



Survey of Alameda County Likely Voters *June-July 2026*

*Possible Measure D amendments
Summary of Results*



TCX Project Background

- ✓ **TeamCivX** – Political consulting firm specializing in ballot measure strategy and preparation w/ public agencies
- ✓ **EMC Research** – Voter opinion research firm conducting scientific polling on ballot measure feasibility
- ✓ Retained to explore possible Measure D amendments, test feasibility of potential Nov. 2026 ballot measure and present recommendations for future measures

TCX High-Level Summary of Results

- ✓ This research, like most polling conducted in the past 6 months, shows a volatile, cost-concerned electorate, making a 2026 measure challenging
- ✓ This poll focused on a potential amendment capable of qualifying for the Nov. 2026 on a short timeline before the Aug. 7 deadline
- ✓ Other amendments, which would require CEQA and further vetting, were also tested, and are worth exploring for a future election with a longer planning timeline

- ▶ Survey of likely November 2026 voters in Alameda County, CA
- ▶ Mixed-mode telephone/web methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
 - Email and text message invitations to complete the survey online
 - Survey was offered in English, Spanish, and Chinese
- ▶ Survey conducted June 23-July 1, 2026
- ▶ 800 interviews; overall margin of error ± 3.5 percentage points.

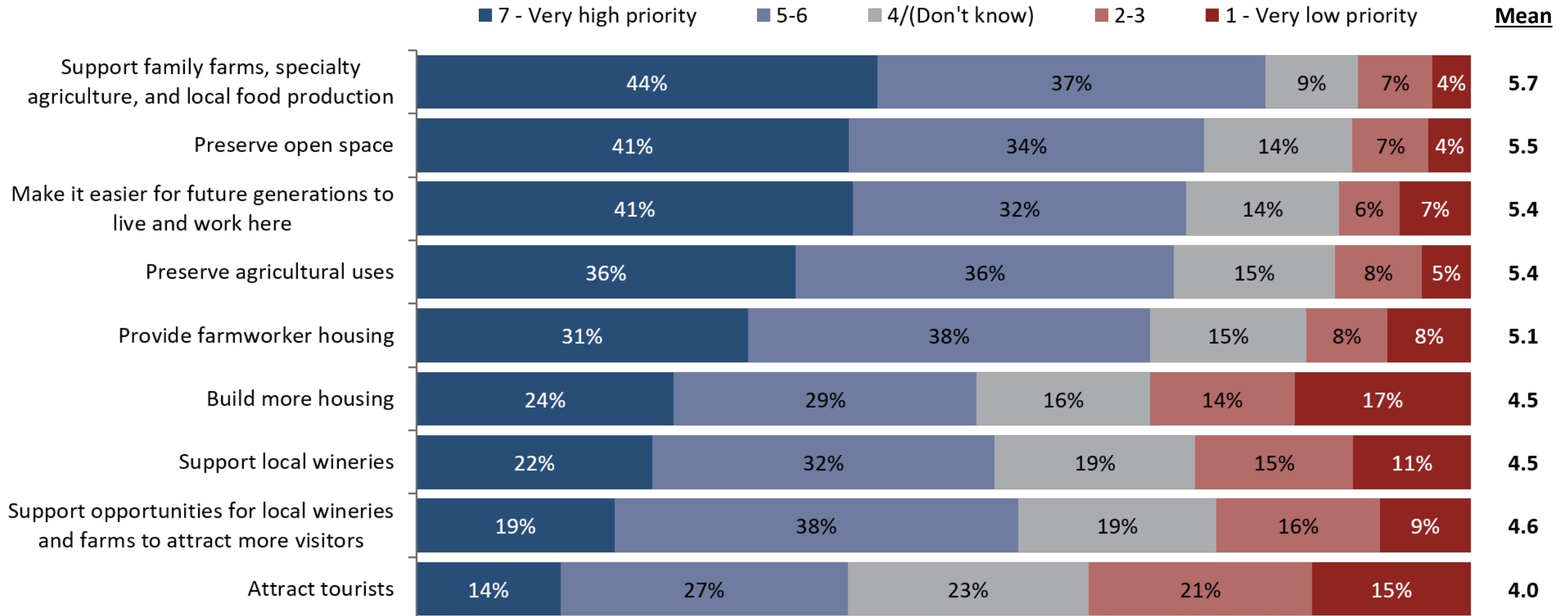
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Voters countywide indicate that supporting family farms, preserving open space, and making it easier for future generations to live and work in the area are high priorities for Eastern Alameda County.
- ▶ The proposed measure amending Measure D is initially supported by just under half of likely November 2026 voters in the county. Initial support is soft and fluctuates over the course of the survey.
- ▶ A short explanation of what the measure would do causes a noticeable drop in support.
- ▶ Potential amendments to Measure D are not widely supported at this time.
- ▶ Information about the benefits of amending Measure D is compelling, and increases support for the proposed measure. However, opposition statements are also highly compelling.

