

Support Material Agenda Item No. 3

City/County Manager's Technical Advisory Committee

February 5, 2026

10:00 AM

LOCATION:

San Bernardino County Transportation Authority
First Floor Lobby Board Room
1170 W. 3rd Street, San Bernardino, CA 92410

TELECONFERENCE LOCATION:

Needles City Administration & Utility Office
817 3rd Street, Needles, CA 92363

DISCUSSION ITEMS

Transportation

3. Measure I Ordinance and Expenditure Plan Update – Adam Sonenshein, FM3 Research, and Otis Greer, SBCTA

- A. Receive a presentation on the most recent voter survey conducted in November 2025.
- B. Receive a presentation on the draft Measure I 3.0 Ordinance No. 26-1 and Expenditure Plan.

PowerPoint presentations were received after the posting of the agenda and are being provided as a separate attachment.

Opinions on Funding for Transportation in San Bernardino County

Highlights of a Survey of Likely Voters



OPINION
RESEARCH
& STRATEGY

220-7705

Survey Methodology

Dates	November 6-16, 2025
Research Population	Likely November 2026 Voters in San Bernardino County
Total Interviews	1,020
Margin of Sampling Error	(Full Sample) $\pm 3.5\%$ at the 95% Confidence Level (Half Sample) $\pm 4.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	July/August 2016, February 2023 and August 2023
Languages	English and Spanish



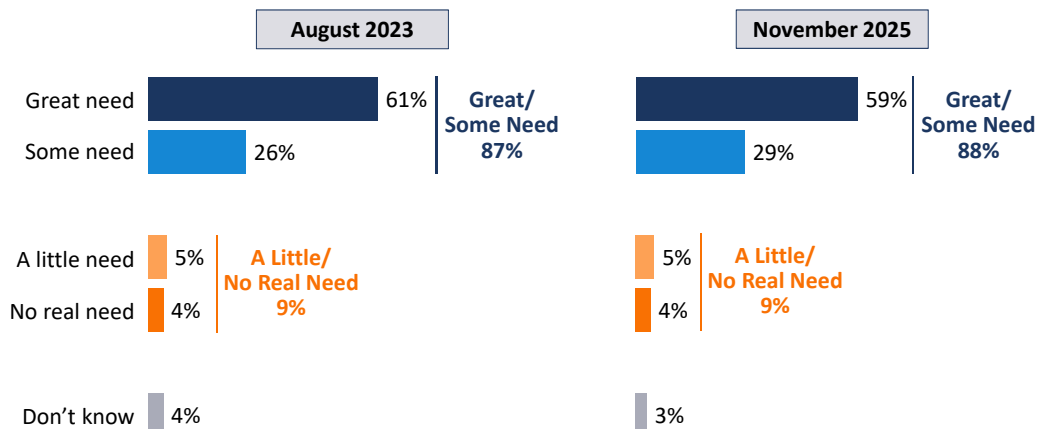
(Note: Not All Results Will Sum to 100% Due to Rounding)

San Bernardino County Polling Areas:

Polling Subarea	Cities and Unincorporated Areas in the Polling Subarea	Pre-Weighted Sample	Percent of Actual Likely November 2026 Voters	Margin of Error per Region
Subarea 1	Adelanto, Hesperia, Apple Valley, Victorville, Unincorporated Area	200	19%	+/-6.9%
Subarea 2	Barstow, Unincorporated Area	33	2%	+/-17.0%
Subarea 3	Big Bear, Unincorporated Area	50	3%	+/-13.8%
Subarea 4	Chino, Chino Hills, Fontana, Montclair, Ontario, Rancho Cucamonga, Upland, Unincorporated Area	417	45%	+/-4.4%
Subarea 5	Colton, Grand Terrace, Highland, Loma Linda, Redlands, Rialto, San Bernardino, Yucaipa, Unincorporated Area	250	28%	+/-6.2%
Subarea 6	Needles, Unincorporated Area	10	>1%	+/-31.0%
Subarea 7	Twentynine Palms, Yucca Valley, Unincorporated Area	50	3%	+/-13.8%
Subarea 8	Other Unincorporated Areas	10	>1%	+/-31.0%

Context

Nearly 9-in-10 county voters continue to perceive that there is at least some need for additional funds for the transportation system.

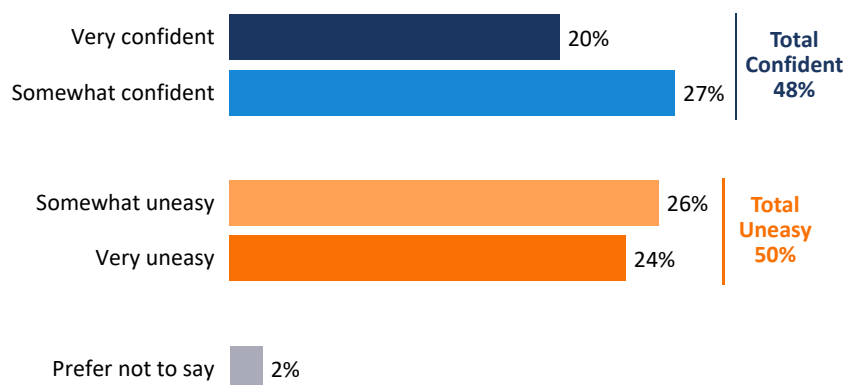


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RESEARCH

Q. Generally speaking, would you say that San Bernardino County has a great need, some need, a little need, or no real need for additional funding for the County's transportation system, including freeways, highways, local streets, and public transit?

