

# 2025 Mendocino County Transportation Survey Results

*Findings of a Survey Conducted October 24 – November 3, 2025*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	October 24 – November 3, 2025
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Likely November 2026 Voters in Unincorporated Mendocino County
<b>Total Interviews</b>	660
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	2002 (Unincorporated County Voters)

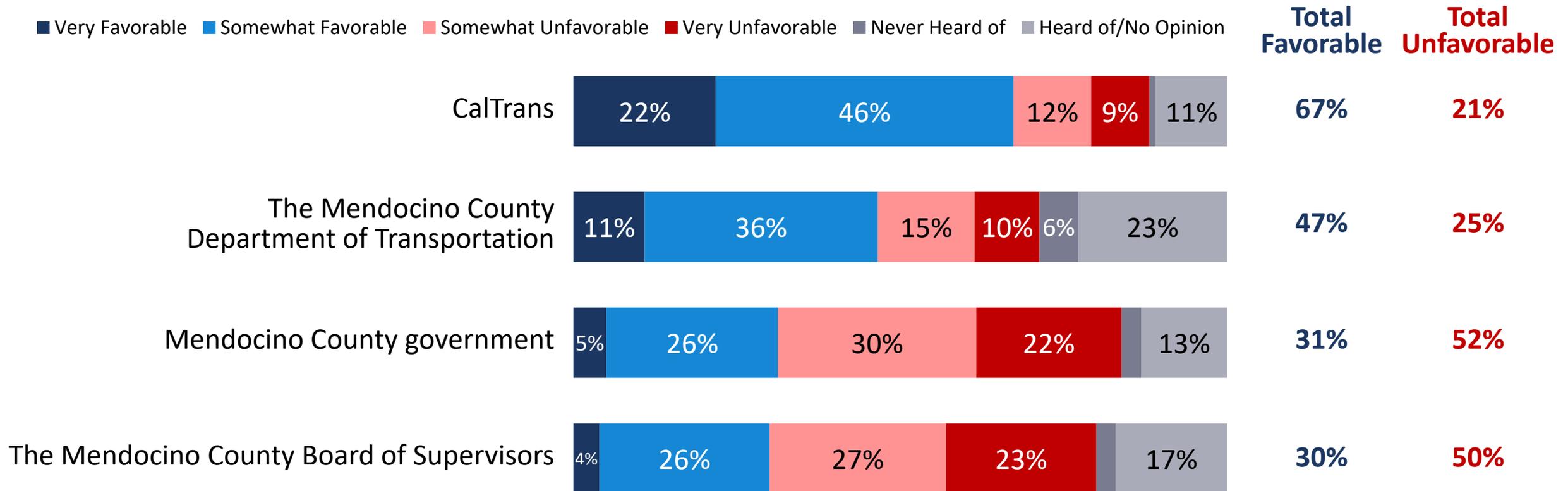
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# Community Context

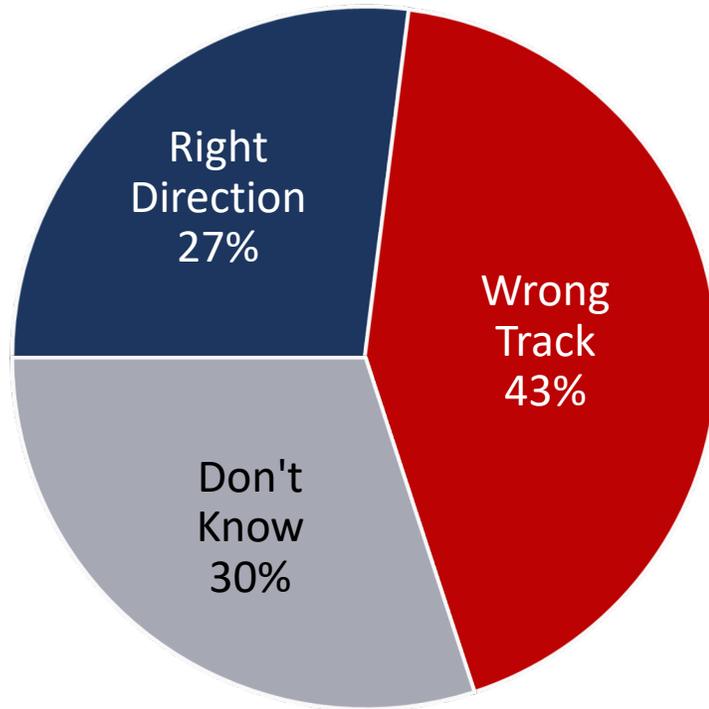
# CalTrans is highly thought of locally and nearly half view the DOT similarly; impressions of the County broadly are more circumspect.

*Here are some names of people and organizations active in public life.  
Please indicate whether you have a favorable or unfavorable opinion of that person or organization.*