Priorities for Eastern Alameda County

Supporting family farms, preserving open space, and making it easier for future generations to live and work in the area are top priorities to voters. Supporting local wineries and attracting tourists are less important.

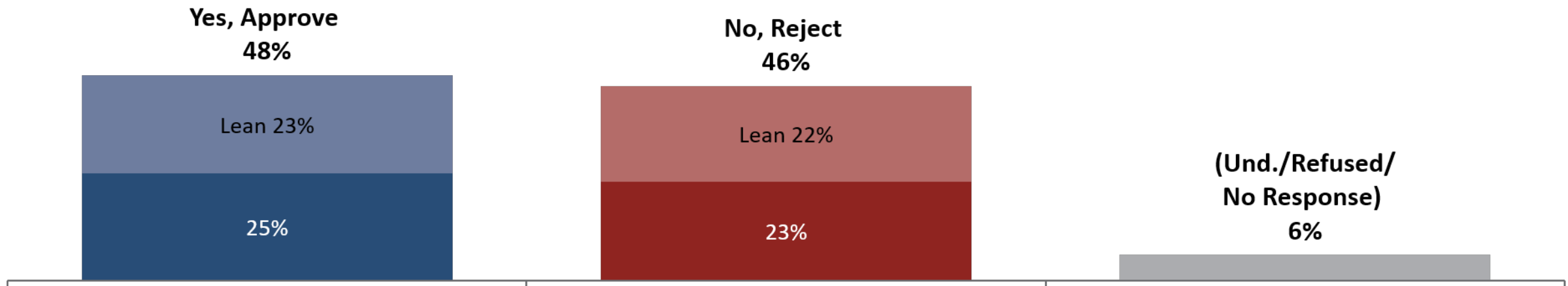


Initial Vote

Initially, voters are divided about the proposed measure, with nearly half only leaning toward voting yes or no.

There may be a measure on a future ballot in Alameda County that reads:

To preserve and enhance agriculture in the unincorporated area of Alameda County, shall the "Save Agriculture and Open Space Lands" Initiative (Measure D, November 2000) be amended to authorize the Alameda County Board of Supervisors by a 4/5 super-majority vote to approve technical and administrative land-use amendments to the East County Area Plan?

