






Opinions on a San Luis Obispo County Transportation Funding Measure

Highlights of a Survey of Likely Voters



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Survey Methodology

Dates	October 11-19, 2025
Research Population	Likely November 2026 Voters in San Luis Obispo County
Total Interviews	1,031
Margin of Sampling Error	(Full Sample) $\pm 3.1\%$ at the 95% Confidence Level (Half Sample) $\pm 4.4\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	March 2024
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

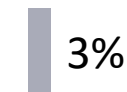
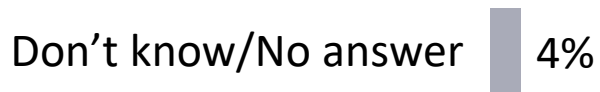
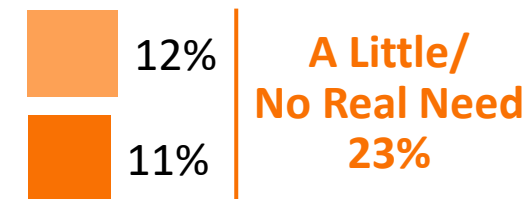
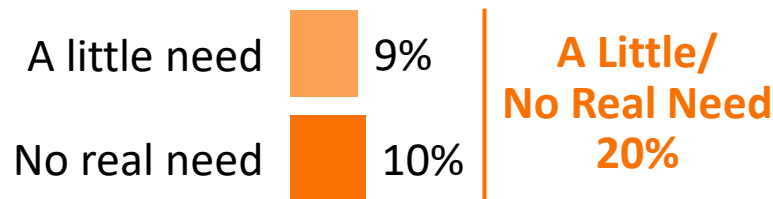
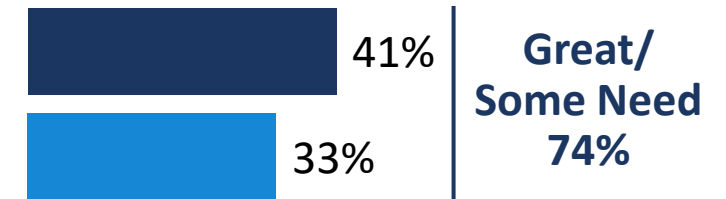
Regional Sample Sizes and Margins of Error

Subregions	Communities	% of Total Likely 2026 Voters	Sample Size	Margin of Error
North County	Atascadero, Paso Robles, and Unincorporated Area	35%	361	±5.2%
North Coast	Morro Bay and Unincorporated Area	15%	155	±8.0%
Central	San Luis Obispo and Unincorporated Area	20%	206	±6.9%
South	Arroyo Grande, Grover Beach, Pismo Beach, and Unincorporated Area	30%	309	±5.6%

There is a high, but somewhat soft sense that the transportation systems Countywide and in voters' own areas have a need for additional funding.

Generally speaking, would you say that San Luis Obispo County has a great need, some need, a little need or no real need for additional funding for the County's transportation system, including US101, highways, local streets, bike lanes, sidewalks and public transit?

Do you think your area has a great need, some need, a little need or no real need for additional funding for the transportation system, including US101, highways, local streets, bike lanes, sidewalks and public transit?





