

Napa Jct Road



**Napa County Transportation
Sales Tax Feasibility Survey
Summary Presentation
Presented to NVTA Board 4/17/24**

Methodology

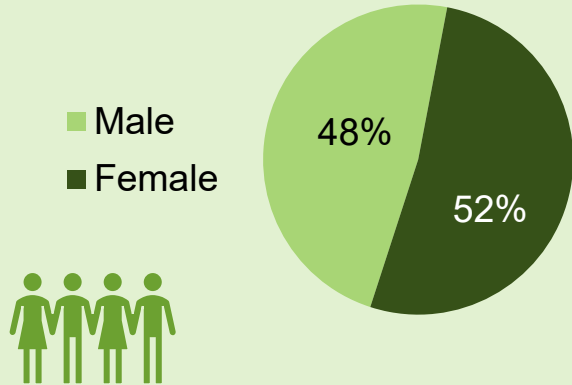
- ▶ Hybrid Email- and Text-to-Web/ live telephone survey of likely November 2024 voters
- ▶ Survey conducted March 10-17, 2024
- ▶ 600 interviews; overall margin of error ± 4.0 percentage points
- ▶ Interviews were conducted in English and Spanish by trained, professional interviewers; landlines and mobile phones included
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Mixed Mode	June 14-21, 2023	Likely Nov. 2024 Voters	600	± 4.0 percentage points	23-8918

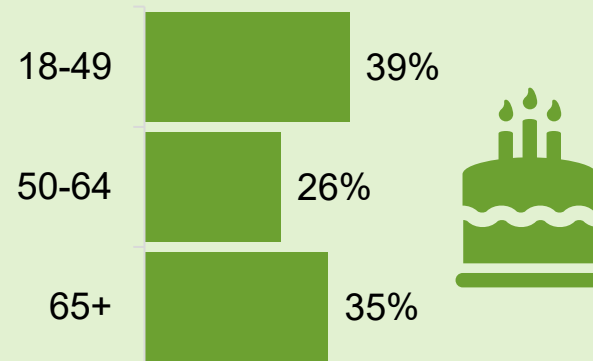
Please note that due to rounding, some percentages may not add up to exactly 100%.