5

Voters are split on their confidence to be able to meet their living expenses.



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Q. Thinking about your personal financial situation over the next few months, do you feel confident or uneasy about being able to meet your living expenses?

6

Initial Ballot Measure Opinions

7

Potential Measure Tested in Survey

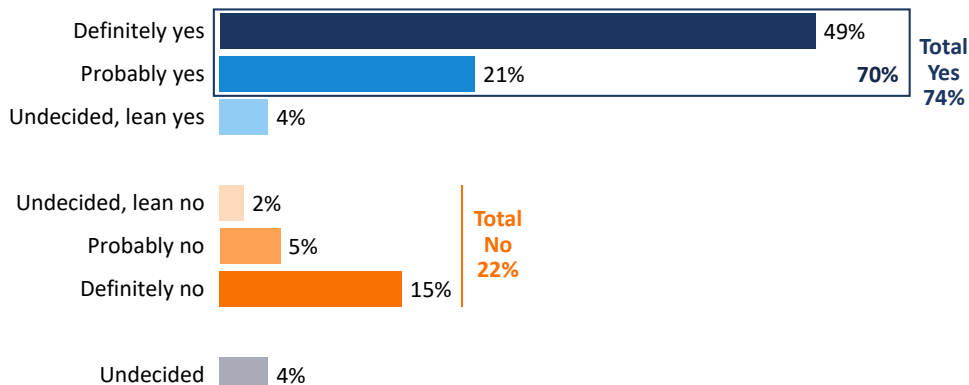
San Bernardino County Road Repair/Traffic Relief Extension

Without raising tax rates, shall an ordinance to fund repairing potholes; keeping local roads in good condition; completing freeway/highway projects to improve traffic flow/safety, reduce traffic bottlenecks; upgrading aging bridges/overpasses; creating local jobs; keeping student/senior/disabled/veteran transit fares low be adopted, extending the ½¢ voter-approved transportation sales tax, providing approximately \$250,000,000 annually until ended by voters, requiring audits, oversight, spending disclosure, local control?

8

Nearly three-quarters of voters would support the ½-cent extension measure, well above the two-thirds threshold needed for passage.

(MOE = ±3.5%)

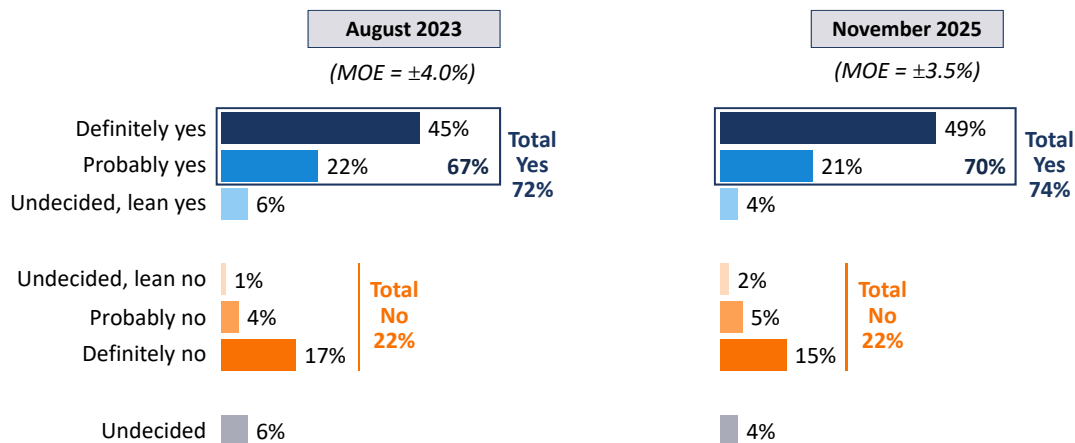


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Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

9

Opinions on the measure largely consistent with findings from the August 2023 survey.



