

# Summary Presentation of Results From a Survey of Likely Voters in the Unincorporated Areas of Santa Cruz County

*400 Interviews  
September 2014*

*conducted by*



**GENE BREGMAN & ASSOCIATES**  
*Public Opinion & Marketing Research*

*32  
10/24/14*



## Overall Job Rating: How Well Santa Cruz County Government Provides Services to Residents

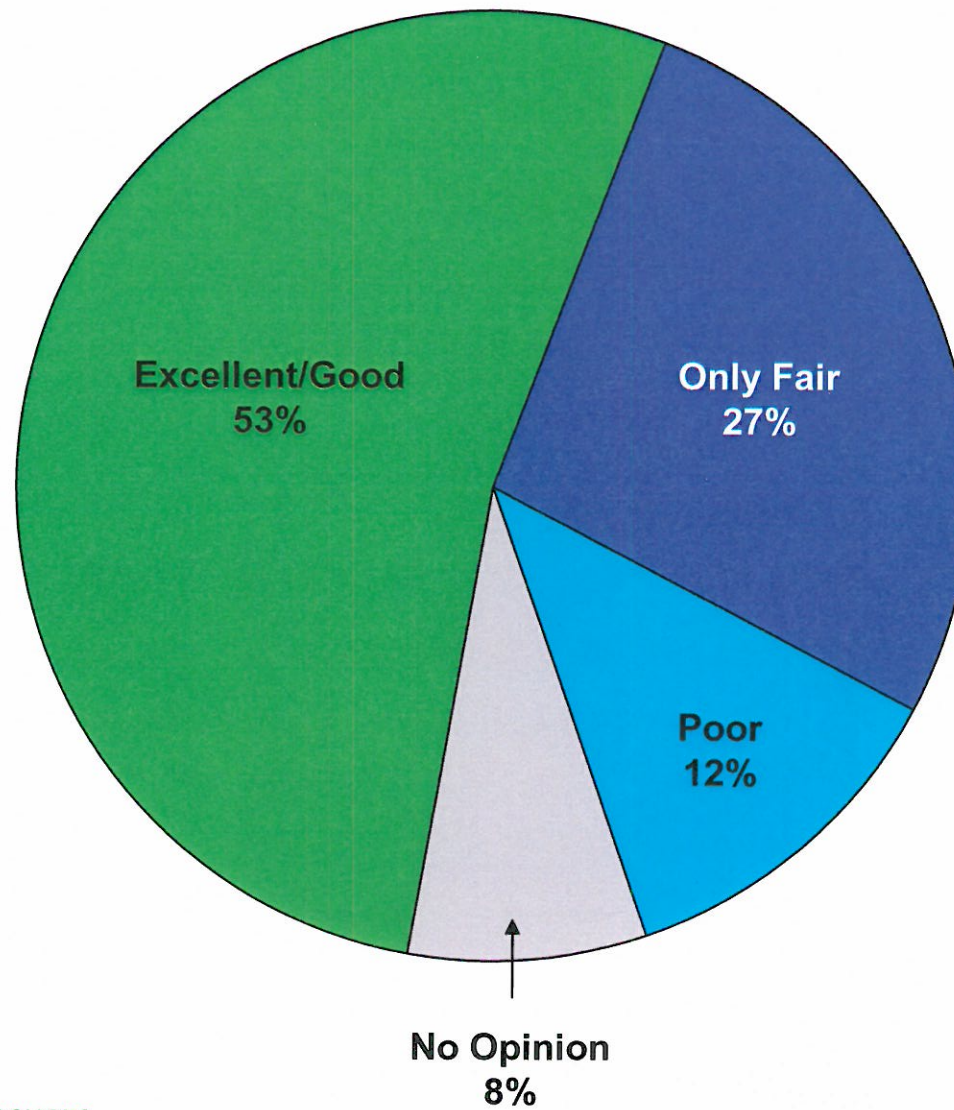