Demographic Profile of Respondents

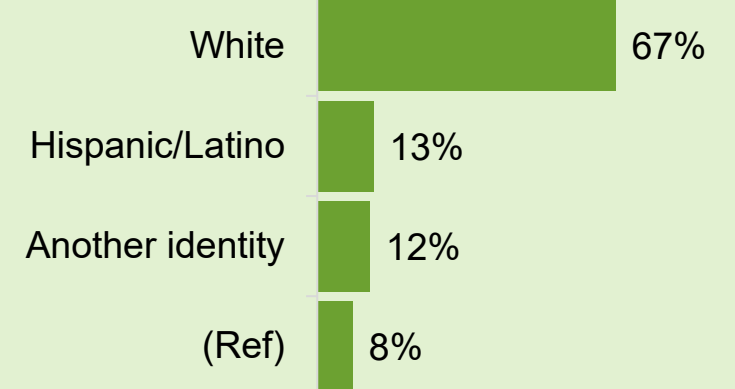
Gender



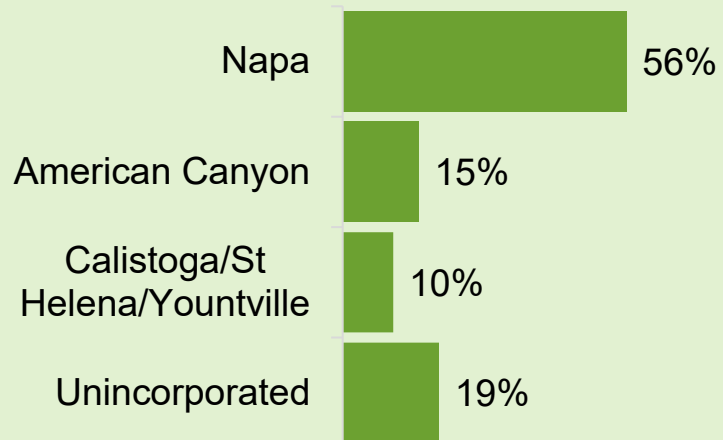
Age



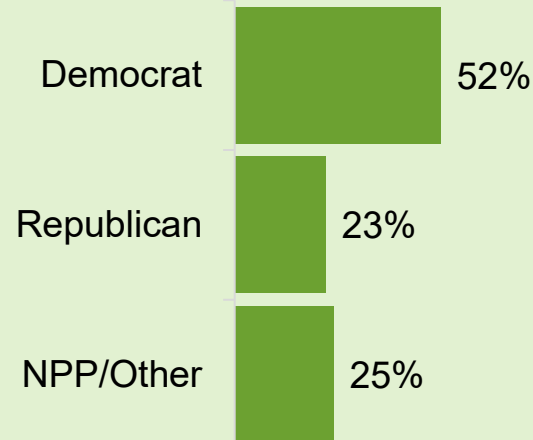
Ethnicity



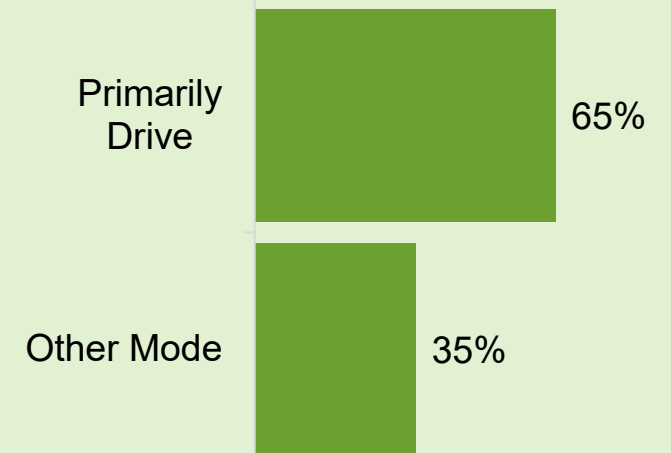
City



Party Registration



Primary Transit Mode

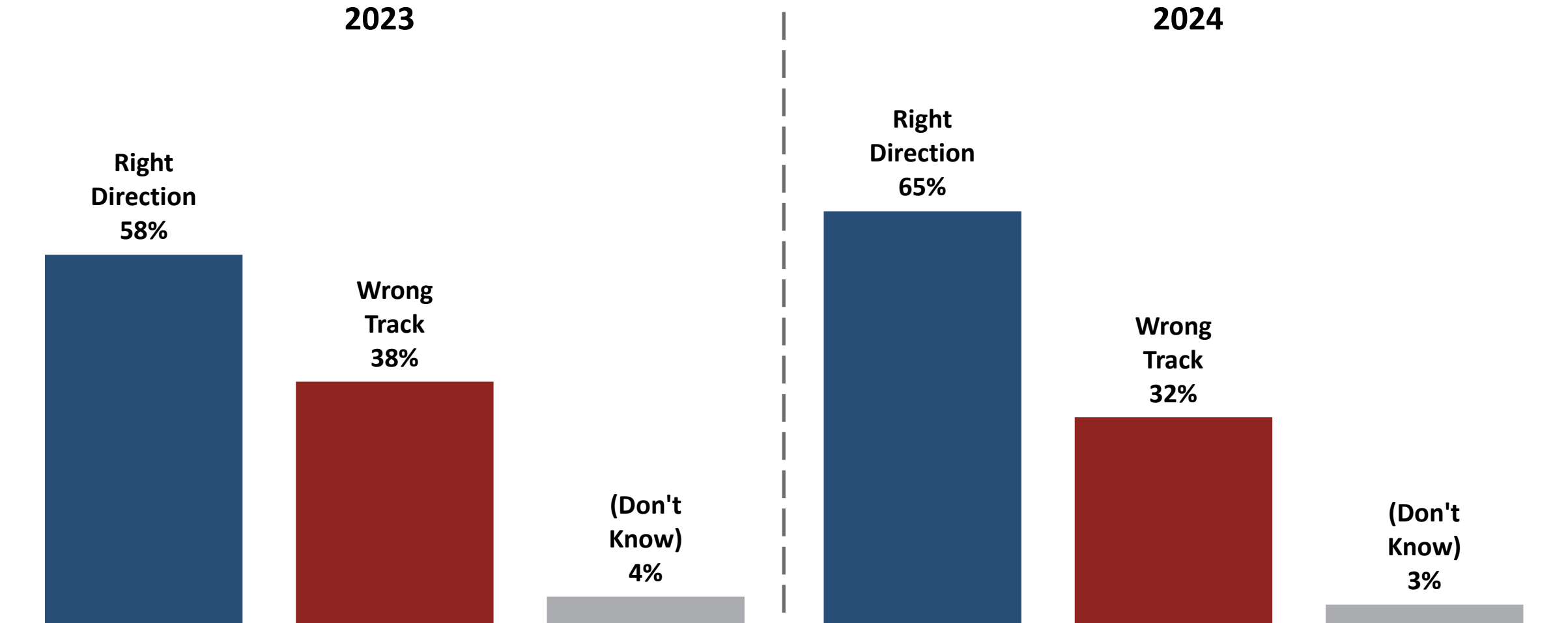


Key Findings

- ▶ Voters in Napa County generally feel things are going well in the area, and express strong support for continuing to pay taxes for high-quality roads and traffic congestion reduction.
- ▶ Four-in-five voters say they would vote to approve a transportation sales tax renewal for the County.
 - ▶ City of Napa voters are just as likely to support the measure as those outside the city, even when informed about a potential city sales tax measure that may be on the same ballot.
- ▶ Voters continue to prioritize the importance of pothole and road repairs, traffic congestion relief, and pedestrian and cyclist safety improvements.
- ▶ Emphasizing that the measure will not increase taxes will be a critical point, as well as accountability components and the access it will provide to matching funds.
- ▶ Consistent with prior polling, the renewal measure shows vulnerability to negative messaging around the duration and borrowing mechanism of the proposed measure.