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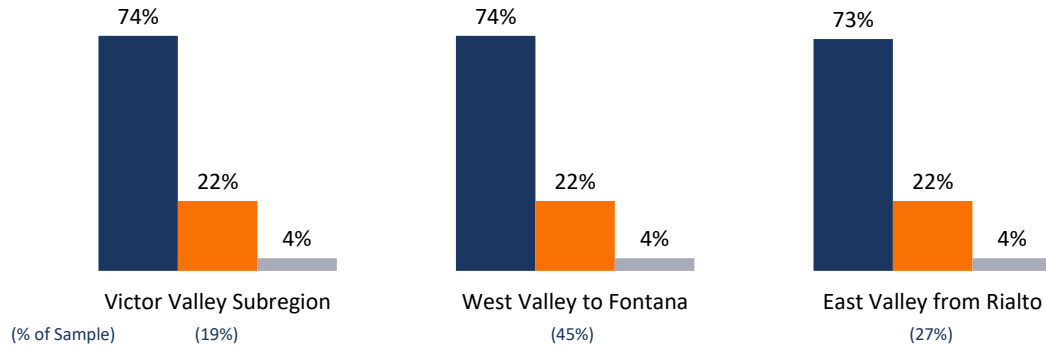
Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

10

Support is consistent across the three largest subregions.

Initial Vote by Subregions

■ Total Yes ■ Total No ■ Undecided



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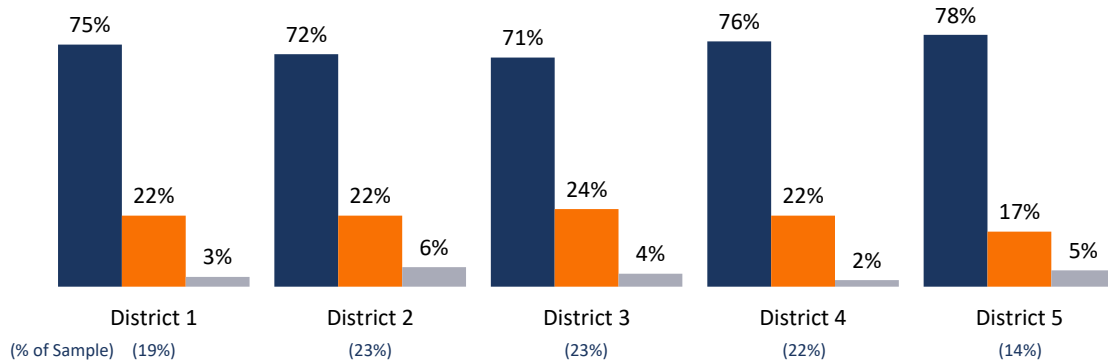
Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

11

Support for the measure exceeds two-thirds in each Supervisorial District.

Initial Vote by Supervisorial District

■ Total Yes ■ Total No ■ Undecided



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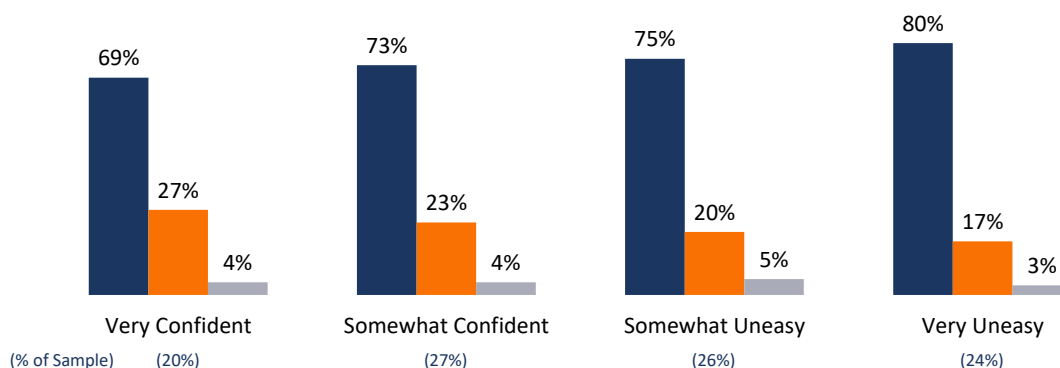
Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

12

Voters who feel uneasy about their personal financial situation (who are largely lower-income) are even more supportive of the measure than voters who are confident about their financial situation.

Initial Vote by Economic Confidence

■ Total Yes ■ Total No ■ Undecided



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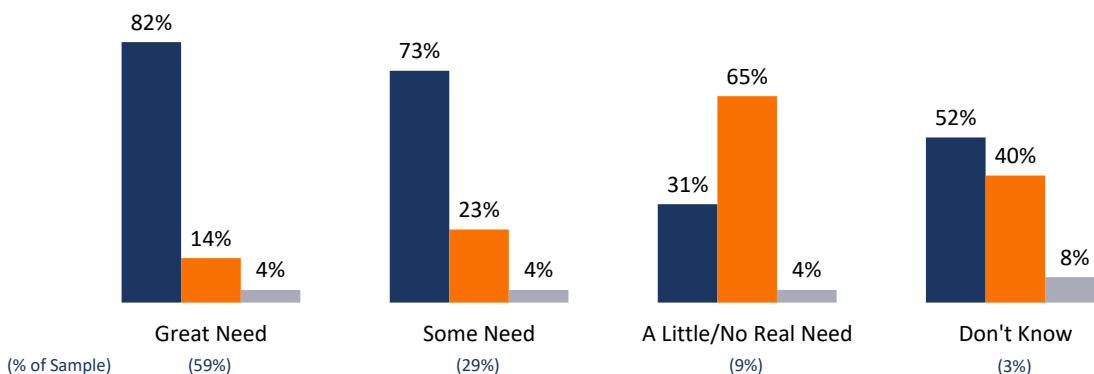
Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

13

There is a very strong correlation between perceptions of funding needs and opinions on the measure.