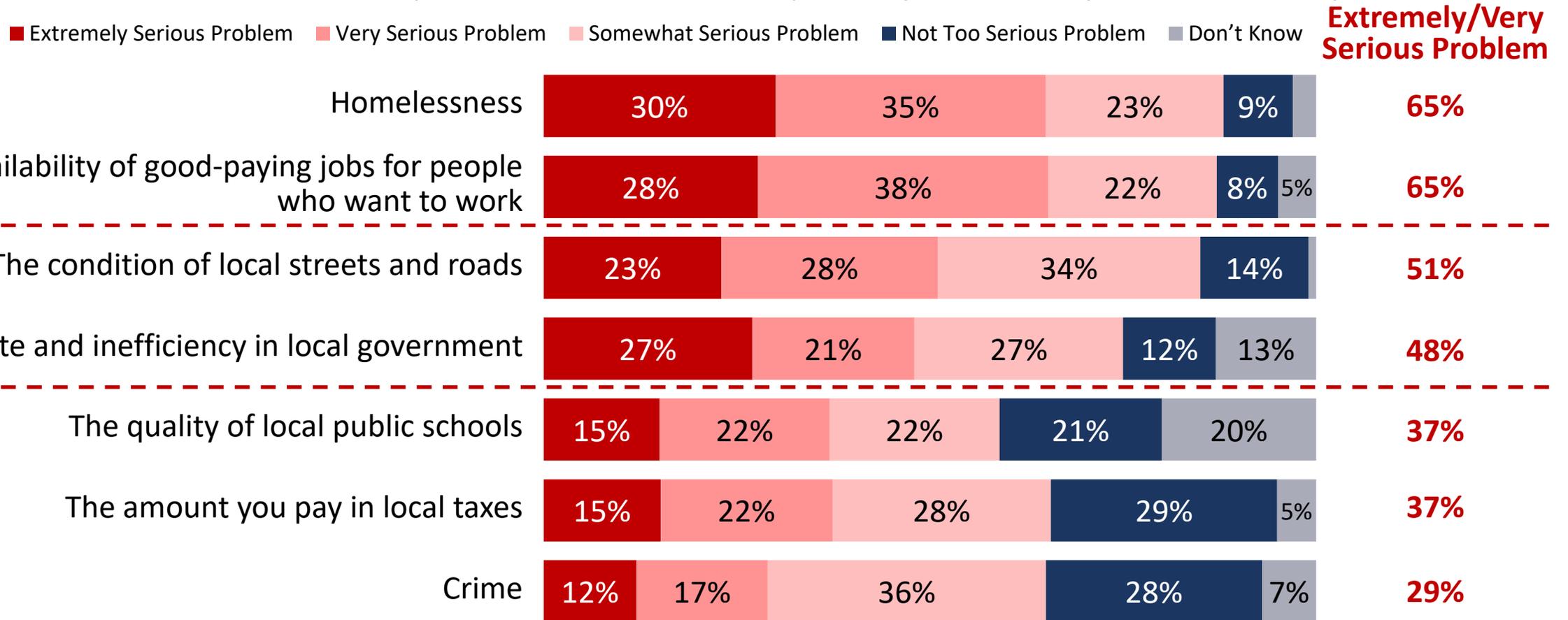
# Voters are much more pessimistic than they were back in 2002.

*Would you say things in Mendocino County are headed in the right direction, or do you feel they are off on the wrong track?*

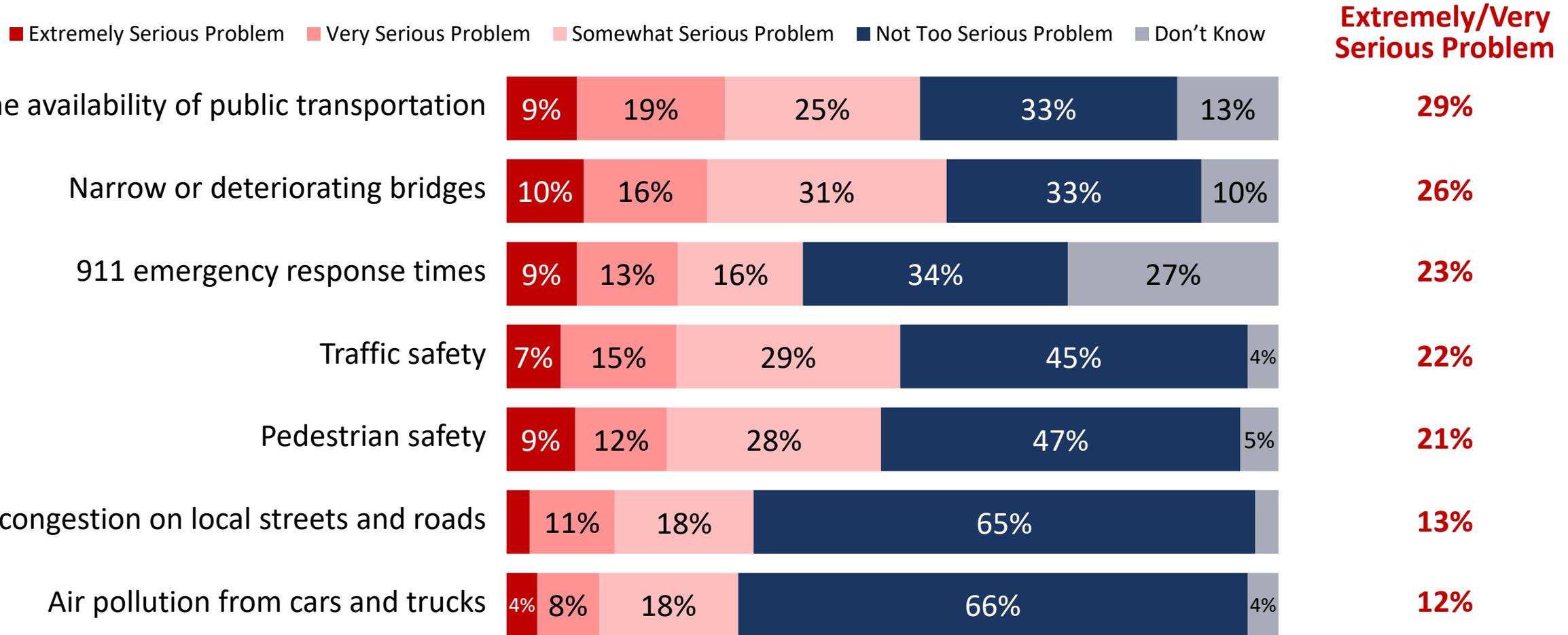


# The most concerning local issues are homelessness and a lack of good-paying jobs; however, many feel road conditions are also a problem.

