tax Measure

**...and are seen as the most important  
problems compared to other issues.**

*(Ranked by Extremely Serious Problem)*

■ Ext. Ser. ■ Very Ser. □ S.W. Ser. ■ Not Ser. □ No Opin.



8. I'm going to read you a list of issues, and I'd like you to tell me how serious a problem you think each one is in Humboldt County. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem or not too serious a problem for people who live in Humboldt County. Split Sample

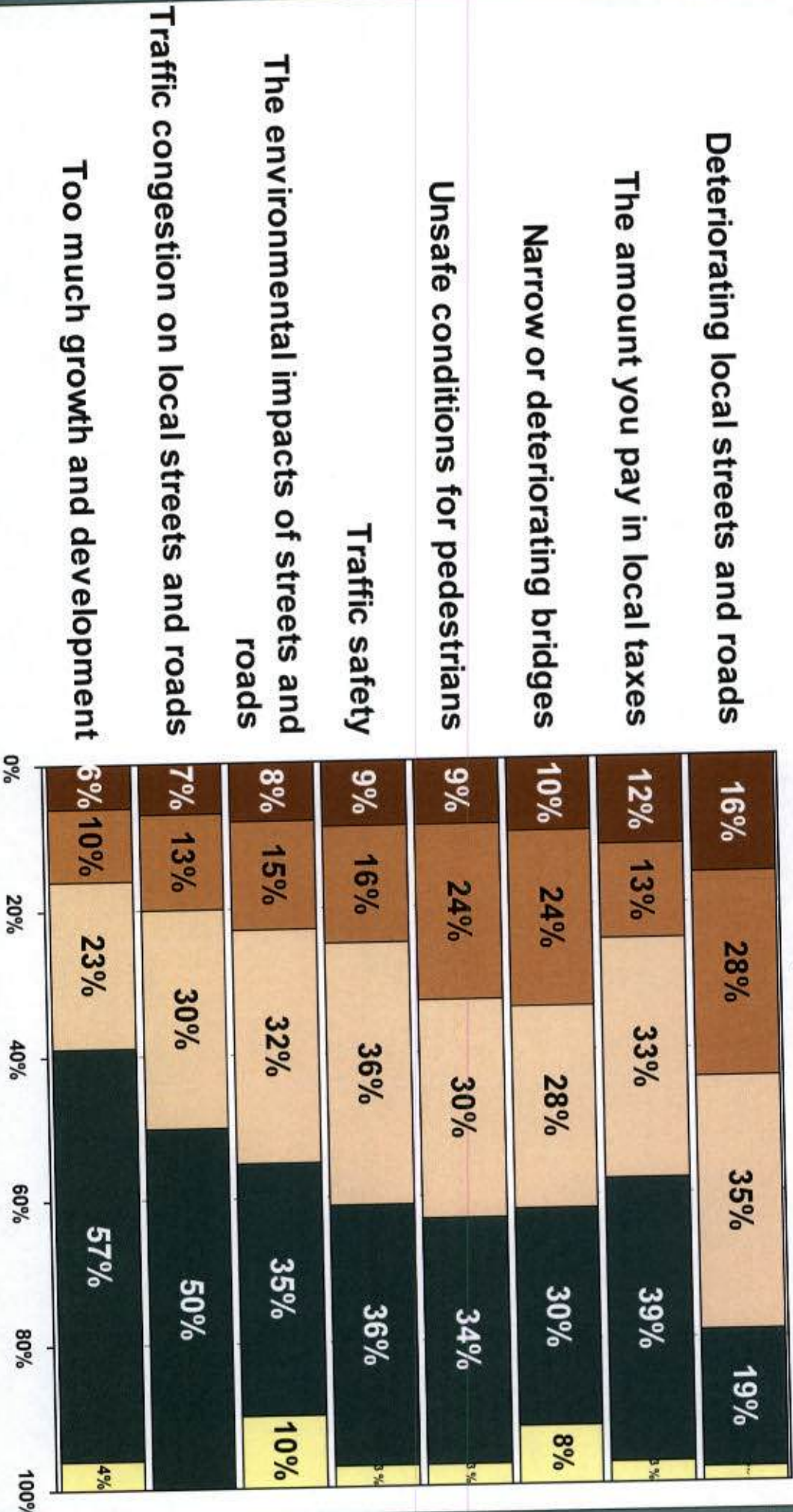
# Humboldt County Transportation Sales Tax Measure

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Continued

■ Ext. Ser. ■ Very Ser. □ S.W. Ser. ■ Not Ser. □ No Opin.



8. I'm going to read you a list of issues, and I'd like you to tell me how serious a problem you think each one is in Humboldt County. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem or not too serious a problem for people who live in Humboldt County. Split Sample



# Humboldt County Transportation Sales Tax Measure

## Attitudes Toward a Transportation Sales Tax Measure

# Humboldt County Transportation Sales Tax Measure

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## Measure Ballot Language Tested

### **THE HUMBOLDT COUNTY ROAD REPAIR AND SAFETY IMPROVEMENT ACT:**

To repave and improve local highways, streets and roads; fix potholes; widen and repair streets and bridges; improve safety on local streets and highways; build and repair sidewalks, trails and bike paths and improve pedestrian safety; resolve traffic problems; and expand bus and public transit service; shall Humboldt County enact a one-half cent sales tax for 30 years, subject to citizen oversight and independent audits?

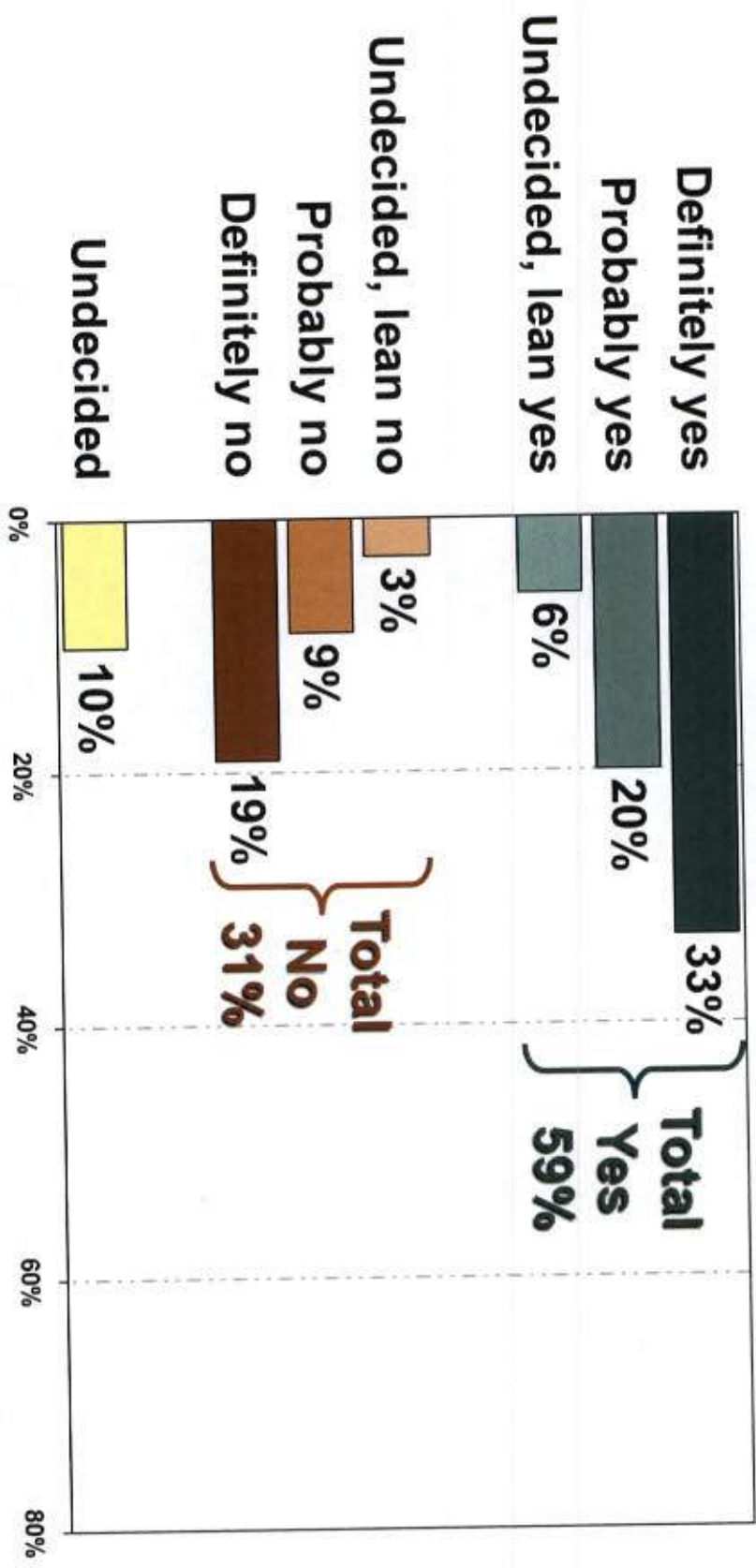
4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

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**A solid majority of voters support a sales tax measure, but support levels fall short of the two-thirds threshold.**



4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

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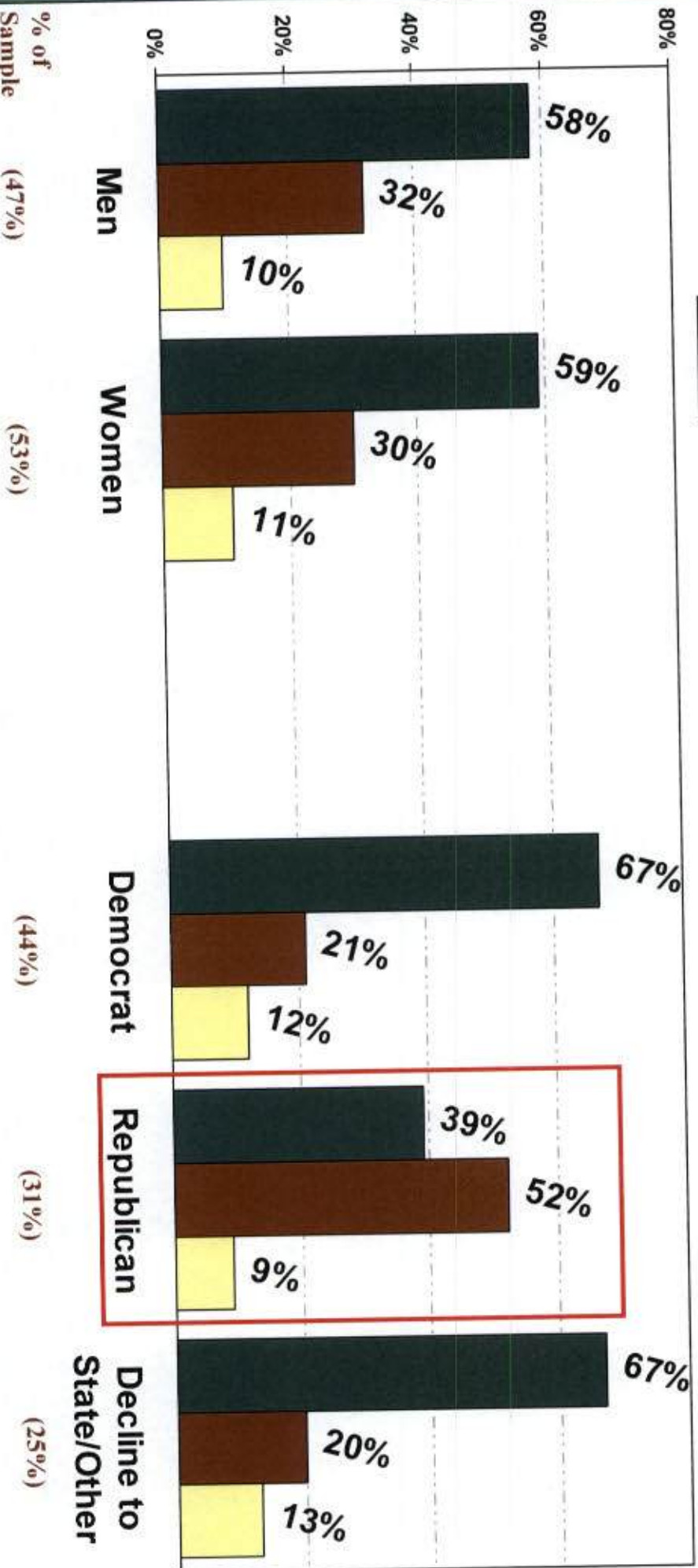
## Initial Vote Demographics:

### Gender and Party Registration

■ Total Yes ■ Total No □ Undecided

#### Gender

#### Party Registration



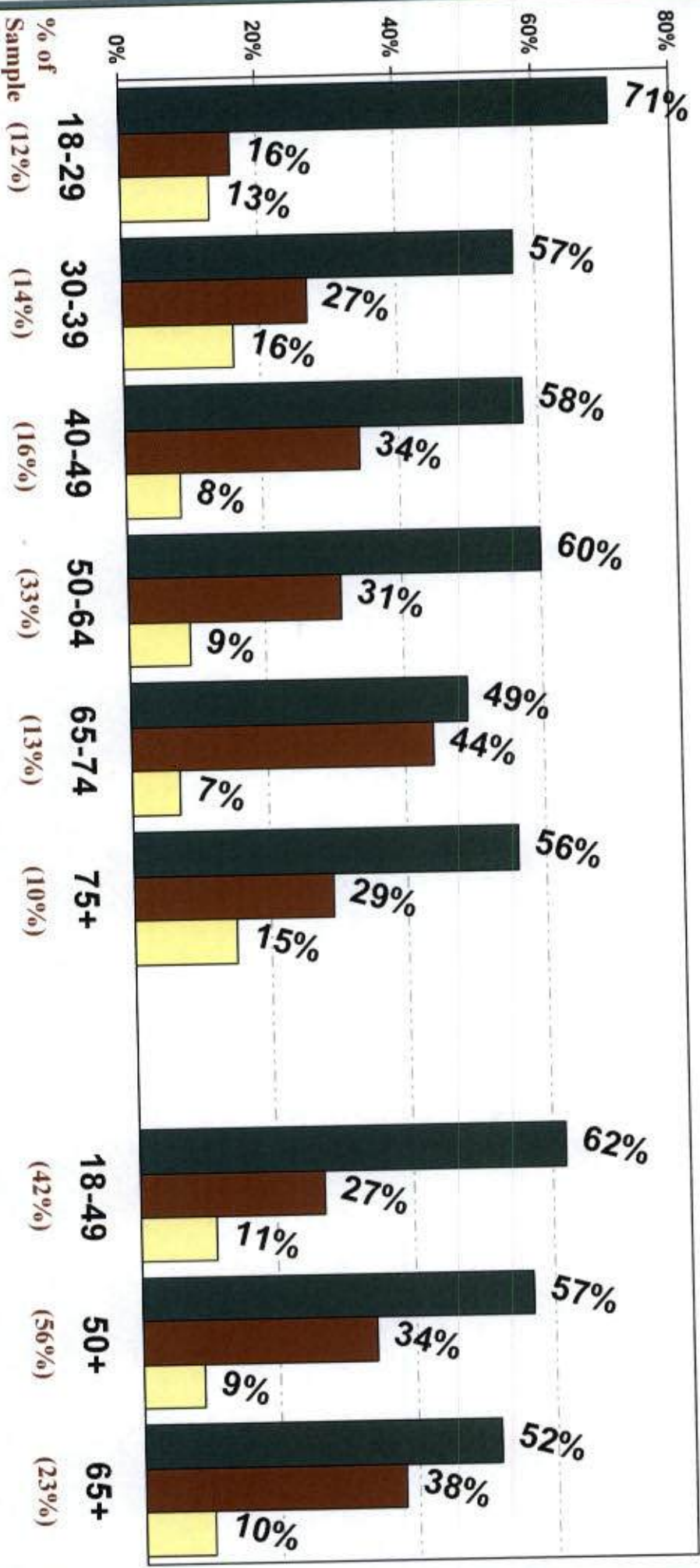
4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

## Initial Vote Demographics:

Age

■ Total Yes ■ Total No □ Undecided



4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

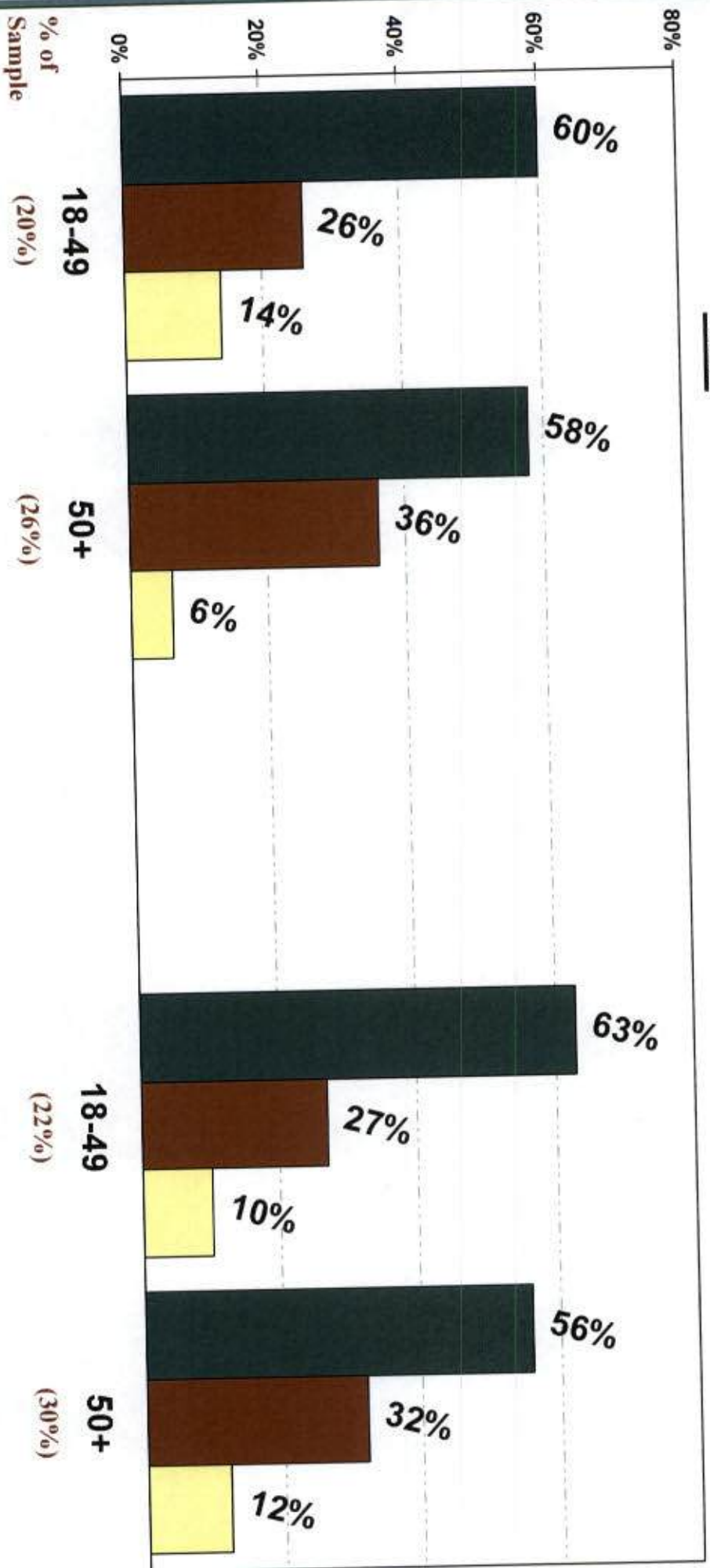
## Initial Vote Demographics:

### Age by Gender

■ Total Yes ■ Total No □ Undecided

#### Men

#### Women



4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

## Initial Vote Demographics:

### Party by Gender

■ Total Yes ■ Total No □ Undecided

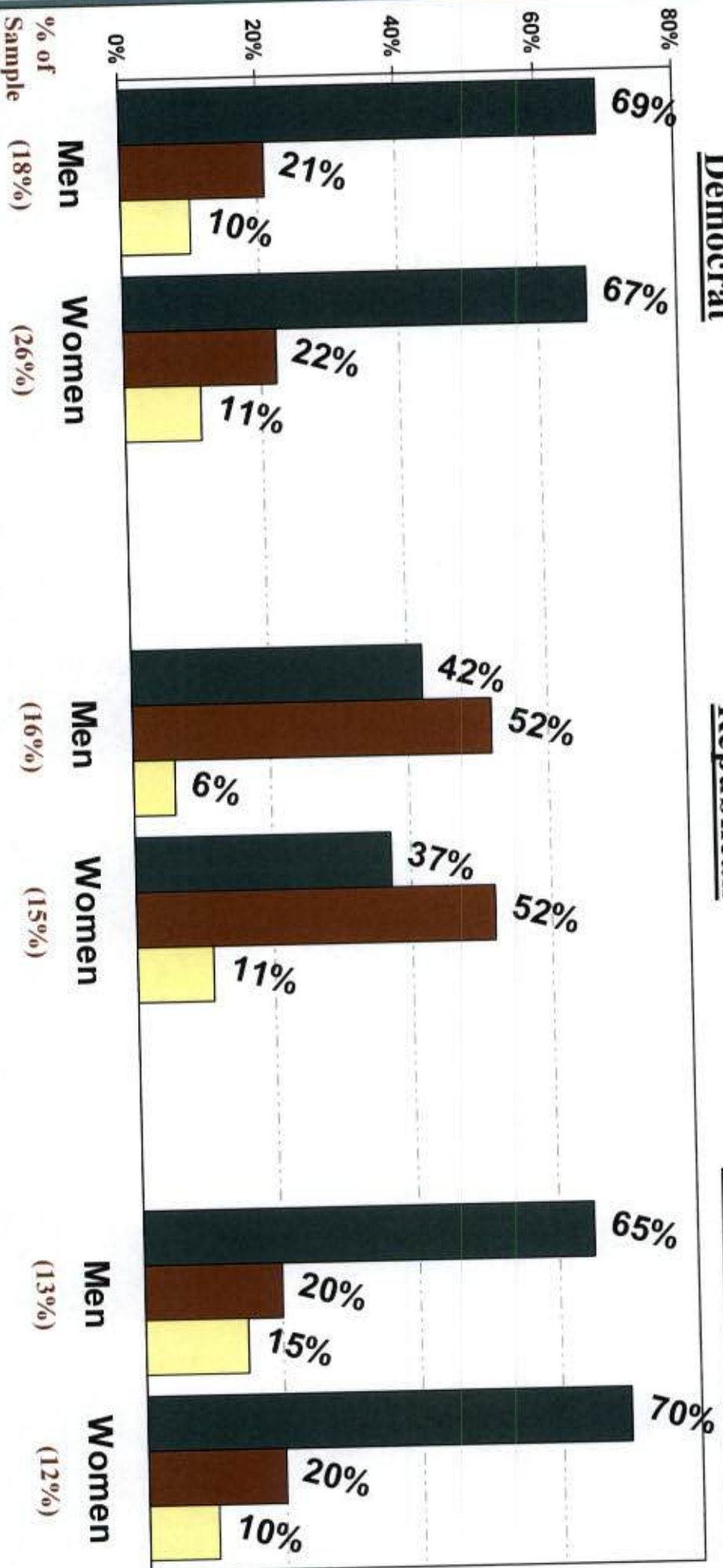
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#### Democrat