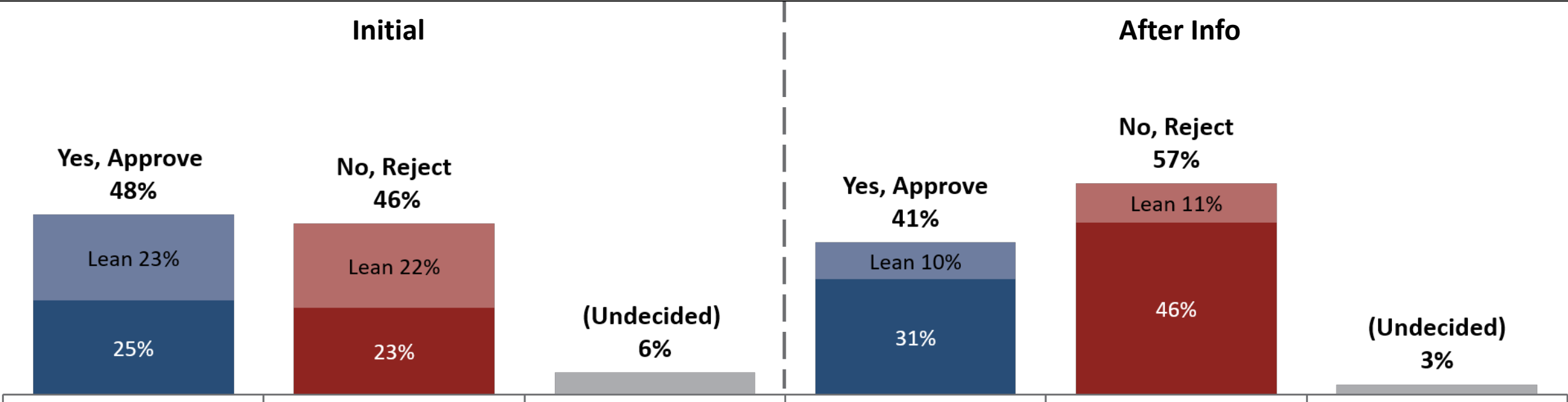


Vote After Context

After voters receive an explanation of what the measure would do, opposition increases.

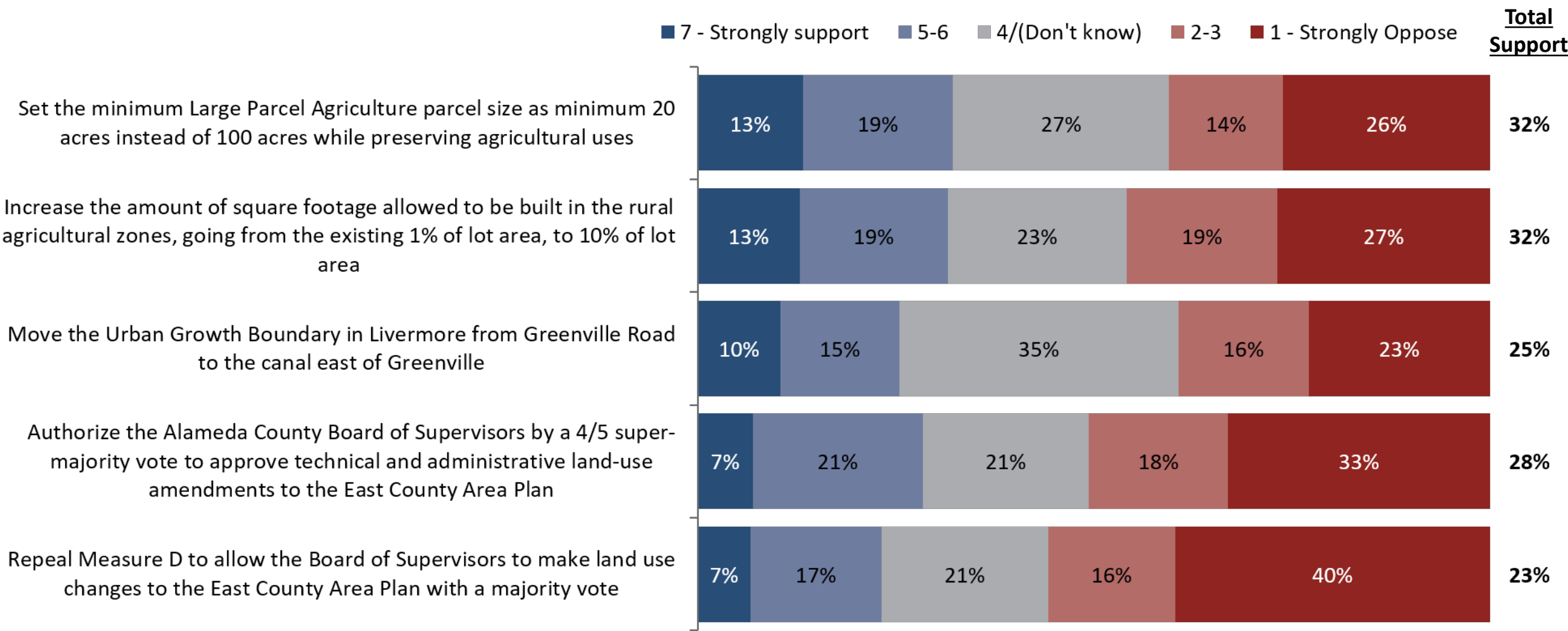
Measure D was passed by Alameda County voters in 2000. It amended Alameda County’s East County Area Plan, the document that directs and restricts growth in the eastern part of Alameda County. Among other things, the measure moved the urban growth boundary West to Greenville Road, sets a 100-acre minimum parcel size outside the urban growth boundary, and requires any change to land use outside the urban growth boundary to be subject to voter approval. Under Measure D, the only way changes can be made to the East County Area Plan is with a voter ballot measure.