Please consider the following issues that some people suggest are problems facing Mendocino County. Please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem for residents of Mendocino County.

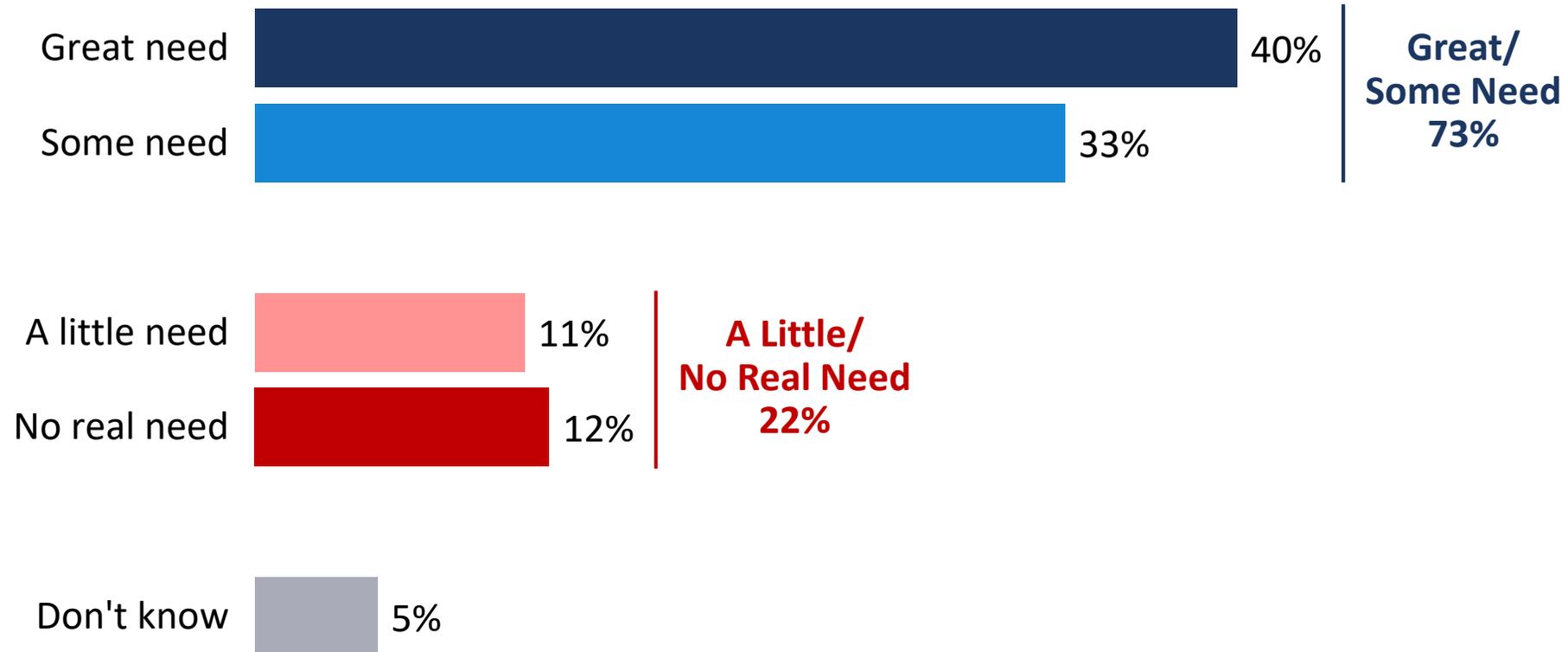


# Few are concerned about traffic and its impacts, public transportation, response time, road safety, or bridges.



# Nearly three-quarters of voters feel there is an appreciable need for additional roads funding in the County.

*Thinking about the roads in Mendocino County, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?*

