



MARKET  
& OPINION  
RESEARCH  
SERVICES

Oakland, CA  
510.844.0680

Seattle, WA  
206.652.2454

Columbus, OH  
614.268.1660

Washington, DC  
202.686.5900

Portland, OR  
503.444.6000

Irving, TX  
972.717.7427

Orlando, FL  
407.704.6208

EMCresearch.com

**Hybrid Telephone/Web Survey<sup>i</sup> of Likely June 2018 Voters  
Nine County Bay Area**

**Conducted November 27 – December 11, 2017**

**n=4151; Margin of Error ±1.5 percentage points**

**Targeted 500 interviews in each of seven regions**

**Overall demographics weighted to be representative of likely voters in the nine county Bay Area**

**EMC Research #17-6606**

*All numbers in this document represent percentage (%) values, unless otherwise noted.  
Please note that due to rounding, percentages may not add up to exactly 100%.*

**GREETING:** Hello, my name is \_\_\_\_\_, may I speak with **(NAME ON LIST)**?

**INTERVIEWER: NOL ONLY**

**INTRO:** Hello, my name is \_\_\_\_\_, and I'm conducting a survey for \_\_\_\_\_ to find out how people feel about issues in the Bay Area. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

**SPLIT SAMPLE (Randomly Assigned)**

	A: [\$1 increase]	33
	B: [\$1 + \$1 increase]	33
	C: [\$1 + \$1 + \$1 increase]	33
1.	Gender	
	Male	47
	Female	53
2.	Are you registered to vote in [INSERT COUNTY]?	
	Yes	100
	No/(Don't Know/Refused) → <b>TERMINATE</b>	-
3.	What would you say are the chances that you will vote in the June 2018 Primary Election for Governor, Congress, and other offices and measures -- are you almost certain to vote, will you probably vote, are the chances fifty-fifty, or do you think that you will not vote?	
	Almost Certain/(Definitely) – <b>CONTINUE</b>	92
	Probably – <b>CONTINUE</b>	6
	50/50 Chance -- <b>CONTINUE</b>	2
	Will not vote/(Don't Know/Refused) -----> <b>TERMINATE</b>	-
4.	Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?	
	Right Direction	42
	Wrong Track	42
	(Don't Know/Refused)	16

<sup>i</sup> Telephone language shown in these topline results; language is adapted slightly for web

5. What do you think is the most important problem facing the Bay Area today? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**

Affordable housing	27
Traffic/ Congestion	14
Homelessness	9
Government/ Government officials	6
Crime/ Safety/ Police	5
Overcrowding, sustainable growth	4
Economy/ Jobs	4
Cost of living	4
Immigration	4
Taxes/ The Budget	4
Infrastructure	4
Public transportation	3
Social/moral issues	2
Environment	2
Education/ Schools	1
Health care	1
Fire recovery	0
Gentrification	0
Garbage/ Litter	0
Other	1
Nothing/ Don't Know	3
Refused	2

6. Thinking back over the last year or so, would you say the **traffic** in the Bay Area has gotten better or gotten worse?

Better	1
Worse	85
Same	10
(Don't Know)	4

7. This June there may be a measure on the ballot that reads as follows:

**(IF SPLIT SAMPLE=1; A: [\$1 increase])**

**BAY AREA REGIONAL TRAFFIC RELIEF PLAN.** Shall voters authorize a plan to reduce traffic, improve commutes, relieve crowding on BART, reduce freeway bottlenecks, build carpool lanes, and improve bus, ferry, BART and commuter rail service and reliability, by approving a \$1 toll increase, effective in 2019 on all Bay Area toll bridges except the Golden Gate Bridge, with independent oversight and all funds staying in the Bay Area?

**(IF SPLIT SAMPLE=2; B: [\$1 + \$1 increase])**

**BAY AREA REGIONAL TRAFFIC RELIEF PLAN.** Shall voters authorize a plan to reduce traffic, improve commutes, relieve crowding on BART, reduce freeway bottlenecks, build carpool lanes, and improve bus, ferry, BART and commuter rail service and reliability, with a \$1 toll increase effective in 2019, and a \$1 increase in 2023, on all Bay Area toll bridges except the Golden Gate Bridge, with independent oversight and all funds staying in the Bay Area?