This new measure would amend Measure D to give the Board of Supervisors authority to make technical and administrative changes to the East County Area Plan with a minimum of 4/5 Supervisors voting in favor of the changes, without requiring a voter ballot measure every time a change is needed.



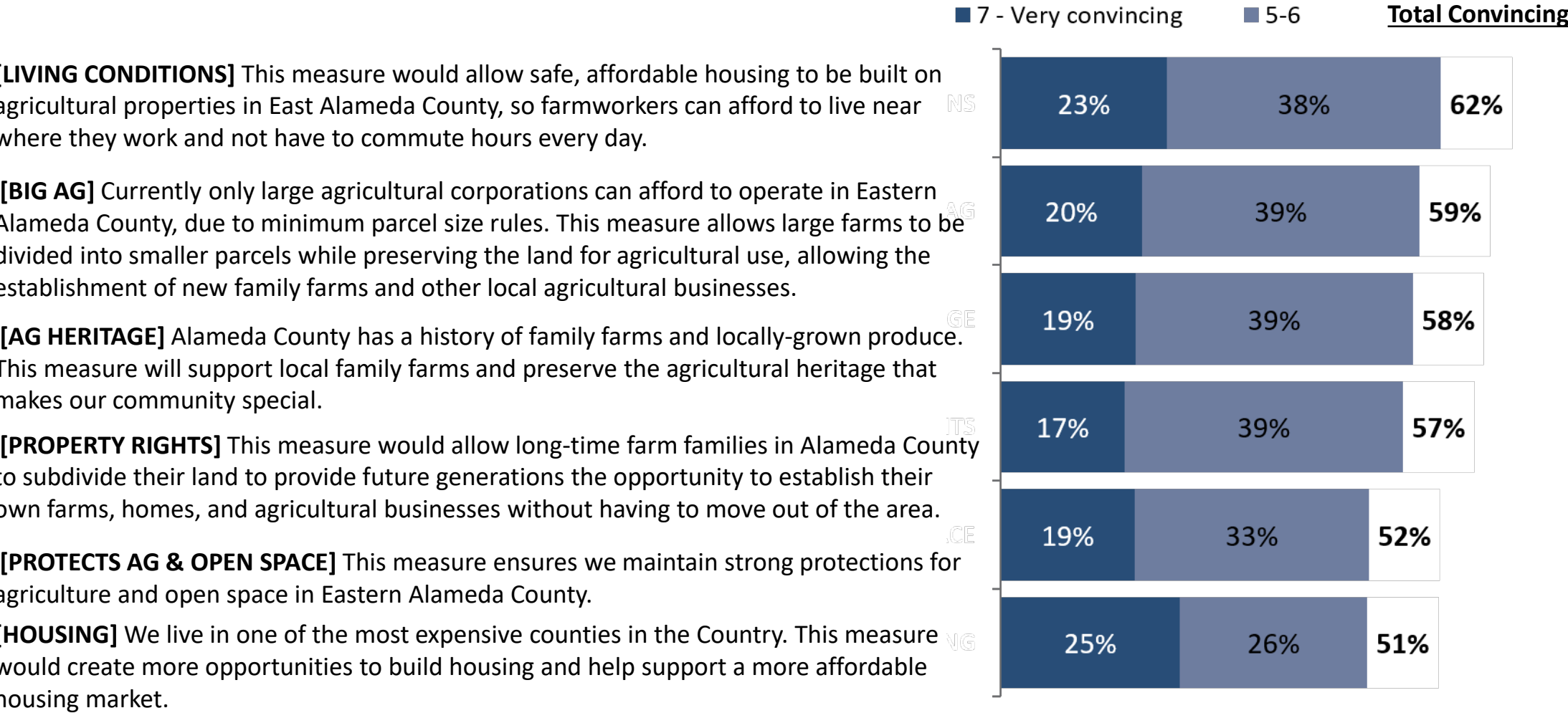
Potential Measure D Amendments

None of the potential amendments to Measure D tested receives more than a third of voter support.



Additional Information (Top Messages)

Messages focused on facilitating affordable farmworker housing, the establishment of smaller family farms, and agricultural heritage resonate at least somewhat with a majority of voters.