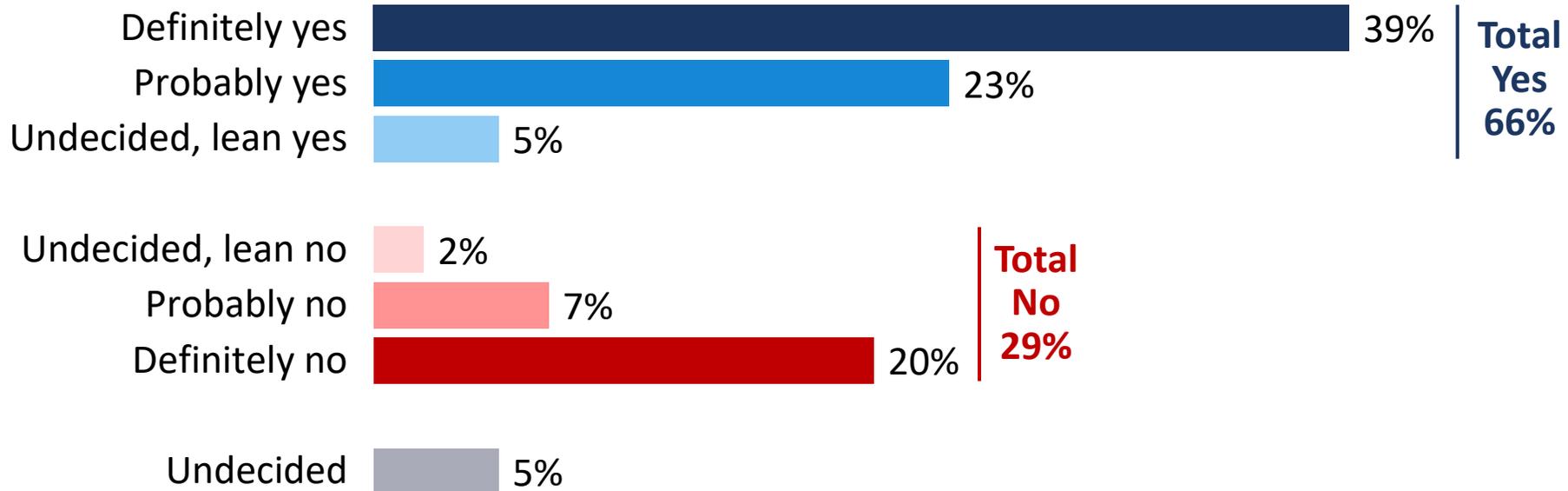




# **Introducing the Ballot Measure**

# Initial support for a measure reached two-thirds.

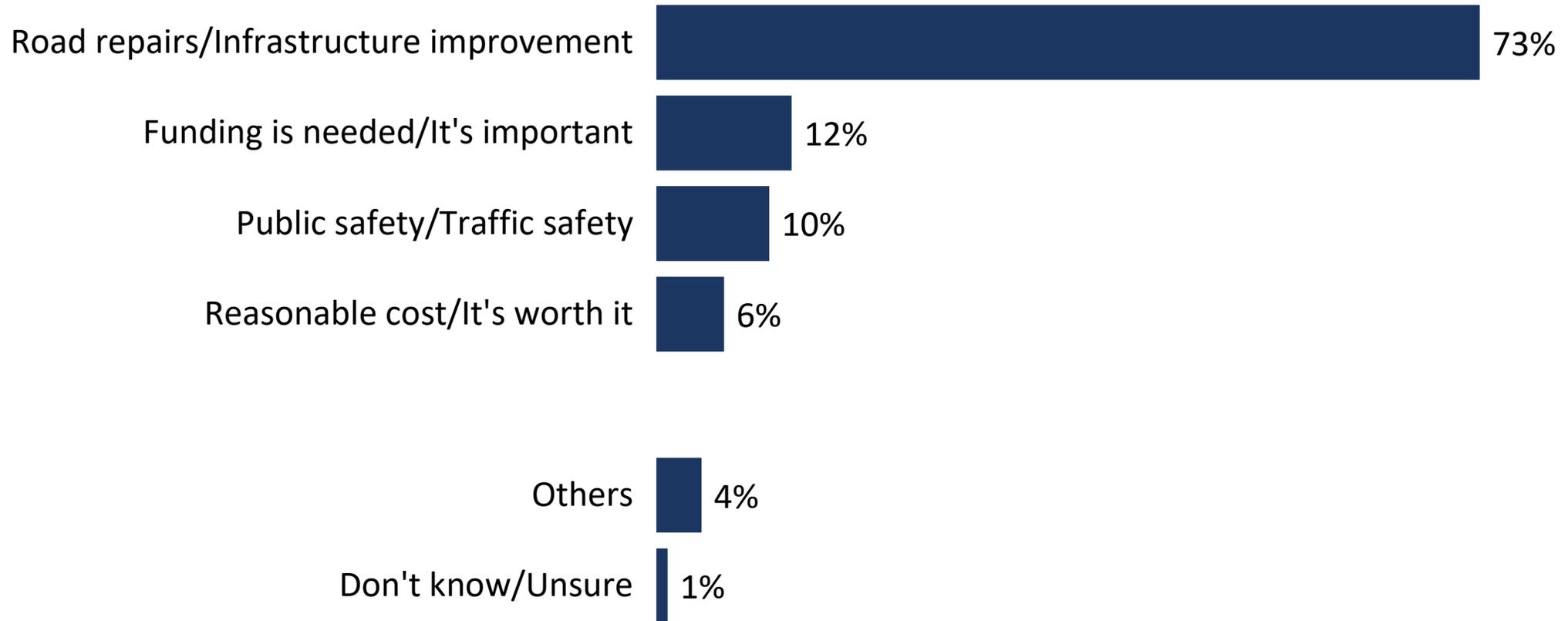
**Mendocino County Road Maintenance, Resurfacing, and Safety Measure.** To maintain and improve deteriorating roads; permanently resurface potholes; improve safety on local roads; all in the unincorporated areas of the County only, shall the Mendocino County measure establishing a one-cent sales tax in those areas for 20 years, providing approximately \$5.5 million annually, with public disclosure of funds, independent annual audits, and all funds legally required to be spent locally only on Mendocino County roads, be adopted?