Initial Ballot Measure Opinions

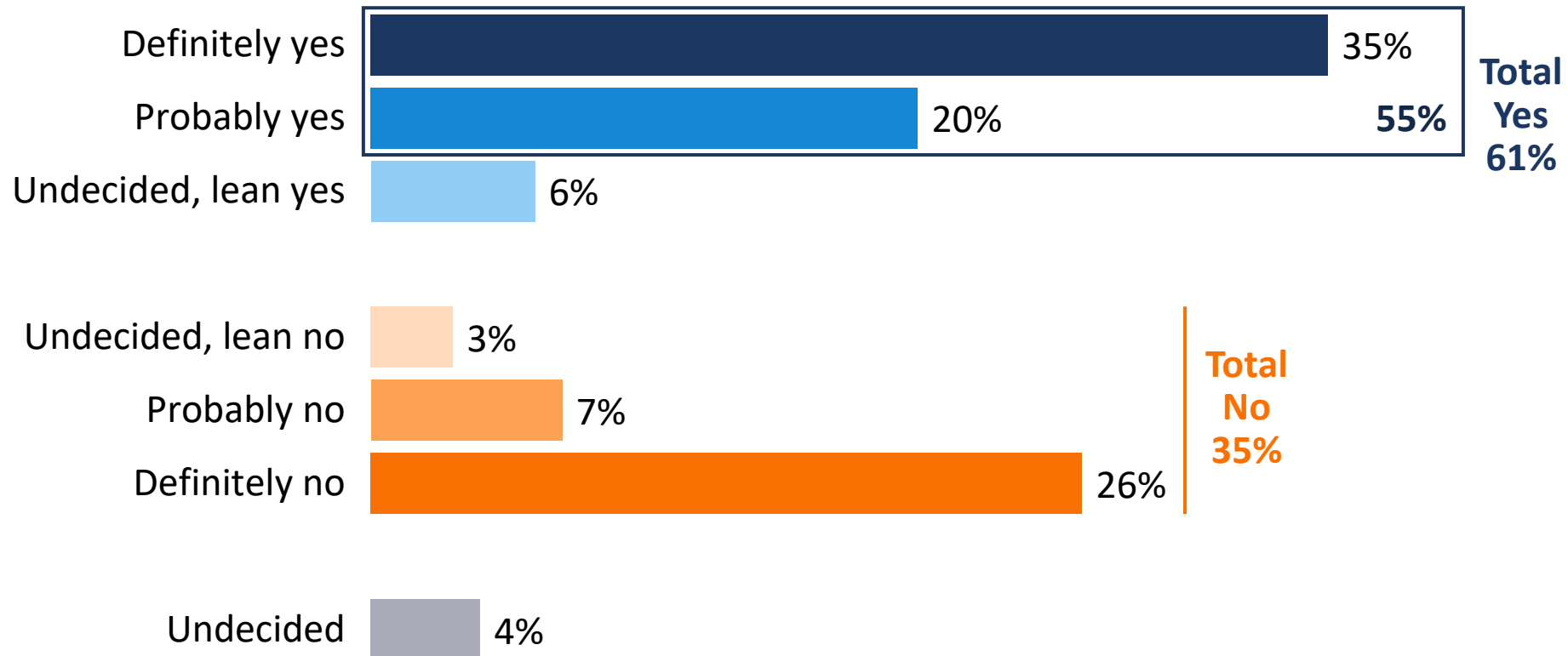
Hypothetical Ballot Question Tested in Survey

San Luis Obispo County Local Pothole Repair, Traffic Relief, Road Safety Measure

To fix potholes, pave/maintain streets/roads/highways in all San Luis Obispo County communities; improve traffic flow/safety; fix bottlenecks on highways/major roads; reinforce/replace aging, structurally-deficient bridges/overpasses; keep seniors/students/disabled/veterans bus fares low; provide safer routes to school; shall San Luis Obispo County's measure establishing a ½¢ locally-controlled transportation sales tax be adopted, providing approximately \$35,000,000 annually for 30 years, requiring spending disclosure, citizens oversight, audits?

About six-in-ten voters initially favor the potential transportation ballot measure on the first reading.