Initial Vote by Need for Funding

■ Total Yes ■ Total No ■ Undecided



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Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

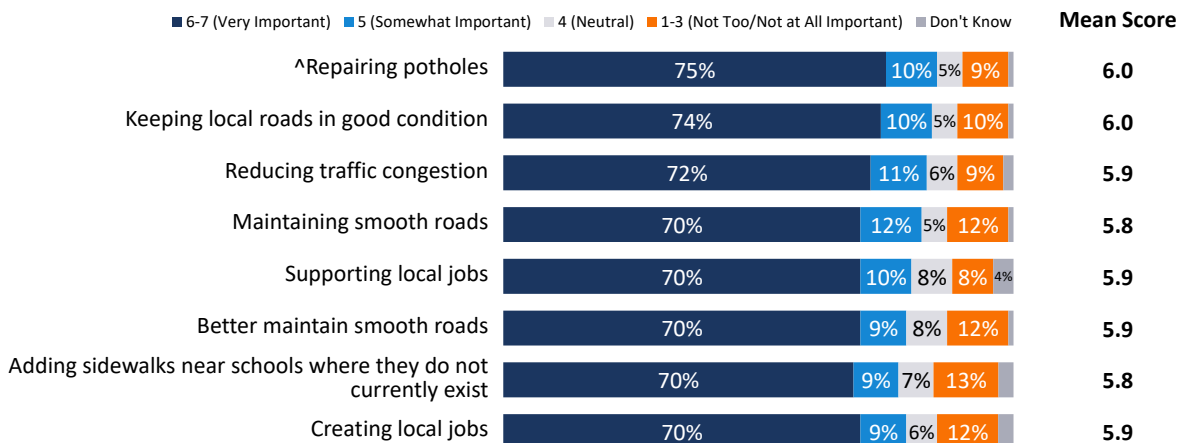
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Transportation Priorities

15

The top priorities include improving road conditions, as well as reducing traffic congestion, job creation/support and adding sidewalks near schools.

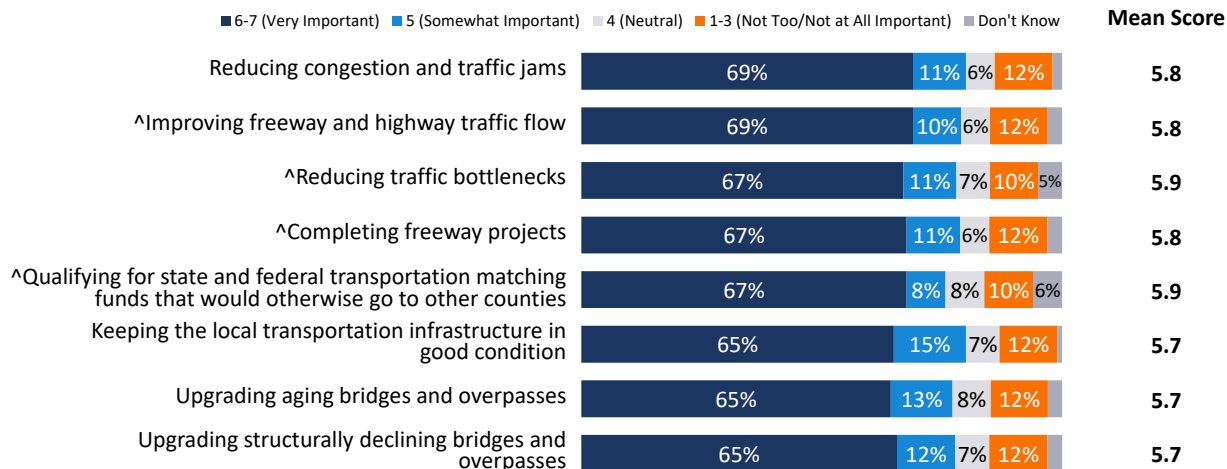
(Ranked by 6-7 (Very Important))



16

Continued

(Ranked by 6-7 (Very Important))



