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# BOARD OF DIRECTORS AGENDA

**Friday, April 8, 2016  
10 a.m. to 12 noon  
SANDAG Board Room  
401 B Street, 7th Floor  
San Diego**

## AGENDA HIGHLIGHTS

- **POTENTIAL FUNDING MEASURE**

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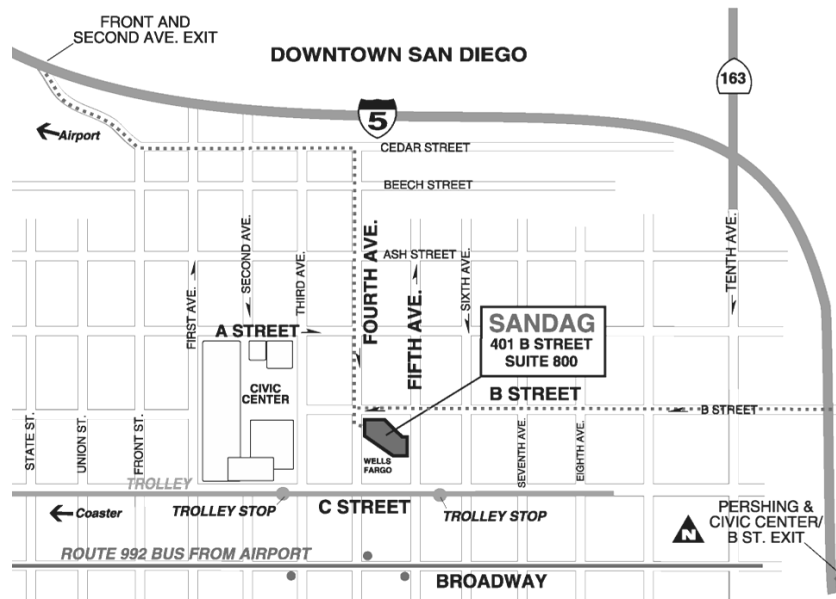
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# BOARD OF DIRECTORS

Friday, April 8, 2016

## ITEM NO.

## RECOMMENDATION

### 1. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Public comments under this agenda item will be limited to five public speakers. Members of the public shall have the opportunity to address the Board on any issue within the jurisdiction of SANDAG that is not on this agenda. Other public comments will be heard during the items under the heading "Reports." Anyone desiring to speak shall reserve time by completing a "Request to Speak" form and giving it to the Clerk of the Board prior to speaking. Public speakers should notify the Clerk of the Board if they have a handout for distribution to Board members. Public speakers are limited to three minutes or less per person. Board members also may provide information and announcements under this agenda item.

## REPORTS

### +2. POTENTIAL FUNDING MEASURE (Rob Rundle)\*

DISCUSSION

The Board of Directors has been considering a potential funding measure to implement San Diego Forward: The Regional Plan. Staff will present the results of a public information survey that was conducted to gauge voter interest in a potential funding measure for the November 2016 ballot.

### 3. CONTINUED PUBLIC COMMENTS

If the five speaker limit for public comments was exceeded at the beginning of this agenda, other public comments will be taken at this time. Subjects of previous agenda items may not again be addressed under public comment.

### 4. UPCOMING MEETINGS

INFORMATION

The next Board Business meeting is scheduled for Friday, April 22, 2016, at 9 a.m.

### 5. ADJOURNMENT

+ next to an agenda item indicates an attachment

\* next to an agenda item indicates that the Board of Directors also is acting as the San Diego County Regional Transportation Commission for that item



**BOARD OF DIRECTORS  
APRIL 8, 2016**

**ACTION REQUESTED - DISCUSSION**

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**POTENTIAL FUNDING MEASURE**

File Number 3200000

**Introduction**

At the March 25, 2016, Board of Directors meeting, a Refined Hybrid Alternative Expenditure Plan for a potential November 2016 ballot measure was presented. The Board of Directors heard public input and provided feedback on changes that were made to the Hybrid Alternative presented at the Board of Directors annual retreat. A summary of comments by the Board of Directors is provided below. In addition, the results of a public information survey conducted to gauge voter interest in a November 2016 ballot measure is provided.

