



MIAMI-DADE COUNTY URBAN DEVELOPMENT BOUNDARY STUDY

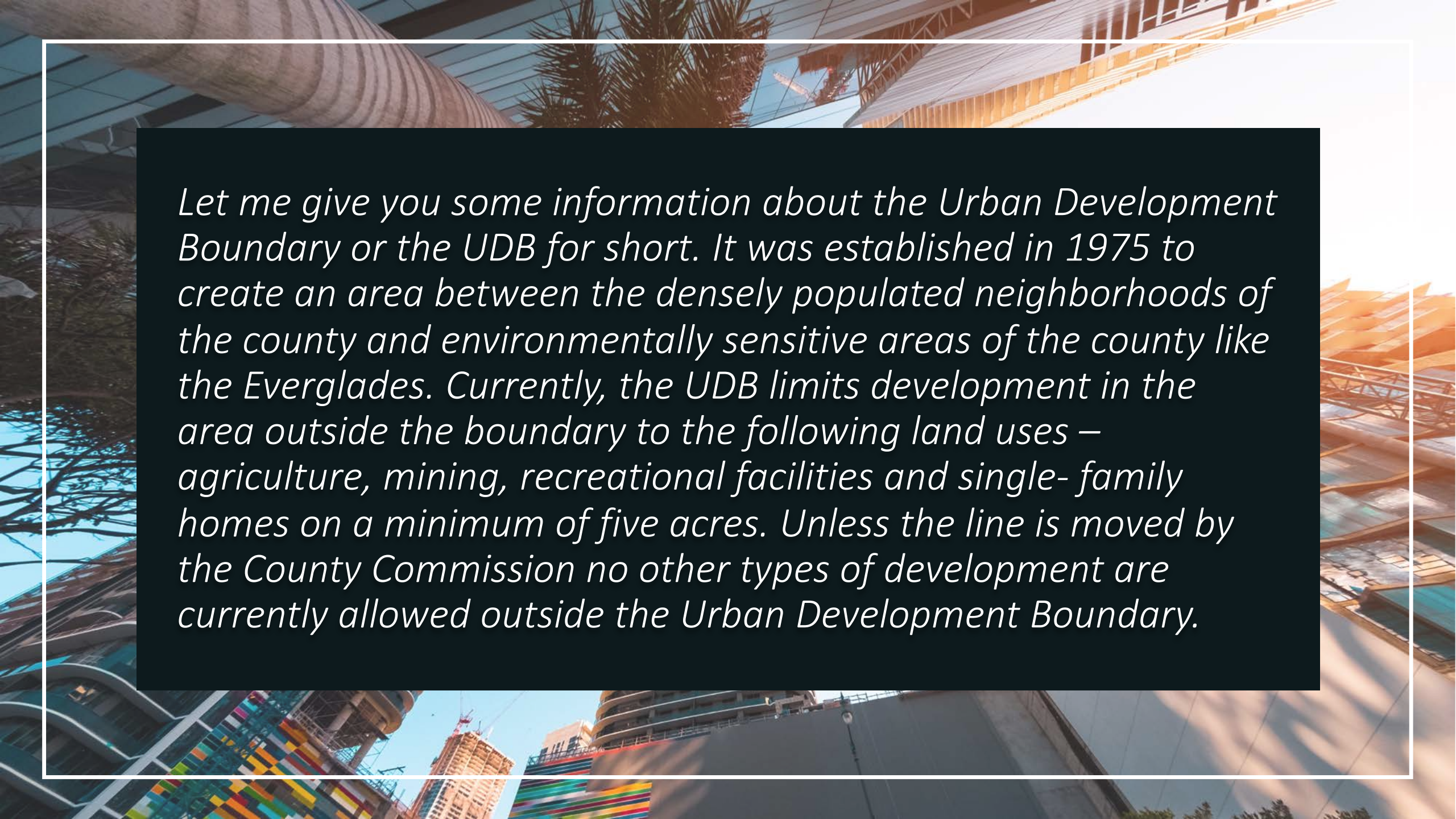
BENDIXEN & AMANDI INTERNATIONAL

METHODOLOGY

Sample Size	1,200 interviews with registered voters residing in Miami-Dade County
Dates of Interview	February 15 th – 22 nd , 2022
Languages of Interview	English, Spanish
Margin of Error	+/- 2.8 percentage points