#### Republican

#### Decline to State/Other



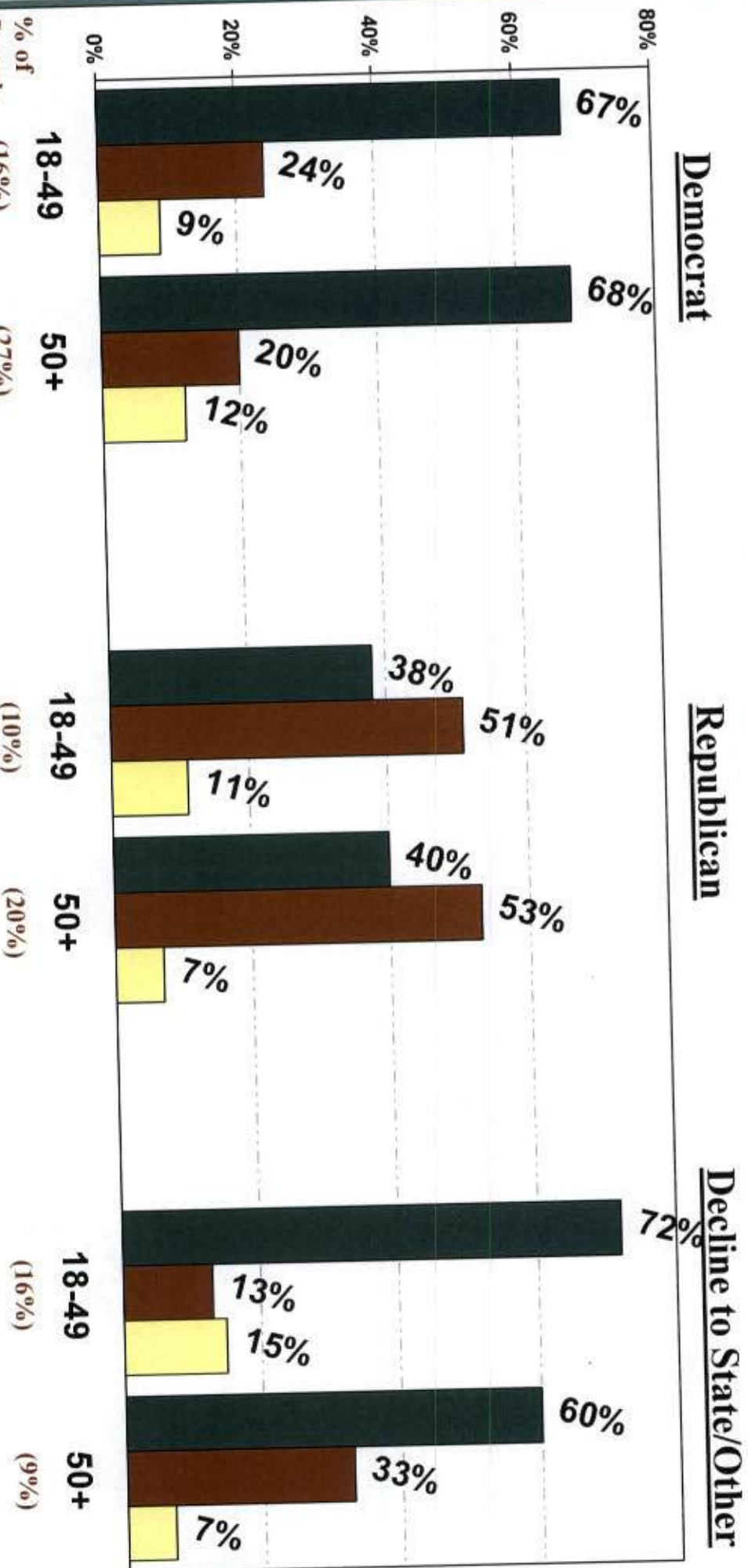
4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

## Initial Vote Demographics:

### Party by Age

■ Total Yes ■ Total No □ Undecided



4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

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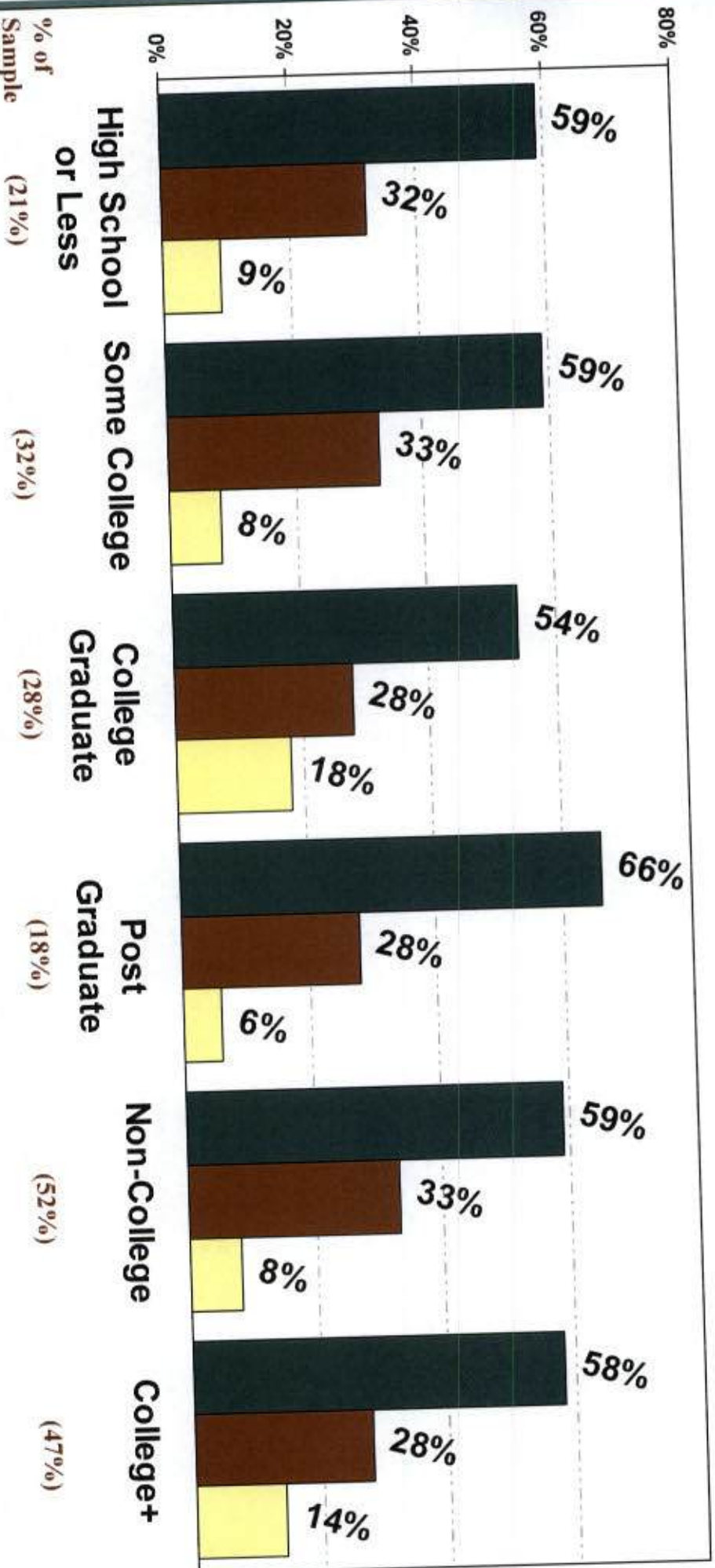


# Humboldt County Transportation Sales Tax Measure

## Initial Vote Demographics:

### Education

■ Total Yes ■ Total No □ Undecided



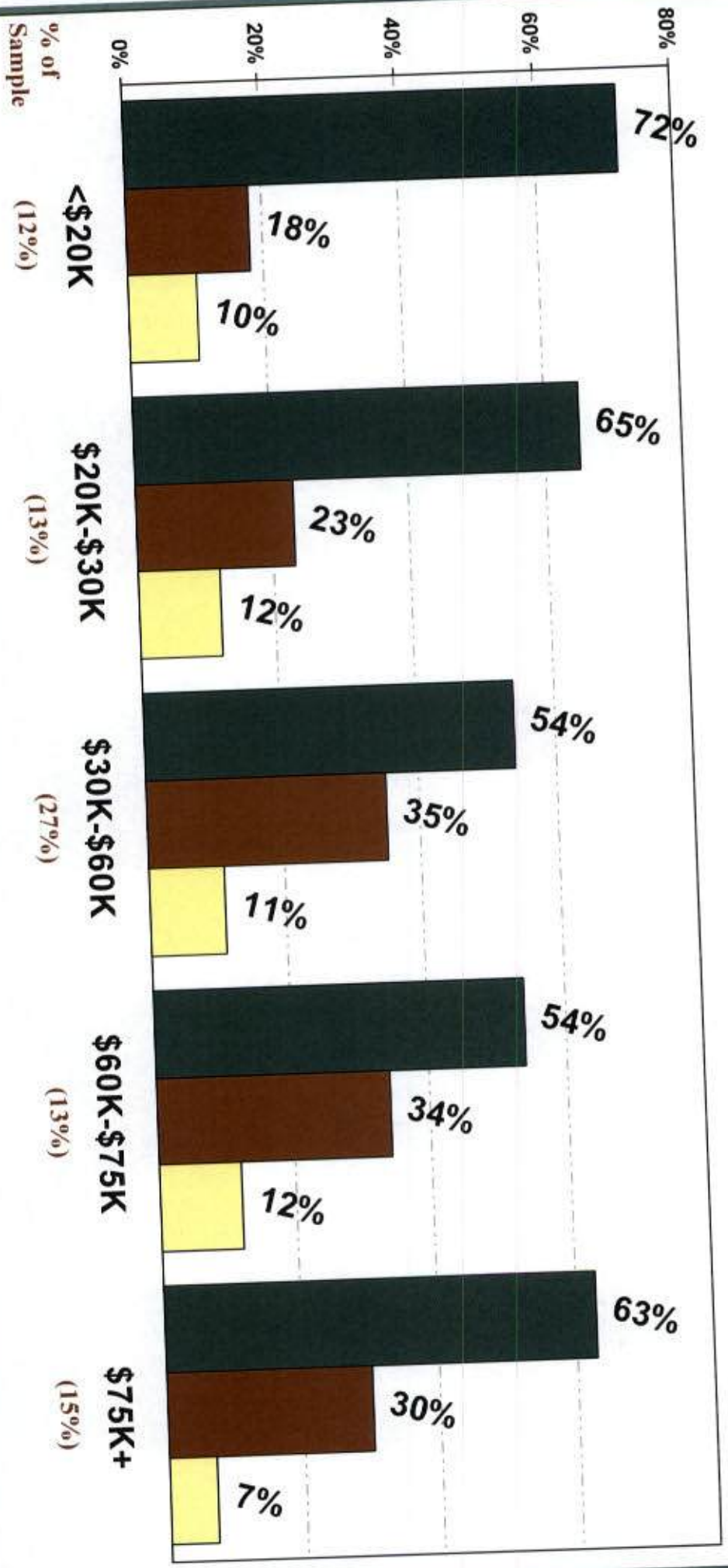
4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

## Initial Vote Demographics:

### Income

■ Total Yes ■ Total No □ Undecided



4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

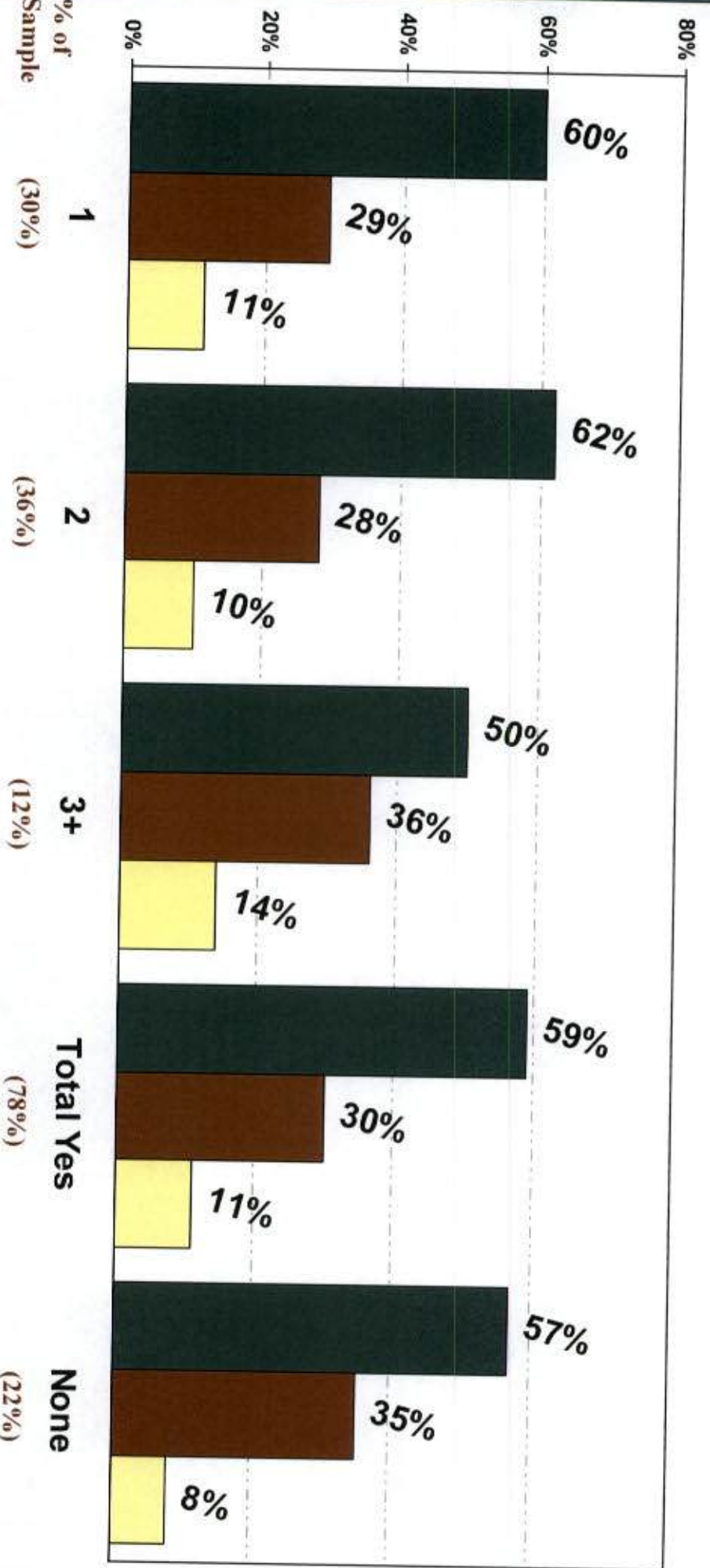
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## Initial Vote Demographics:

### Household Commute Drivers at Least 3 Days a Week

■ Total Yes ■ Total No □ Undecided



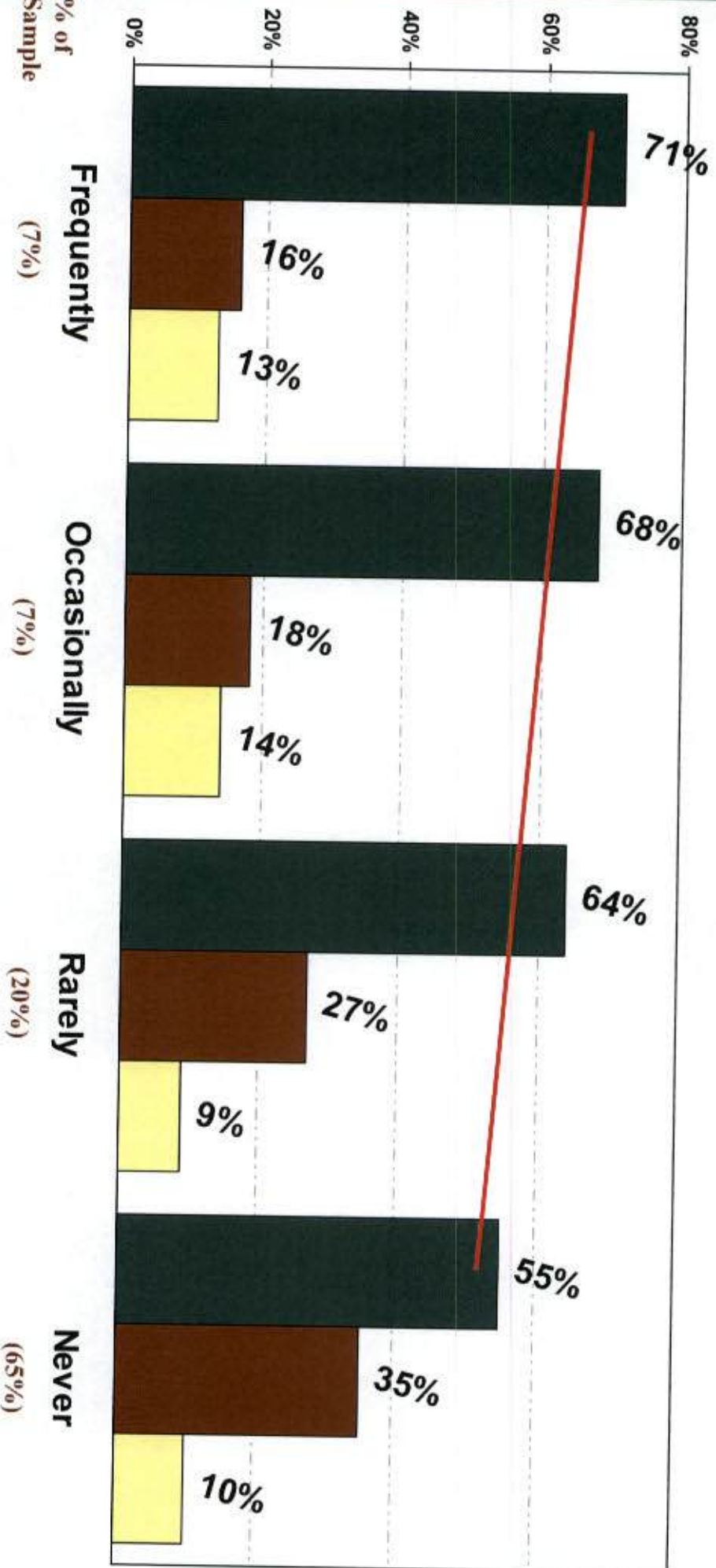
4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

## Initial Vote Demographics:

### Public Transportation Use Frequency

■ Total Yes ■ Total No □ Undecided



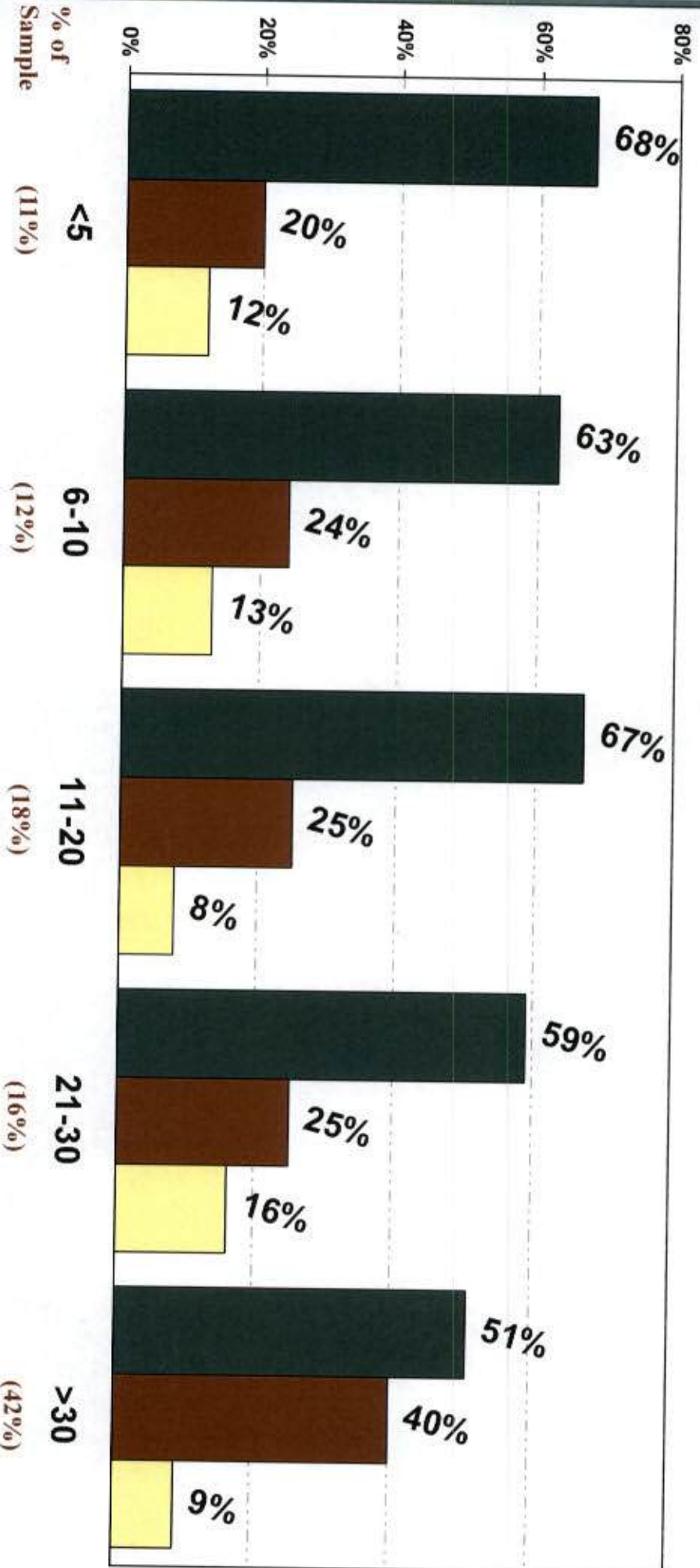
4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

## Initial Vote Demographics:

### Years Lived in Humboldt County

■ Total Yes ■ Total No □ Undecided



4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

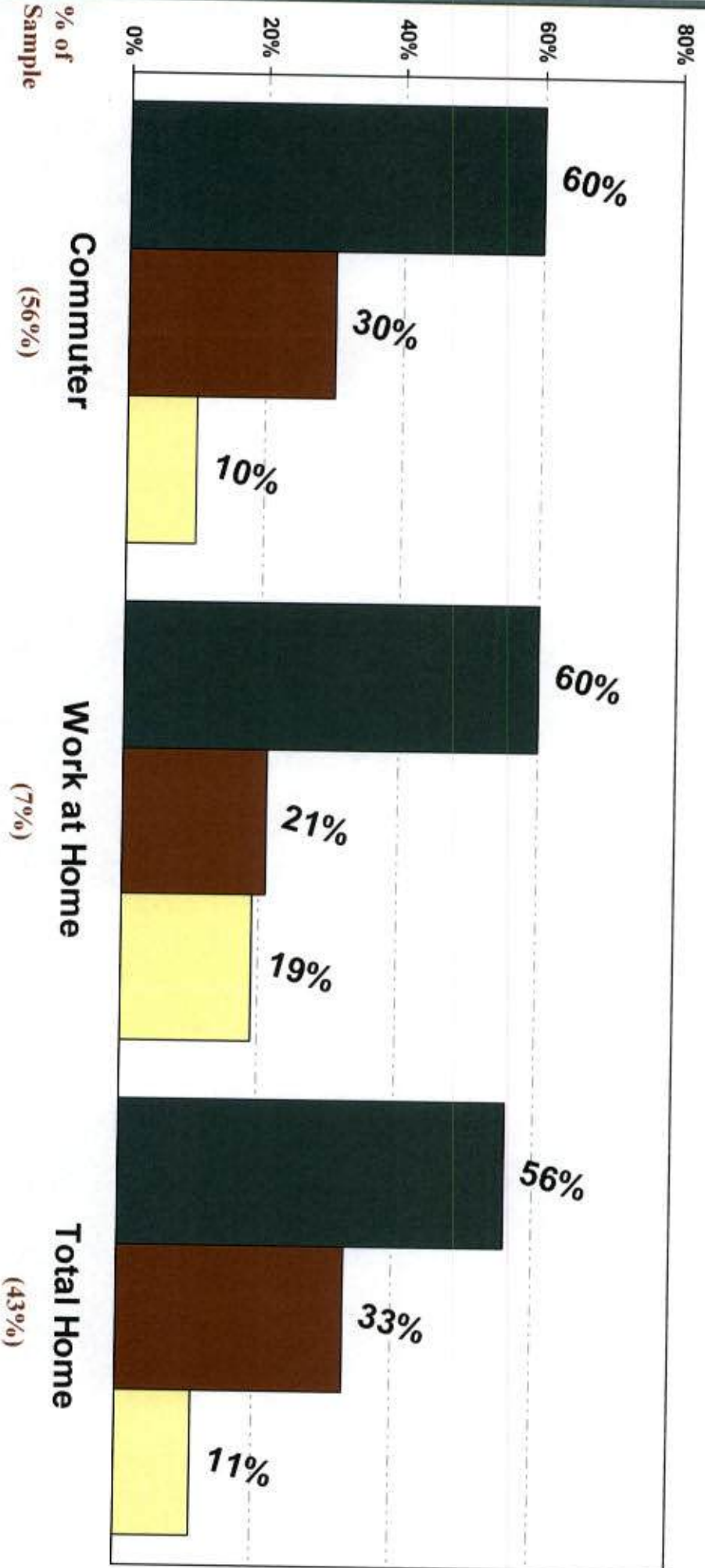
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## Initial Vote Demographics:

### Commute Status

■ Total Yes ■ Total No □ Undecided



4. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

# Humboldt County Transportation Sales Tax Measure

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*Opinion Research & Public Policy Analysis*

## Top Reasons Offered for Support or Opposition

Yes	%
Infrastructure/Road/Street/Highway Imps/Repairs	52%
General Positive/Good Idea/Needs To Be Done	12%
Transportation Improvements/Bus Transit Imps	12%
Bike Paths/Trails/Parks	8%
Combination Of Items Included/All Things Mentioned Needed	7%
Cost/Affordable/Worth The Money	6%
Pedestrian Safety/Sidewalk Improvements	5%
Road Safety	5%
Funding/Money Is Needed	4%
Community Benefits/Good For Local Area/Everyone/Quality Of Life	3%
Expansion Of Roads/Streets/Highways	3%

No	%
Taxpayer/Public Funding/Don't Want Increase In Taxes	43%
Funding Not Needed/Won't Spend Right/Should Use Current \$ Better	31%
General Negative/Not Needed/Other Issues Are More Important	12%
Cost/Too Expensive/Can't Afford/Poor Economy	12%
Infrastructure/Road/Street/Highway Imps/Repairs Not Needed	10%
Combination Of Items/Includes Too Many Things	3%
30-Year Time Period	3%

5. In a few words of your own, why would you vote YES/NO on this measure

# Humboldt County Transportation Sales Tax Measure

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## Voters support dedicating the money to transportation programs and value potential accountability provisions.