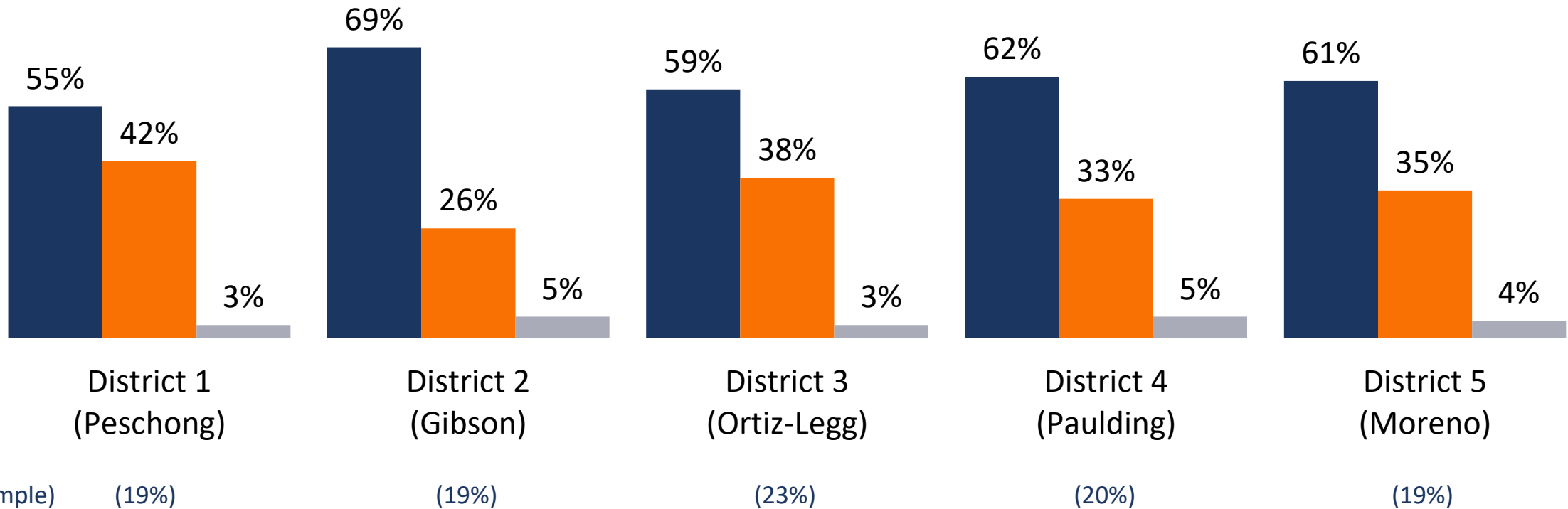
(M.O.E. = ±3.1%)



There is majority support for the measure in each Supervisorial District.

Initial Vote by Supervisorial District

■ Total Yes ■ Total No ■ Undecided



(% of Sample)

(19%)

(19%)

(23%)

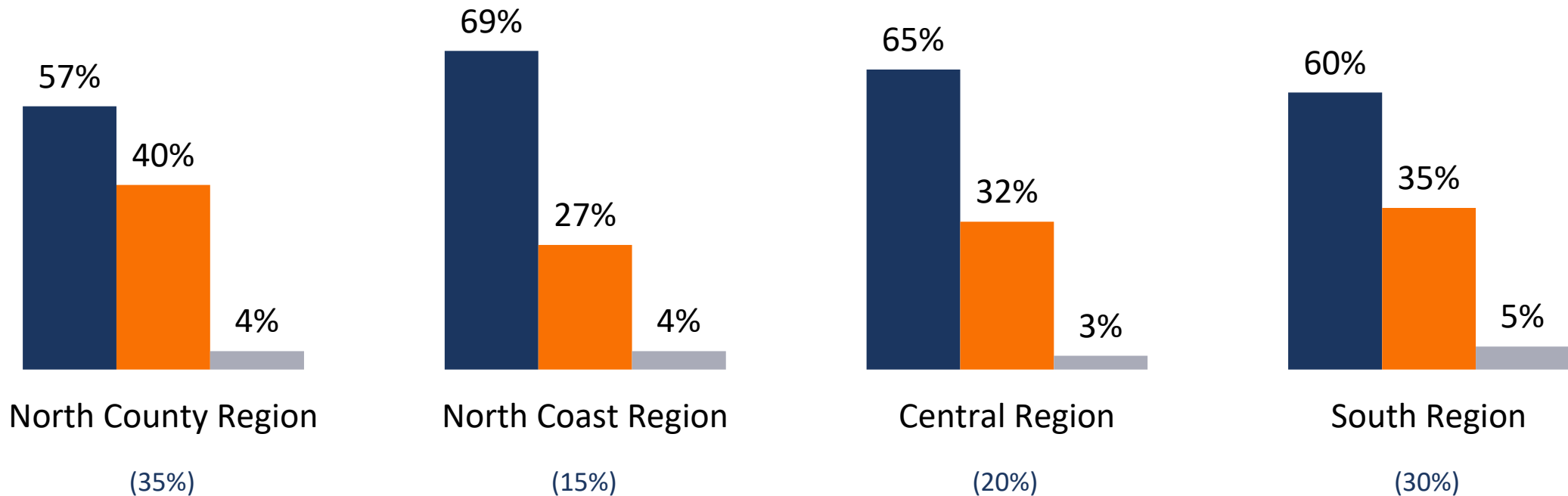
(20%)