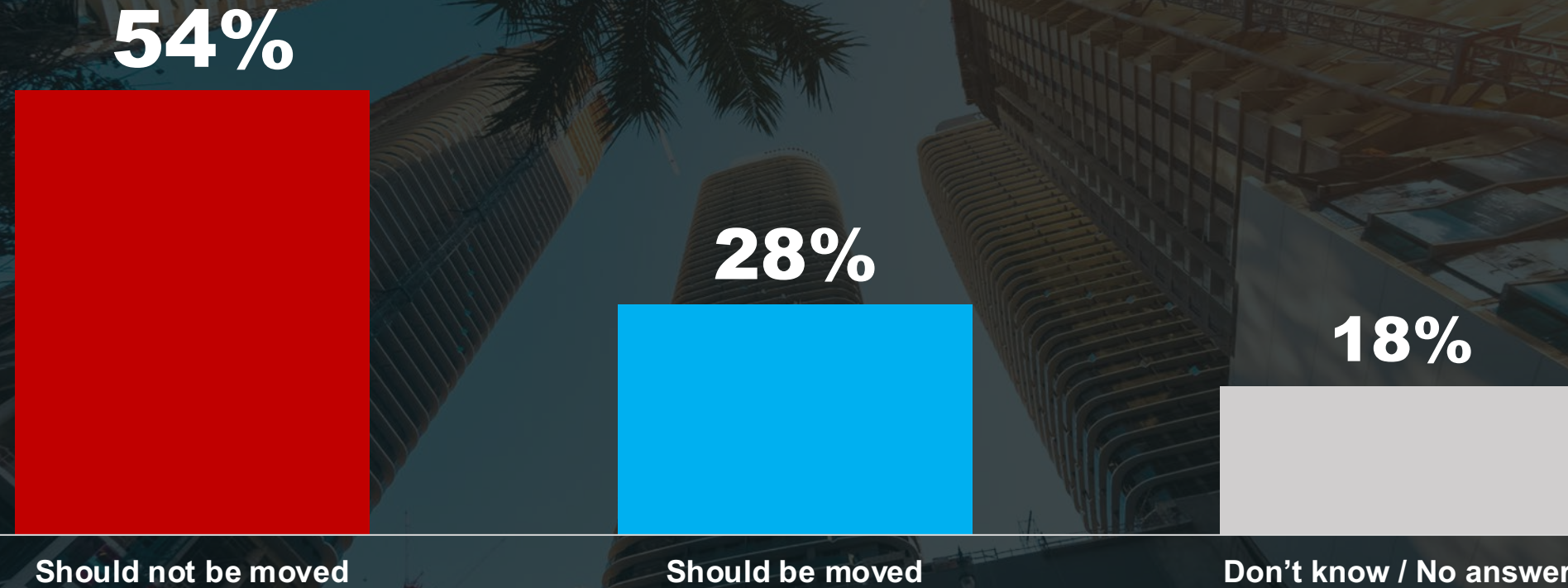
THE URBAN DEVELOPMENT BOUNDARY

The background of the slide is a collage of architectural images. At the top, there's a large, curved, ribbed structure, possibly a modern building or a bridge. Below it, there are various other architectural elements, including colorful facades and modern buildings. The central text is overlaid on a dark, semi-transparent rectangular box.