*(Ranked by Much More Likely)*

■ Much More Lkly. ■ S.W. More Lkly. ■ S.W./Much Less Lkly. □ No Diff./DK/NA

By law, the County will be required to use this money for transportation only and not for other programs

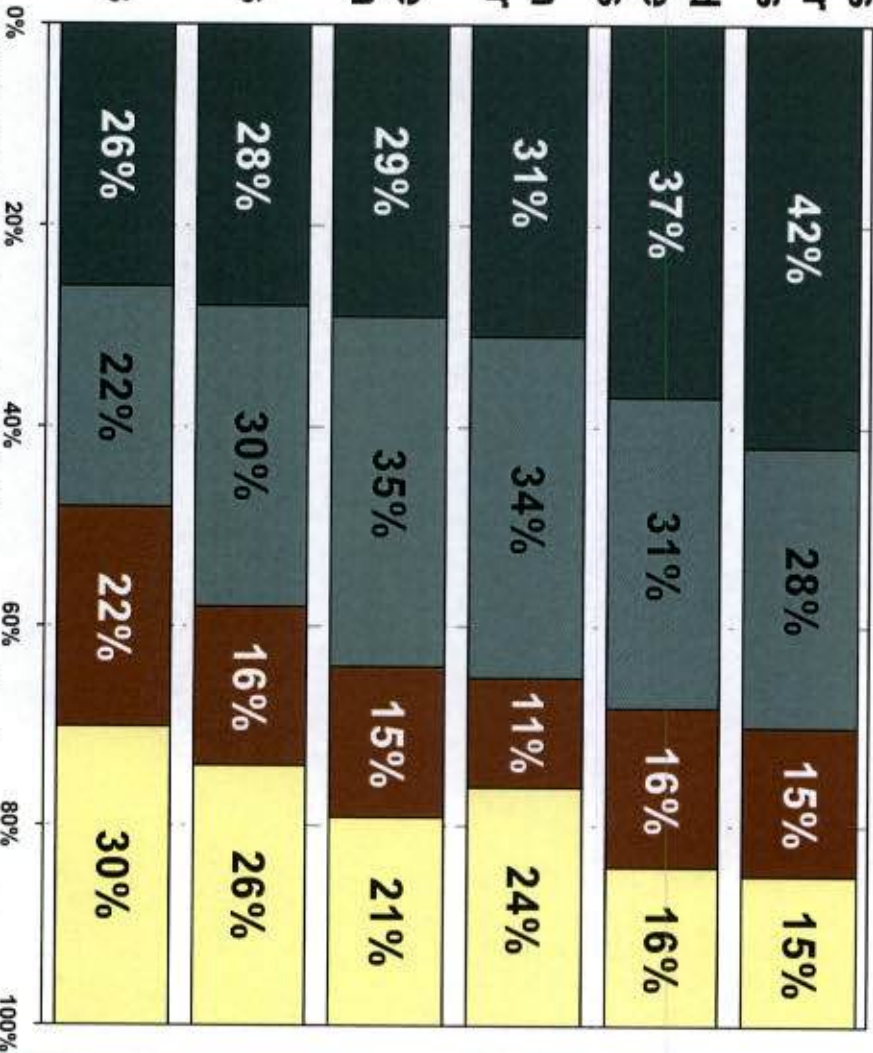
No more than two percent of the money raised by the tax could be used for administrative expenses

All expenditures will be audited annually by an independent auditor

A citizens' watchdog committee will oversee the program

\*The tax will end automatically after 20 years

\*The tax will end automatically after 30 years



9. I am going to mention some different aspects of this ballot measure. Please tell me whether knowing it was a part of this ballot measure would make you more likely or less likely to vote for the measure.



# Humboldt County Transportation Sales Tax Measure

## Spending Priorities for a Transportation Sales Tax Measure

# Humboldt County Transportation Sales Tax Measure

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## Proposed Division of Funds

It would create a half-cent sales tax in Humboldt County to fund repairs and improvements to local roads, to be used as follows:

- One-half of the money would be used to fix potholes; repair, repave, and widen streets and roads; and Improve safety on local streets and roads;
- One-sixth of the money would be used to widen, realign, and expand state highways to improve safety and traffic flow;
- One-sixth of the money would be used to improve public transit, with more frequent service, including night and weekend service, and improved bus stops and shelters; and
- One-sixth of the money would be used to improve pedestrian and bicycle paths, and trails.

The tax would automatically end after 30 years, and all expenditures would be subject to annual audits and review by a citizens' oversight committee.

# Humboldt County Transportation Sales Tax Measure

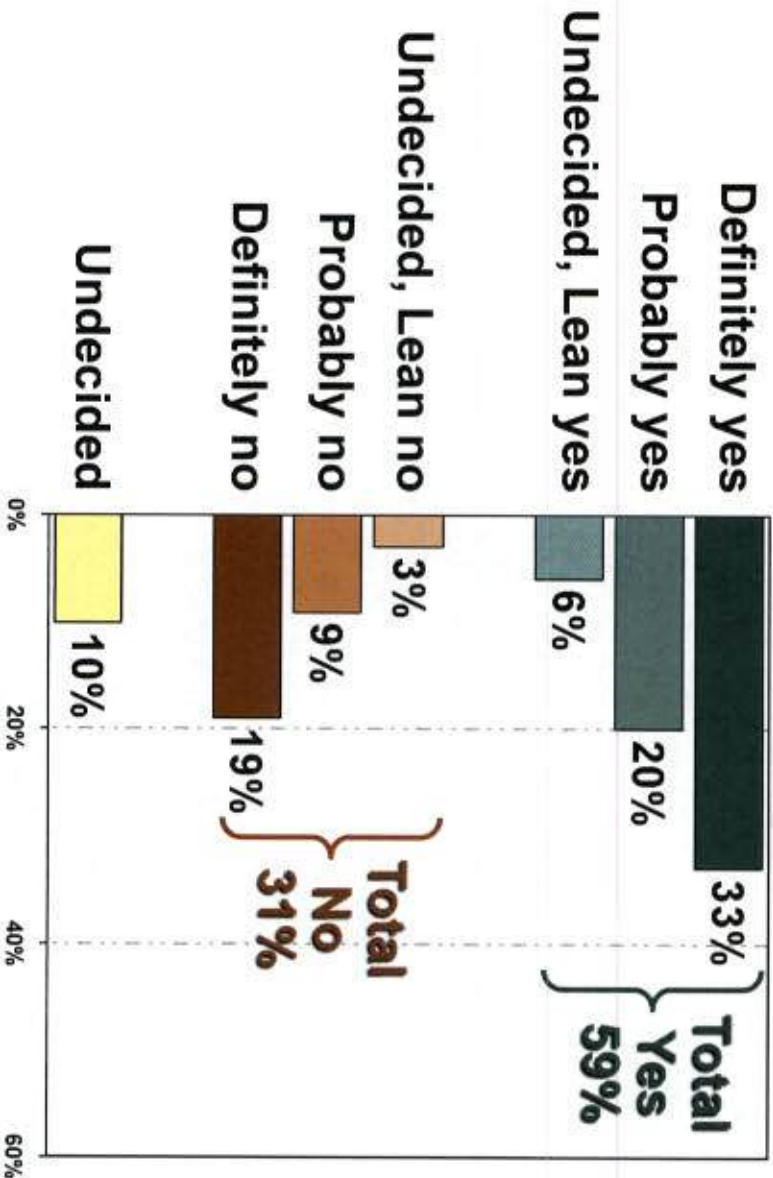
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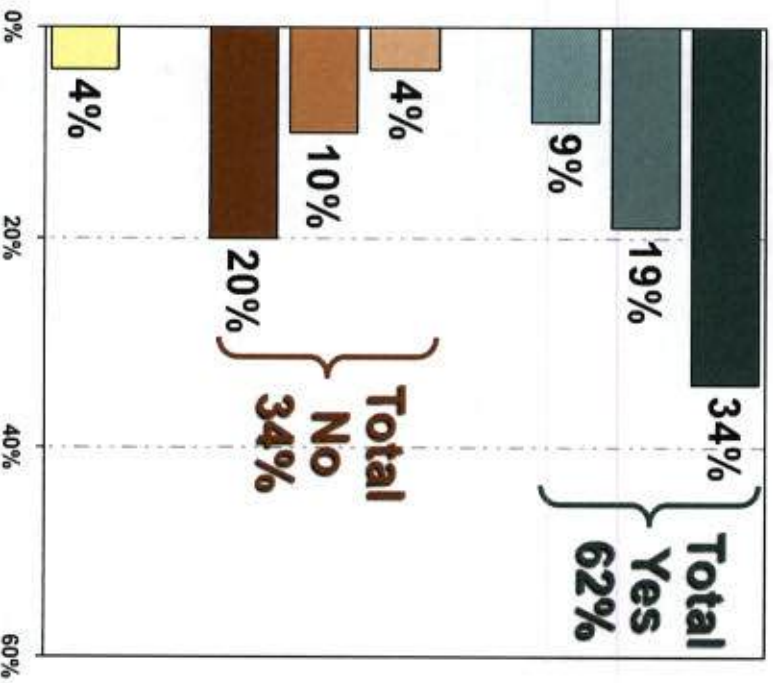
A detailed explanation of how the funds would be apportioned increases support minimally.

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Initial Vote



After Explanation



4/6. If the election were held today, would you vote Yes in favor of this measure or No to oppose it?

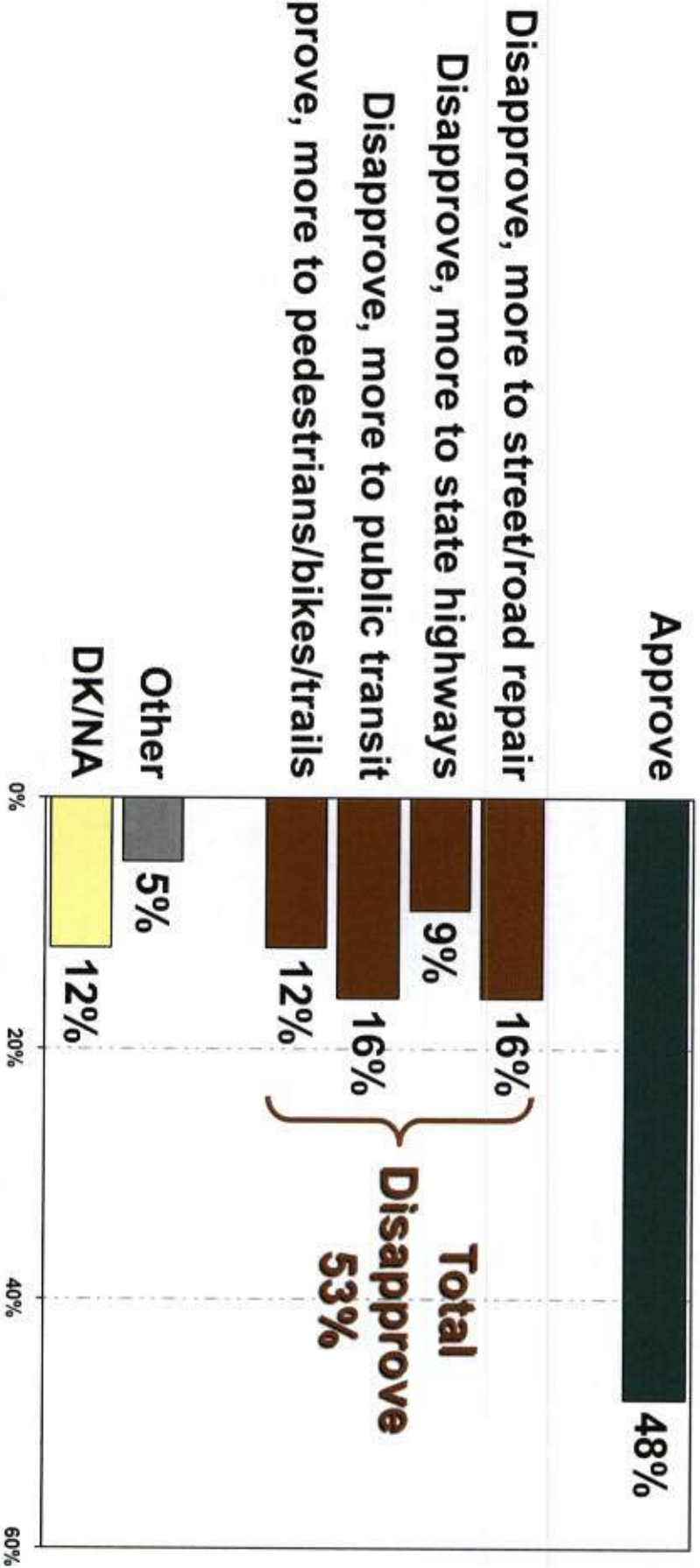
# Humboldt County Transportation Sales Tax Measure

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Opinion Research & Public Policy Analysis

**Voters have mixed opinions about the measure's current division of funds, but there is no consensus on an alternative allocation.**

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7. In general, do you approve or disapprove of the way the money from this measure would be divided between local street and road repair, state highway improvements, public transit, and pedestrian and bicycle paths and trails?

