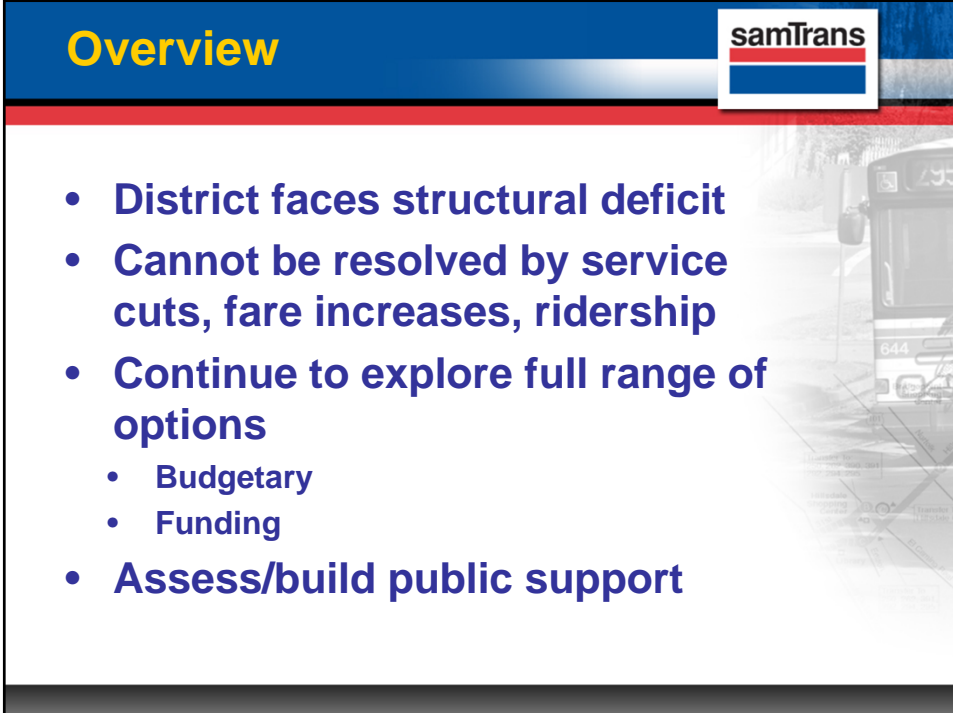



Communications & Outreach Messages

October 10, 2012

San Mateo

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

samTrans

- **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

samTrans

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



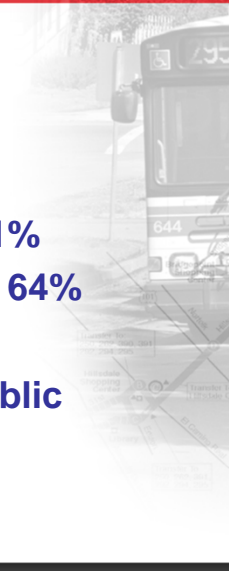
Tulchin Research, San Francisco


- 800 likely November, 2012 voters
 - June 13-18
- Best possible voter sample
- Margin of error +/- 3.46 percent

Key Findings 

Leading issues:
(extremely/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

The logo for samTrans, featuring the text "samTrans" in a sans-serif font above a stylized graphic of three horizontal bars in red, white, and blue.

- **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

The logo for samTrans, featuring the text "samTrans" in a sans-serif font above a stylized graphic of three horizontal bars in red, white, and blue.

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