Right Direction/Wrong Track Over Time

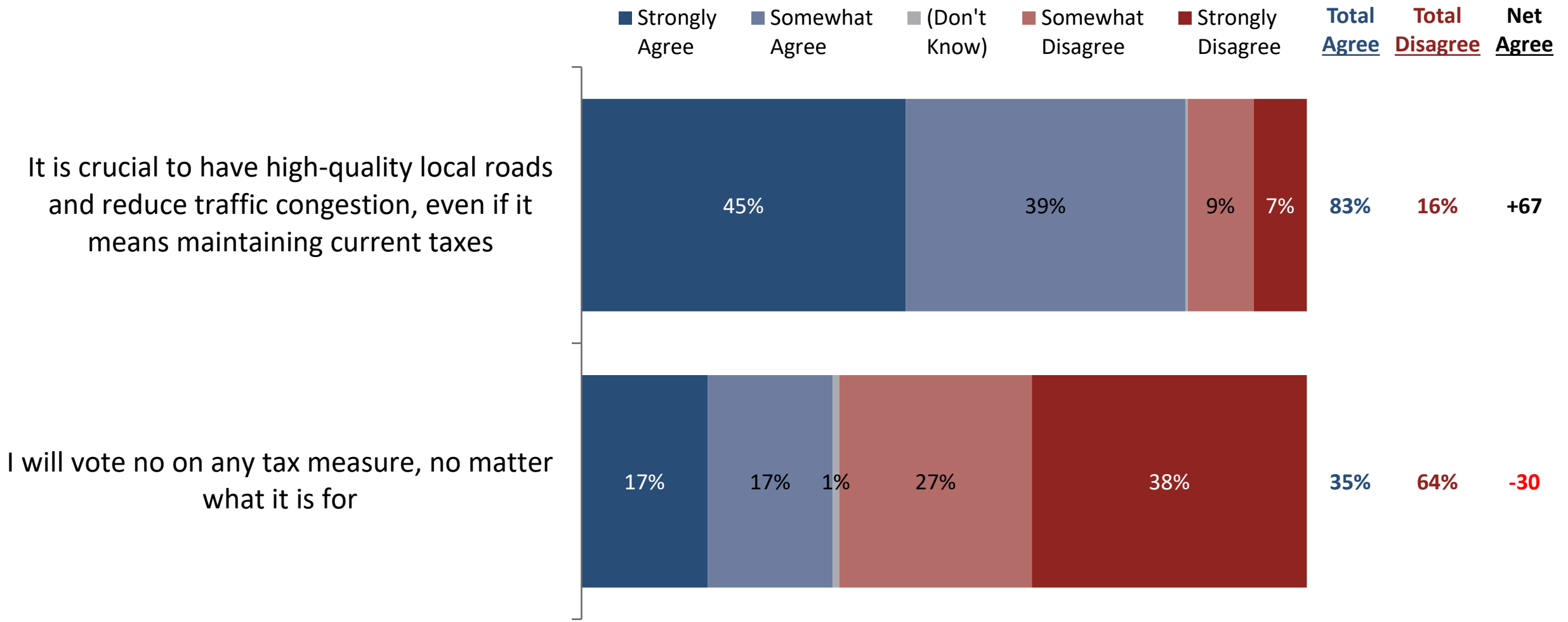
Voters today are more optimistic about the direction of Napa County than they were in prior polling.



Q3. Do you feel that things in Napa County are generally going in the right direction or do you feel things are pretty seriously off on the wrong track?

Tax Attitudes

*The vast majority of voters agree that quality roads and transit are important, even if it means maintaining current taxes.
Just a third of voters say they'd oppose any tax measure.*

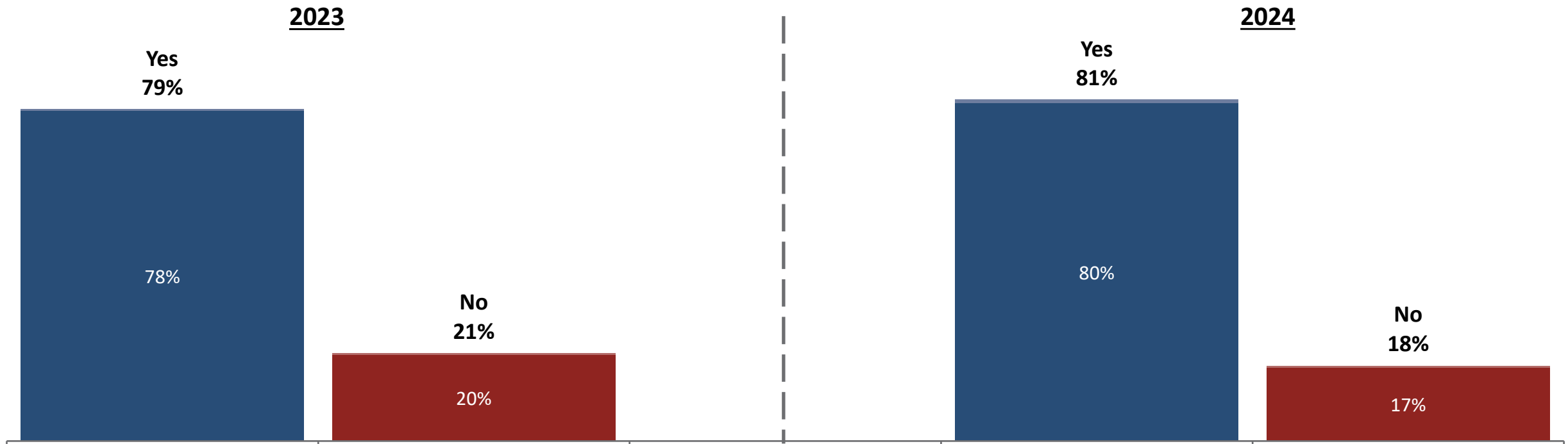


Q19-20. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Initial Vote: Transportation Sales Tax