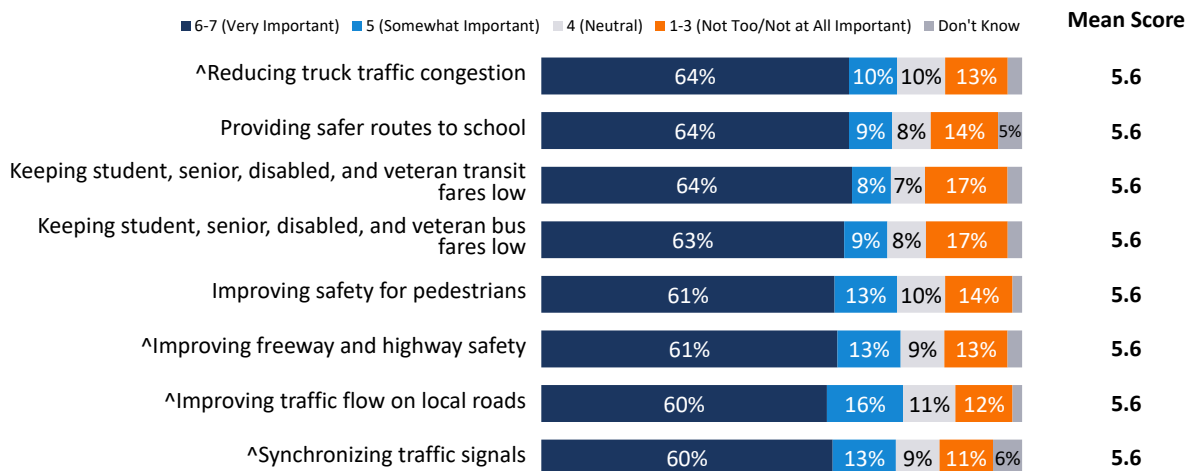
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RESEARCH

Q. Next, is a list of some specific features and provisions of the San Bernardino County Road Repair/Traffic Relief Extension measure you just considered. Regardless of your opinion of the measure, please indicate how important it is to you that the feature or provision be included as part of the measure on a scale of one to seven, where one means it is 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

17

Continued

(Ranked by 6-7 (Very Important))



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RESEARCH

Q. Next, is a list of some specific features and provisions of the San Bernardino County Road Repair/Traffic Relief Extension measure you just considered. Regardless of your opinion of the measure, please indicate how important it is to you that the feature or provision be included as part of the measure on a scale of one to seven, where one means it is 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

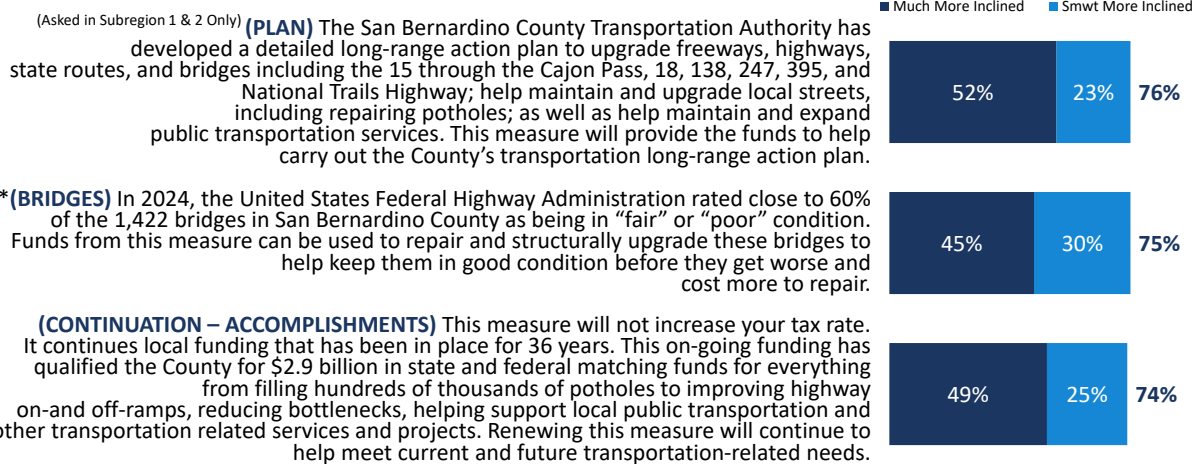
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Impact of Information

19

The most impactful messages relate to the long-range plan with a regional focus, upgrades to bridges and continuing progress without raising taxes.

(Ranked by Total More Inclined to Vote Yes)



20

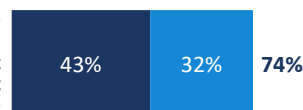
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(Ranked by Total More Inclined to Vote Yes)

(Asked in Subregion 5 Only)

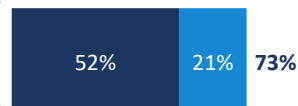
(PLAN) San Bernardino County Transportation Authority has developed a detailed long range action plan to upgrade freeways, highways, and bridges including the 10, 15, 38, and 210; improve traffic flow through the Cajon Pass; help maintain and upgrade local streets, including repairing potholes; maintain and expand public transportation services such as Metrolink, express buses, and Dial-a Ride; help ease traffic congestion; and help improve commute times and traffic safety. This measure will provide the funds to help carry out the County Transportation long-range action plan.