# Most “yes” voters zeroed in on the need to repair county roads.

*In a few words of your own, why would you vote **YES** on this measure?*

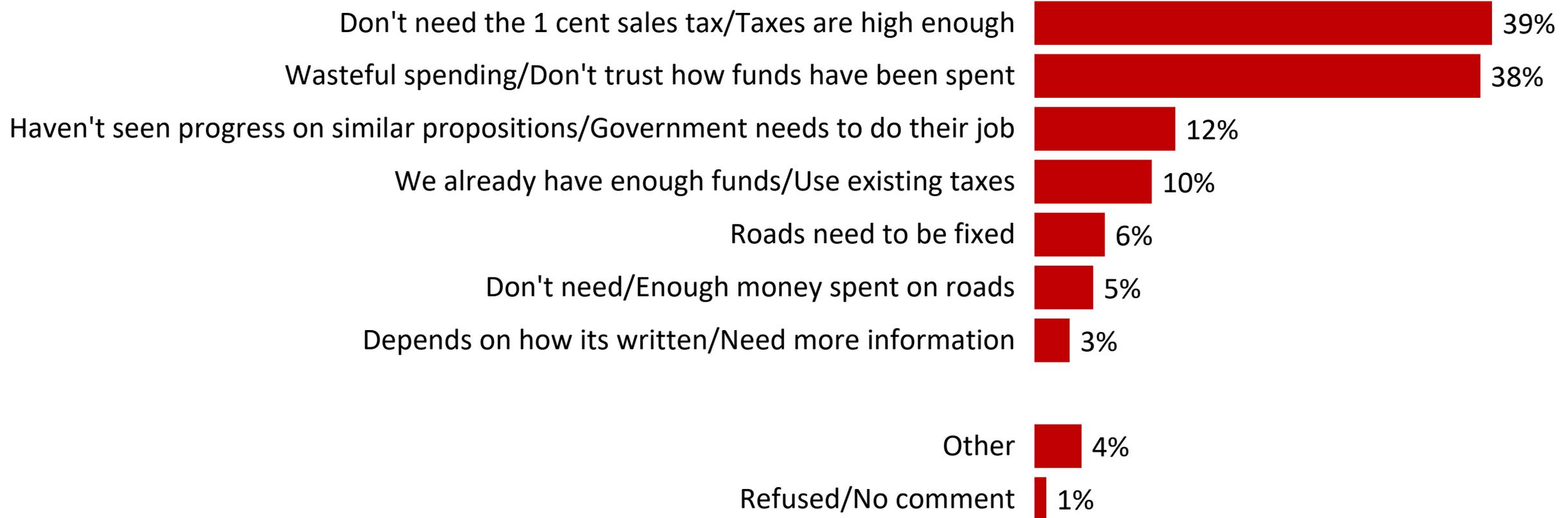
*(Open-ended; Asked of Yes Voters Only, n=434)*