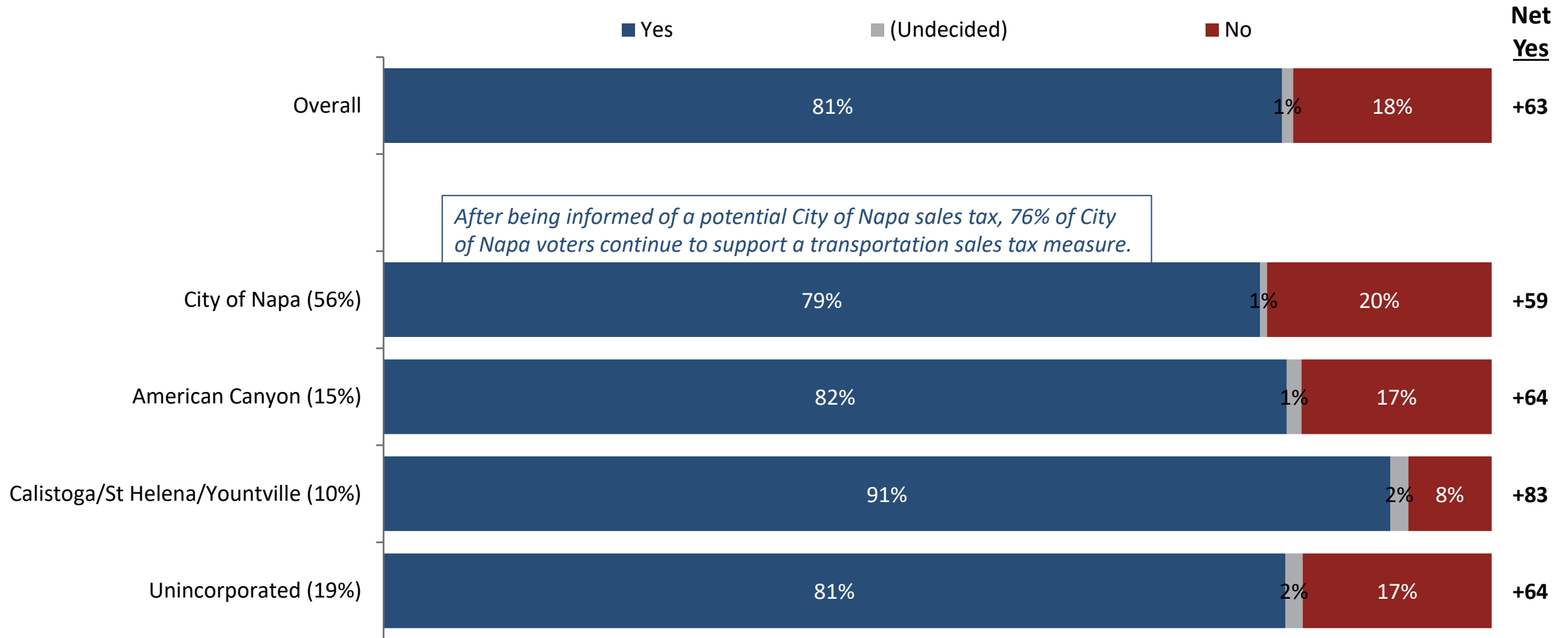
Voters continue to overwhelmingly support a transportation sales tax renewal in Napa County.

Without raising taxes, shall the Napa Valley Transportation Authority implement an updated Transportation Expenditure Plan to repair roads and improve highways; fix potholes; reduce traffic congestion; improve evacuation routes; make transit more affordable for veterans, seniors, students, and people with disabilities; and make biking and walking safer; by continuing its ½ cent transportation sales tax with no increase, providing \$25,000,000 annually for 30 years, with citizen oversight, and all funds dedicated to serving transportation needs in Napa County?