■ Much More Inclined ■ Smwt More Inclined



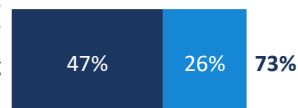
(Asked in Subregion 3, 6 & 7 Only)

(PLAN) San Bernardino County Transportation Authority has developed a detailed long-range action plan to upgrade freeways, highways, state routes, and bridges including the 10, 15, 18, 62, 138, 210, and 247; improve traffic flow through the Cajon Pass; help maintain and upgrade local streets, including repairing potholes; maintain and expand public transportation services; help ease traffic congestion; and improve commute times and traffic safety. This measure will provide the funds to help carry out the County's transportation long-range action plan.



(Asked in Subregion 4 Only)

(PLAN) The San Bernardino County Transportation Authority has developed a detailed long-range action plan to upgrade freeways, highways, and bridges including the 10, 15, 60, and 210; improve traffic flow through the Cajon Pass; help maintain and upgrade local streets, including repairing potholes and synchronizing signals; maintain and expand public transportation services such as Metrolink, express buses, and Dial-a Ride; help ease traffic congestion; and improve commute times and traffic safety. This measure will provide the funds to help carry out the County's transportation long-range action plan.



Q. Next you will find some statements that could be made by supporters of the San Bernardino County Road Repair/Traffic Relief Extension measure. Please indicate if it makes you much more inclined or somewhat more inclined to vote Yes in favor of this measure. Not Part of Split Sample

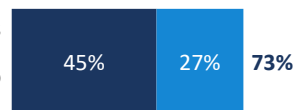
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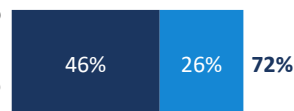
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Smwt More Inclined

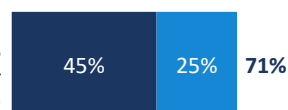
(CAR REPAIRS) A 2022 AAA study found that repairing car damage from potholes costs motorists from \$300 to \$1,300 a year, and in 2025 that cost has increased. The funds from this measure will better help cities and the county fill potholes and maintain streets to help keep them in good condition.



(JOBS/ECONOMY) Economists estimate the investment in this measure will create close to 100,000 direct and indirect jobs throughout the County and generate more than a billion dollars in economic activity benefiting the local workforce and businesses. This long-term economic boost creates good-paying local jobs just as our economy tries to avoid a recession.



(ACCOUNTABILITY) This measure includes accountability requirements such as an Oversight Committee, public disclosure of all spending and independent annual financial audits available for public review. All the funds from the measure will be dedicated to freeways, highways, local streets and roads, public transit, and other transportation-related projects and services throughout the County and cannot be diverted to other purposes or taken by the state or federal governments.

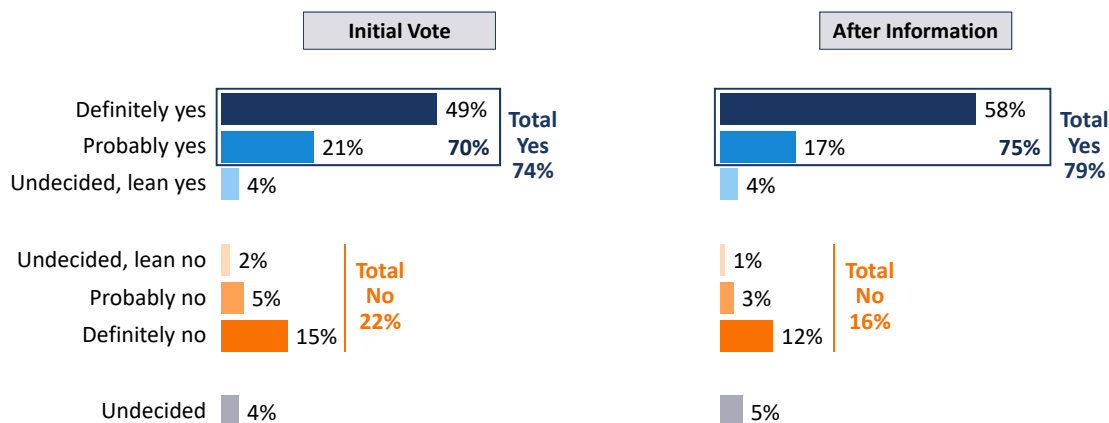


Q. Next you will find some statements that could be made by supporters of the San Bernardino County Road Repair/Traffic Relief Extension measure. Please indicate if it makes you much more inclined or somewhat more inclined to vote Yes in favor of this measure. Not Part of Split Sample

22

Support grows to nearly 8-in-10 after information.