Chart 2

## Excellent/Good Job Ratings for Santa Cruz County Department of Public Works

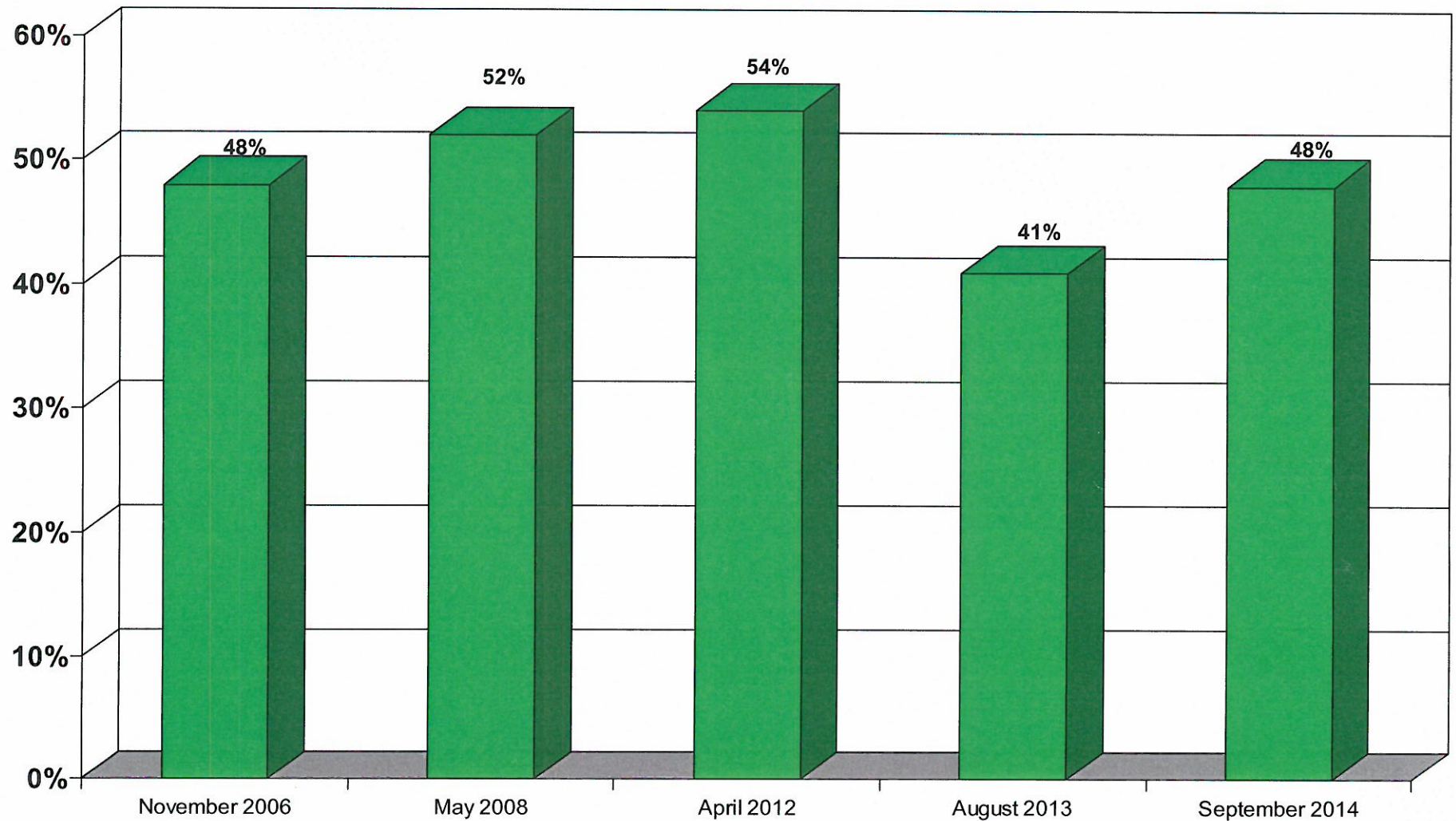
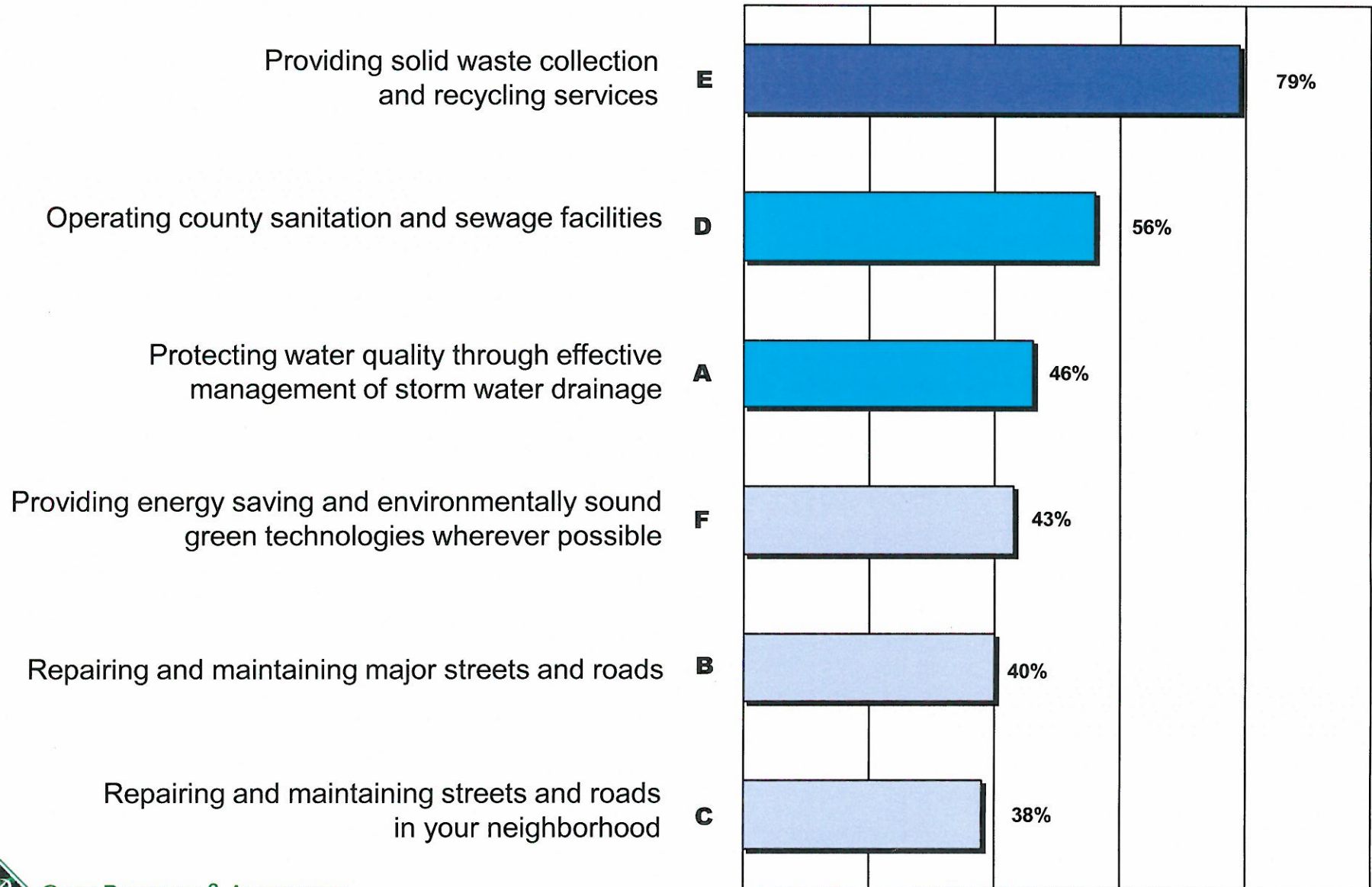