(19%)

Similarly, voters in all regions favor the measure with the strongest support in the North Coast and Central regions.

Initial Vote by Region

■ Total Yes ■ Total No ■ Undecided

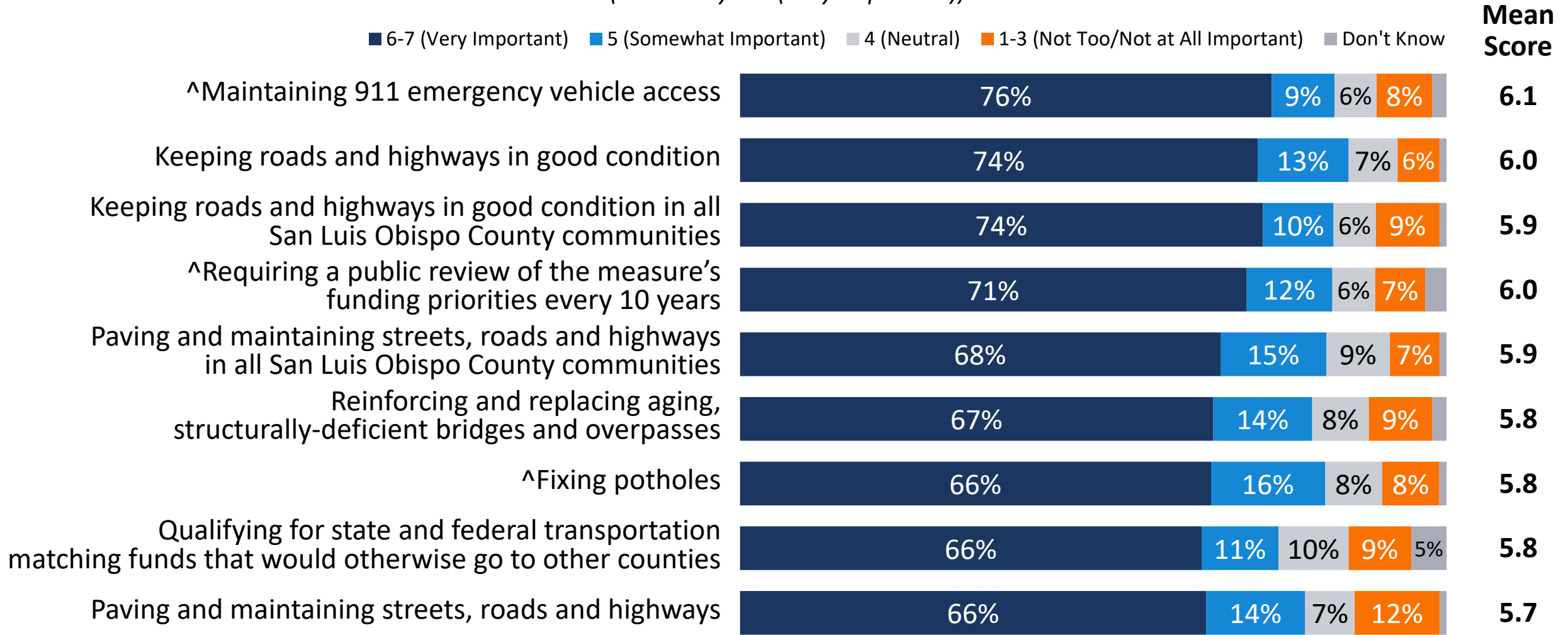




Funding Priorities