(MOE = $\pm 3.5\%$)



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Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

23

Opposition Statement

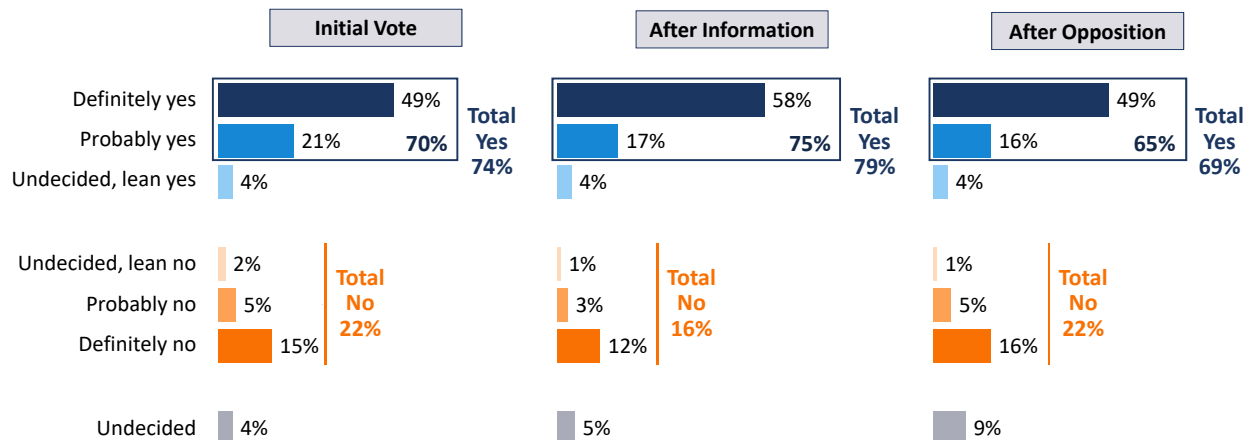
Opponents of this transportation sales tax measure may say this measure is **unnecessary** because the current transportation sales tax measure is **not set to expire until 2040**. There are still projects promised from the last measure that have not been completed. We should **wait** until we see how the County spends our taxpayer dollars over the next **15 years** and **then decide whether to renew** it then. Additionally, opponents may say that the **last time** voters renewed this transportation sales tax, we were **told** it would **expire in 30 years**. But **now** the County is trying to make it a **forever tax** before the 30 years is even up. Opponents also may say that **if** this measure **passes** it will go to **fund a network of additional Toll Lanes** that will crisscross much of the County and **tax us** to drive **on the roads we've already paid for**. (Asked in Subregion 4 and 5 Only: Finally, opponents may say that if local freeways and highways are further expanded it will **only encourage more warehouses** to be built, which will lead to even **more truck traffic, more people moving into the area, and poorer air quality.**) (Asked in Subregion 1, 2, 3, 6, and 7 Only: "Finally, opponents may say that this will simply be another San Bernardino County tax we will have to pay, but the **communities down the mountain** will always **receive a majority** of the funds, and residents in our area **will just get the left-over scraps**. We need to ensure our area gets its fair share of existing transportation dollars before we support another countywide tax.")

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24

Support for the measure dips following opposition, but is maintained above the two-thirds threshold.

(MOE = $\pm 3.5\%$)

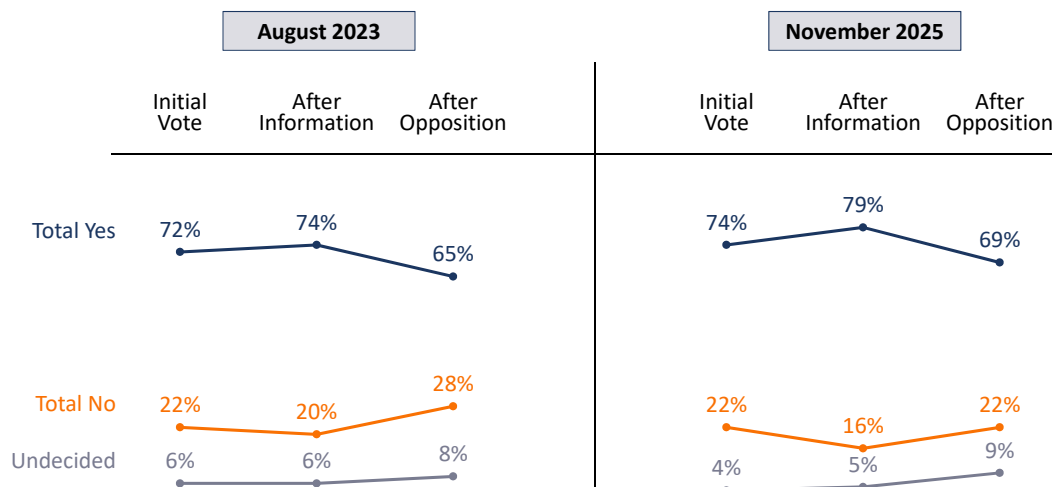


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Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

25

Support for the measure is somewhat stronger now than what was found in the August 2023 survey.



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Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

26

Conclusions

27

Conclusions

- Close to nine-in-ten continue to perceive there is at least some need for additional funding for the County's transportation system, including freeways, local streets and public transit.
- Before and after education, more than 7-in-10 voters support a countywide one-half cent continuation measure – beyond the margin of error for passage.
- After critical statements, 69% support the measure, just over the two-thirds needed, but within the margin of error for passage.
- The measure appears to be viable, but ongoing communication and outreach is necessary and might be susceptible to a well-funded, organized opposition effort or turnout patterns that trend against the measures.