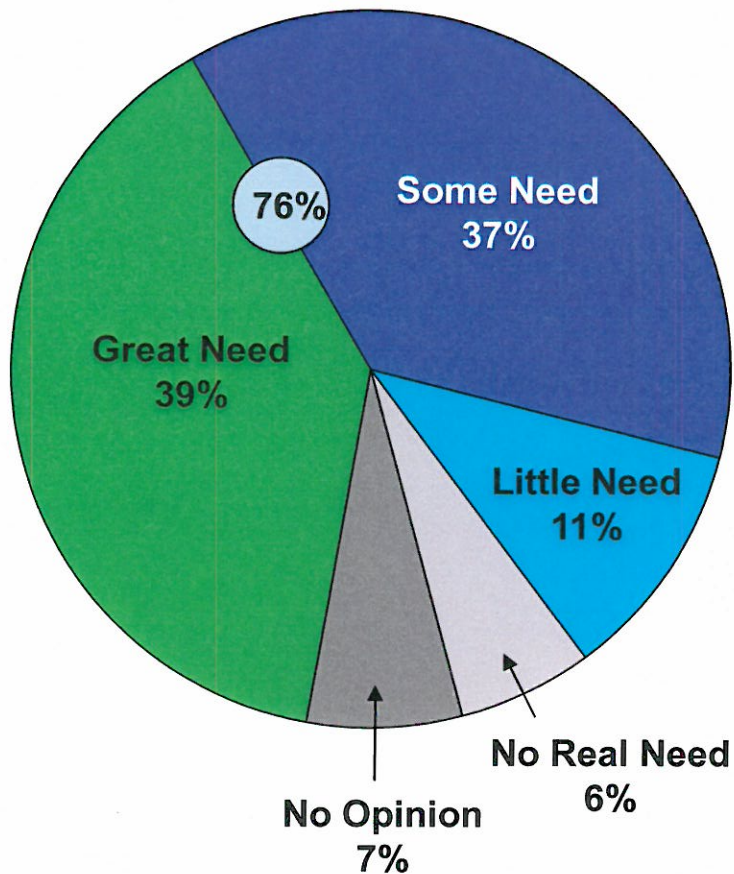
Chart 3

## Excellent/Good Job Ratings: Services Provided by Department of Public Works



## Need for