**Discussion**

*Board of Directors Comments*

During the Board's discussion of the Refined Hybrid Alternative, the following comments were made about specific issues that should be included in the public information survey and/or considered in the Expenditure Plan Ordinance:

- Importance of providing maximum flexibility for how local formula funds could be used within SANDAG legislative authority
- A question about Youth Opportunity Passes should be included in the public information survey
- A Youth Opportunity Pass program should be an eligible use of the local formula funds for those jurisdictions that want to offer a program
- The Expenditure Plan Ordinance should include a clearly defined Early Action Program
- The Grade Separation Grant Program should consider including non-vehicular pedestrian crossings

A question also was raised at the March 25, 2016, Board of Directors meeting regarding how large of a program a 40-year, half-cent sales tax measure would support. There are proposed matching requirements for some programs (Managed Lanes and transit capital, for example), and more flexible ones, such as the Local Infrastructure Program, but a conservative estimate is that the \$18 billion in sales tax revenues would support a minimum of approximately \$32 billion in transportation programs and infrastructure improvements over the next 40 years.

In addition to these issues, Board members suggested that staff meet with the transit operators to review the Refined Hybrid Alternative Expenditure Plan. A meeting was held on March 29, 2016, and the following comments were raised:

- Funding for State of Good Repair should be prioritized over some new transit services
- Unallocated transit funding categories should be better defined
- The Del Mar Bluff Stabilization Project should be identified specifically in the Expenditure Plan

#### *Public Information Survey Results*

A public information survey was conducted between March 28 and April 3, 2016. The topline results of the survey indicate that, compared to prior surveys conducted in spring and fall 2015, voter sentiment continues to move in a positive direction (Attachment 1). For this survey, the ballot measure question (questions 11 and 40) was more specific than previous surveys conducted by SANDAG. The initial ballot question surpasses the two-thirds voter requirement for passing a funding measure (68 percent). Surveys conducted in 2015 did not reach that threshold. It is only after the negative arguments are tested that the overall results fall below the two-thirds approval level (62.2 percent). The full results of the survey will be presented at the Board of Directors meeting.

#### **Next Steps**

Based on feedback from the Board of Directors, staff would return to the April 22, 2016, Board meeting with proposed final revisions to the Expenditure Plan. In addition, staff would provide some of the key Expenditure Plan Ordinance provisions that would have to be considered before deciding to place a measure on the November 2016 ballot. The key Expenditure Plan Ordinance sections that would be presented include a proposed Early Action Program and the Local Infrastructure eligibility provisions.

Following the April 22, 2016, Board of Directors meeting, an April 29, 2016, Board of Directors Special meeting would be held to seek a Board decision on whether to place a funding measure on the November 2016 ballot.

GARY L. GALLEGOS  
Executive Director

Attachment: 1. Funding Measure Survey Topline Results

Key Staff Contact: Rob Rundle, (619) 699-6949, rob.rundle@sandag.org

**SANDAG 2016 SALES TAX MEASURE SURVEY**

n=1,201 voters with 200 interviews conducted in each of SANDAG's subregions

Turnout model = 80%

Margin of Sampling Error +/- 2.8%

March 28 – April 3, 2016

Weighted on Vote History, Survey Mode, Age, Party, Gender, and Subregion

Hello is \_\_\_\_ there? Hi this is \_\_\_\_\_ with Competitive Edge Research, a national polling firm, and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking ...

Q1. Do you think things in your area of San Diego County are moving in the right direction or have they gotten off on the wrong track?

	%
Right Direction	53.9
Wrong Track	22.6
Mixed ( <i>Not read</i> )	8.1
Unsure ( <i>Not read</i> )	14.6
Refused ( <i>Not read</i> )	0.8

Q2. Please tell me whether you agree or disagree with the following statement: I would not vote for a tax increase no matter what the money would be used for.