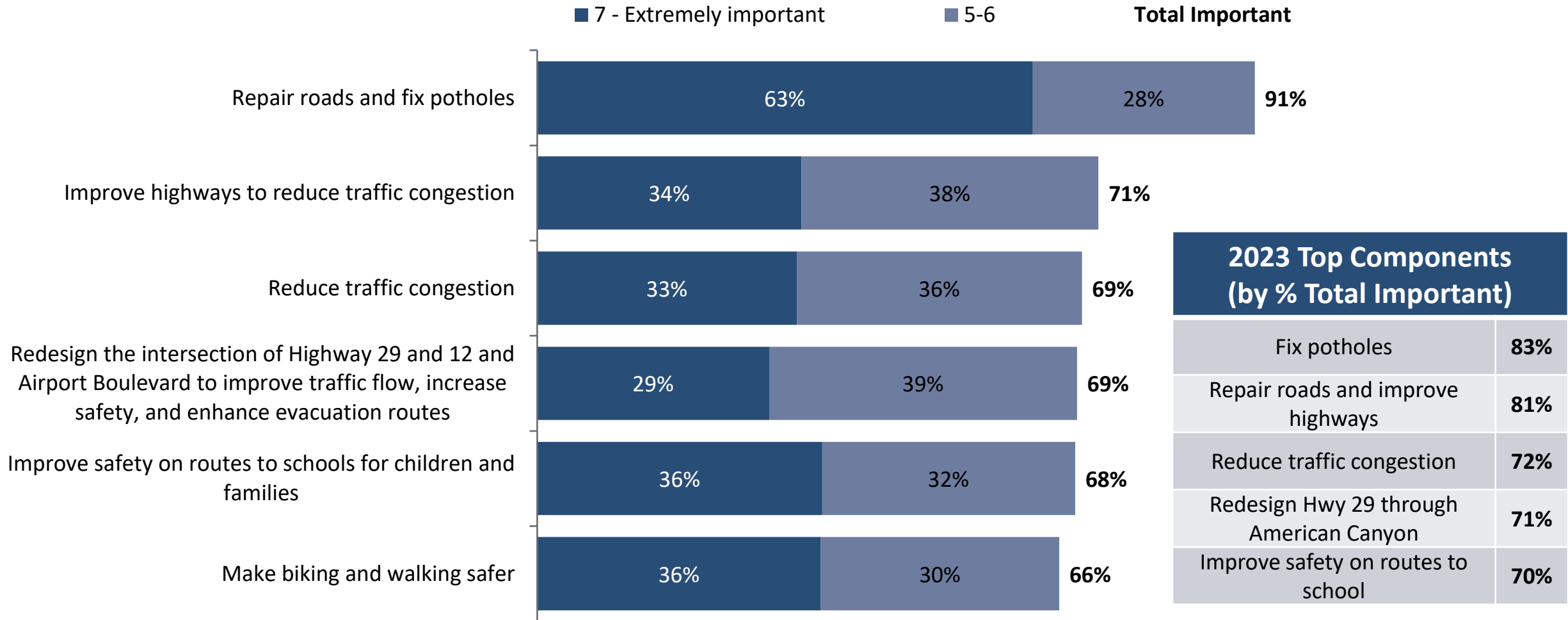
Initial Vote: Transportation Sales Tax by Subgroups

Strong majorities of voters across the County vote to approve the transportation sales tax measure.



Top Measure Components

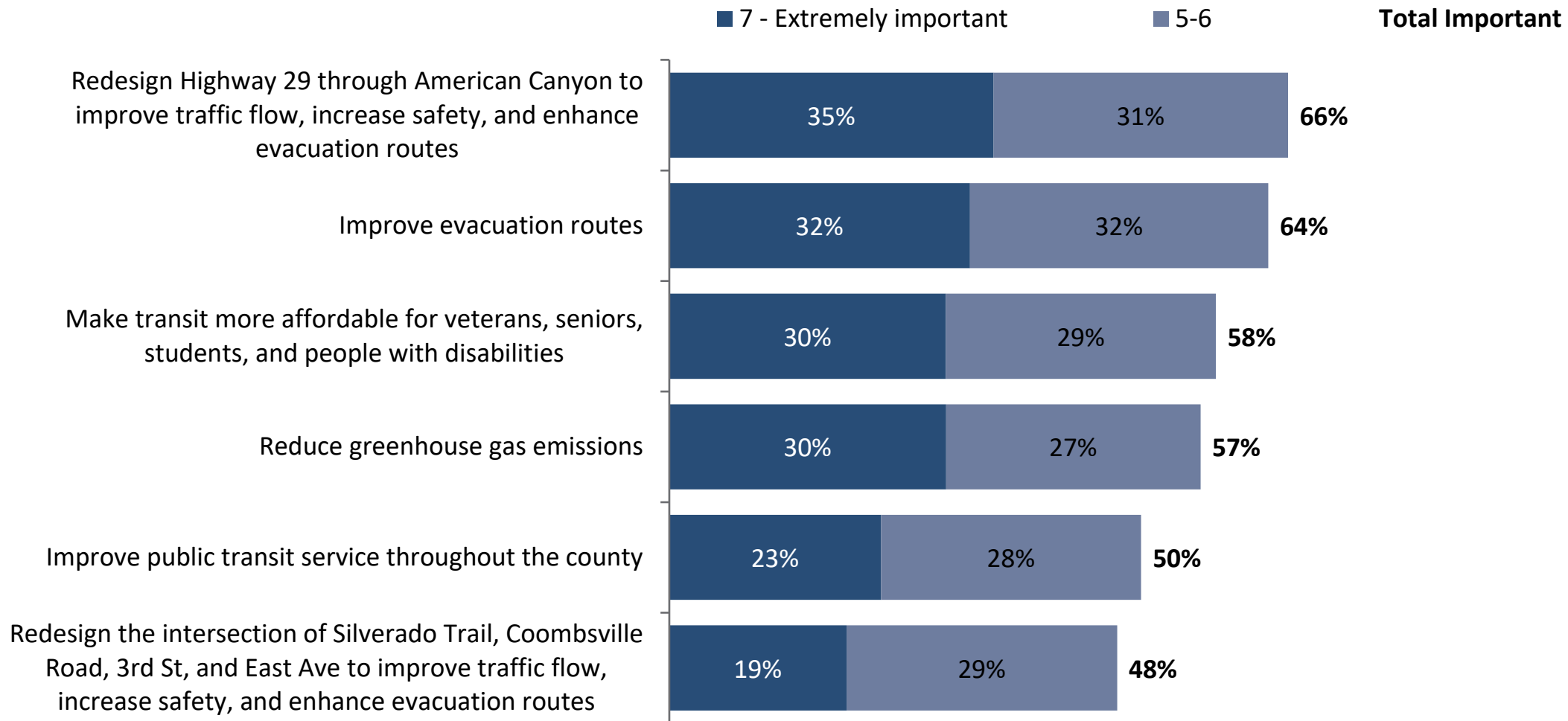
Voters continue to rate pothole repair and traffic congestion reduction as important components of a transportation measure.