# “No” voters cited concerns about taxes and how tax dollars are managed.

*In a few words of your own, why would you vote **NO** on this measure?*

*(Open-ended; Asked of No Voters Only, n=190)*





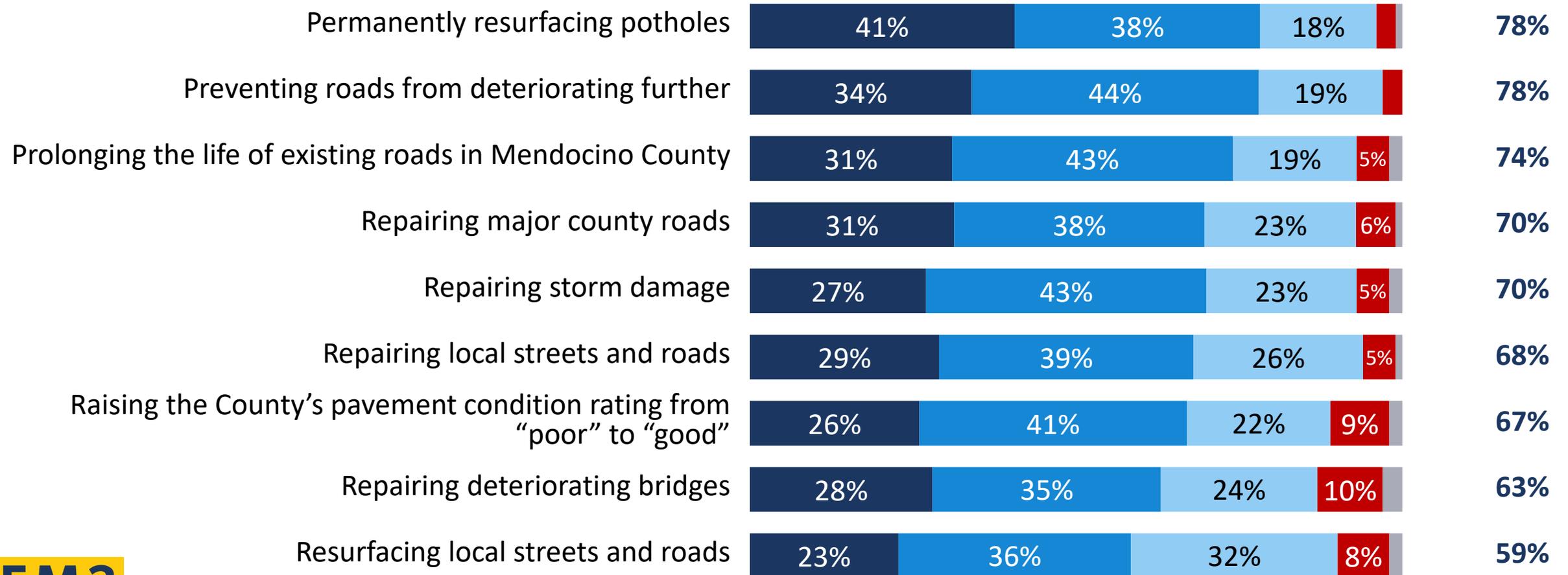
# Measure Elements

# Preventing future road deterioration was particularly appealing.

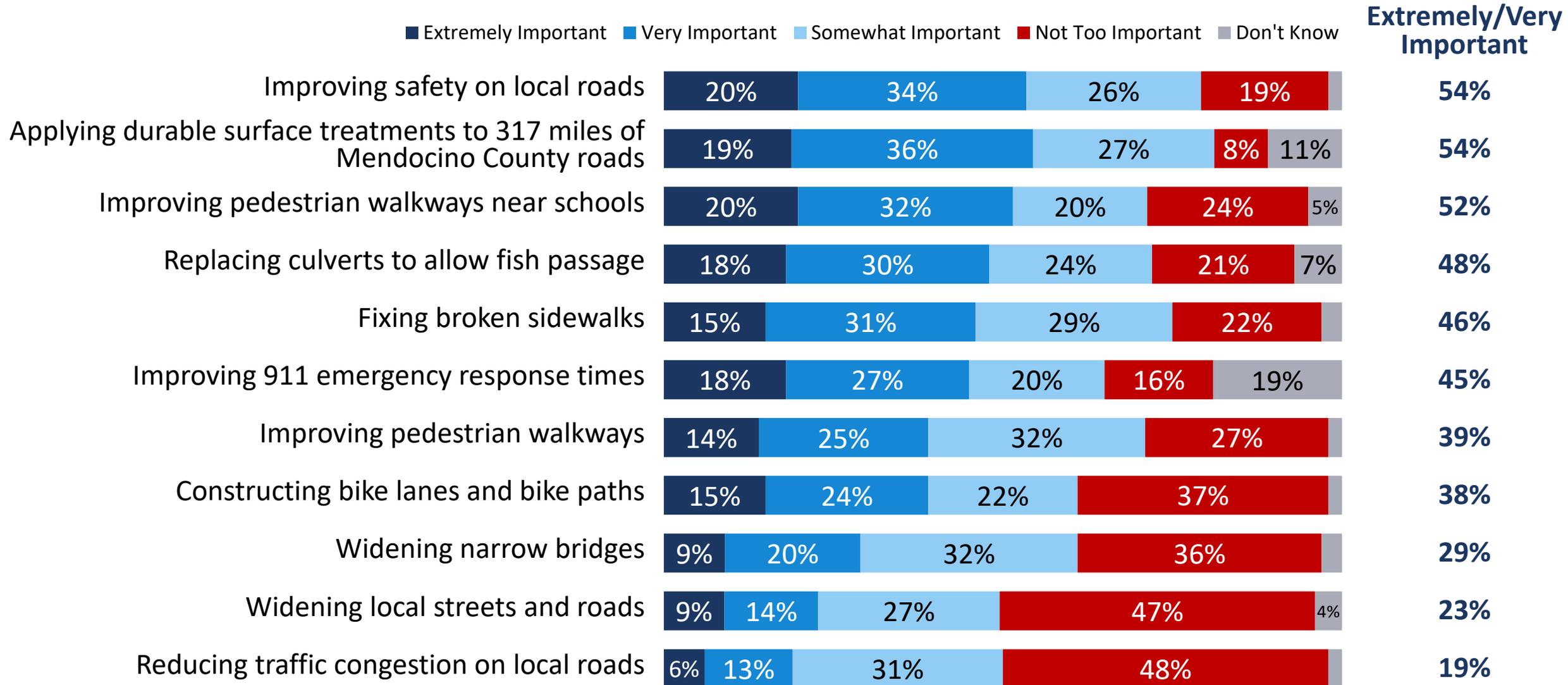
*Please consider some possible elements of this measure, including ways in which funds it generates could be spent. Please indicate how important each one is to you personally, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important.*

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

**Extremely/Very Important**



# Widening roadways and addressing sidewalks less important.



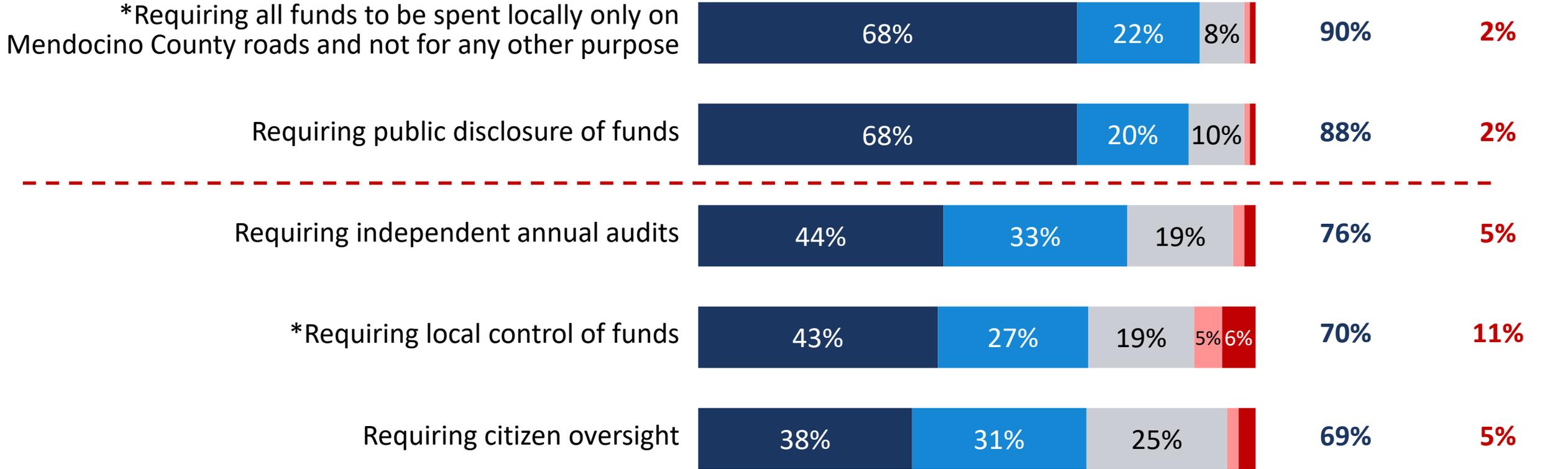
Q7. Please consider some possible elements of this measure, including ways in which funds it generates could be spent. Please indicate how important each one is to you personally, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important.