Let me give you some information about the Urban Development Boundary or the UDB for short. It was established in 1975 to create an area between the densely populated neighborhoods of the county and environmentally sensitive areas of the county like the Everglades. Currently, the UDB limits development in the area outside the boundary to the following land uses – agriculture, mining, recreational facilities and single-family homes on a minimum of five acres. Unless the line is moved by the County Commission no other types of development are currently allowed outside the Urban Development Boundary.

Based on this information do you believe that the UDB should be moved or should not be moved?

COUNTY-WIDE



Based on this information do you believe that the UDB should be moved or should not be moved?

COUNTY-WIDE, BY REGION

	NW Miami-Dade	NE Miami-Dade	South Miami-Dade
Should not be moved	45%	56%	59%
Should be moved	35%	26%	25%
Don't know / No answer	20%	18%	16%

Based on this information do you believe that the UDB should be moved or should not be moved?

COUNTY-WIDE, BY PARTY

	Democrat	Republican	Independent
Should not be moved	53%	51%	58%
Should be moved	30%	31%	22%
Don't know / No answer	17%	18%	20%

Based on this information do you believe that the UDB should be moved or should not be moved?

COUNTY-WIDE, BY RACE

	Hispanic	White	Black
Should not be moved	52%	64%	46%
Should be moved	29%	21%	37%
Don't know / No answer	19%	15%	17%

Based on this information do you believe that the UDB should be moved or should not be moved?

COUNTY-WIDE, BY INCOME

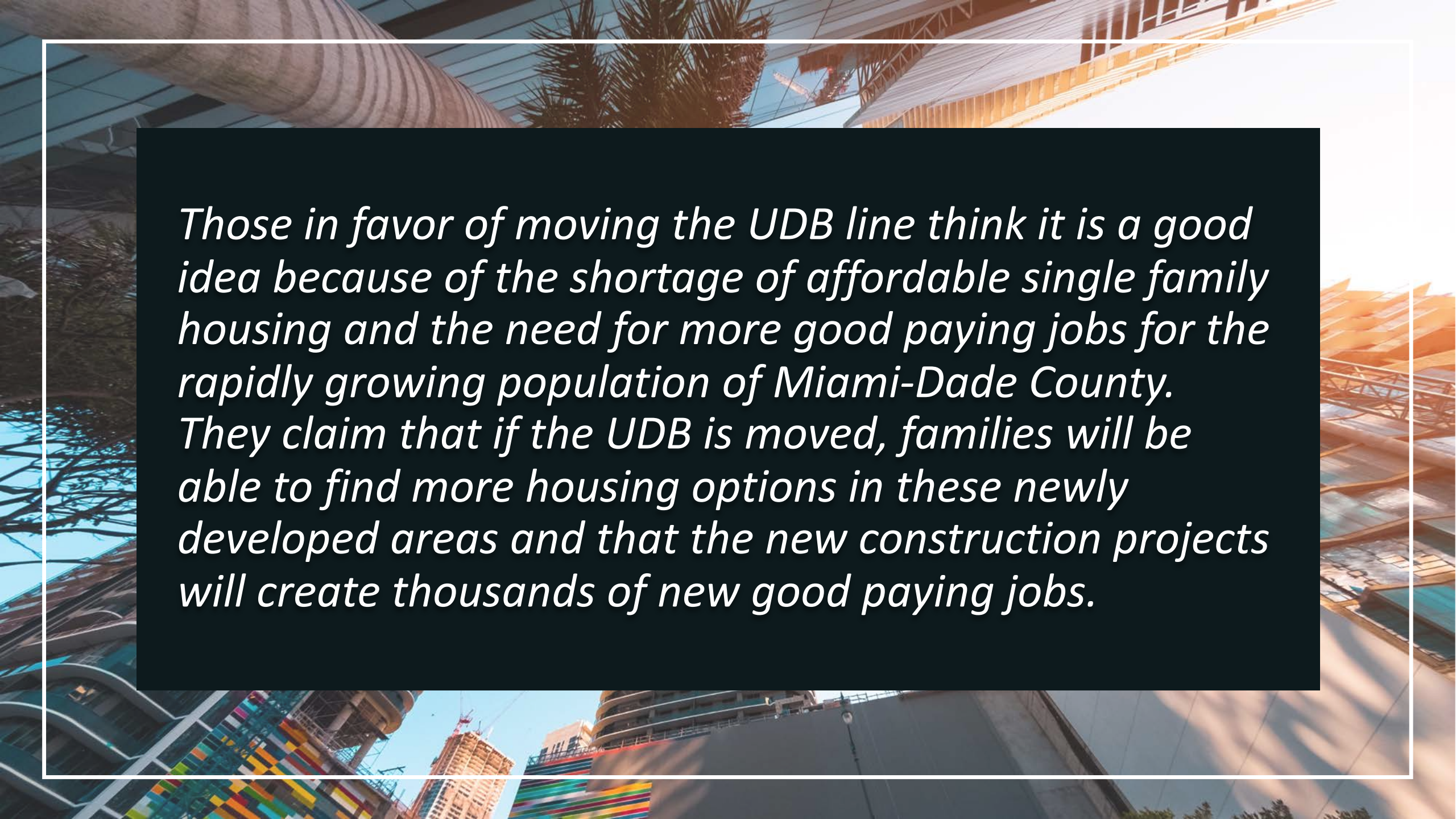
	< \$50k	\$50k-\$100k	\$100k +
Should not be moved	44%	58%	65%
Should be moved	33%	25%	25%
Don't know / No answer	23%	17%	10%