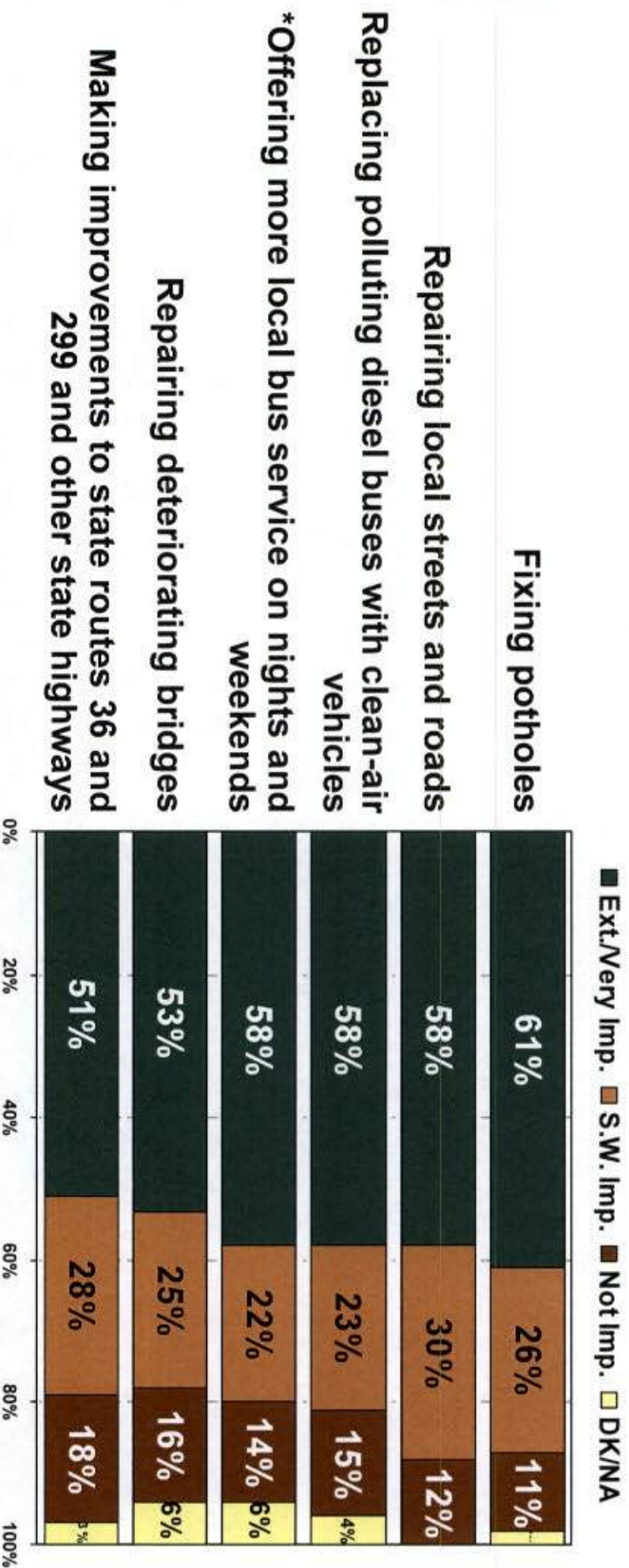
# Humboldt County Transportation Sales Tax Measure

Fairbank,  
Maslin,  
Mauldin &  
Associates

Opinion Research &  
Public Policy Analysis

**Voters prioritize spending potential sales tax funds on repairing roads and bridges, and expanding bus service, particularly with low-emission busses.**

*(Ranked by Extremely/Very Important)*



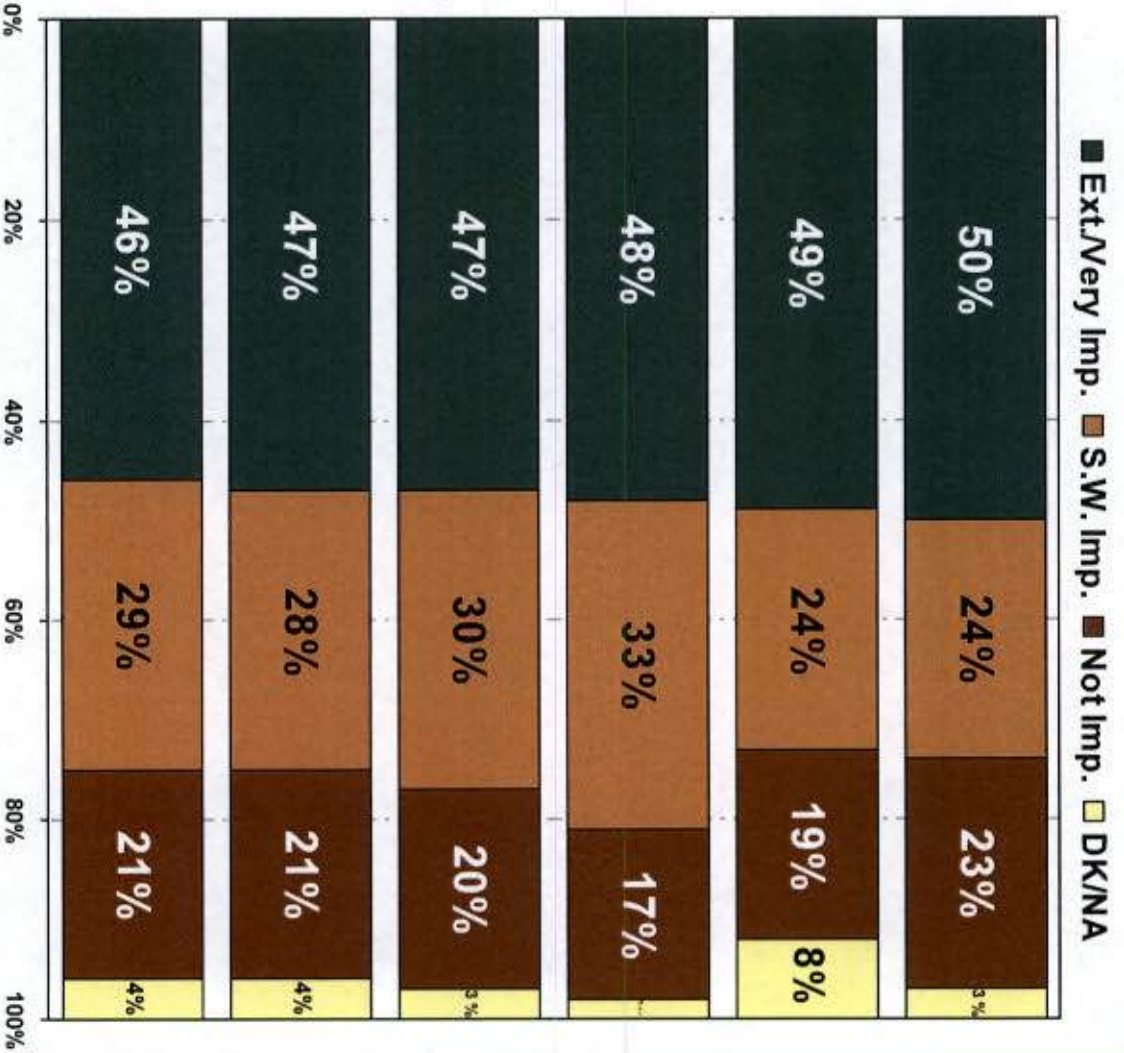
10. I am going to read you a list of specific projects that could be funded by the ballot measure I have been describing. Recognizing that there frequently is not enough funding for all such projects, please tell me how important it is to you that each project be undertaken. Would you say it is extremely important, very important, somewhat important, or not important. \*Split Sample

# Humboldt County Transportation Sales Tax Measure

Continued

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- Relieving traffic congestion on Highway 101 through Eureka
- \*Increasing the frequency of local bus service
- \*Repairing local streets and roads
- Building sidewalks and trails to improve pedestrian safety
- Constructing bike lanes and bike paths
- \*Paving roads to control dust and reduce the amount of dirt that washes into streams



10. I am going to read you a list of specific projects that could be funded by the ballot measure I have been describing. Recognizing that there frequently is not enough funding for all such projects, please tell me how important it is to you that each project be undertaken. Would you say it is extremely important, very important, somewhat important, or not important. \*Split Sample

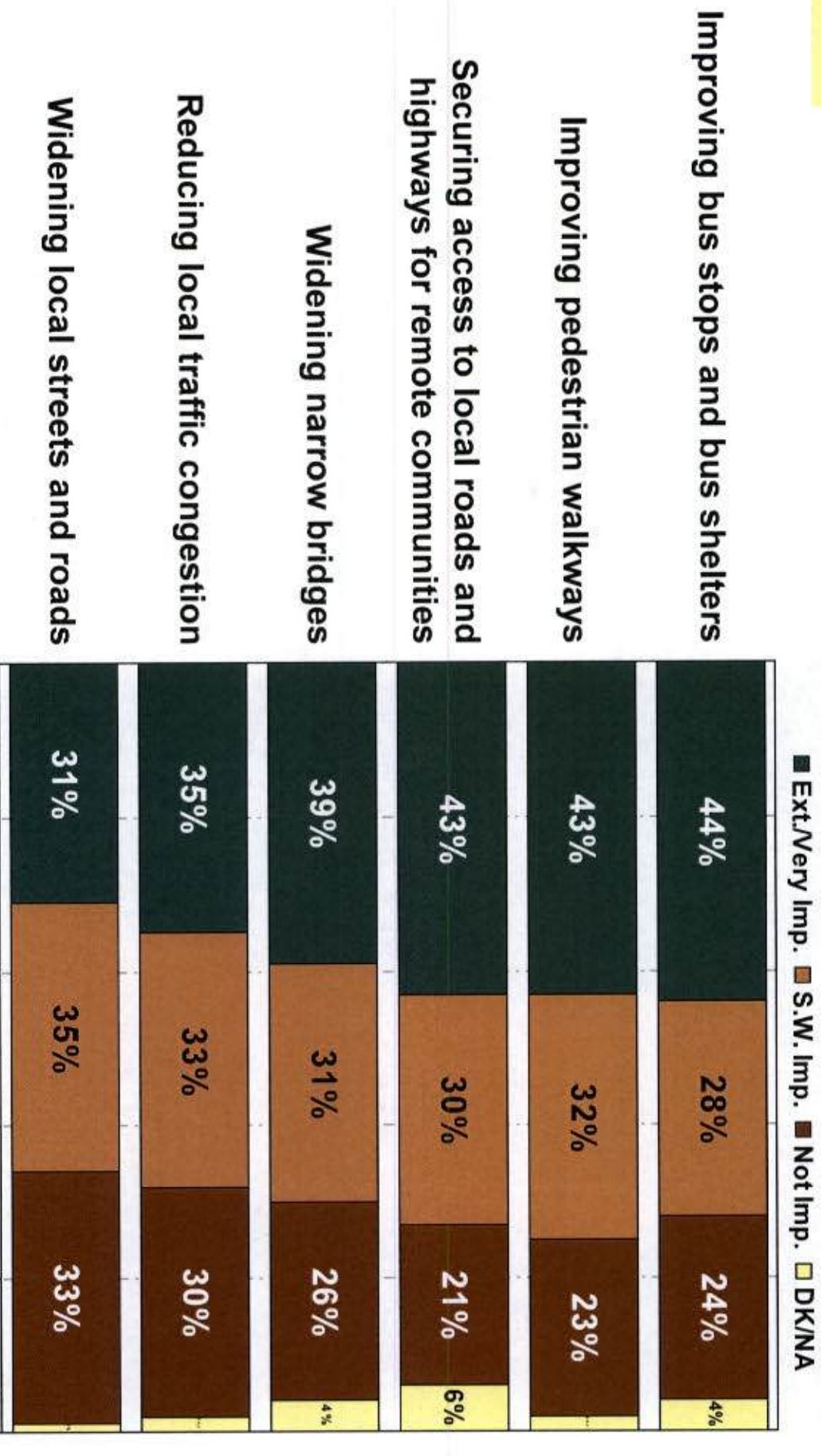
# Humboldt County Transportation Sales Tax Measure