	%
Agree, strongly	26.3
Agree, somewhat	11.1
Disagree, somewhat	33.1
Disagree, strongly	26.2
Unsure ( <i>Not read</i> )	3.2
Refused ( <i>Not read</i> )	0.1

I am going to read you some issues. Please tell me how much effort you think local governments should put into addressing each of them. (Q3-Q9 Were randomized)

	A large amount %	Some %	Not Much %	None at all %	UNS %	REF %
Q3. Increasing the availability of public transportation, such as buses, trolleys and trains	39.0	38.8	12.5	7.8	1.7	0.2
Q4. Conserving more open space, wildlife habitat and water	50.0	37.2	6.5	4.7	1.5	0.1
Q5. Protecting against wildfires and expanding fire safety	57.4	36.6	3.3	1.3	1.4	0.1
Q6. Reducing traffic congestion	52.4	37.6	5.3	2.7	1.2	0.7
Q7. Fixing neighborhood streets and sidewalks	58.4	36.3	2.4	1.7	1.0	0.1
Q8. The local economy and jobs	55.2	34.3	5.0	2.7	2.5	0.2
Q9. Recycling and reclaiming more water to combat the drought	65.6	27.7	3.7	2.0	1.0	0.1

Q10. Would you rate the current employment situation in San Diego County as ... (Answer choices were alternated)

	%
Excellent	5.0
Good	41.4
Only fair or	34.7
Poor	11.4
Unsure (Not read)	7.2
Refused (Not read)	0.2

Q11. Now I'm going to ask about a local ballot measure called the San Diego County Traffic Congestion, Road Repair, and Infrastructure Measure which may appear on the ballot in an upcoming election. It reads: "To make critical road repairs, relieve congested freeways, and repair decaying infrastructure by: Repairing streets and filling potholes in every community; Relieving congested freeways including I-5, I-8,SR-52,SR-56, SR-67, SR-78, SR-94; Improving public-transportation; Fixing local bridges; Improving water quality to better utilize water; Improve fire safety by managing open space; and attracting matching funds; shall a half-cent sales tax be enacted for 40-years, at \$288 million annually, with independent oversight and annual audits to provide local funding Sacramento cannot take away?" If the election were held today, would you vote "yes" to approve the San Diego County Traffic Congestion, Road Repair, and Infrastructure Measure or "no" to reject it?

	Apr 2015 Expire After 40 Years (n=626) %	Oct 2015 Expire After 40 Years (n=592) %	Mar 2016 %
Yes, Definitely	33.6	32.1	37.9
Yes, Probably	28.6	29.8	30.1
No, Probably	8.8	9.4	9.1
No, Definitely	24.1	21.3	16.3
Unsure ( <i>Not read</i> )	4.9	7.5	6.6

Q12. What is the main reason you would vote "yes" to approve/"no" to reject this measure?  
(*Currently being coded*)



	For, very %	For, Some %	Against, some %	Against, very %	Uns %	REF %
Q13. The measure funds preservation and management of natural areas and watersheds to improve fire safety	53.3	30.0	5.0	9.2	2.4	0.1
Q14. The measure fixes streets, sidewalks, and storm drains	55.5	29.9	5.1	8.3	1.0	0.1
Q15. So that funds are spent the way voters intended, the measure mandates comprehensive independent taxpayer oversight	44.5	31.0	6.2	10.8	7.5	0.1
Q16. The measure funds roadway improvements and better public transportation services to relieve traffic congestion	51.8	30.2	6.1	10.0	1.8	0.0
Q17. The measure funds better public transportation services for seniors, disabled persons, and the military	50.0	31.2	6.8	9.3	2.5	0.2
Q18. The measure includes funds for cities to provide free or discounted transit passes for disadvantaged youth throughout the region	39.6	29.6	10.5	15.7	4.3	0.3
Q19. The measure includes funds to reclaim more water and improve water quality and availability	58.1	23.9	6.0	8.2	3.3	0.4
Q20. The measure increases the County's sales tax by one-half cent	28.1	28.4	14.4	24.5	4.6	0.0
Q21. The half-cent sales tax increase would expire after 40 years	25.9	26.8	14.9	22.7	9.2	0.4

Now I would like to read you some arguments you might hear both for and against the measure. I'll start with arguments from supporters/opponents. Please tell me how convincing each is to you. *(Batteries were rotated) (Q22-Q33 were randomized)*

Q22. Supporters say that this measure will improve the quality of life for residents throughout San Diego County, especially seniors. It will fund improvements to neighborhoods such as streets and sidewalks, public transportation, and improve water quality. Is this argument to vote for the measure...