**(IF SPLIT SAMPLE=3; C: [\$1 + \$1 + \$1 increase])**

**BAY AREA REGIONAL TRAFFIC RELIEF PLAN.** Shall voters authorize a plan to reduce traffic, improve commutes, relieve BART crowding, reduce freeway bottlenecks, build carpool lanes, and improve bus, ferry, BART and commuter rail, with a \$1 toll increase effective in 2019, a \$1 increase in 2023, and a \$1 increase in 2027, on all Bay Area toll bridges except the Golden Gate Bridge, with independent oversight and all funds staying in the Bay Area?

If the election were held today, would you vote yes to approve or no to reject this measure?

	A: \$1		B: \$1 + \$1		C: \$1 + \$1 + \$1	
<b>Yes, approve</b>	54	<b>→ 56</b>	54	<b>→ 57</b>	52	<b>→ 54</b>
<b>(Lean Yes)</b>	2		3		2	
<b>No, reject</b>	38	<b>→ 40</b>	38	<b>→ 39</b>	41	<b>→ 42</b>
<b>(Lean No)</b>	1		2		1	
<b>(Undecided)</b>	4		4		4	

8INT. Now I'd like to read you some specific projects that would be funded by the Bay Area Regional Traffic Relief Plan. After each one, please tell me whether that project is very important, somewhat important, not too important, or not at all important to you.

SCALE:	Very important	Somewhat important	Not too important	Not at all important	(Don't know /Refused)	Total Important	Total Not Important
<b>(RANDOMIZE)</b>							
8.	(ASK IN ALL COUNTIES) Purchasing new BART cars to run more frequent trains and reduce crowding						
	45	31	9	10	5	<b>76</b>	<b>19</b>
9.	(ASK IN ALL COUNTIES) Extending BART to San Jose and Silicon Valley						
	51	25	8	11	4	<b>76</b>	<b>19</b>
10.	(ASK IN ALL COUNTIES) Building more carpool lanes						
	23	32	22	18	4	<b>55</b>	<b>41</b>
11.	(ASK IN ALL COUNTIES) Reducing truck traffic congestion and improving air quality						
	50	29	10	7	3	<b>79</b>	<b>17</b>
12.	(ASK IN ALL COUNTIES) Improving bike and pedestrian access to train stations and ferry terminals						
	32	33	17	14	4	<b>65</b>	<b>32</b>
13.	(ASK IN ALL COUNTIES) Building new ferry terminals, upgrading ferry facilities and buying more boats						
	21	32	21	18	8	<b>53</b>	<b>39</b>
14.	(ASK IN ALL COUNTIES) Improving transbay bus service and carpool access to improve commute times across bridges						
	34	37	13	11	5	<b>71</b>	<b>24</b>
15.	(ASK IN ALL COUNTIES) Planning and designing a second transbay rail crossing to provide additional capacity for BART and other rail service						
	34	33	13	12	8	<b>68</b>	<b>25</b>
16.	(ASK IN ALL COUNTIES) Developing and transitioning to the next generation of the Clipper transit card to support a universal, seamless public transit fare payment system						
	35	32	13	11	9	<b>67</b>	<b>24</b>
17.	(ASK IF COUNTY=Alameda, Contra Costa) Purchasing AC Transit buses and making other improvements to reduce travel times and increase service frequency along key corridors						
	33	37	15	11	5	<b>69</b>	<b>26</b>
18.	(ASK IF COUNTY=Alameda, Contra Costa) Improving safety and reducing congestion at the Interstate 680/State Route 84 interchange						
	31	30	14	10	15	<b>61</b>	<b>23</b>
19.	(ASK IF COUNTY=Alameda, Contra Costa, Solano) Expanding express bus service in the Bay Bridge corridor						
	29	34	18	11	7	<b>63</b>	<b>30</b>

