

**To:** Mayor Philip Levine  
**From:** John McLaughlin, McLaughlin & Associates  
**Re:** Miami Beach, FL – Light Rail Survey – Executive Memo  
**Date:** December 13<sup>th</sup>, 2016

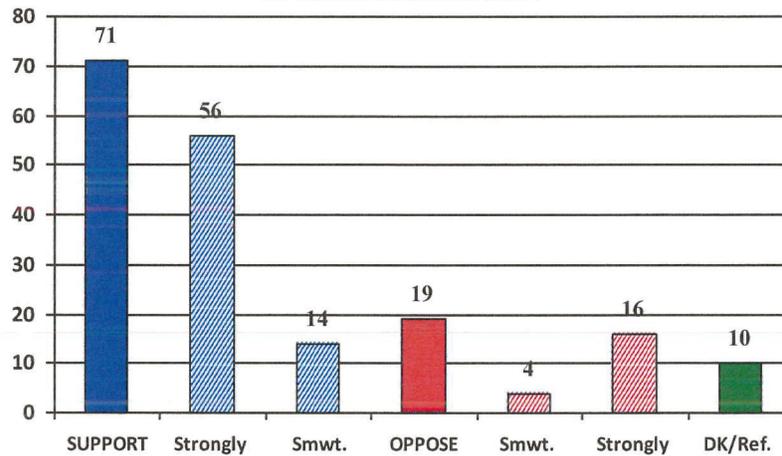
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## Summary

McLaughlin & Associates conducted a 300 sample survey of likely general election voters in Miami Beach, Florida. Our findings show overwhelming support for the creation of a light rail connection between Miami Beach and the City of Miami.

Nearly three quarters of the voters, 71%, support the creation of a light rail system linking Miami Beach and the City of Miami. Further, the support enjoys great intensity, as the majority of voters, 56%, “strongly support” the plan.

**Do you support or oppose efforts for the city of Miami Beach to work with the County, State and Federal Government to create a light rail connection between Miami Beach and the City of Miami to relieve causeway congestion and reduce the number of vehicles that are currently on Miami Beach streets?**



Support for the creation of the Light Rail system is across the board by geography, party, and race.

	TOTAL	Middle Beach	North Beach	South Beach	GOP	DEM	IND	White	Hispanic
Support	71	73	77	64	69	74	67	61	77
Oppose	19	21	12	23	23	17	19	30	11
DK/Ref	10	6	11	13	7	10	15	9	12

## Conclusion:

Voters in Miami Beach clearly see the creation of a Light Rail system as a solution to the traffic problems that plague Miami Beach and the entire Miami region. Support for the proposal is broad and wide.

Working together with the federal, state and county governments, Miami Beach has the opportunity, *and the public support*, to move forward with plans to alleviate traffic in the region.



**Methodology:**

This survey in the City of Miami Beach, Florida was conducted among 300 likely general election voters city-wide between December 10 and 12, 2016.

All interviews were conducted via telephone by professional bilingual interviewers, allowing respondents the choice of the language in which they would prefer to conduct the survey. Interview selection was random within predetermined election units. These units were structured to correlate with voter turnout in a city-wide general election.

The accuracy of the sample of 300 likely general election voters is within +/- 5.6% at a 95% confidence interval.