# Dedicating funds and disclosure were top priorities.

Please consider the following potential provisions of the measure and indicate if they would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support the proposed measure, or if it would make no difference to you.

■ Much More Likely ■ Somewhat More Likely ■ Makes No Difference ■ Somewhat Less Likely ■ Much Less Likely

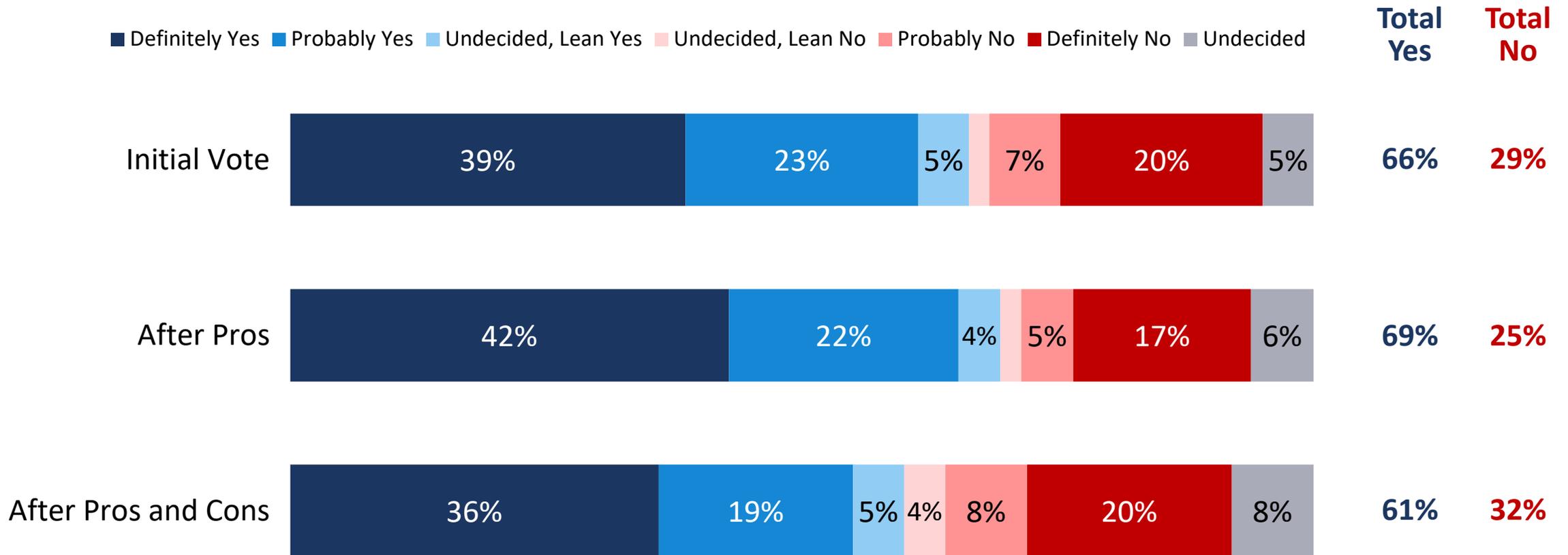
**Total More Likely** **Total Less Likely**





# Messaging

# Support increased little after supportive arguments, and fell to three in five after opposition arguments.



# Arguments in Favor of a Measure

## Ranked by Very Convincing

43%

**(MATCHING FUNDS)** This measure will make Mendocino County eligible for millions in state and federal grant funds over the life of the measure. Every dollar we spend locally can generate additional funds from outside the County to improve our roads. If we don't claim these matching funds by passing this measure, they will go to other communities.

42%

**(ACCOUNTABILITY)** This measure includes strict accountability provisions, including independent citizen oversight, financial audits, and public expenditure reports. And, by law, all funds must be spent locally for the benefit of roads in unincorporated Mendocino County and cannot be taken by the State.

39%

**(CITIES)** Every city in Mendocino County has a tax measure that funds its roads. Meanwhile, roads in the unincorporated areas are unfunded and deteriorating rapidly. This measure will improve and resurface roads for residents in the unincorporated areas of the County.