Voters' top priorities for the measure include maintaining 911 emergency vehicle access, keeping roads/highways in good condition, and reinforcing aging structurally-deficient bridges and overpasses.

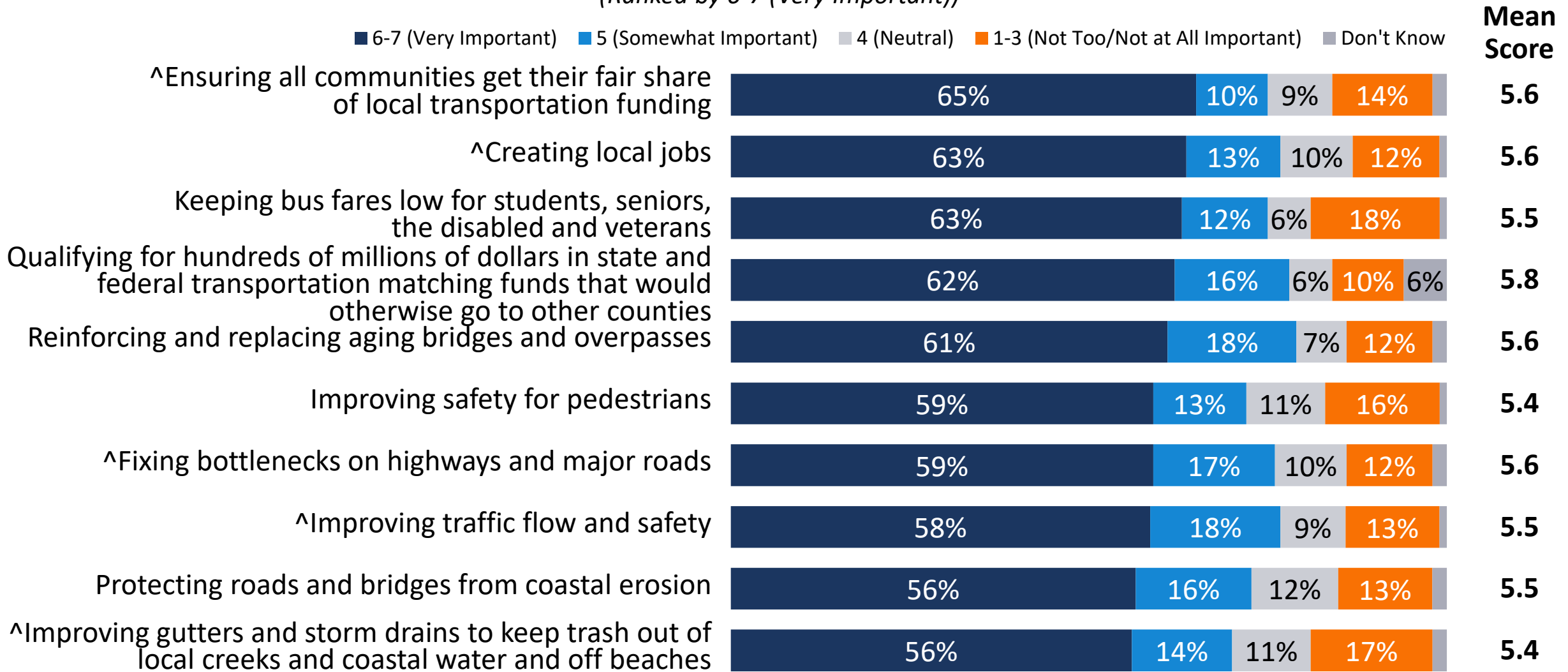
(Ranked by 6-7 (Very Important))