THE URBAN DEVELOPMENT BOUNDARY ARGUMENTS



PRO-MOVING UDB MESSAGING



Those in favor of moving the UDB line think it is a good idea because of the shortage of affordable single family housing and the need for more good paying jobs for the rapidly growing population of Miami-Dade County. They claim that if the UDB is moved, families will be able to find more housing options in these newly developed areas and that the new construction projects will create thousands of new good paying jobs.

Do you think these arguments in favor of moving the UDB line are very convincing, somewhat convincing, or not convincing at all?

COUNTY-WIDE

Very / Somewhat Convincing

23%

33%

56%

Not convincing at all

37%

Don't know/No answer

7%

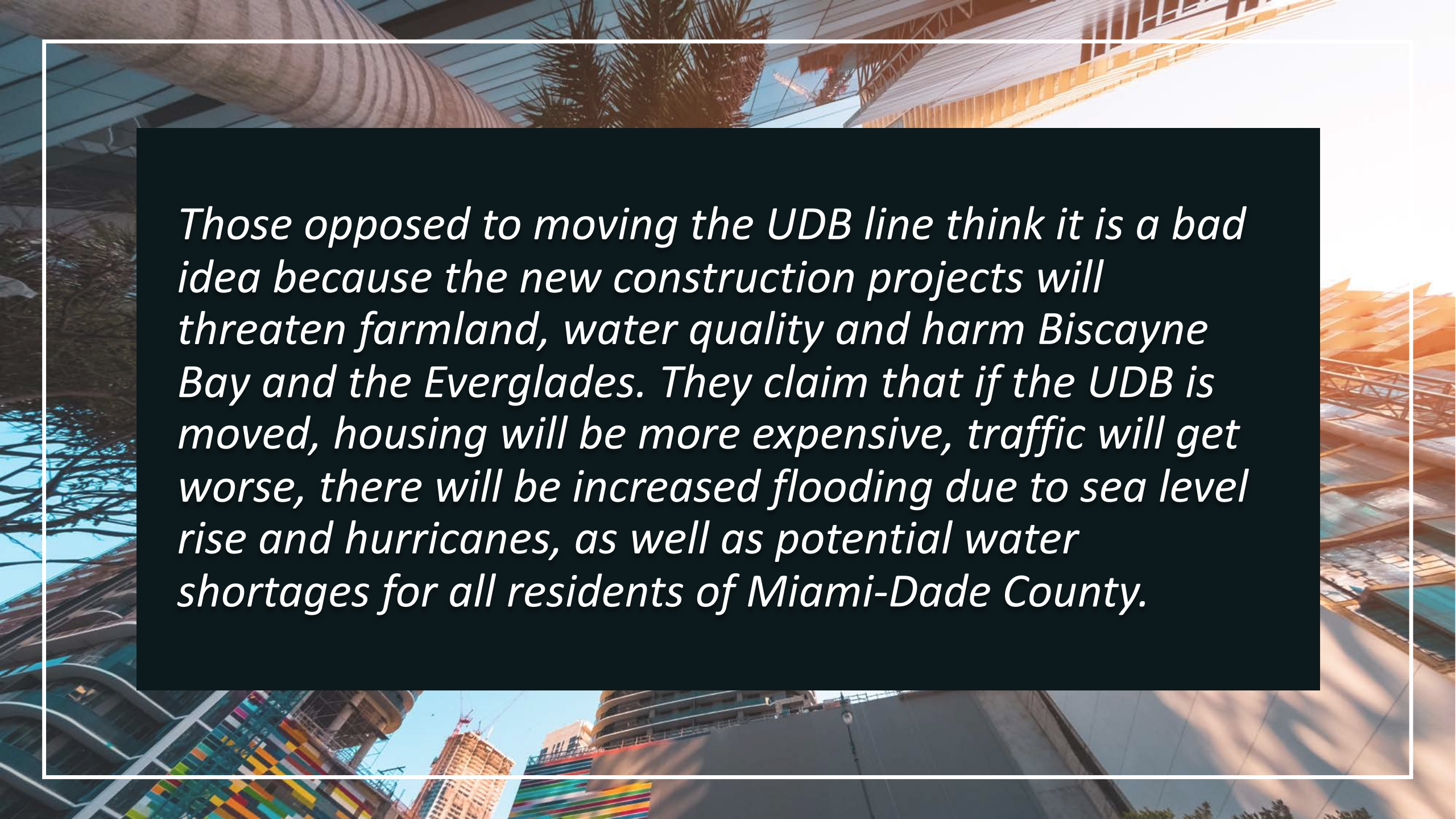
Do you think these arguments in favor of moving the UDB line are very convincing, somewhat convincing, or not convincing at all?

COUNTY-WIDE, BY RACE

	Hispanic	White	Black
Convincing	60%	39%	67%
Not convincing at all	33%	53%	23%
Don't know / No answer	7%	8%	10%



ANTI-MOVING UDB MESSAGING



Those opposed to moving the UDB line think it is a bad idea because the new construction projects will threaten farmland, water quality and harm Biscayne Bay and the Everglades. They claim that if the UDB is moved, housing will be more expensive, traffic will get worse, there will be increased flooding due to sea level rise and hurricanes, as well as potential water shortages for all residents of Miami-Dade County.

Do you think these arguments against moving the UDB line are very convincing, somewhat convincing, or not convincing at all?

