

October 20, 2017

To: Interested Parties
From: ALG Research
Re: Bold Leadership in the Music City

ALG is proud to work for Democratic and progressive leaders at all levels of office, including city halls and county commissions around the nation. In 2015, we were honored to help elect Nashville Mayor Megan Barry, the city's first woman Mayor and first member of the Metro Council to be elected Mayor. A recent ALG poll finds that at the midway point of her first term, Mayor Megan Barry receives glowing approval ratings, Music City voters are positive about the direction of the city, and they support several of the Mayor's recent high-profile policy proposals.

This Tuesday, Mayor Barry unveiled Let's Move Nashville, a transit and infrastructure plan for Nashville, including light rail and expanded bus service. You can read more about this plan And referendum in *The Tennessean* [here](#). This plan would have to be approved by Nashville voters – likely next May.

Earlier this month Mayor Barry also announced a financial plan to construct a new soccer stadium at the Fairgrounds, as a part of Nashville's pursuit of an MLS franchise. You can read about this plan [here](#).

ALG's citywide October 1-4, 2017 survey comes at the two-year mark of the Barry administration. This survey finds that:

Voters are happy with the direction of Nashville and rate the local economy strong.

- Our survey shows that three-fifths (60%) of Nashville voters believe their area of Nashville is headed in the right direction, compared to just 20% who say things are going in the wrong direction. Majorities of voters across partisan lines believe their areas of the city are on the right track.
- Voters believe their quality of life is strong in Nashville. A strong 87% of voters give life in Nashville a positive rating, compared to 12% who give it a negative rating. This positive rating spans gender, age, and partisan lines in the city.

Megan Barry is well liked and has a strong job rating as Mayor.

- Megan Barry is well liked throughout Davidson County, with a 71% favorable rating overall. Barry also receives a solid job rating in her first two years as Mayor. Her job approval is 73% positive / 25% negative, with only 8% of voters who say Barry is doing a "poor" job as Mayor. African-American voters give Mayor Barry an even stronger 82% favorable rating and an 84% positive job rating.
- We also tested several specific job ratings, to see the Mayor's performance reviews on various municipal issues. A majority of voters give Mayor Barry positive marks on the following issue categories:

- Making Nashville more inclusive 67% positive / 25% negative
- Attracting jobs & new businesses 66% positive / 23% negative
- Keeping people safe 66% positive / 25% negative
- Fighting crime 64% positive / 29% negative
- Expanding opportunities for youth 56% positive / 25% negative
- Improving race relations 56% positive / 29% negative
- Meeting the needs of neighborhoods 55% positive / 34% negative
- Managing growth & development 55% positive / 36% negative
- Providing quality public education 54% positive / 34% negative
- Maintaining reasonable property taxes 52% positive / 37% negative

There is majority support for key policy proposals from the Barry administration.

We also tested support for three of the Mayor’s most high-profile initiatives over the last few weeks and months, including Major League Soccer, Cloud Hill redevelopment, and an infrastructure and transit plan. In straightforward asks on each issue, we find that a majority of voters support these proposals.

- A majority of voters support bringing **Major League Soccer** to Nashville, with a new stadium built at the fairgrounds. Overall, 55% of voters favor this plan and 39% oppose it. Among African-American voters, support stands at 65% favor / 26% oppose. Below is the full question text on MLS, based on information available at the time of the survey:

A group of investors led by John Ingram are seeking to bring a Major League Soccer franchise to Nashville. Mayor Barry has proposed working with this group to build a new soccer stadium at the Nashville Fairgrounds. Construction would be paid for using mostly private funds, with roughly twenty percent of the costs paid by Metro Nashville Government. In general, do you favor or oppose this plan to build a new stadium and bring Major League Soccer to Nashville? [55% favor / 39% oppose]

- We also see strong initial support for a **transit and infrastructure plan** in Nashville, incorporating light rail, improved bus service, and sidewalks. In an initial ask, support stands at 78% favor / 17% oppose. And when we later attach a \$5 billion price tag and provide tax details, support still stands above a majority at 57% favor / 37% oppose – a comfortable margin citywide:

As you may know, city leaders have proposed a public transit and infrastructure plan to build light rail lines throughout Nashville, connecting neighborhoods and the downtown area, while also improving bus service with extended hours, more frequent service, and better access for seniors and the disabled. This multi-year, comprehensive transportation plan would also include better sidewalks and intersections and would synchronize traffic signals. In general, do you favor or oppose this public transit and infrastructure plan in Nashville? [78% favor / 17% oppose]

Current estimates show that this public transit and infrastructure plan will be phased in and paid for over thirty years. This plan has an estimated cost of five billion dollars and would be paid for by a combination of higher sales taxes, hotel taxes, car registration fees, and business taxes. Hearing this, do you favor or oppose this public transit and infrastructure plan in Nashville? [57% favor / 37% oppose]

With positive personal reviews, an impressive job rating, and voters happy about Nashville’s quality of life, Mayor Megan Barry is in a strong position in Nashville. We are proud to have played a part in her election and are excited for the city’s future.