More Money for Santa Cruz County to Properly Repair and Maintain Streets and Roads

May 2008



September 2014

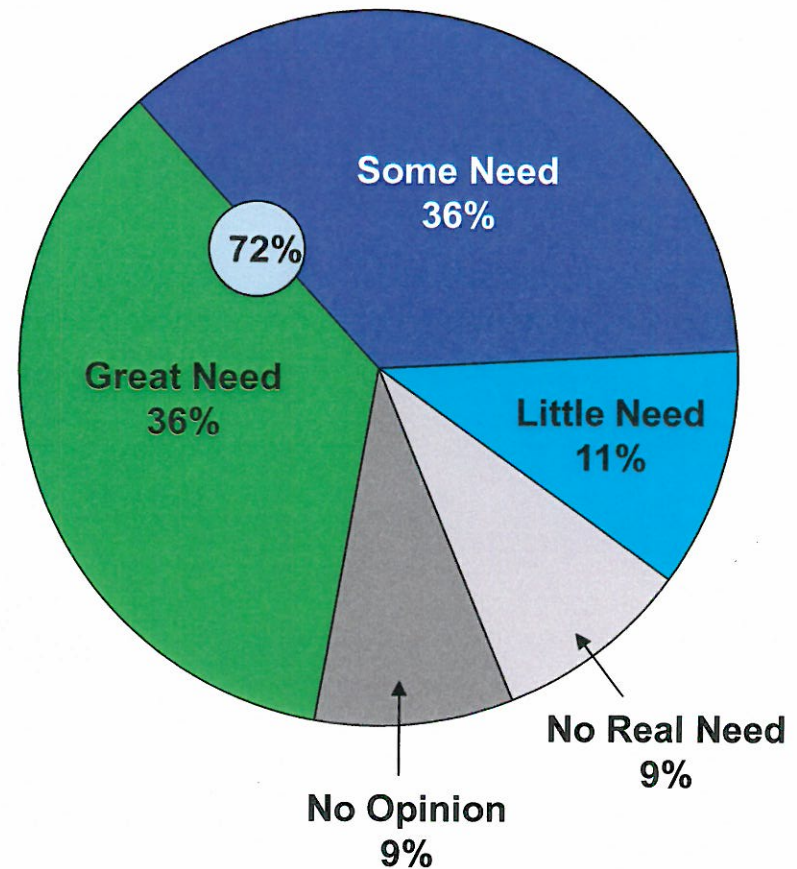