COUNTY-WIDE

Very / Somewhat Convincing

43%

31%

74%

Not convincing at all

17%

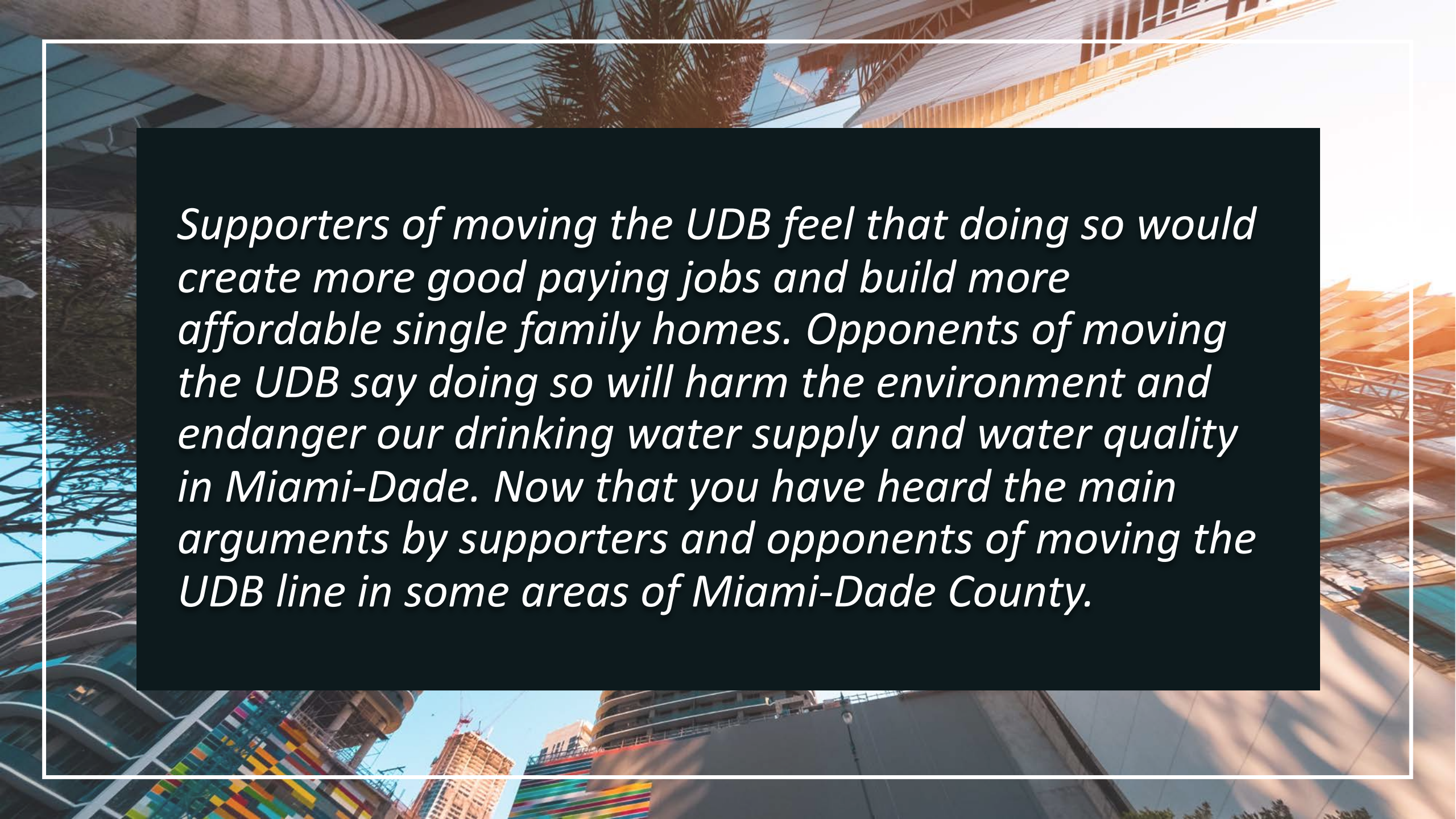
Don't know/No answer

9%

Do you think these arguments against moving the UDB line are very convincing, somewhat convincing, or not convincing at all?

