

Consideration of Agreement with Meraki Public Affairs for Funding Strategy and Outreach Services

Item M



Voter Support for a Potential South Placer County Transportation Sales Tax Measure

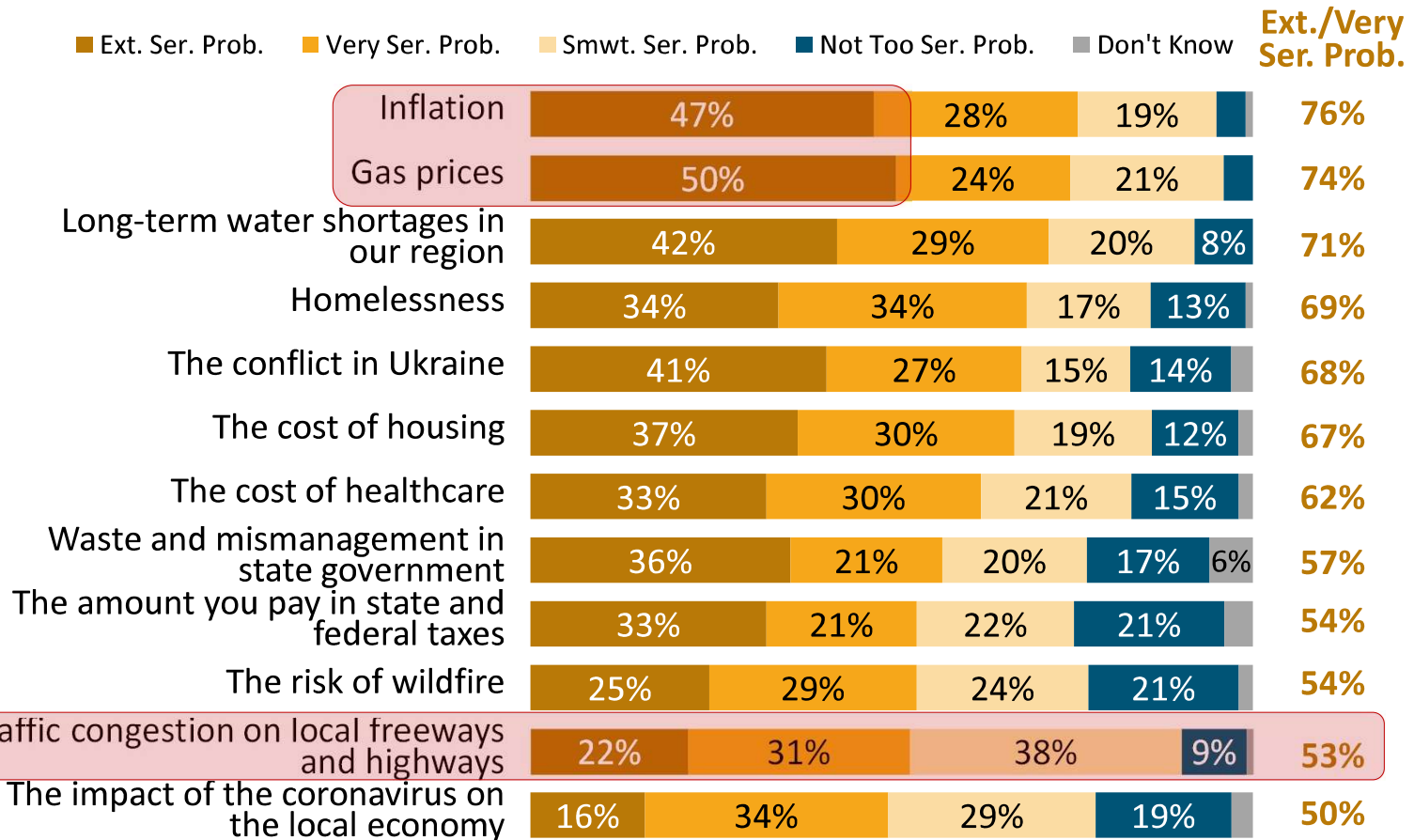
**Key Findings of a Survey Conducted:
April 10-16, 2022**