Chart 5

## 5 Votes on Possible Sales Tax Measure

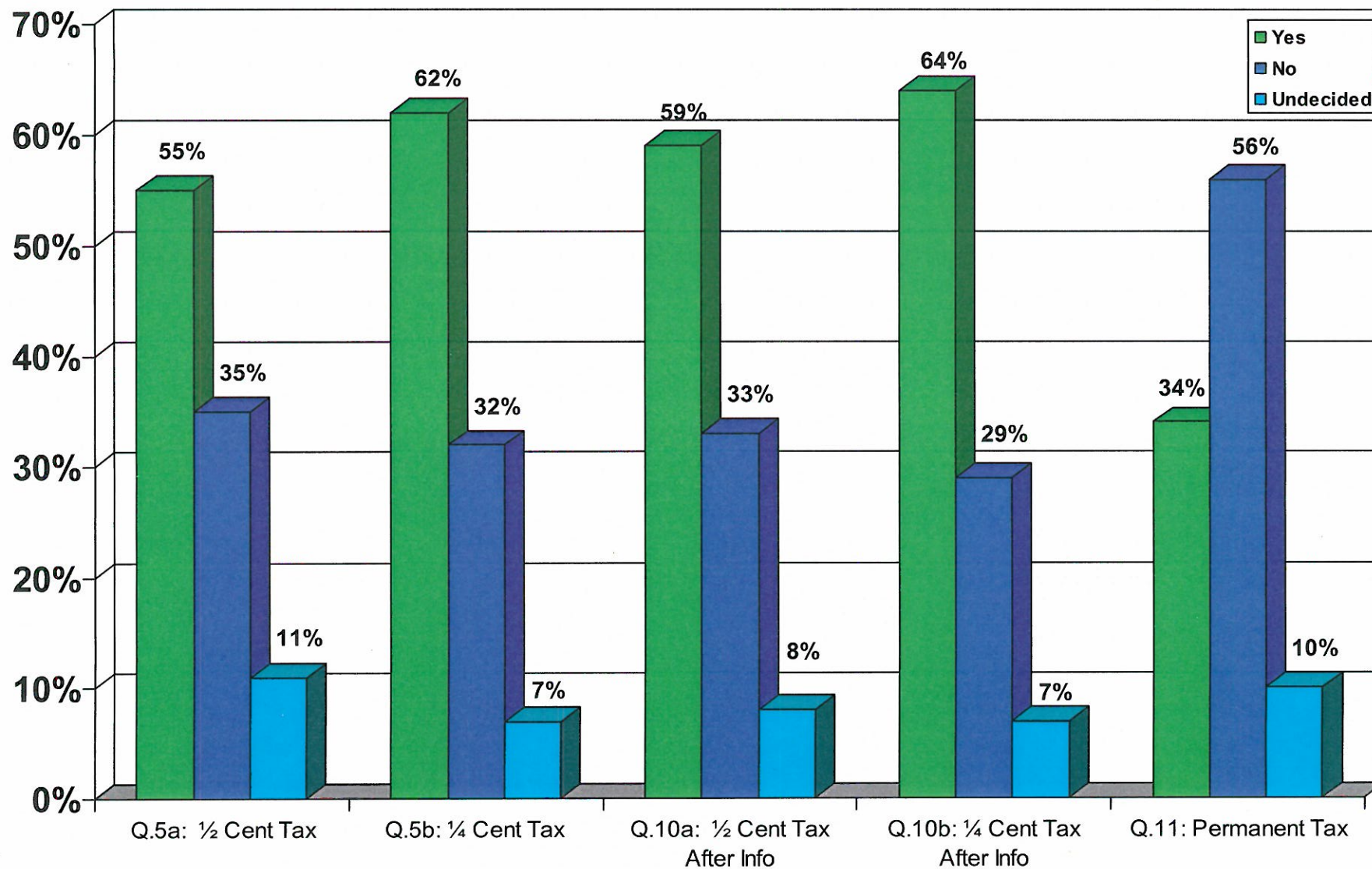
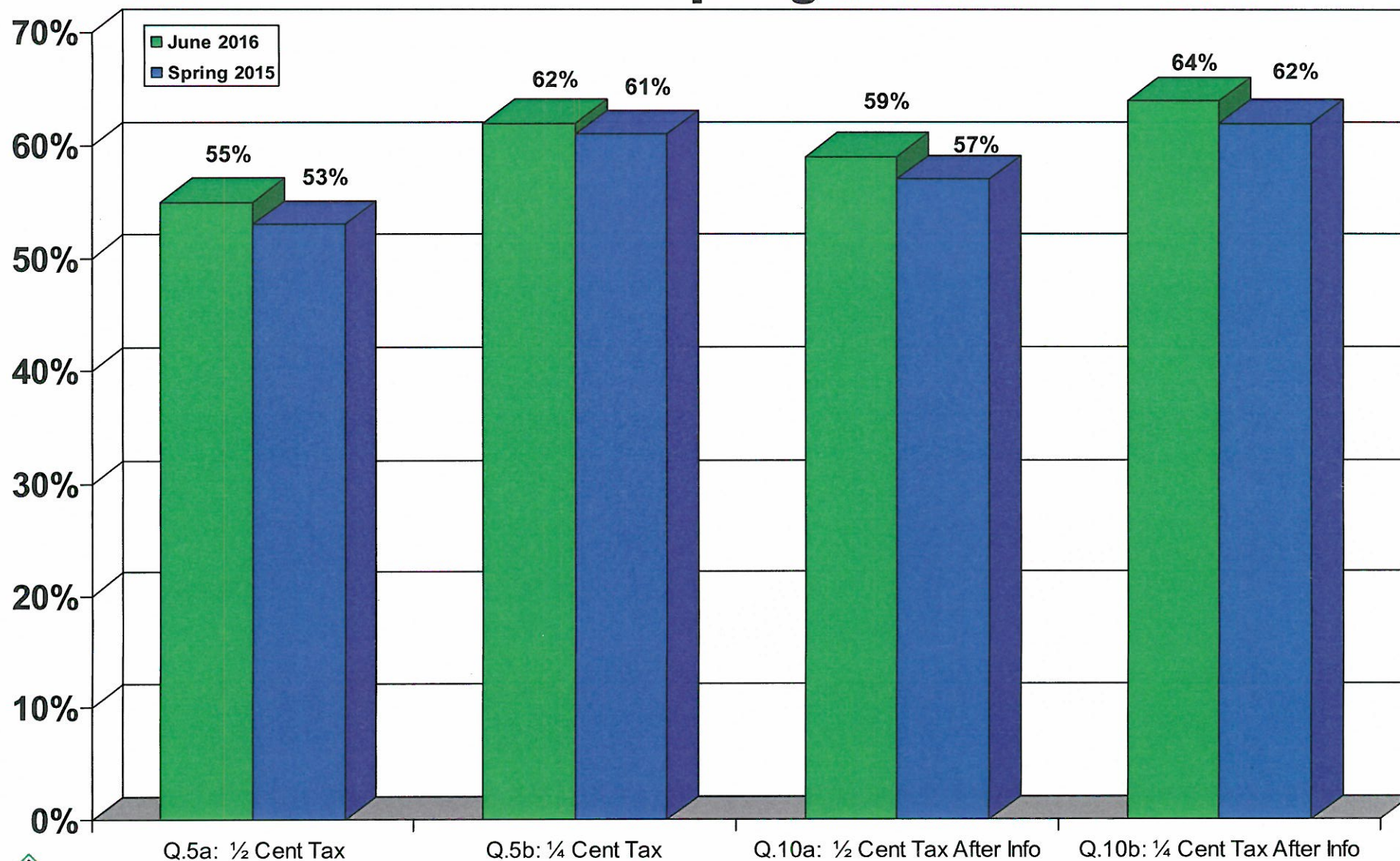