Q. Please consider the following list of features and provisions that could be included in the potential **San Luis Obispo County Local Pothole Repair, Traffic Relief, Road Safety Measure** you just considered. Please indicate how important it is to you that each feature or provision be included as part of the measure. Please use a scale of one to seven, where one means **NOT AT ALL IMPORTANT** to you that the feature or provision is included in the measure and seven means it would be **VERY IMPORTANT**. ^Not Part of Split Sample

Continued

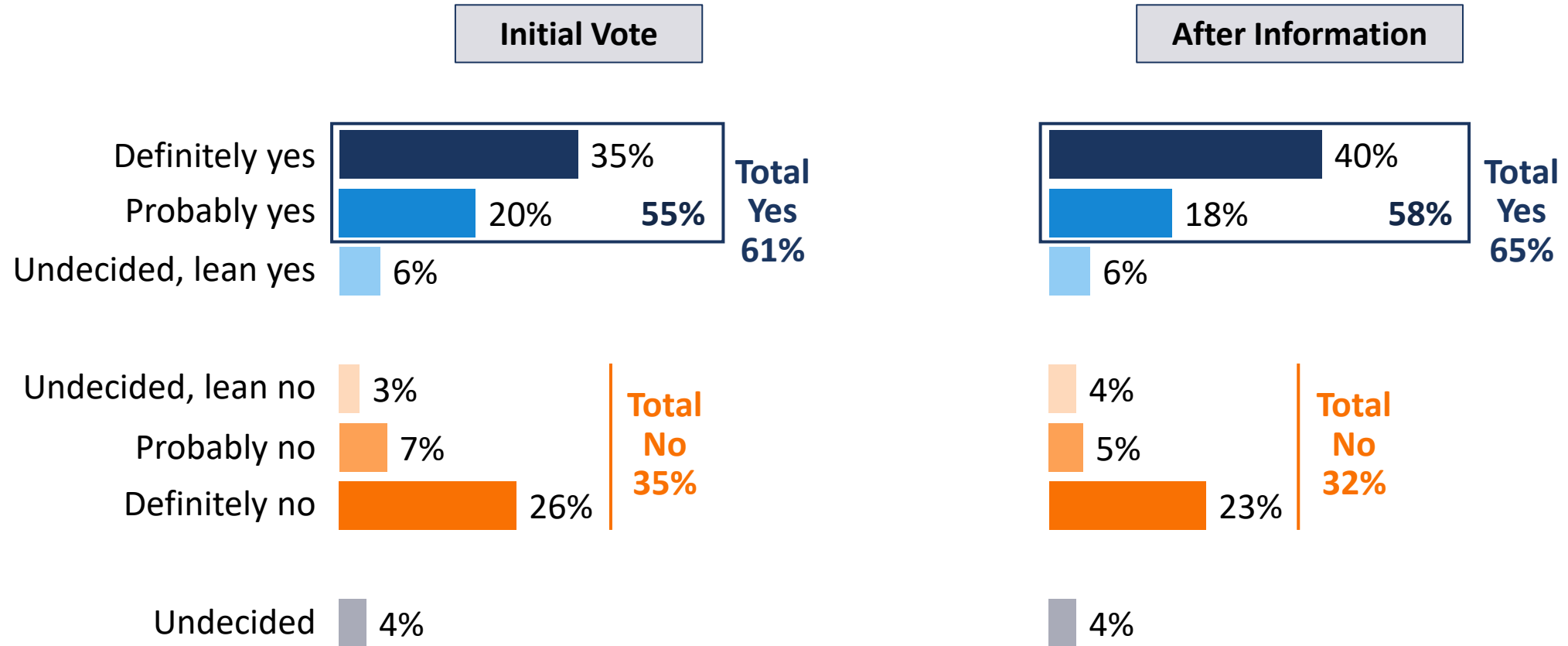
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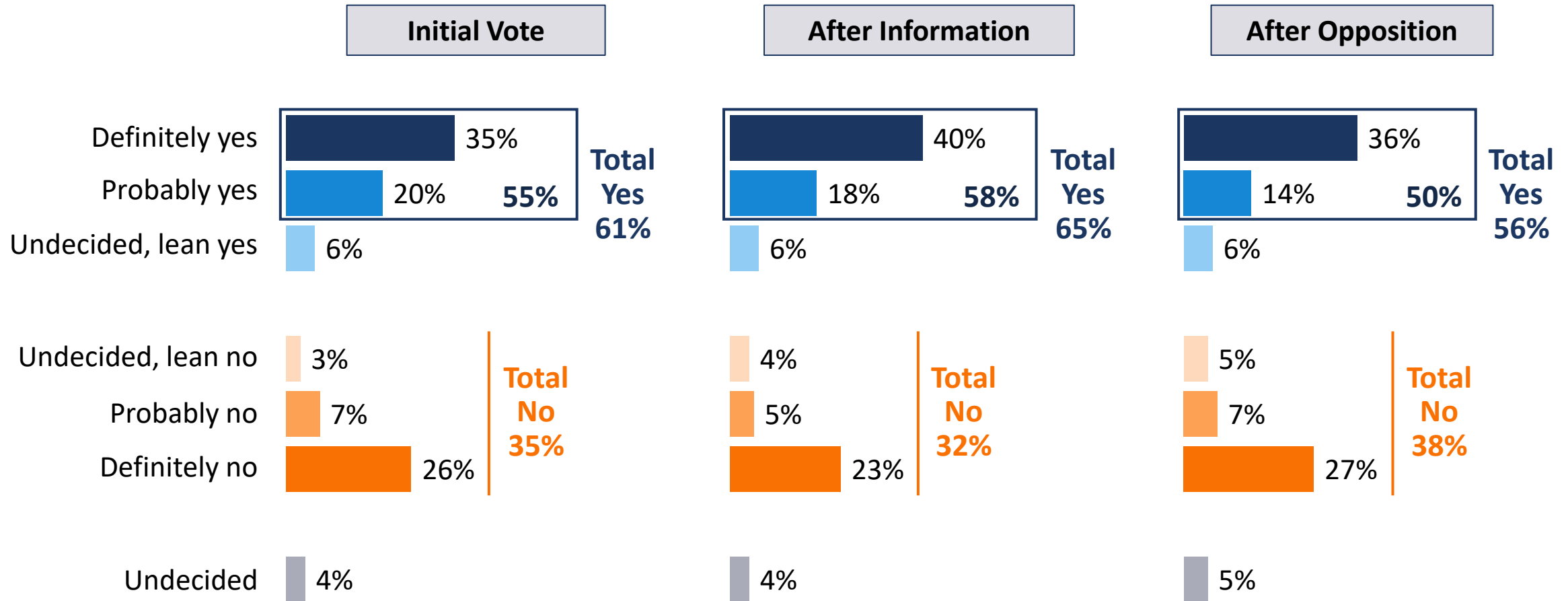
After information, support for the measure nearly reaches the two-thirds threshold.

(M.O.E. = ±3.1%)



Support drops after opposition, with a majority of voters continuing to support the measure.

(M.O.E. = ±3.1%)





Conclusions

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- A ½-cent transportation sales tax for SLO County initially has majority support that reaches a high point of 65% after simulating informational outreach and settles at 56% after simulating opposition.
- Nearly three-quarters of voters recognize the need for funding for the transportation system countywide and in their own area.
- Voters' top priorities for the measure for funding from the measure are largely related to streets and road improvements including maintaining 911 emergency vehicle access, keeping roads/highways in good condition and reinforcing aging structurally-deficient bridges and overpasses. In addition, voters think the idea of a 10-year review is important.
 - Among non-vehicular priorities, keeping bus fares low for targeted groups and improving pedestrian safety are higher priorities.

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