OPINION
RESEARCH
& STRATEGY

220-6380

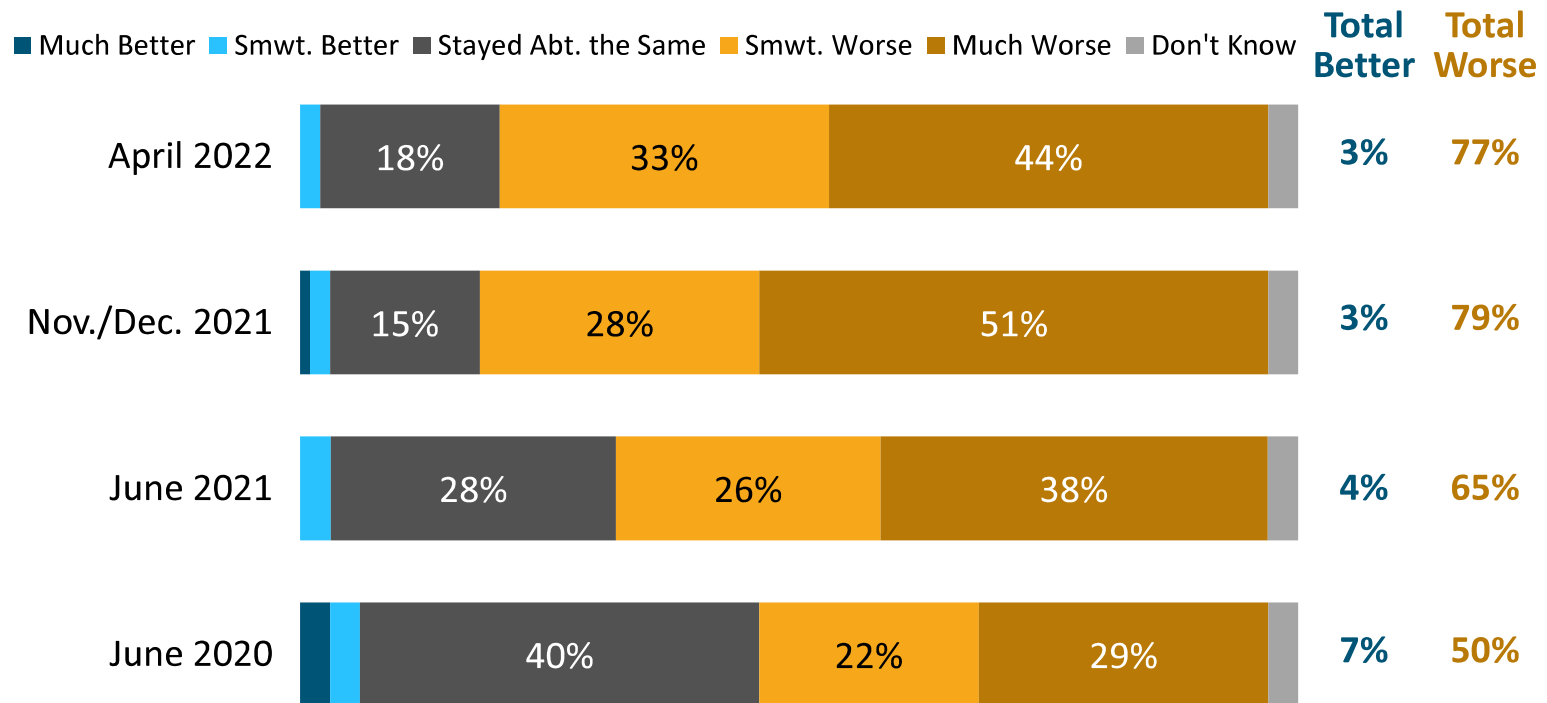
Cost of living issues of inflation and gas prices are voters' top concerns.



Q4. I'd like to read you a brief list of issues that could be problems for people living in your local area. Please tell me whether you personally consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem at all for people living in your area. Split Sample

Voters broadly agree that traffic will be worse two years from now.

Do you feel that local traffic congestion will eventually be better, worse, or stay about the same two years from now?

