



TO Interested Parties

FROM Dave Metz and Miranda Everitt
FM3 Research

RE: Solano County Voter Views of the California Forever Development Proposal

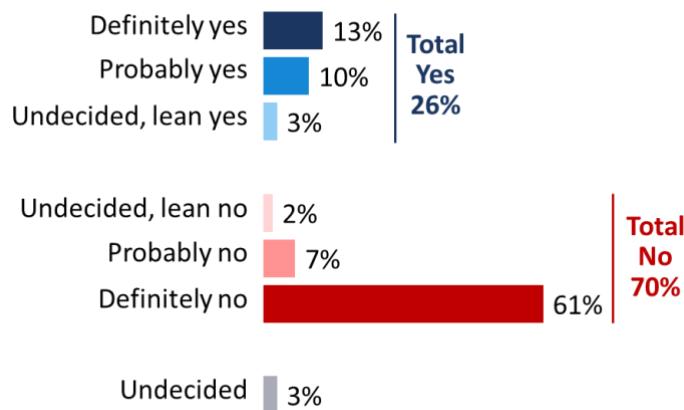
DATE April 2, 2024

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Solano County voters to assess perceptions of a ballot measure to authorize the “California Forever” development proposal.¹ **The study found overwhelming opposition to the project, and also to a potential ballot measure to amend the County’s Orderly Growth Initiative to facilitate it.** Voters are well-aware of the proposal, with more than three-quarters having heard something about it, and that familiarity has yielded remarkably broad, strong and durable public opposition – opposition which changes very little after voters are exposed to messages on both sides of the proposal. Key findings include:

- **Seven in ten Solano County voters oppose a measure to amend the general plan to allow the California Forever development.** Three in five (61%) say they would “definitely” vote no given draft ballot measure language alone; just one-quarter (26%) even lean toward a “yes” vote (**Figure 1**).

Figure 1: Support for a General Plan Amendment for California Forever

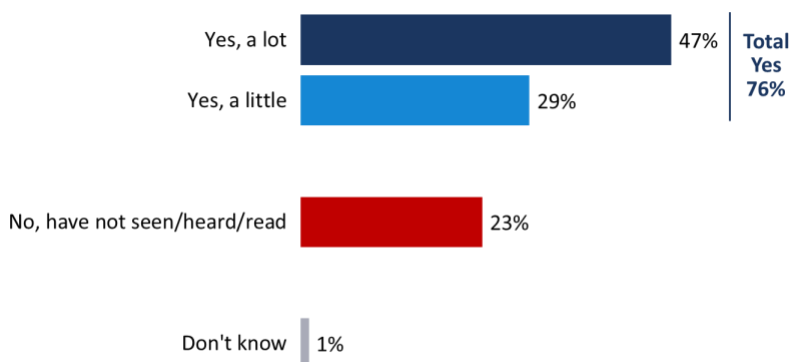
Shall an initiative measure that amends the Solano County General Plan and zoning code to change the land use of 17,000 acres from “agriculture” to “new community,” allowing development of up to 160,000 residential units, commercial development, an increased buffer for Travis Airforce Base, a new park between Rio Vista and new community, and providing for general financial and environmental commitments, be adopted?



- This opposition is rooted in remarkable voter familiarity with the proposal.** Three-quarters of voters in Solano County (76%) have already heard of California Forever. Nearly half say they have heard “a lot” about it – a strikingly high level of voter awareness (**Figure 2**). Voters have a net-negative view of the project itself upon hearing its name (16% favorable / 42% unfavorable), and also of Flannery Associates (8% favorable / 34% unfavorable).

Figure 2: Awareness of the California Forever Proposal

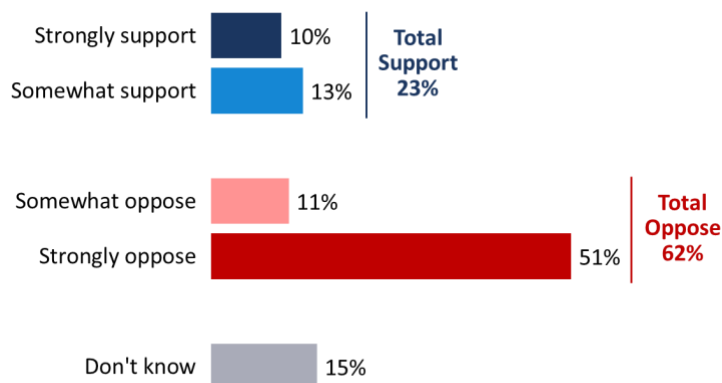
Have you seen, heard, or read about plans for a “California Forever” development, which would create a new city on 17,000 acres of land in eastern Solano County?



- Solano County voters aware of the project oppose it by close to a two-to-one margin.** As shown in Figure 3, three in five (62%) of voters who have heard about the project oppose it, while fewer than one-quarter (23%) support it. Over half (51%), in fact, “strongly” object to it. Those who are most informed about the project (having heard “a lot” about it) are its strongest opponents – with 79% saying they are against it.

Figure 3: Support for the California Forever Development Project

*Generally speaking, do you support or oppose the California Forever development project?
(Among the 76% aware of the project)*



- **Messaging from supporters does nothing to reduce strong public opposition to the project.** After hearing a series of arguments in favor of the measure, voter support is essentially unchanged – with 27% in favor and 69% opposed. Opposition arguments presented in their wake further reduce support, with more than three-quarters (77%) ultimately saying they would vote “no.”

Figure 4: Progression of Support for the Measure After Messaging

Vote	Ballot Language	After Support Messages Only	After Support and Opposition Messages
Total Yes	26%	27%	19%
Total No	70%	69%	77%
Undecided	3%	4%	4%

In sum, **Solano County voters are well-aware of the California Forever development proposal – and are solidly against it.** They overwhelmingly oppose a ballot measure that would amend the Solano County General Plan to allow it, and become even more broadly opposed after pro and con messaging.

ⁱ **Methodology:** From March 4-10, 2024, FM3 completed 428 interviews by phone and online with randomly-selected Solano County voters likely to participate in the November 2024 election. The margin of sampling error for the study is +/-4.9% at the 95% confidence level; margins of error for subsamples will be higher. Due to rounding, not all totals will sum to 100%.