Chart 6

## Comparison of “Yes” Votes: June 2016 and Spring 2015 Voters





## Accomplishments Giving Voters “Much More Favorable” Opinions of DPW

The Department has a nationally recognized program that diverts waste away from landfills and has won a national award for its energy saving program

**A**

49%

The Department has been successful in obtaining millions of dollars in federal and state grants for our streets, roads and bridges

**C**

44%

The Department has been a leader in improving water quality and protecting the environment for coho salmon, steelhead trout, and other fish and wildlife

**E**

41%

The Department is in the process of improving the more than 250 miles of sewer lines that people rely on throughout the county

**B**

39%

The Department has made significant safety improvements for pedestrians and bicyclists

**D**

38%





## Seriousness of Problems Affecting County Streets and Roads

The condition of our local streets and roads has been deteriorating since the 1990's resulting in a backlog of more than 100 million dollars in street and road repair needs; delaying street and road repairs will only increase costs in the long run

Studies have shown that our neighborhood and rural roads are among the worst in the State, with more than 100 miles rated as being in "failed" condition

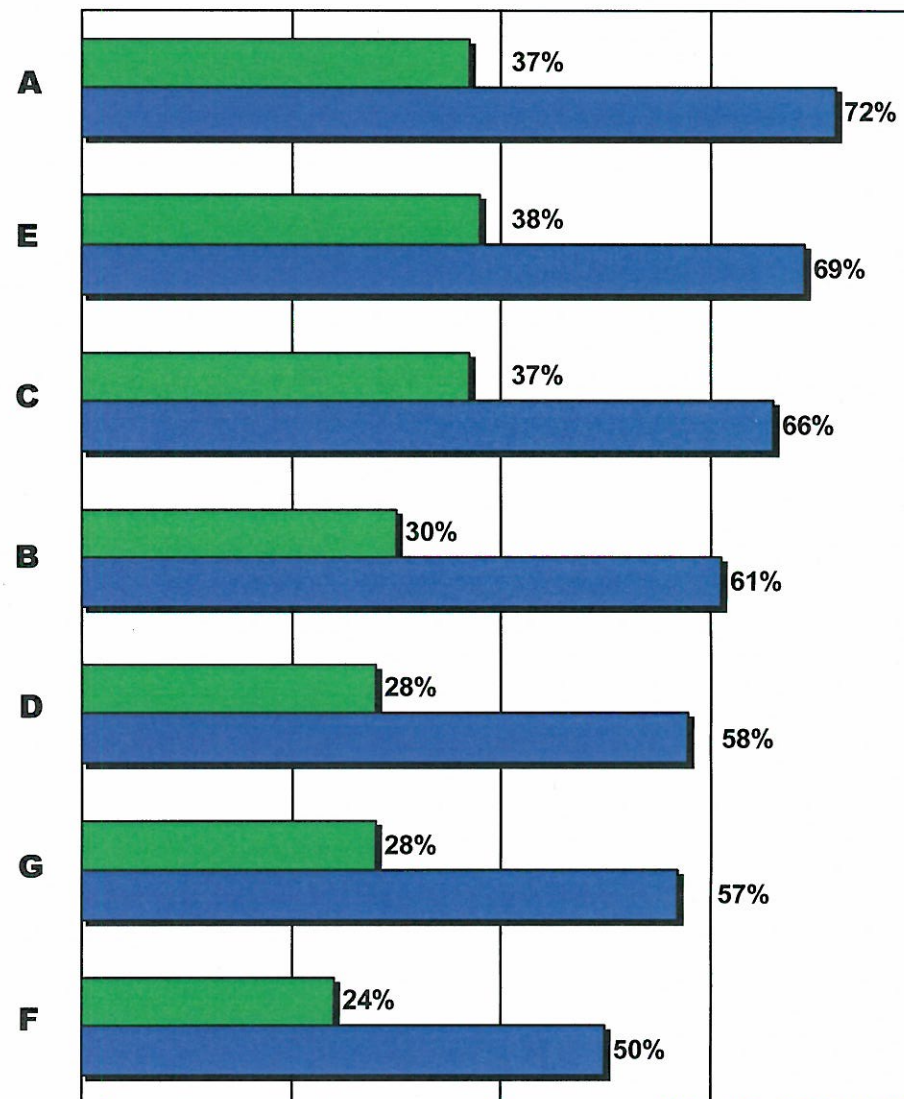
The potholes and damaged roadways lead to excessive wear-and-tear on cars and other vehicles and millions of dollars of damage to residents' vehicles every year

Most local transportation funding has gone to public transit and Highway 1 and Highway 17 improvements, with very little money left for local road maintenance and repairs

The condition of our streets and sidewalks is dangerous for pedestrians and bicyclists

The poor condition of our local streets and roads just makes traffic congestion even worse

The poor quality of our roads has had a negative effect on both our local economy and our overall quality of life



## Reasons for Voters to be Much More Likely to Oppose Measure

Government bureaucrats continue to waste our money – half of our tax money goes to salaries and pensions

**B**

36%

Taxes are already too high without this tax increase

**A**

34%

Due to the recent recession, we all have had to cut back. Instead of raising taxes, the County should operate more efficiently

**C**

32%

We cannot trust the County to spend the money as promised, on local, neighborhood streets and roads instead of Highways 1 and 17

**D**

28%

Streets and roads are important, but not so important that we should increase our taxes, especially when there are so many other needs throughout the County

**E**

24%





## Reasons for Voters to be Much More Likely to Favor Measure