Opposition Statements

Opposition is compelling, especially messages focused on maintaining voter control and protecting open space.

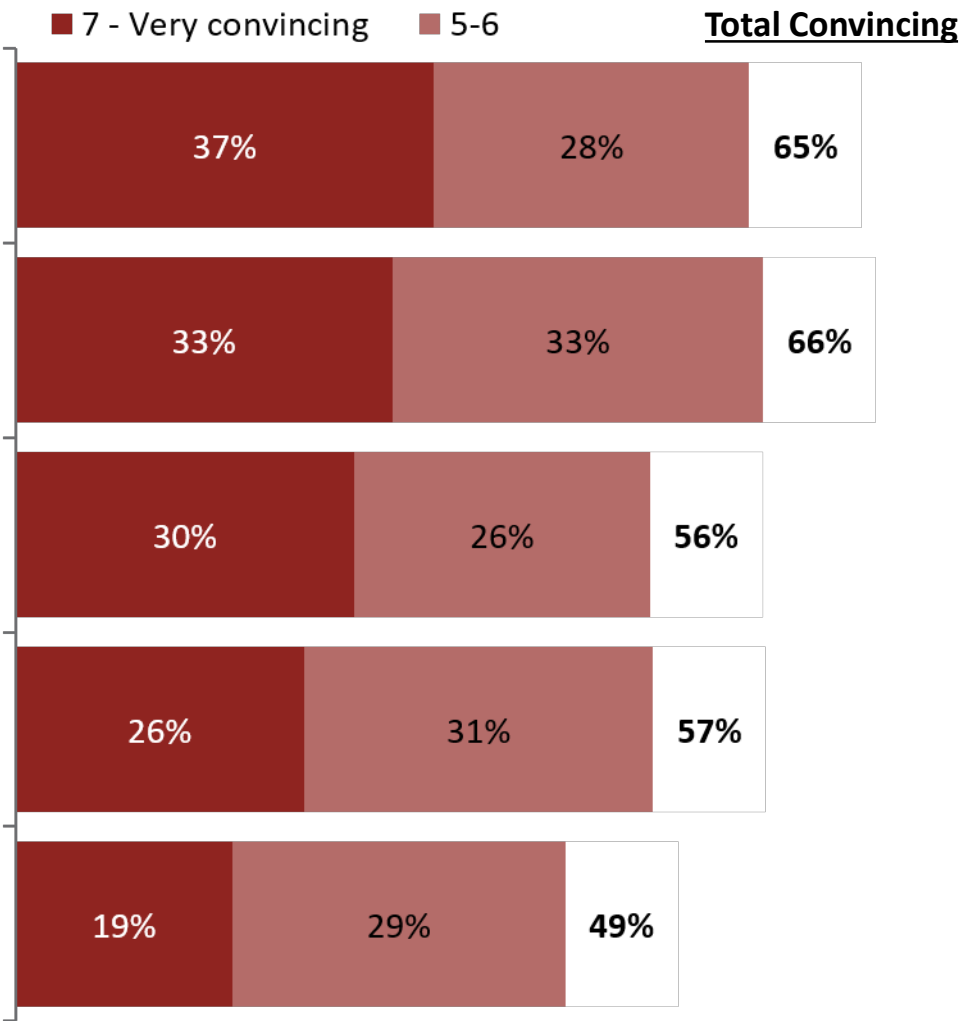
[VOTER CONTROL] Measure D ensures that the voters get the final say on major changes to the East County Area Plan and the Urban Growth Boundary. This measure would take that decision-making power away from voters and hand it to politicians and developers.

[PROTECT OPEN SPACE] Measure D has protected Alameda County's farms, hillsides, and open spaces for 25 years. This measure would weaken those protections, leading to development on lands that voters have repeatedly voted to preserve.

[LARGE LANDOWNERS] This measure is just a giveaway to large landowners, allowing them and their heirs to profit by selling off parts of their land to developers.