COUNTY-WIDE, BY RACE

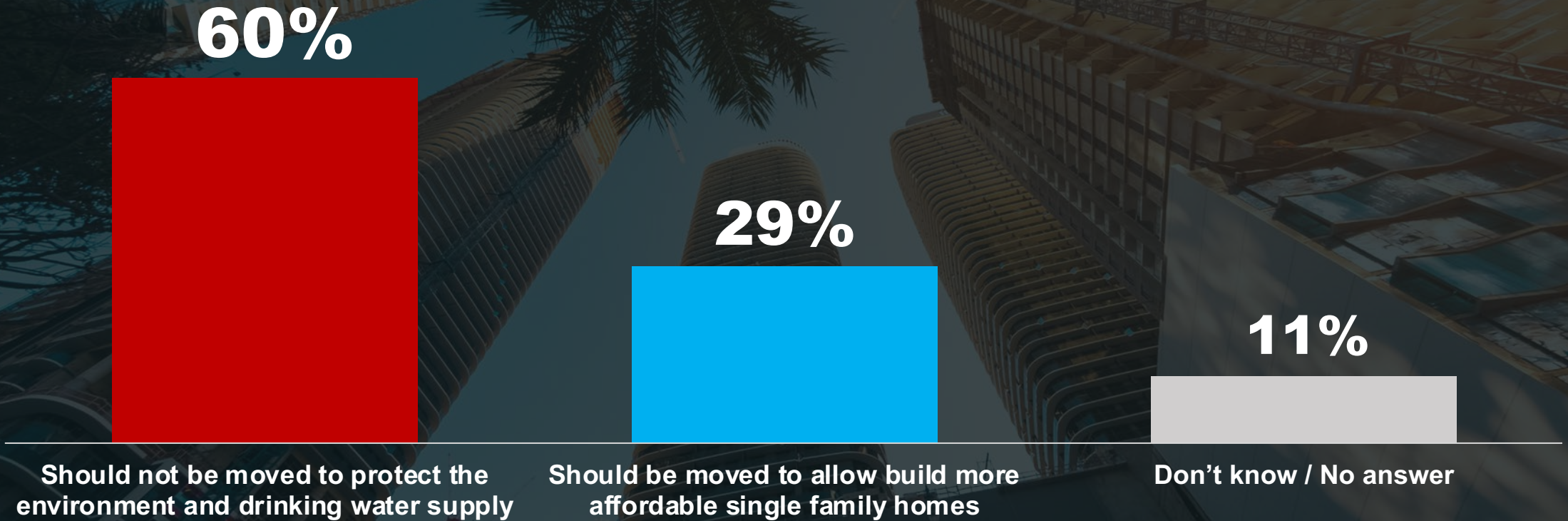
	Hispanic	White	Black
Convincing	73%	82%	68%
Not convincing at all	20%	9%	20%
Don't know / No answer	7%	9%	12%



Supporters of moving the UDB feel that doing so would create more good paying jobs and build more affordable single family homes. Opponents of moving the UDB say doing so will harm the environment and endanger our drinking water supply and water quality in Miami-Dade. Now that you have heard the main arguments by supporters and opponents of moving the UDB line in some areas of Miami-Dade County.

Do you think the UDB line should be moved to build more affordable single family homes and create more good paying jobs or do you think the UDB line should not be moved to protect the environment and our drinking water supply and quality?

COUNTY-WIDE



Do you think the UDB line should be moved to build more affordable single family homes and create more good paying jobs or do you think the UDB line should not be moved to protect the environment and our drinking water supply and quality?