	%
Very convincing	34.0
Somewhat convincing	39.9
Not at all convincing to you	24.8
Unsure <i>(Not read)</i>	1.2

Q23a. Supporters say the Keep San Diego Moving Forward Initiative measure would provide funding we need to construct new lanes on State Route 78 sooner to relieve traffic congestion in Oceanside, Carlsbad, Vista, San Marcos and Escondido. Is this argument to vote for the measure ... *(Of those who live in east county; n=200)*

	%
Very convincing	38.3
Somewhat convincing	39.2
Not at all convincing to you	21.7
Unsure <i>(Not read)</i>	0.8

Q23b. Supporters say this measure would provide the funding needed to construct new lanes on Route 52 sooner. Upgrades funded by this measure will relieve traffic congestion in east county communities including Santee, Lakeside, and El Cajon as well as neighborhoods in San Diego. Is this argument to vote for the measure ... *(Of those who live in north city and east county n=400)*

	%
Very convincing	31.0
Somewhat convincing	40.3
Not at all convincing to you	27.1
Unsure <i>(Not read)</i>	1.6

Q23c. Supporters say this measure would provide funding we need to construct new lanes on Route 94 into downtown sooner. Upgrades funded by this measure would relieve traffic congestion and accommodate rapid bus service, and include access to urban neighborhoods east of downtown San Diego. Is this argument to vote for the measure... *(Of those who live in central and south county n=400)*

	%
Very convincing	42.9
Somewhat convincing	35.9
Not at all convincing to you	20.1
Unsure <i>(Not read)</i>	1.1

Q23d. Supporters say this measure would provide funding we need to construct new lanes on Interstate 5 from Route-905 to Route-15 sooner. Upgrades funded from this measure would relieve traffic congestion and accommodate rapid bus service. Is this argument to vote for the measure... *(Of those who live in south county n=200)*

	%
Very convincing	36.4
Somewhat convincing	37.2
Not at all convincing to you	24.4
Unsure <i>(Not read)</i>	2.0

Q24. Supporters say this measure would provide funding to synchronize traffic signals to improve traffic flow and reduce stop-and-go traffic. Is this argument to vote for the measure...

	%
Very convincing	34.0
Somewhat convincing	37.2
Not at all convincing to you	27.6
Unsure ( <i>Not read</i> )	1.2

Q25. Supporters say this measure would provide funding for more frequent transit service so people don't have to wait so long for the next bus or trolley. Is this argument to vote for the measure...

	%
Very convincing	22.2
Somewhat convincing	37.6
Not at all convincing to you	39.1
Unsure ( <i>Not read</i> )	1.2

Q26. Supporters say this measure would provide funding to separate local traffic from trolley and rail crossings to eliminate wait times. Is this argument to vote for the measure...

	%
Very convincing	19.4
Somewhat convincing	37.3
Not at all convincing to you	41.8
Unsure ( <i>Not read</i> )	1.5

Q27. Supporters say this measure would provide funding for new Rapid Transit services to connect people to the major employment centers throughout the region. Better, faster and more convenient public transportation will reduce traffic congestion on our roads and freeways. Is this argument to vote for the measure...

	%
Very convincing	32.9
Somewhat convincing	40.0
Not at all convincing to you	26.0
Unsure ( <i>Not read</i> )	1.1

Q28. Supporters say this measure would provide funding for a new type of transit known as a skyway which is an aerial tramway. One could connect UCSD to Sorrento Valley employment areas and another could connect Pacific Beach to new trolley service. Is this argument to vote for the measure...