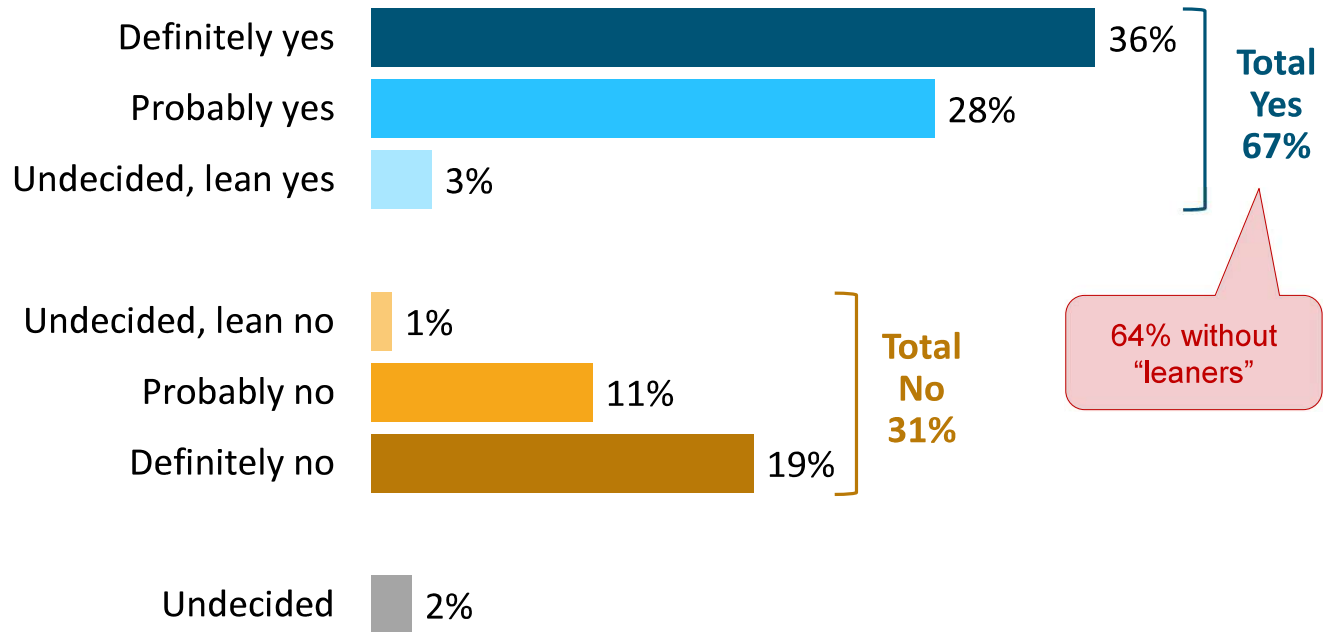


Voters in all three cities tend to say things will be worse a few years from now.

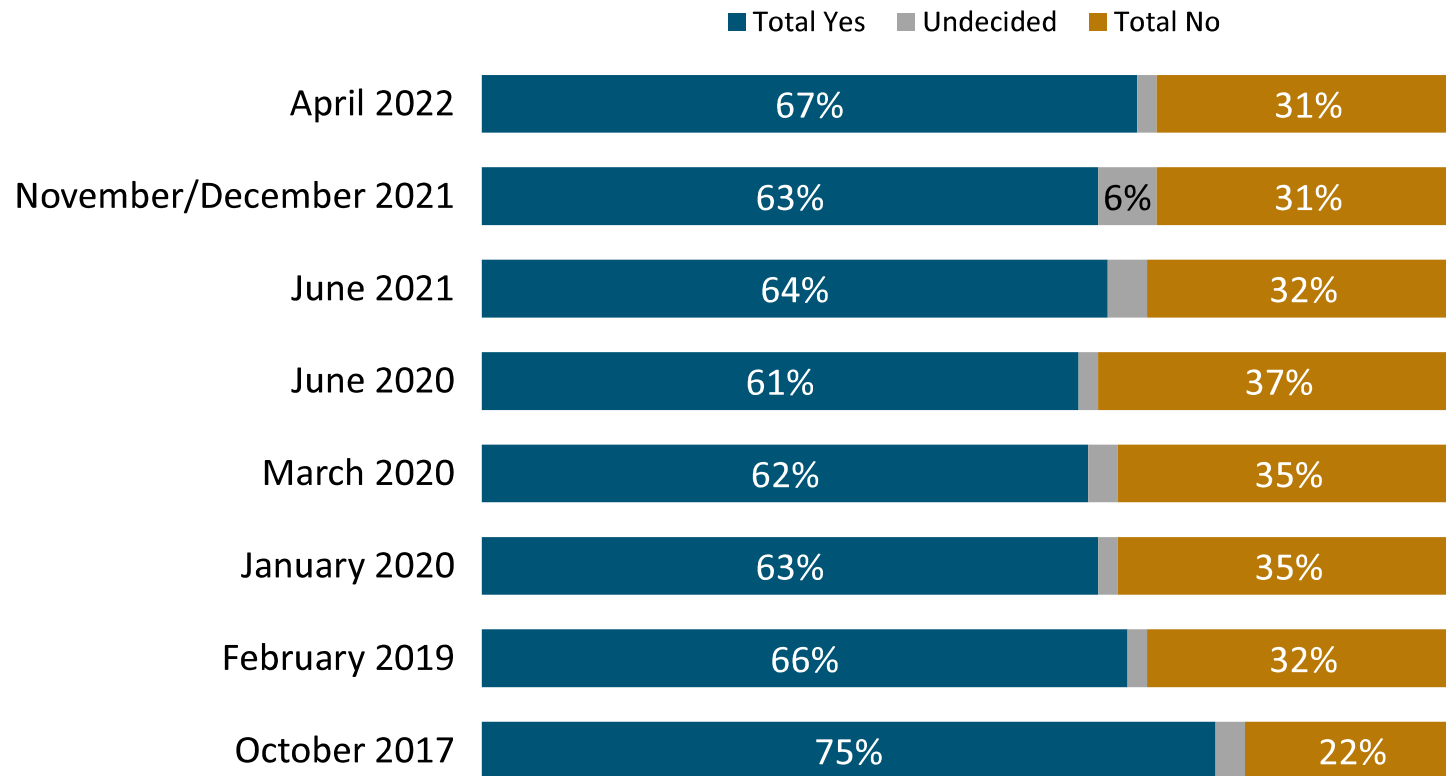
Response	All Voters	City/Town		
		Lincoln	Rocklin	Roseville
Total Better	3%	2%	3%	2%
Stayed About the Same	18%	15%	15%	20%
Total Worse	77%	80%	79%	75%