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Continued

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10. I am going to read you a list of specific projects that could be funded by the ballot measure I have been describing. Recognizing that there frequently is not enough funding for all such projects, please tell me how important it is to you that each project be undertaken. Would you say it is extremely important, very important, somewhat important, or not important. \*Split Sample

# Humboldt County Transportation Sales Tax Measure

## Reactions to Pro and Con Arguments



# Humboldt County Transportation Sales Tax Measure

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**The strongest arguments for the measure are that it would include tough accountability provisions and insulate the county from state budget cuts.**

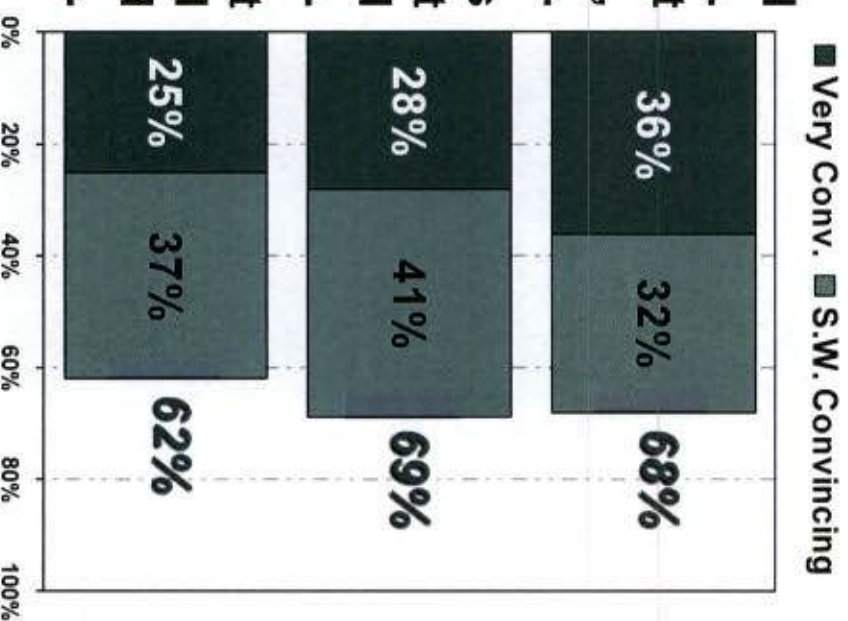
*(Ranked by Very Convincing)*

Because of the state budget deficit, state funding for local transportation repairs and improvements is being severely cut.

But by passing this measure, we can ensure that Humboldt County will have a reliable source of funding for road repairs, no matter what the state does.

This measure has tough financial accountability provisions including a citizen's watchdog committee and an annual audit by an independent agency with the results published in local newspapers.

Without this measure, traffic safety problems in Humboldt County will continue to increase, with more wrecks on local roads, more local people at risk of injury and death, and increased maintenance costs for vehicles.



11. I am going to read you a list of statements from various people who support the ballot measure we have been describing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote Yes on the measure.

# Humboldt County Transportation Sales Tax Measure

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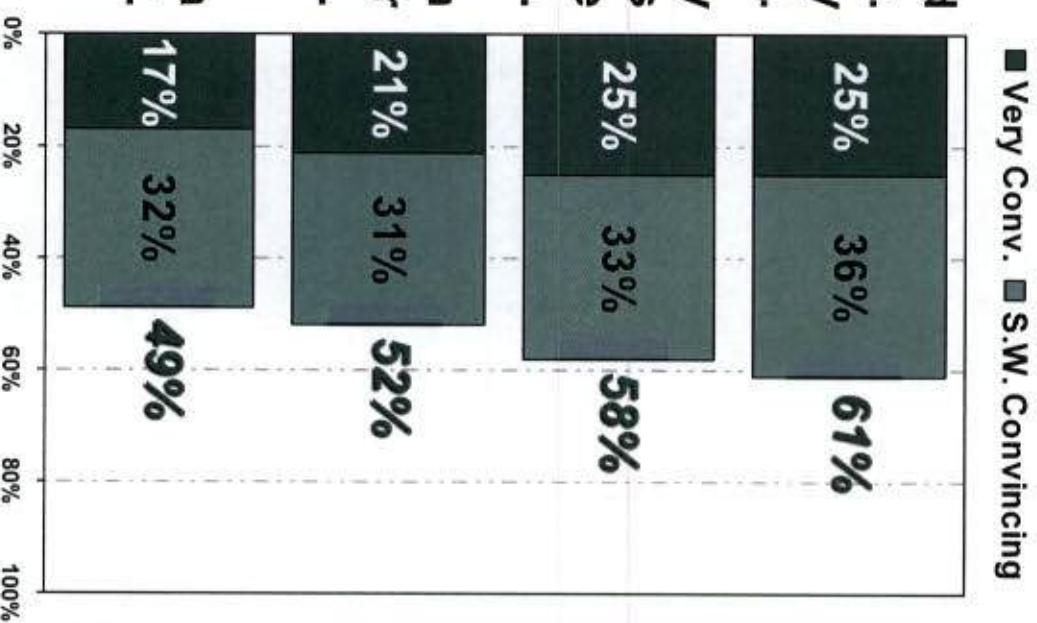
## Continued

Many local streets, roads, and bridges are difficult and dangerous for local businesses to use for transporting goods. Passing this measure will help the local economy and jobs by addressing this problem.

The population of Humboldt County is expected to increase by over 18 percent in the next 20 years. If we don't pass this measure, local roads will deteriorate even faster under the pressure of this growth.

If we don't pass this measure, transportation problems in Humboldt County will only get worse and force major businesses and employers to relocate to other areas.

People who live outside Humboldt County would pay a significant share of the half-cent sales tax.



11. I am going to read you a list of statements from various people who support the ballot measure we have been describing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote Yes on the measure.

# Humboldt County Transportation Sales Tax Measure

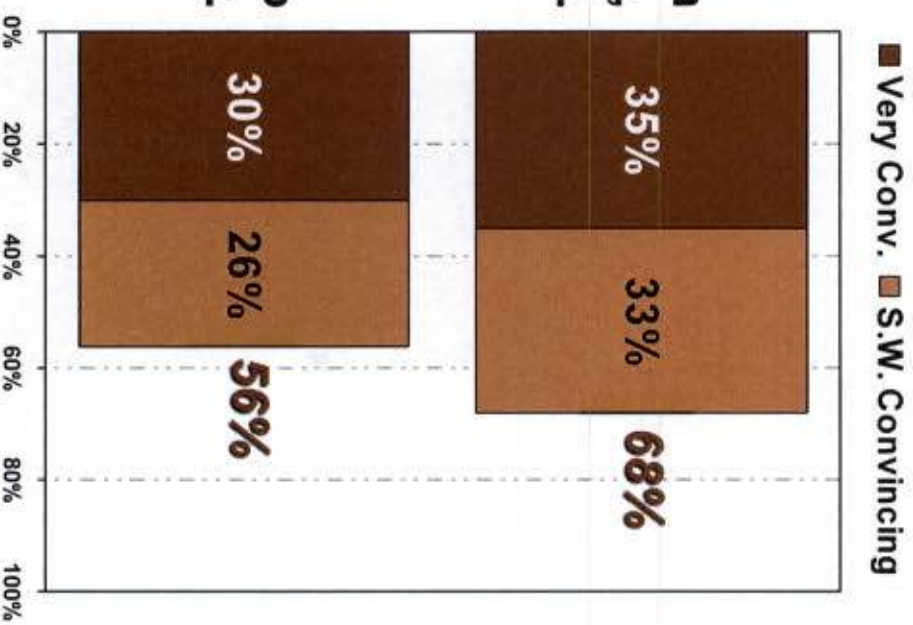
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**The most convincing opposition  
argument is that transportation is not  
the top priority for the county.**

*(Ranked by Very Convincing)*

There are much more important problems than  
transportation that we should focus on, like education,  
public safety and health care.

With the current economic downturn, this is no time to  
raise taxes and make the problem worse.



13. I am going to read you a list of statements from various people who oppose the ballot measure we have been describing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote no on the measure.

# Humboldt County Transportation Sales Tax Measure

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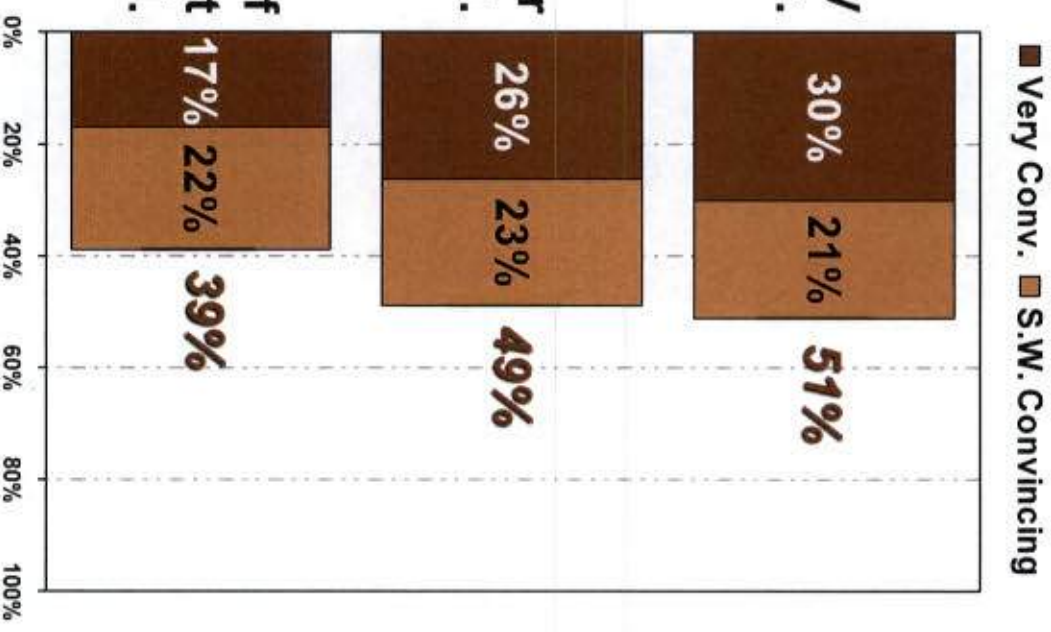
## Continued

Slide 36

**Taxes are too high already. We should not vote for any new tax increases.**

**There is already plenty of money available for transportation in our area. It is just misspent or wasted.**

**This measure is simply not necessary. The condition of county roads and city streets in Humboldt County is not that bad.**



13. I am going to read you a list of statements from various people who oppose the ballot measure we have been describing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote no on the measure.