28

Conclusions; Continued

- Top voter priorities include repairing potholes and keeping roads in good condition, as well as reducing traffic congestion, supporting local jobs and adding sidewalks near schools.
- Touting a long-range action and highlighting what each subarea will receive, is beneficial for educating voters on the measure. Other themes to highlight include the need to repair bridges, and continuing progress that is being made.

Opinions on Funding for Transportation in San Bernardino County

Highlights of a Survey of Likely Voters

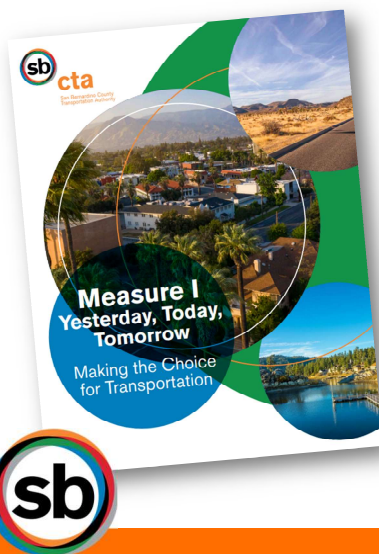
MEASURE I 3.0



San Bernardino County Transportation Authority

1

KEY RECOMMENDATIONS FOR EXPENDITURE PLAN



• Transition to three Programs

• San Bernardino Valley

- Local Mobility - **25%**
 - Local Street Improvements
 - Potholes
 - Sidewalks/Bike Lanes
- Regional Mobility - **50%**
 - Highway Improvements
 - Interchanges
 - Bus/Rail Capital Projects
- Operations - **25%**
 - Transit Operation
 - Senior/Disabled
 - Student/Veteran

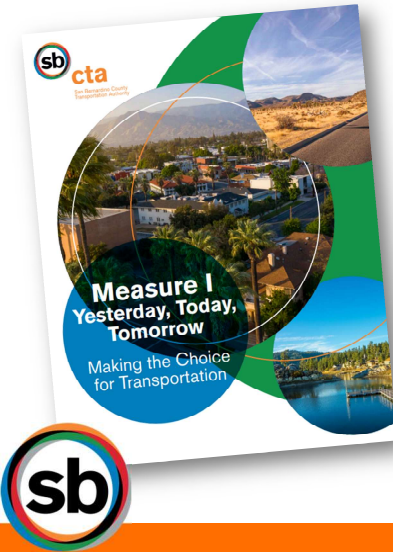
• Mountain/Desert

- Local Mobility – **70 %**
 - Local Street Improvements
 - Potholes
 - Sidewalks/Bike Lanes
- Regional Mobility - **20%**
 - Highway Improvements
 - Interchanges
 - Bus/Rail Capital Projects
- Operations - **10%**
 - Transit Operation
 - Senior/Disabled
 - Student/Veteran

San Bernardino County Transportation Authority

2

KEY RECOMMENDATIONS FOR EXPENDITURE PLAN

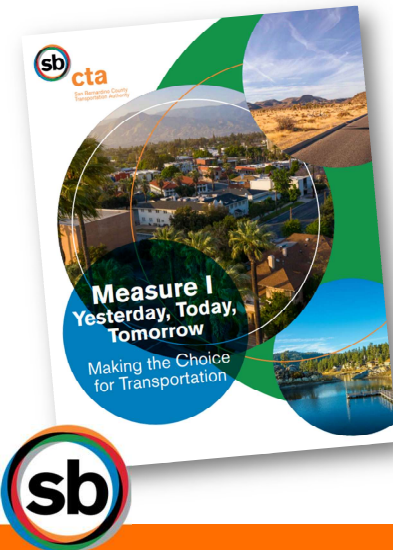


- **Creation of an Interregional Mobility Expenditure Plan**
 - Replaces Cajon Pass Expenditure
 - Support for communities countywide impacted by regional motorist, tourism, interregional travel, and goods movement
- **ITOC – Flexibility for Board President to fill vacancies**
 - Relevant experience vs specific experience
- **Simplifies Expenditure Plan amendment process—vests full authority in Board**
- **Expands list of funding priorities to provide greater flexibility for changing transportation landscape by eliminating prescriptive categories**
- **5% of Local Mobility reserved for ATP Projects**
 - (Sidewalks, Bike lanes)
- **½ cent extension of existing Measure (until ended by voters)**

San Bernardino County Transportation Authority

3

KEY CARRY-OVER ELEMENTS OF THE ORDINANCE



- An **Independent Taxpayer Oversight Committee** to provide for citizen review to ensure that all Measure I funds are appropriately spent.
- Only **one percent (1%)** of Measure I can be used for administrative overhead.
- **New transportation funds will not supplant existing general revenue spending** on streets and roads.
- **Private developments will be required to contribute a fair share** toward the transportation improvements around their projects.
- Measure I funds are regionally allocated based on a **“return to source”** model.

San Bernardino County Transportation Authority

4

