Communications & Outreach Messages

October 10, 2012

Overview

- District faces structural deficit
- Cannot be resolved by service cuts, fare increases, ridership
- Continue to explore full range of options
  - Budgetary
  - Funding
- Assess/build public support
Continuing Fiscal Issues

- Fiscal Year 2013
  - Debt service: $24.4 million
  - Reserve funds: $10.5 million
  - Paratransit: $14.5 million
  - Caltrain: $14 million
    (variety of sources)

Special Board Meeting

September 2011, South San Francisco
- Review of dedicated funding activities
  - Alliances/coalition
  - Public meetings
  - SVLG poll/sales tax increase
- Opted out of 2012 ballot
  - Voter attitudes
  - Economic environment
Building Public Support

- Public attitudes toward District
- Outreach/communications/listening
- Future communications
- Future policy options

Measuring Public Support

Tulchin Research, San Francisco
- 800 likely November, 2012 voters
  - June 13-18
- Best possible voter sample
- Margin of error +/- 3.46 percent
Key Findings

**Leading issues:**
(exremely/very concerned)

- Economy and jobs: 77%
- Wasteful government spending: 71%
- Local government budget deficits: 64%
- Budget cuts to services: 52%
- Cuts in funding and services to public transportation: 37%
- Lack of public transportation: 24%

Key Findings

**Transit services excellent/good**

- Caltrain: 62%
- BART: 59%
- SamTrans: 53%
Key Findings

Tax measure support
(Definitely/probably/lean yes)
• Caltrain, 1/8 cent: 62%
• Caltrain/SamTrans, 1/4 cent: 63%

Key Findings

Revenue source for Caltrain:
(permanent, dedicated)
• 68% support
• 23% oppose

Tax Options
• Sales tax preferred
• Gas tax very unpopular
Key Findings

Priorities
• Elderly, disabled, infrastructure
• Transit for elderly, disabled: 65%
• Fix infrastructure: 56-64%
  (Bridges, overpasses, potholes)

Key Findings

Caltrain electrification
• Strongly/somewhat favor: 79%
  • Reduce pollution: 66%
  • Step in the right direction: 65%
  • Bring high-speed rail: 27%
Key Findings

Convincing messages
(very/somewhat)
• Reduce traffic: 81%
• Dedicated funding necessary: 77%
• Caltrain on right track: 77%
• Infrastructure: 74%
• Inadequate funding for bus system: 65%

Key Findings

Tax measure support, revisited
(definitely/probably/lean yes)
• Caltrain, 1/8 cent: 61%
• Caltrain/SamTrans, 1/4 cent: 66%
Messages

- Get cars off the roads
- Support for elderly and disabled
- Public services should not be cut, must be well-run
- District is well-run, on right track
- Electrification is popular

Next Steps

- Board engagement/policy direction
  - Continue to address budget challenges
  - Explore funding options
  - Build public confidence/support
    - Social media
    - News media
    - Outreach activities