# Humboldt County Transportation Sales Tax Measure

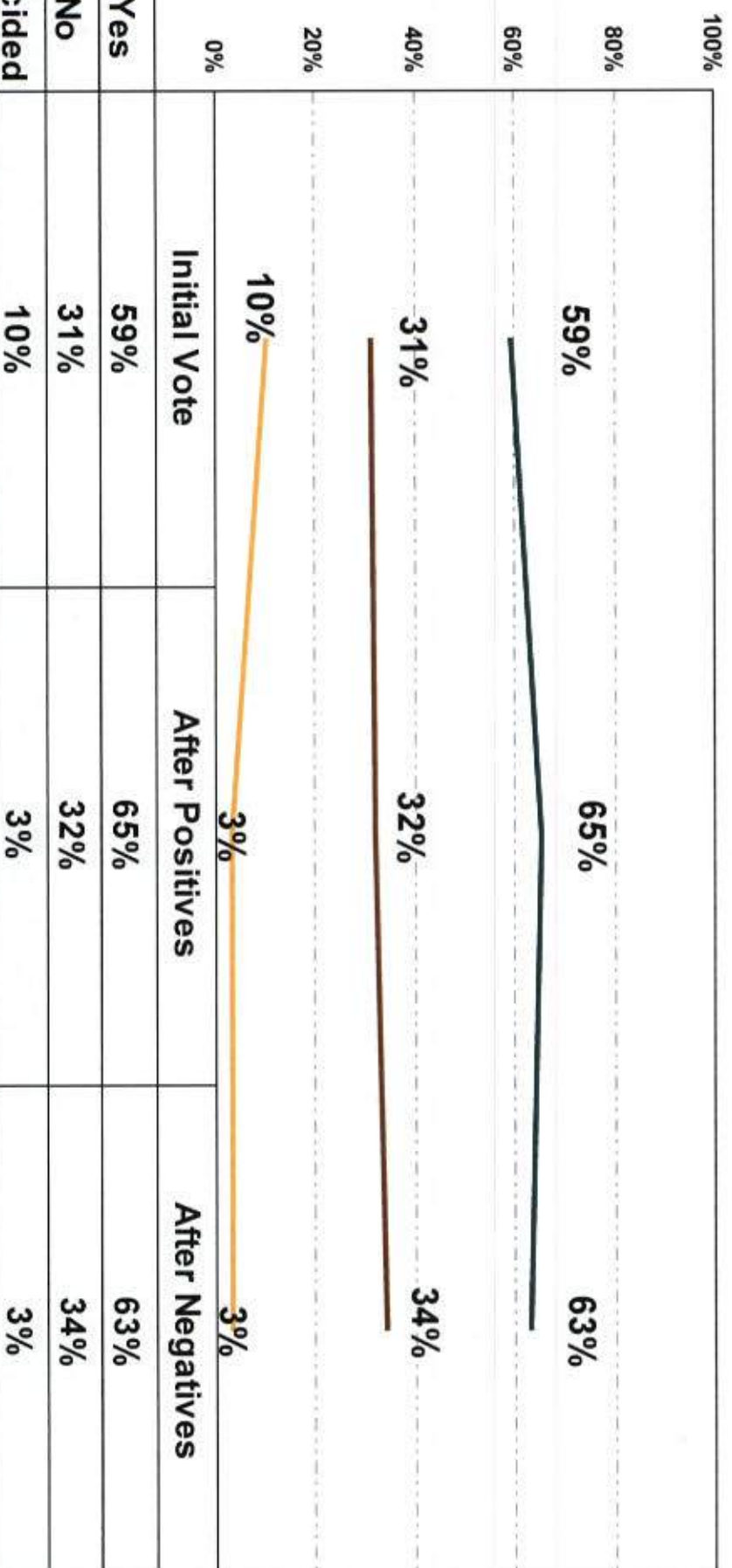
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**Total support increases after pro and con arguments, but fails to reach the two-thirds threshold.**

— Total Yes — Total No — Undecided



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## Conclusions and Recommendations

- While a solid majority of voters support a one-half cent transportation sales tax in Humboldt County, support does not reach the two-thirds threshold – even after additional background information and statements from supporters are provided
- Concern about economic conditions, which is particularly sharp in Humboldt County, presents a significant obstacle to voter approval of a sales tax
- The County could consider this measure for a future ballot, perhaps in 2010:
  - This could provide an opportunity to engage the public in an educational outreach program about the need for an infusion of transportation funds and the benefits of improving the County's transportation infrastructure
  - This could provide time for the economy to strengthen and elevate the comfort level of the electorate with a sales tax measure

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# Self-Help Counties Coalition

Locally Funded Transportation Investments

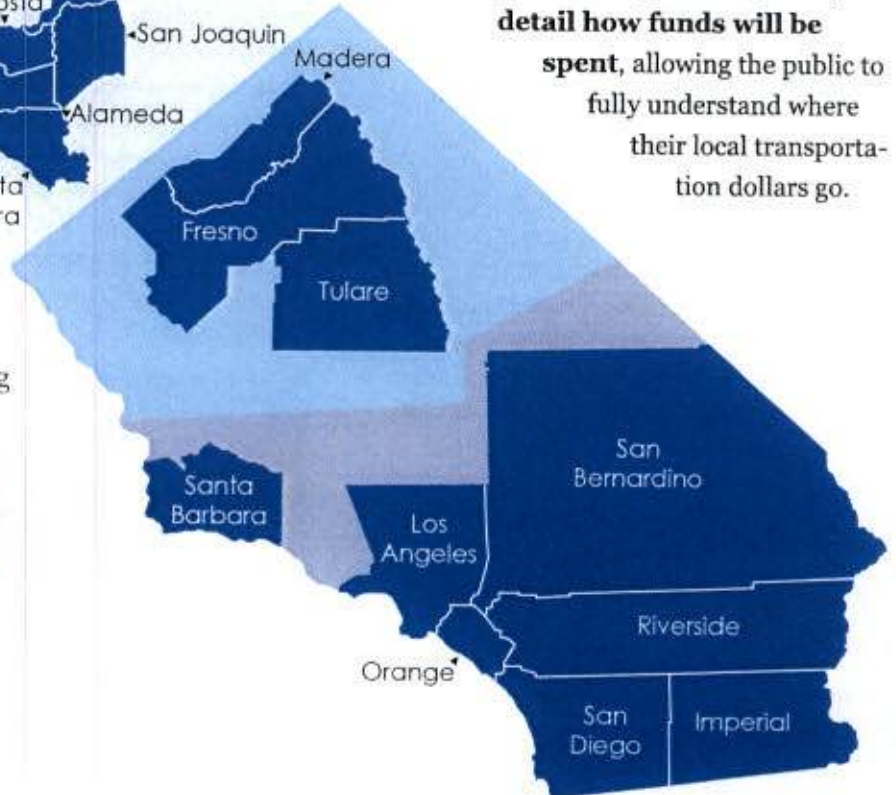


## California's Economy Fueled by Local Sales Tax Measures

**THROUGHOUT** California, 19 county transportation agencies have formed the Self-Help Counties Coalition (SHCC). **Californians depend on these agencies for accessible, safe, innovative and cutting-edge transportation solutions.** Each county delivers voter-approved (by super-majority) transportation sales tax measures that fund transit, highway, freight, bicycle, pedestrian and other mobility programs. Together, these counties pump \$3 to \$4 billion each year into California's transportation infrastructure, creating jobs, expanding mobility and enhancing local communities and the environment.

### IN CALIFORNIA,

19 Self-Help Counties will fund over \$95 billion of voter-approved transportation investments by mid-century, pumping \$3 to \$4 billion each year for essential transportation programs and projects.



- ✓ **Self-Help Counties create and maintain jobs** for transportation infrastructure, operations and maintenance.
- ✓ The SHCC provides a **reliable and stable funding stream** that far outstrips state and federal funding on an annual basis.
- ✓ The SHCC has **extensive accountability** measures and local elected official oversight on all taxpayer's dollars.
- ✓ The public has **direct access to local decision-makers**, and public meetings are held each month throughout the state with public opportunities to participate in every self-help county.
- ✓ **Expenditure plans explicitly detail how funds will be spent**, allowing the public to fully understand where their local transportation dollars go.

### 81% of California's population is in Self-Help Counties

Alameda	1,529,875	San Bernardino	2,065,377
Contra Costa	1,066,096	San Diego	3,140,069
Fresno	942,904	San Francisco	812,826
Imperial	177,057	San Joaquin	696,214
Los Angeles	9,889,056	San Mateo	727,209
Madera	152,925	Santa Barbara	426,878
Marin	255,031	Santa Clara	1,809,378
Orange	3,055,745	Sonoma	488,116
Riverside	2,239,620	Tulare	449,253
Sacramento	1,436,105	<b>TOTAL: 31 Million</b>	



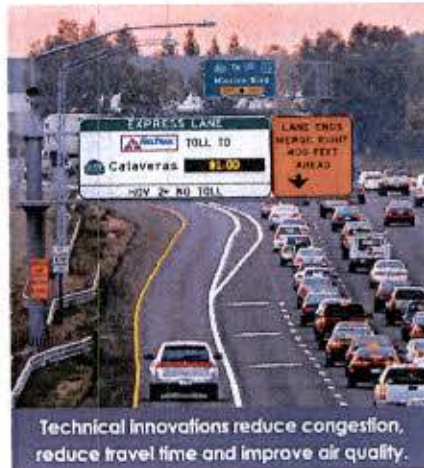
## Local Funding for Major Transportation Initiatives

**CALIFORNIA REPRESENTS** the United States' largest economy, and the ninth largest in the world. Its diverse industries range from agriculture to mining to biotechnology to the Internet — all of which support the state's economic strength. Each industry relies on a backbone of transportation to move its people, goods and services. Local sales tax dollars represent a stable fund source to finance critical transportation programs and projects, despite volatile federal and state funding. The Self-Help Counties spend a small portion of the sales tax on administration. The majority of sales tax expenditures result in:

- ✓ **Job creation:** Local sales tax dollars are pumped back into the local economy through contracts with local firms. Transportation system improvements require the services of architects, engineers, construction workers, project managers and other professionals. High-quality, efficient transportation systems attract and retain businesses in California.
- ✓ **Mobility:** The Self-Help Counties invest in multimodal transportation that provides choices for the traveling public — from express bus services, pathways for bicyclists and pedestrians, and public transit for youth, seniors and people with disabilities, to road and highway investments — Self-Help Counties move people, goods and services that are vital to the quality of life and economic strength of California.

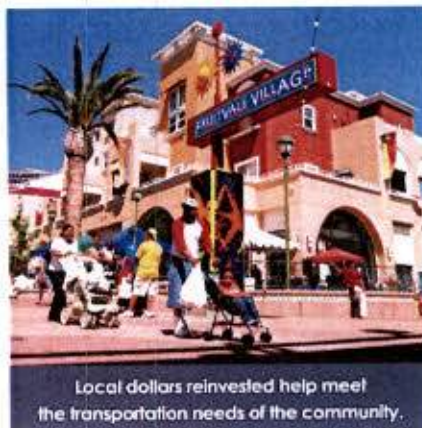
\* Figures are based on projections from the individual Self-Help Counties; each has a different basis for projecting dollar values.

- ✓ **Technological innovation:** Implementing technologies on heavily traveled roadways such as express lanes, adaptive ramp metering, real-time signage, monitoring and incident management reduces congestion and travel time and improves safety. Throughout California, the SHCC is implementing state-of-the-art transportation solutions.



Technical innovations reduce congestion, reduce travel time and improve air quality.

- ✓ **Community vitality:** Reinvesting local dollars back into communities attracts additional funding resources. Leveraging these local dollars allows counties to complete major capital infrastructure projects, operate public transit and paratransit services and focus on transit oriented development to revitalize communities and meet the needs of people at all income levels.



Local dollars reinvested help meet the transportation needs of the community.



Providing multimodal alternatives to driving reduces greenhouse gas emissions.

- ✓ **Sustainability:** Multimodal investments — bicycle and pedestrian improvements, public transit and paratransit for seniors and people with disabilities — support greenhouse gas reduction mandates in California Assembly Bill 32, the Global Warming Solutions Act, and California Senate Bill 375, the Sustainable Communities and Climate Protection Act of 2008. These investments also support Sustainable Communities Strategies across the state.

### Self-Help Transportation Spending in California

Based on the Self-Help Counties' expenditure plans, over \$95 billion will be infused in California's transportation infrastructure from local transportation sales tax measures over the next 28 years. These figures are based on the individual projections from the counties.

Self-Help Transportation Spending in California*	
Capital Projects	\$45.9B
Local Streets & Roads	\$23.9B
Mass Transit	\$17.6B
Paratransit	\$3B
Express Bus	\$1.8B
Bicycle & Pedestrian	\$1.3B
Program Administration	\$997.6M
Other	\$908.1M
Transit Oriented Development	\$264.4M
<b>TOTAL:</b>	<b>Over \$95B</b>