Q7-18. On a scale from one to seven, where one is not at all important and seven is extremely important, please tell me how important each of the following is to you.

Top Measure Components

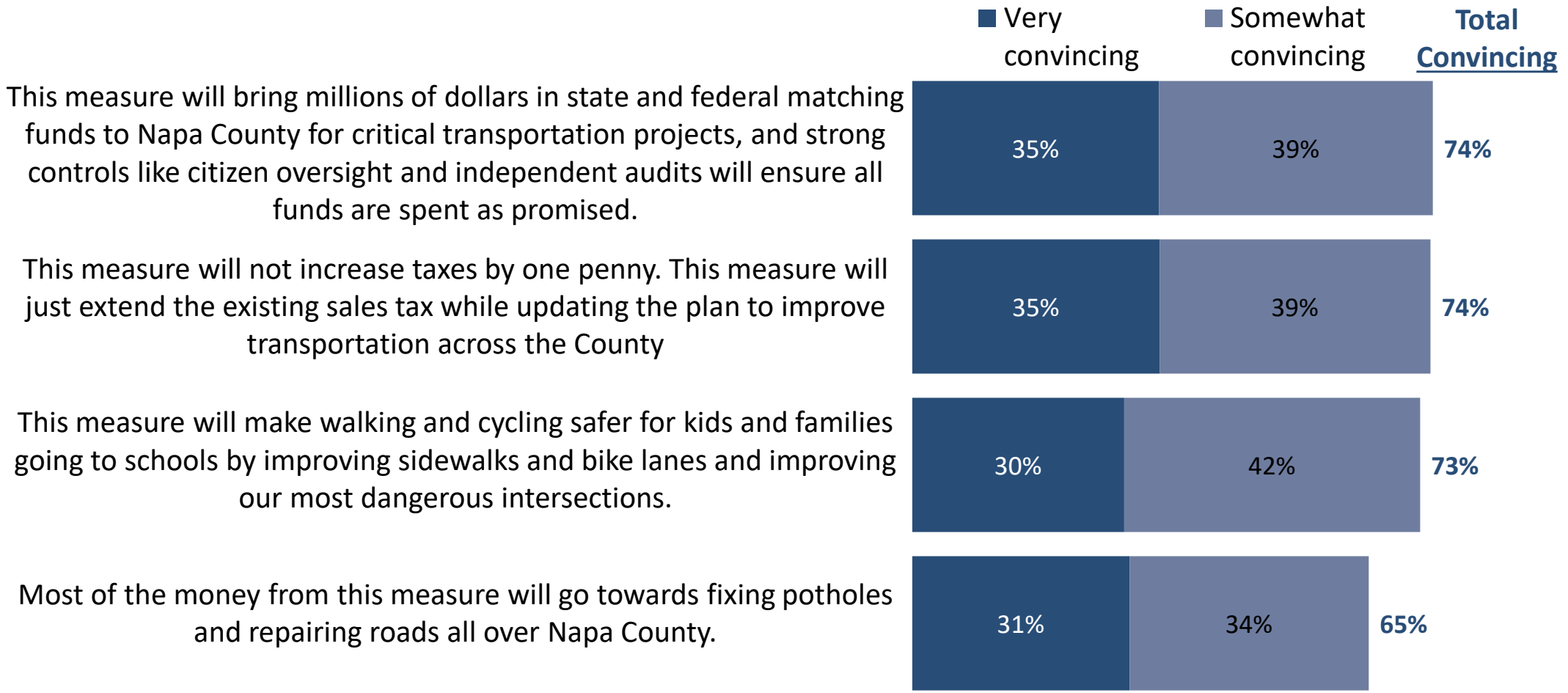
Other components are also rated important by a majority of voters, though with lesser intensity.



Q7-18. On a scale from one to seven, where one is not at all important and seven is extremely important, please tell me how important each of the following is to you.

Additional Information

Matching fund opportunities and accountability mechanisms, the fact that this measure does not raise taxes, and emphasizing safety for kids and families are the most compelling reasons to support a measure.



Q21-28. Next I'd like to read you statements from people who support the proposed measure. After each one, please tell me how convincing that statement is as a reason to vote for the measure.