COUNTY-WIDE, BY RACE

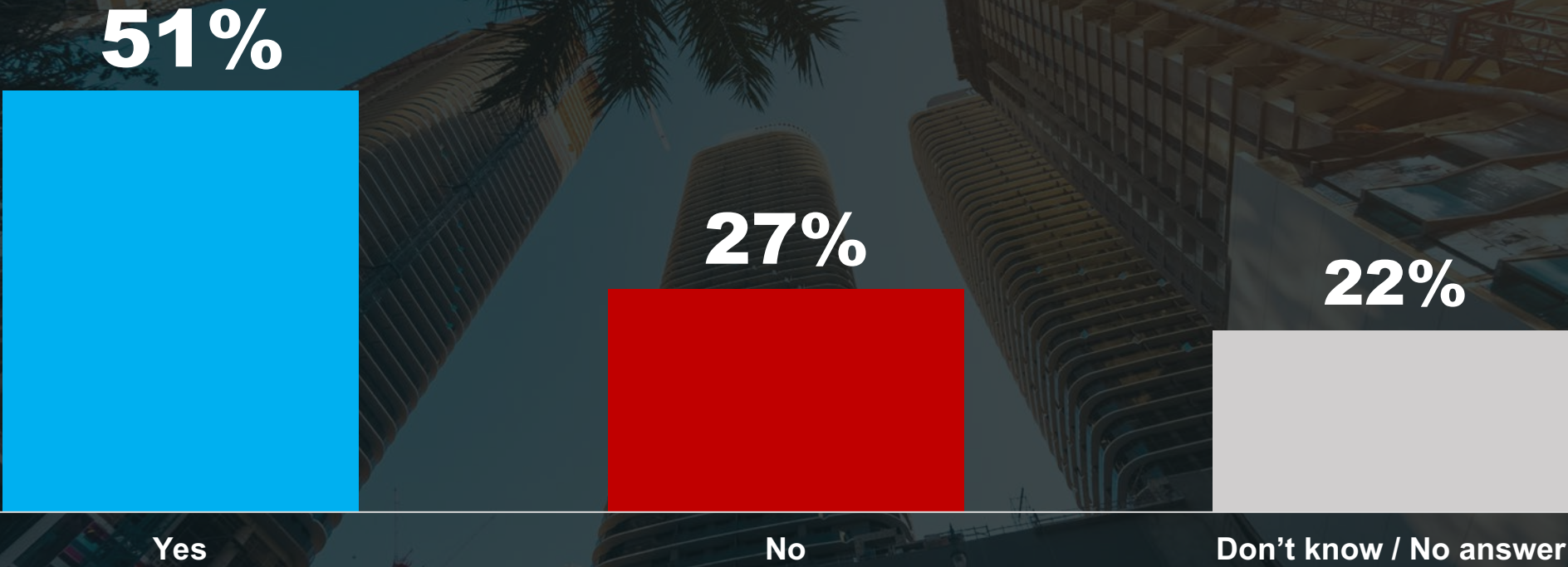
	Hispanic	White	Black
Should not be moved to protect the environment and our drinking water supply and quality	59%	69%	50%
Should be moved to build more affordable single family homes and create more good paying jobs	30%	23%	38%
Don't know / No answer	11%	8%	12%

UDB LINE MOVEMENT SUMMARY

	1 st vote, after neutral UDB description	2 nd vote, after pro and con UDB movement arguments
Should not be moved	54%	60% +6
Should be moved	28%	29%
Don't know / No answer	18%	11%

If your County Commissioner took a position on the UDB that was the opposite of yours would that alone be enough for you to vote against them in the next election?

COUNTY-WIDE



CONTACT

Bendixen & Amandi International (B&A) is a full-service public opinion research and communications consulting firm. B&A's research capabilities include conducting live operator telephone polling, focus groups, executive interviews, door-to-door interviewing, economic impact studies, hard to reach populations and multilingual research in more than 30 languages. Utilizing research as the core of our work, the firm specializes in providing sound strategic recommendations and developing impactful multi-media communications campaigns through the creation of TV/Radio commercials, digital advertising, direct mail and traditional print advertising. Since our founding in 1984, B&A has had the honor of conducting numerous complex and large scale projects for corporations, NGO's, governmental agencies, and political candidates across the United States and around the world.

For additional information about the firm please visit www.BendixenandAmandi.com or call us at 305.529.9916

A low-angle, upward-looking photograph of a modern urban skyline. The image features several tall, curved skyscrapers with glass and metal facades. In the foreground, a large palm tree trunk is visible on the left, and another palm tree is in the center. The sky is a clear, bright blue. The overall scene is brightly lit, suggesting a sunny day.

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