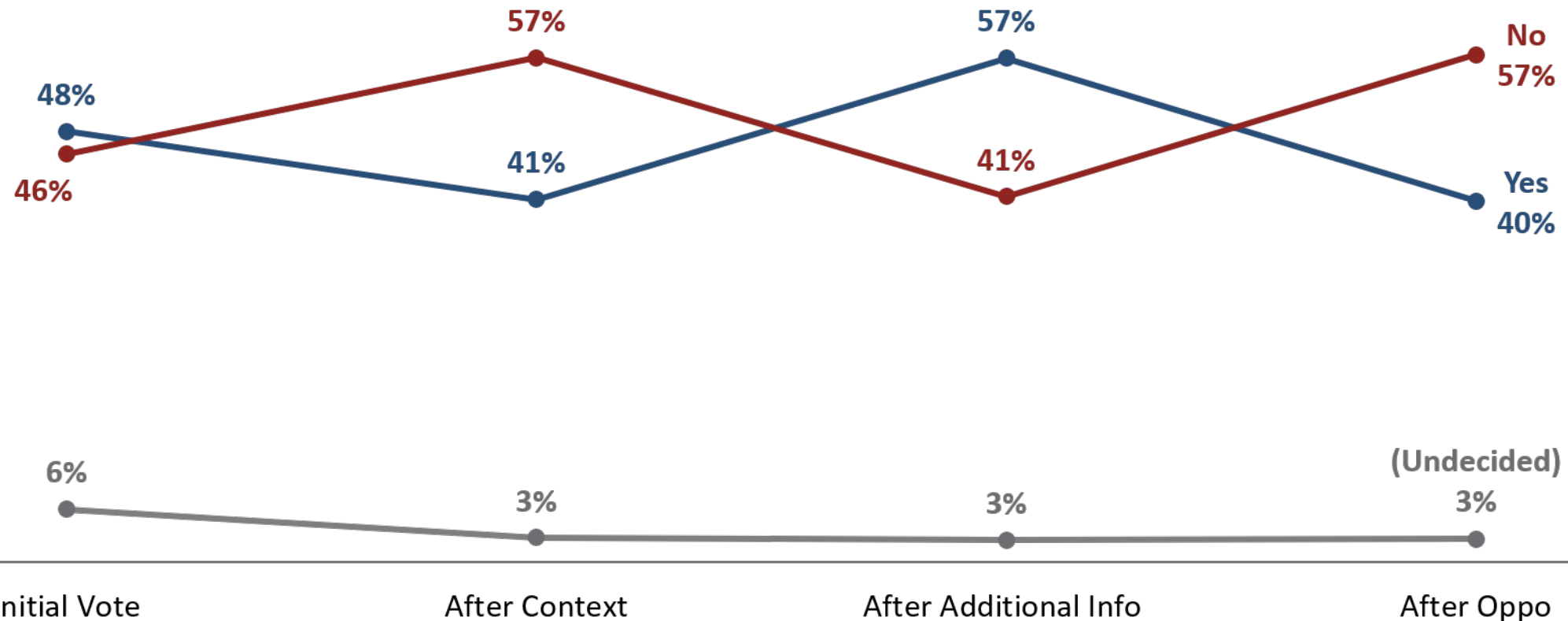
[PREVENT SPRAWL] Measure D helps prevent urban sprawl by preventing growth east of Livermore. This measure would increase traffic, worsen pollution, and create more remote communities like Mountain House that are far from jobs and amenities.

[TAXPAYER COSTS] Amending Measure D would allow growth that would require expensive investments in roads, utilities, parks, schools, and other services, most of which are funded by local taxpayers. Measure D helps limit these costs by restricting growth to where that infrastructure already exists.



Measure Vote Progression

Support for the proposed measure fluctuates over the course of the survey, and shows significant vulnerability to opposition.



Conclusions

- ▶ The proposed measure to amend Measure D does not appear viable for the November 2026 ballot.
- ▶ Although Alameda County voters identify supporting local farms as a top priority, the majority are wary about the proposed amendment.
- ▶ Support for the proposed measure fluctuates substantially depending on the information provided.
- ▶ In the current environment, this measure would be highly susceptible to opposition.
- ▶ However, an informational outreach effort to help voters become aware of Measure D, what it does, and potential amendments and their impacts could lead to viable Measure D amendment options in the future.



Considerations and Recommendations

- ✓ In an already economic turbulent time, volatile polling for the proposed measure puts its likelihood for passage in serious doubt
- ✓ Proposed amendments weren't unpopular, but clearly need further explanation
- ✓ Future planning efforts – particularly for amendments with CEQA requirements – should start early
- ✓ Stakeholder engagement, public outreach, and informational educational should be considered to properly vet potential proposals



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