Additional Information

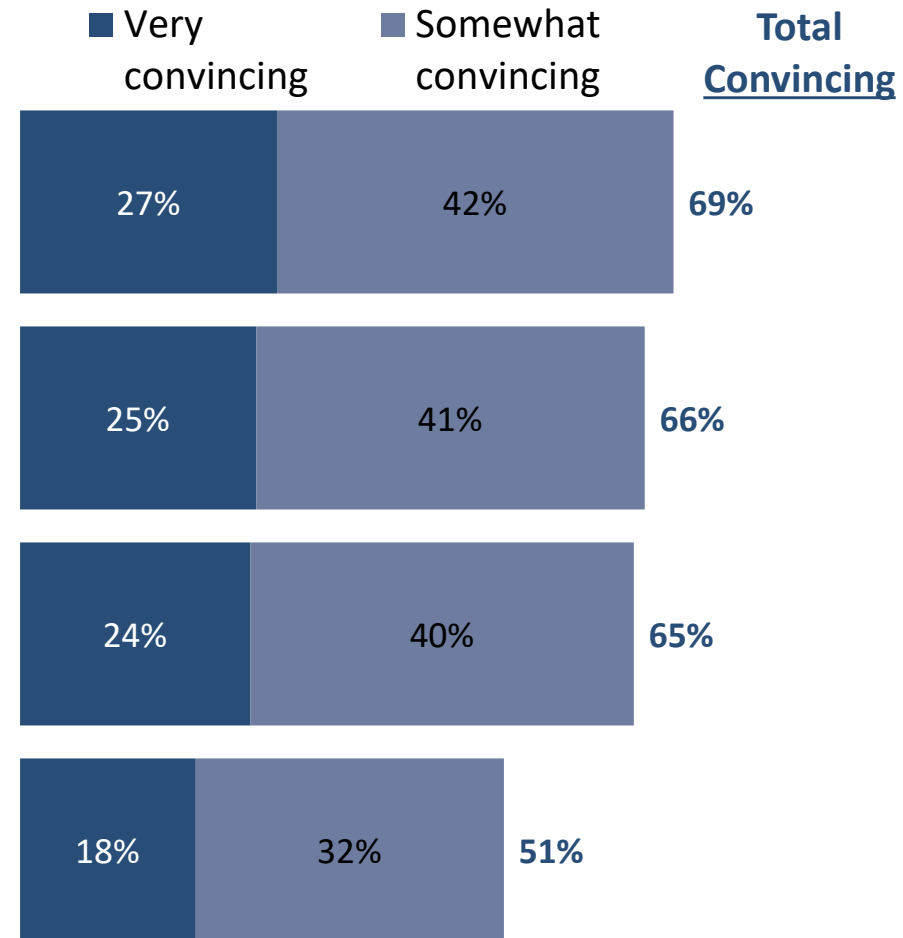
Talking about traffic congestion relief is also convincing to two-thirds of voters, though just a quarter say feel it is very convincing.

This measure will reduce traffic congestion by improving highways and intersections to help traffic flow more smoothly and reduce waiting.

This measure will make our communities safer in emergencies by improving evacuation routes and installing electronic information signs along major routes to communicate real-time traffic and evacuation information.

This measure will support public transit and reduce fares for seniors, veterans, people with disabilities, and students — the people who depend on it to get to the grocery store, doctors' appointments, school and work.

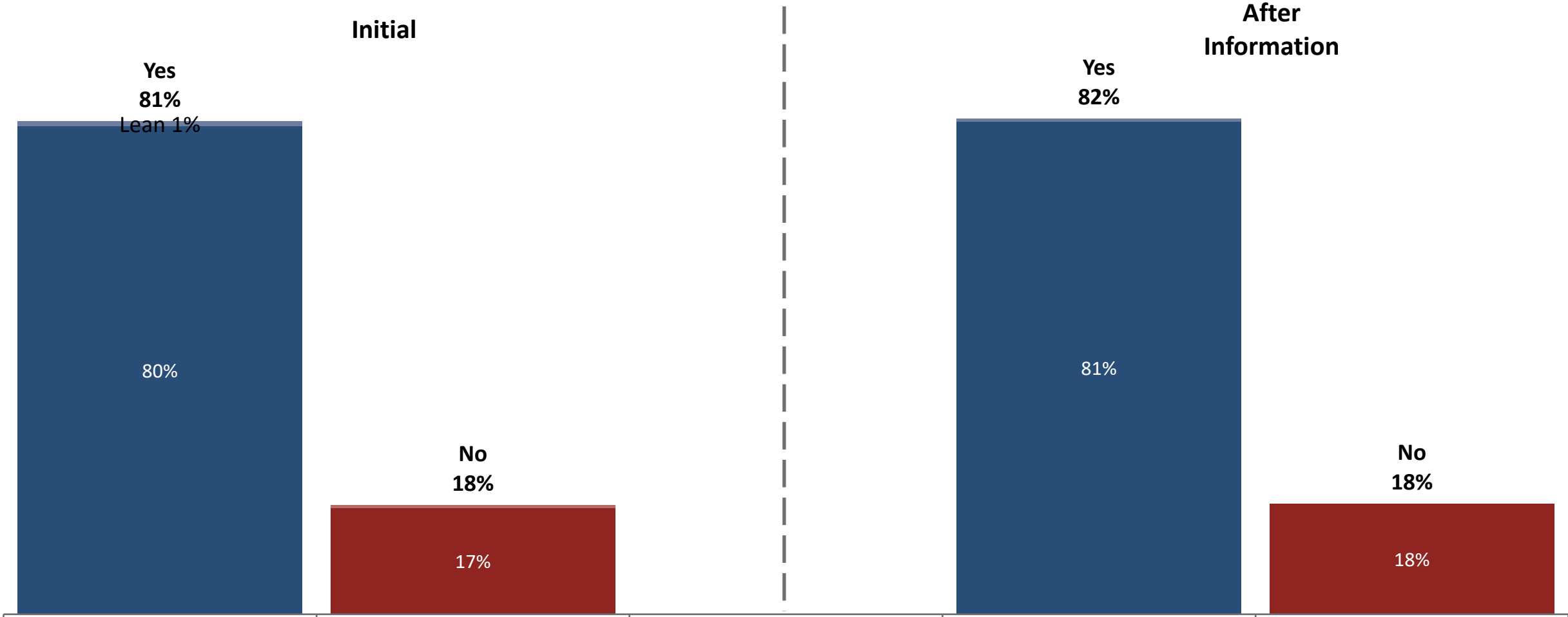
This measure will reduce greenhouse gas emissions, improve air quality, and help combat climate change.