	%
Very convincing	21.4
Somewhat convincing	26.6
Not at all convincing to you	50.2
Unsure ( <i>Not read</i> )	1.8

Q29. Supporters say this measure would better connect people to the San Diego Airport by improving connections to the trolley, COASTER, and Interstate 5. Is this argument to vote for the measure...

	%
Very convincing	29.6
Somewhat convincing	37.0
Not at all convincing to you	32.0
Unsure ( <i>Not read</i> )	1.4

Q30. Supporters say studies have proved that properly managing open space and natural habitat can reduce the risk of devastating wildfire. Through aggressive brush management, this measure will improve public safety in the backcountry so residents both there and in the city are protected from fires. Is this argument to vote for the measure ...

	%
Very convincing	37.5
Somewhat convincing	41.7
Not at all convincing to you	19.7
Unsure ( <i>Not read</i> )	1.1

Q31. Supporters say that this measure makes good financial sense and it's money the politicians in Sacramento cannot take away. Local funds can be leveraged to bring additional state and federal dollars into the region. All the money raised by this measure will only be used on local projects so it will help boost employment here in San Diego County. Is this argument to vote for the measure...

	%
Very convincing	40.8
Somewhat convincing	35.8
Not at all convincing to you	22.6
Unsure ( <i>Not read</i> )	0.8

Q32. Supporters say we should pass this measure to leave a good legacy to our children and grandchildren. We need to protect open space to improve water quality and create more opportunities for using recycled water so there is more available for future generations. Is this argument to vote for the measure ...

	%
Very convincing	40.0
Somewhat convincing	34.2
Not at all convincing to you	24.9
Unsure ( <i>Not read</i> )	1.0

Q33. Supporters say local sales taxes have helped deliver important transportation projects such as trolley lines, improvements to the I-15 express lanes, I-805, Route 76, and Route 52. This measure would continue providing more of these critical transportation choices to residents of the region. Is this argument to vote for the measure...

	%
Very convincing	28.3
Somewhat convincing	43.1
Not at all convincing to you	26.9
Unsure ( <i>Not read</i> )	1.7

Now I'll read you some arguments you might hear from supporters/opponents. Please tell me how convincing each is to you. (*Q34-Q39 were randomized*)

Q34. Opponents say that working to improve quality of life is fine, but this is the wrong time to be asking residents for more funds. A sales tax increase places too much of a burden on working families. Is this argument to vote against the measure ...

	%
Very convincing	27.8
Somewhat convincing	34.8
Not at all convincing to you	36.4
Unsure ( <i>Not read</i> )	1.0

Q35. Opponents say that the tax is too big and too long. It will cost County taxpayers billions of dollars over the next 40 years. It will put a damper on our local economy. Is this argument to vote against the measure ...

	%
Very convincing	27.6
Somewhat convincing	31.4
Not at all convincing to you	39.8
Unsure ( <i>Not read</i> )	1.2

Q36. Opponents say there is no real accountability for how the funds from this tax are spent. While there may be audits and an oversight committee, the real decisions of how to spend the money will be made by unaccountable bureaucrats. Is this argument to vote against the measure ...

	%
Very convincing	35.7
Somewhat convincing	36.7
Not at all convincing to you	24.7
Unsure ( <i>Not read</i> )	2.9

Q37. Opponents say that this tax will just fund more government and make the bureaucracy bigger. We have extended and increased local sales taxes twice already. Enough is enough. Is this argument to vote against the measure ...

	%
Very convincing	31.3
Somewhat convincing	32.2
Not at all convincing to you	34.8
Unsure ( <i>Not read</i> )	1.7

Q38. Opponents say there are so many measures to increase taxes coming up on the ballot that this is one too many. With literally billions of dollars in taxes on the ballot, we need to just say no. Is this argument to vote against the measure ...

