



710 Coalition
NEWS RELEASE
September 9, 2014

Public Support for 710 North Freeway Tunnel Remains Strong

LOS ANGELES – The 710 Coalition today announced the results of a new 1,000 person public opinion survey showing very robust support for completing the 710 North freeway gap closure. The poll was conducted by Hart Research Associates who conducted polling for Mayor Eric Garcetti’s campaign for Mayor in 2013.

“Support for this vital project is very strong in both Los Angeles County overall as well as the cities and neighborhoods near the project,” said Ron Miller, Executive Secretary of the Los Angeles/Orange Counties Building and Construction Trades Council. “Voter sentiment for the 710 North tunnel has not wavered since the project was approved in 2008.”

“The public continues to support the 710 North tunnel project,” added Alhambra City Councilmember Barbara Messina, a leader in the 710 Coalition. “It was gratifying to have confirmed that an overwhelming number of residents in the communities directly affected by the project are among the strongest supporters for closing the 710 gap. While there is a small vocal cadre of opponents who want to stop this important project, they are a small minority of L.A. County’s citizens.”

“The 710 North tunnel is expected to create 40,300 jobs with average earnings of \$63,000 per year. Completion of the project will take 80,000 trips off local streets each day. In addition to reduced traffic it will also significantly reduce air pollution throughout the region,” Miller continued.

Among the key findings:

- Traffic congestion on local streets is an important issue to 76% of those surveyed
- There was strong initial support for the project

- LA County was 3.5-to-1 in favor of the 710 North tunnel (46% favor vs. 13% oppose)
- Affected areas were 2-to-1 in favor (51% to 25%)
- After supportive arguments, support increased
 - LA County support rose to more than 4-to-1 (69% favor to 16% oppose)
 - Affected areas support rose to better than 3-to-1 (67% favor to 21% oppose)
- Even after presenting respondents with highly negative arguments against the project, support remained high
 - LA County support was still 2-to-1 (56% favor to 27% oppose)
 - Affected areas support was even stronger – also 2-to-1 – than LA County (59% favor to 30% oppose)

For more information about supporting the 710 North tunnel go to the 710 Coalition’s website at: <http://www.710coalition.com/>. Official project information can be found on Metro’s website at: <http://www.metro.net/projects/sr-710-conversations/>.

Project Status

The draft environmental impact statement/report (EIS/EIR) is scheduled for release in February 2015 with updated analysis. The final project definition will be approved in the final EIS/EIR in 2016. The Metro Board-adopted “2009 Long Range Transportation Plan” contains over \$1 billion in funding for the 710 North tunnel project, including over \$770 million in Measure R funds, according to the latest financial plan.

About the Poll

The poll was conducted by Fred Yang from Hart Research Associates between June 23 and June 29, 2014. A total of 1,000 registered voters were surveyed, including 600 in Los Angeles County and 400 in the 12 affected areas. Respondents were selected using a standard random sample methodology. Data indicated as “Los Angeles County” excludes results from 62 respondents from the affected areas (margin of error ± 4.0 percentage points). The results from those respondents were added to 400 respondents polled in the affected areas, for a total 462 respondents from the affected areas (margin of error ± 4.6 percentage points).

The geographic definition of “affected areas” include the following cities: South Pasadena, Sierra Madre, San Marino, San Gabriel, Rosemead, Pasadena, Monterey Park, Los Angeles (Council Districts 1 and 14, including El Sereno), La Canada Flintridge, Glendale, Alhambra.

Results in Affected Areas in Poll Consistent with Measure R (2008) Support

The latest poll results are consistent with voter support for Measure R. Measure R is the countywide half-cent transportation sales tax approved by over two million (67.9%) Los Angeles County voters in 2008. A majority of all voters in the affected areas supported Measure R, which included the “Interstate 710 North Gap Closure (tunnel)” project.

<u>City</u>	<u>Yes</u>
South Pasadena.....	66.3%
Sierra Madre.....	57.9%
San Marino.....	54.9%
San Gabriel.....	63.5%
Rosemead.....	69.0%
Pasadena.....	69.2%
Monterey Park.....	65.5%
Los Angeles Council District 14 (includes El Sereno).....	79.5%
Los Angeles – Council District 1	74.2%
La Canada Flintridge.....	52.7%
Glendale.....	65.1%
Alhambra.....	68.3%
Average of affected areas (weighted by population).....	69.0%
Average of affected areas (equal weighting by area).....	65.5%

Sources: “Ordinance # 08-01, Traffic Relief and Rail Expansion Ordinance, Attachment A: Expenditure Plan”, p.3, Line 36, “Interstate 710 North Gap Closure (tunnel)”, approved by the voters of Los Angeles County on November 4, 2008; Source: County of Los Angeles Registrar-Recorder/County Clerk; analysis

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