Two-thirds of voters support the measure initially.

Do you think you would vote "yes" or "no" on this measure?



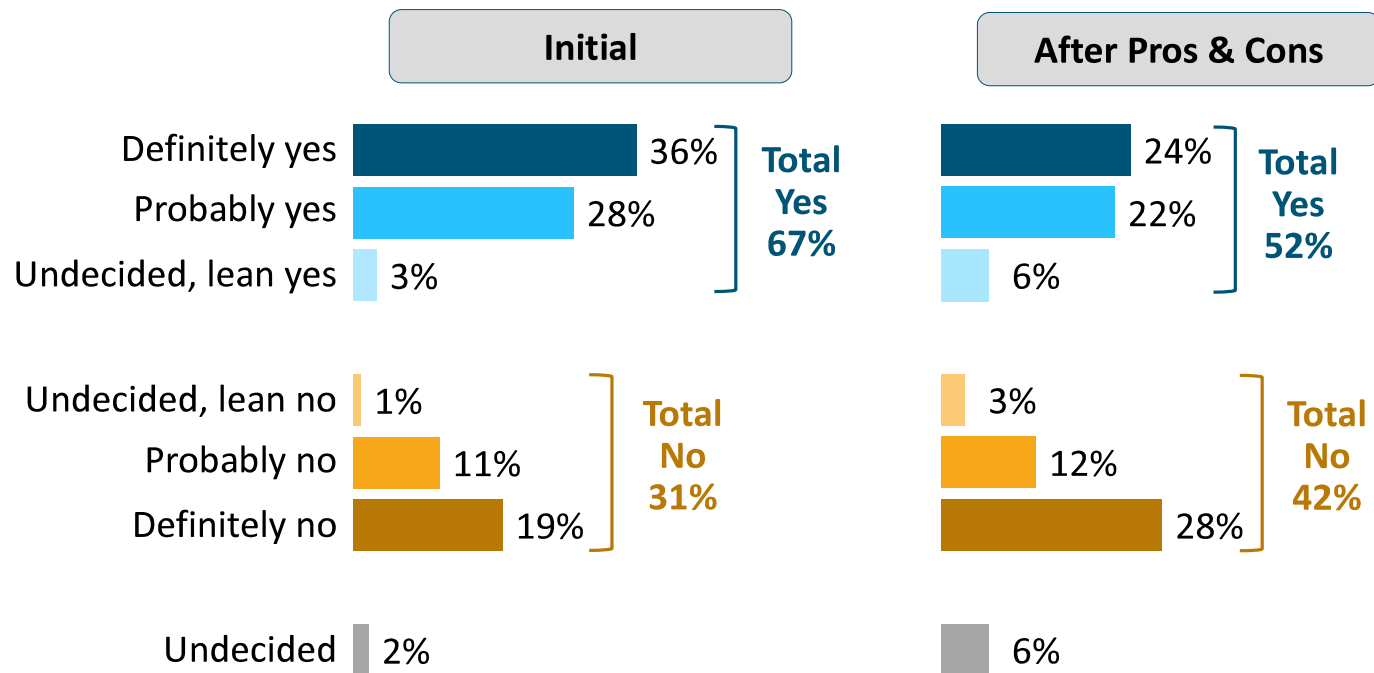
This is the strongest level of initial support for the measure since 2017.





The Impact of Pro and Con Arguments

After an exchange of messaging, support decreases by 15 points.





PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY

KEEP PLACER
MOVING

Outreach Consultant Contract

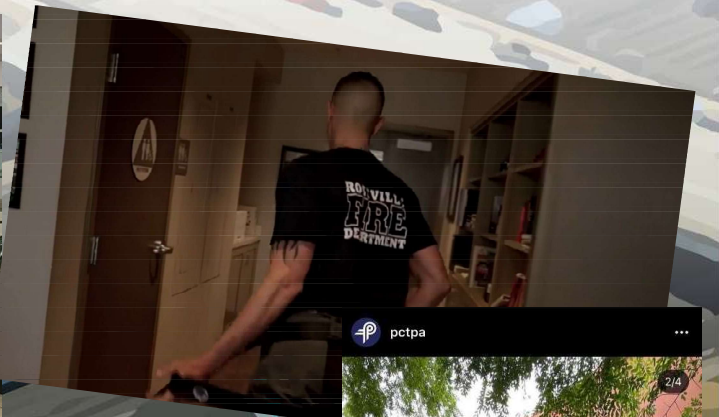
- RFP Circulated Widely in Northern California
- Three firms Responded
- Selection Committee – City of Roseville, BIA, Stakeholder Group, PCTPA
- Unanimous Recommendation for Meraki Public Affairs
- Meraki Team – Cherri Spriggs, Meraki Public Affairs
Aldo Pineschi, Pineschi Consulting



PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY

KEEP PLACER
MOVING

Public Outreach Program Update



Placer County Transportation Planning Agency - PCTPA
April 18 at 8:55 AM
If you haven't already, check out what Lisa Peters, owner of 105 Noshery, has to say about traffic in Placer County and what that means for business. Make sure to stay tuned to find out who our Roving Reporter will interview next!



YOUTUBE.COM
PCTPA NewsBeat - Interviewing Lisa Peters





PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY

KEEP PLACER
MOVING

Public Outreach Program Update

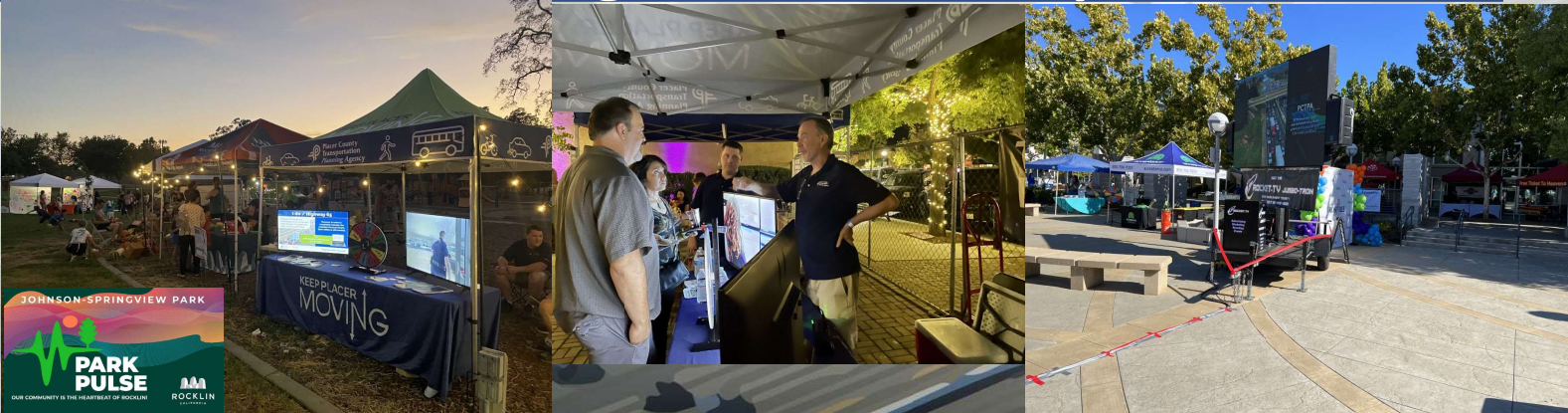




PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY

KEEP PLACER
MOVING

Public Outreach Program-Community Events





PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY

KEEP PLACER
MOVING

Public Outreach Program-Community Meetings

- November 28 (9:00am) - Sun City Lincoln Hills**
- November 28 (6:00pm) - Rocklin West**
- November 29 (6:30pm) - Central Lincoln**
- November 30 (1:30pm) - Sun City Lincoln Hills**
- December 1 – (7:00pm) - Roseville Tree Lighting**
- December 4 – (6:30pm) - Central Roseville**
- December 7 – (6:30pm) - Rocklin East**
- December 8 – (6:30pm) - West Roseville**