39%

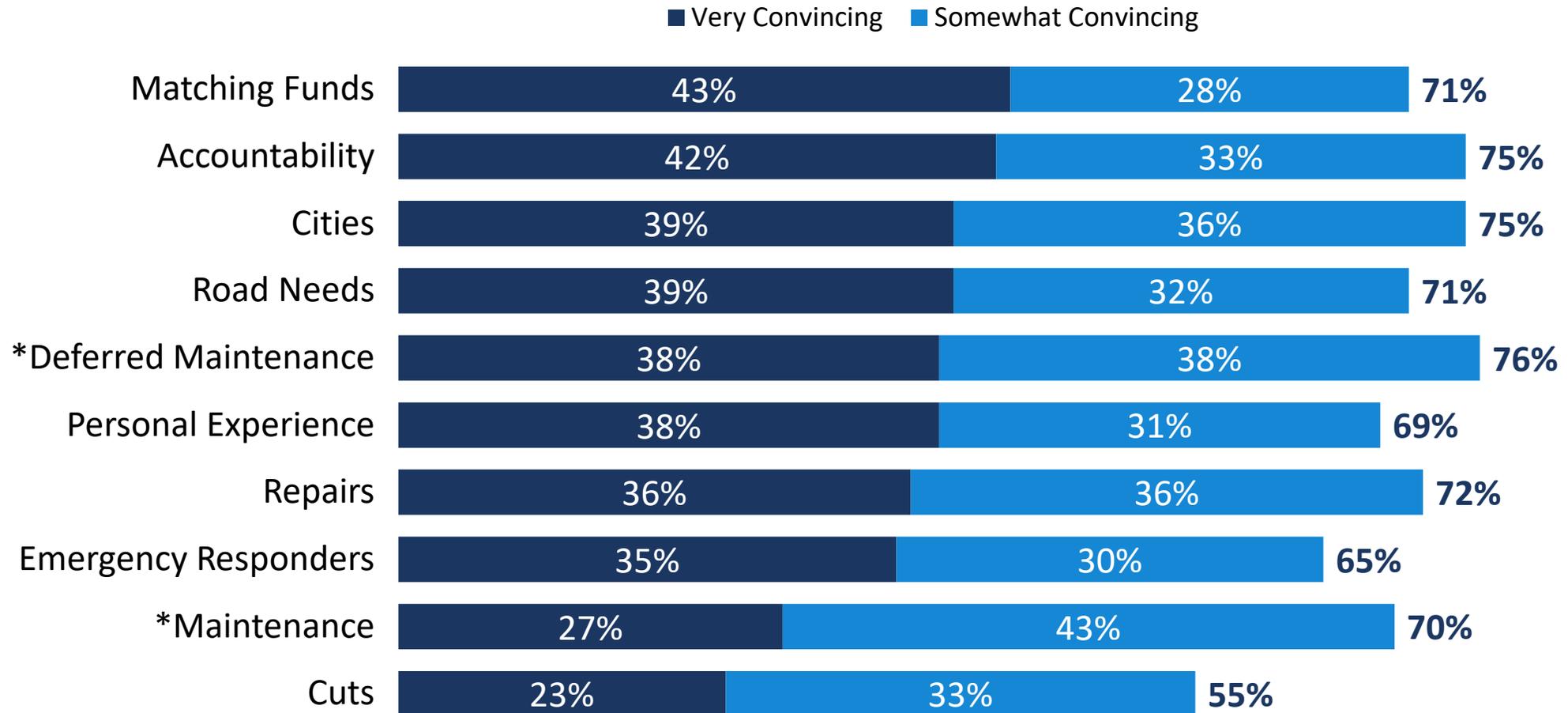
**(ROAD NEEDS)** Mendocino County has some of the worst roads in California. In fact, over half of Mendocino roads have an official rating of "poor" or "failed." We need this measure to make essential repairs immediately, because waiting will only make them more expensive to fix.

# Continued

## Ranked by Very Convincing

38%	<b>(DEFERRED MAINTENANCE)</b> The longer Mendocino roads go without repair, the more expensive it will be to fix the condition of our roads. This measure will repair 317 miles of Mendocino County roads, that otherwise wouldn't be repaired, making them safer and improving our quality of life.
38%	<b>(PERSONAL EXPERIENCE)</b> We've all had the experience of driving on Mendocino roads and hitting potholes, swerving to try to avoid them, or narrowly missing someone else swerving to avoid one. We desperately need this measure to fix our roads now. Driving in Mendocino County should not cause expensive damage to people's cars.
36%	<b>(REPAIRS)</b> Potholes in certain parts of the County are out of control, and many roads are old and becoming increasingly unsafe. This measure will permanently resurface potholes and make many badly-needed repairs to our road system.
35%	<b>(EMERGENCY RESPONDERS)</b> Seconds count in an emergency. Too many local streets are in bad condition and covered with potholes that can slow emergency response vehicles. Fixing our roads so first responders, like ambulances and firefighters, can reach people in crisis quickly or transport them to a hospital makes our community safer.
27%	<b>*(MAINTENANCE)</b> Current funding levels are simply insufficient to conduct regularly needed maintenance on our old and deteriorating roads. Money from this measure is critical to permanently resurfacing potholes and preventing these systems from falling further into disrepair.
23%	<b>(CUTS)</b> Mendocino County has looked under every rock for potential budget cuts and has tightened its belt in every possible way, including freezing hiring and using more cost-effective technologies to repair roads. But without this measure, the County will be unable to maintain roads, and they will become undrivable.

# Interestingly, some of the more compelling arguments are about how the money could be spent, not on what it could be spent on.





# Conclusions

## Conclusions – Electoral Environment

- Transportation agencies are viewed more favorably than general Mendocino County government or the Board of Supervisors.
- A plurality feels anxious about where the County is headed.
- Concerns are most heightened around homelessness and the lack of good-paying, local jobs.
- Half of voters feel road conditions are a pressing issue, that just as many are equally concerned about perceived government waste and inefficiency.
- Traffic congestion, driver/pedestrian safety, public transportation and other issues not directly connected to road quality are lesser concerns.
- Any misgivings aside, nearly two-thirds of voters feel the County has an appreciable need for additional funding to address its roads.

## Conclusions – Proposed Measure

- A one-cent, twenty-year, sales tax in unincorporated Mendocino County dedicated to roads does enjoy consistent, majority support at this point in time.
- That support starts at two-thirds but only moves slightly above that level after supportive arguments.
- While critical arguments depress support below two-thirds , support stays around 60%.
- Voters seemed particularly compelled by making direct road repairs and the investments necessary to keep roads in good condition in the future. They also want assurances that funds can only be spent locally on roads and that all expenditures are transparent.
- Investments to improve traffic flow and safety were not seen as important, which is consistent with lower levels of general concern about those issues.



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