Q21-28. Next I'd like to read you statements from people who support the proposed measure. After each one, please tell me how convincing that statement is as a reason to vote for the measure.

Vote After Information

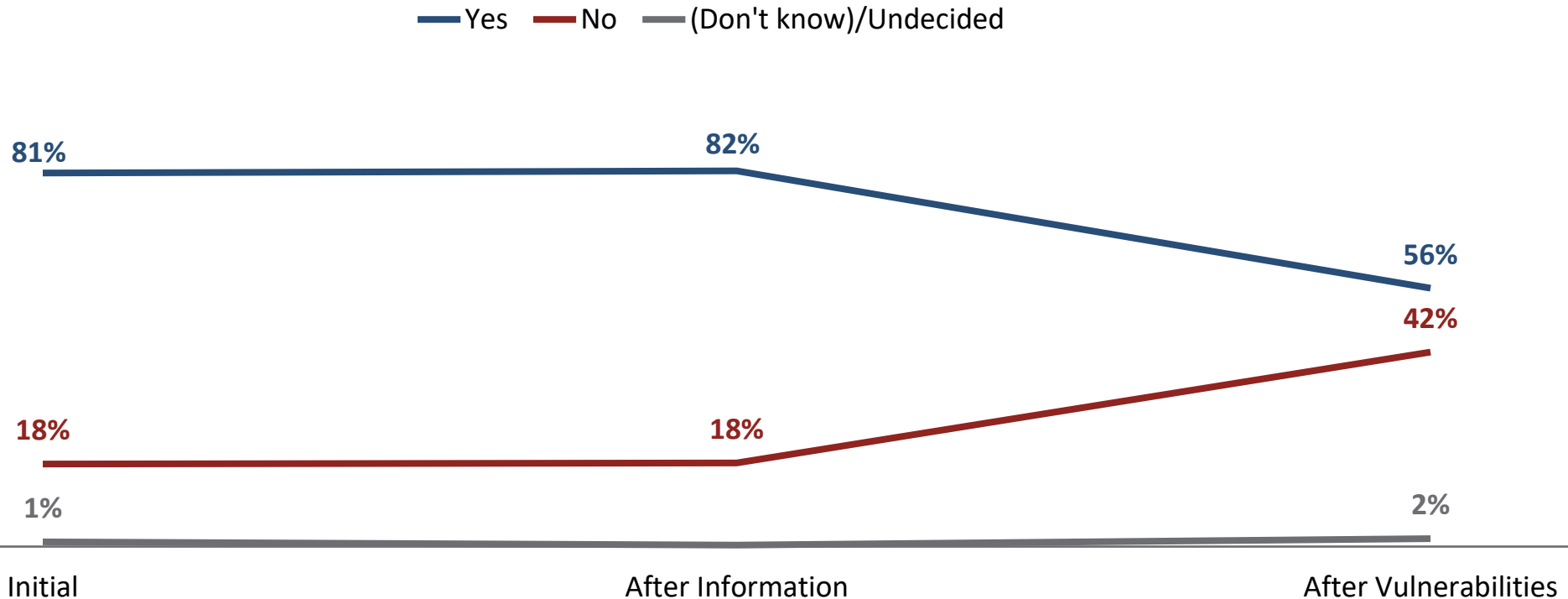
After hearing additional information, four-in-five voters continue to support a transportation sales tax renewal measure.



Vote Progression

Similar to the 2023 survey, the measure appears vulnerable to opposition.

Some people say this measure just isn't necessary. We already have a tax for transportation in Napa County; this measure changes that tax to allow the government to borrow against this revenue, costing taxpayers more in interest. It also extends the tax all the way through 2054, which is just too long. With other tax measures likely to be on the upcoming ballot that could address more critical topics like homelessness, crime, and schools, and the cost of living constantly increasing, we should reject this unnecessary tax and send the message that the people have had enough.



Q4/29/30. Now, given everything you've heard, would you vote yes to approve or no to reject this measure?



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