	%
Very convincing	26.8
Somewhat convincing	28.8
Not at all convincing to you	41.9
Unsure ( <i>Not read</i> )	2.5

Q39. Critics say this measure is another example of politicians over-spending on unneeded programs that will cost more than they're saying and take much longer to complete. Is this argument to vote against the measure ...

	%
Very convincing	24.1
Somewhat convincing	32.6
Not at all convincing to you	41.4
Unsure ( <i>Not read</i> )	1.9

- Q40. Some people change their minds after hearing more information so let me ask you again about the San Diego County Traffic Congestion, Road Repair, and Infrastructure Measure which reads: "To make critical road repairs, relieve congested freeways, and repair decaying infrastructure by: Repairing streets and filling potholes in every community; Relieving congested freeways including I-5, I-8, SR-52, SR-56, SR-67, SR-78, SR-94; Improving public-transportation; Fixing local bridges; Improving water quality to better utilize water; Improve fire safety by managing open space, and attracting matching funds; Shall a half-cent sales tax be enacted for 40-years, at \$288 million annually, with independent oversight and annual audits to provide local funding Sacramento cannot take away?" If the election were held today, would you vote "yes" to approve the San Diego County Traffic Congestion, Road Repair, and Infrastructure Measure or "no" to reject it?

	Apr 2015 40 Years (n=626) %	Oct 2015 40 years (n=592) %	Mar 2016 %
Yes, Definitely	29.8	28.4	36.2
Yes, Probably	22.7	28.2	26.0
No, Probably	12.9	11.0	10.8
No, Definitely	27.9	26.5	22.2
Unsure ( <i>Not read</i> )	6.7	5.9	4.8

Thanks. Now I have just a few background questions to make sure we have a representative sample...

- Q41. When it comes to politics do you consider yourself to be...

	%
Very liberal	15.5
Somewhat liberal	30.7
Somewhat conservative	31.3
Very conservative	12.8
Somewhere in between ( <i>Not read</i> )	6.5
Unsure ( <i>Not read</i> )	2.7
Refused ( <i>Not read</i> )	0.5

- Q42. In what year were you born?

	%
18-24	7.0
25-34	15.4
35-44	14.6
45-54	18.2
55-64	20.1
65-74	14.1
75+	10.6
Age Not Reported	0.0

Q43. And were you born in ...

	%
California	48.9
In another state	38.0
In a foreign country	13.1
Refused ( <i>Not read</i> )	0.0

Q44. And please stop me when I reach the category closest to your household's total annual income... (*n=1,019*)

	%
less than \$20,000	8.2
\$20 to 39,000	11.5
\$40 to 59,000	10.9
\$60 to 79,000	12.8
\$80 to 99,000	12.9
\$100,000 to \$149,000	20.9
More than \$150,000	15.6
Refused ( <i>Not read</i> )	7.2

Thanks for your time and your opinion counts.

45. GENDER

	%
Female	51.6
Male	48.4

46. PARTY

	%
Republican	33.9
Democrat	36.1
NPP/Other Party	30.1

47. TURNOUT HISTORY

	%
New/Unreliable	40.1
Reliable	36.1
Very reliable	23.8



48.	CITY		%
	San Diego		41.2
	Chula Vista		8.4
	Oceanside		5.2
	Escondido		4.9
	El Cajon		4.6
	La Mesa		3.0
	Vista		2.1
	Unincorporated Area		10.7
	Other Cities		19.9
49.	SANDAG REGION		%
	Central		20.0
	East County		15.7
	North City		23.7
	North County East		3.3
	North County West		23.3
	South County		14.0
50.	DATE OF REGISTRATION		%
	2012 to Present		36.9
	2008 to 2011		17.8
	2004 to 2007		15.8
	2000 to 2003		11.5
	1990 to 1999		11.3
	Before 1990		6.7
51.	RESIDENCE TYPE		%
	Home		79.1
	Apartment		20.9
52.	LANGUAGE		%
	English		97.7
	Spanish		2.3

53. SURVEY MODE

	%
Landline	66.1
Cell Phone	24.0
Email	9.9