SCALE:	Very important	Somewhat important	Not too important	Not at all important	(Don't know /Refused)	Total Important	Total Not Important
20.	(ASK IF COUNTY=Alameda, San Mateo, Santa Clara) Improving travel time in the Dumbarton Bridge corridor through better transit options and highway improvements						
	27	35	13	13	12	<b>63</b>	<b>25</b>
21.	(ASK IF COUNTY=Alameda, Contra Costa, Santa Clara, Solano) Improving Amtrak Capitol Corridor service by reducing travel times and improving system safety						
	29	30	17	14	9	<b>60</b>	<b>31</b>
22.	(ASK IF COUNTY=Alameda, San Francisco, San Mateo, Santa Clara) Making improvements to the interchange of Highway 101 and State Route 92 in San Mateo County						
	28	31	17	12	12	<b>58</b>	<b>29</b>
23.	(ASK IF COUNTY=Contra Costa) Widening lanes and constructing a median safety barrier on Vasco Road						
	29	24	15	12	20	<b>53</b>	<b>27</b>
24.	(ASK IF COUNTY=Contra Costa, Marin) Adding a direct connector from northbound Highway 101 to the Richmond-San Rafael Bridge						
	30	30	17	12	10	<b>61</b>	<b>29</b>
25.	(ASK IF COUNTY=Contra Costa, Marin) Making improvements to the Richmond-San Rafael Bridge toll plaza and the Richmond Parkway interchange on Highway 580						
	27	32	20	12	10	<b>59</b>	<b>32</b>
26.	(ASK IF COUNTY=Contra Costa, Solano) Making improvements to the Interstate 680/State Route 4 interchange to improve safety and reduce congestion						
	50	29	9	6	5	<b>79</b>	<b>15</b>
27.	(ASK IF COUNTY=Marin) Replacing and modernizing the San Rafael Transit Center in downtown San Rafael to improve SMART train access						
	31	36	15	15	3	<b>67</b>	<b>30</b>
28.	(ASK IF COUNTY=Marin, Napa, Sonoma) Extending the SMART or Sonoma-Marín Area Rail Transit system to Windsor and Healdsburg						
	42	27	12	14	5	<b>69</b>	<b>26</b>
29.	(ASK IF COUNTY=Marin, Napa, Sonoma) Constructing northbound and southbound carpool lanes on Highway 101 in the Marin/Sonoma Narrows						
	57	24	8	9	3	<b>80</b>	<b>17</b>
30.	(ASK IF COUNTY=Marin, Napa, Sonoma) Making improvements to State Route 37 to improve mobility, safety, and long-term resiliency to sea level rise and flooding						
	58	25	6	6	5	<b>83</b>	<b>12</b>
31.	(ASK IF COUNTY=Napa, Solano) Constructing a Red Top Road interchange and a westbound Interstate 80 to southbound Interstate 680 connector						
	37	28	14	10	11	<b>65</b>	<b>24</b>
32.	(ASK IF COUNTY=Napa, Solano, Sonoma) Making improvements along State Route 29 including Soscol Junction						
	22	23	15	14	26	<b>45</b>	<b>30</b>

SCALE:	Very important	Somewhat important	Not too important	Not at all important	(Don't know /Refused)	Total Important	Total Not Important
33.	(ASK IF COUNTY=San Francisco) Purchasing new San Francisco MUNI trains and buses to expand service, reduce crowding, and improve reliability						
	52	33	7	5	2	<b>85</b>	<b>13</b>
34.	(ASK IF COUNTY=San Francisco, San Mateo, Santa Clara) Extending Caltrain to the Transbay Transit Center in downtown San Francisco						
	36	33	11	13	7	<b>69</b>	<b>23</b>
35.	(ASK IF COUNTY=San Mateo, Santa Clara) Redesigning and expanding Diridon Station to accommodate current and future BART, Caltrain, Amtrak, and high speed rail services						
	37	26	10	12	14	<b>64</b>	<b>22</b>
36.	(ASK IF COUNTY=Santa Clara) Extending Santa Clara Valley Transportation Authority light rail from the Alum Rock station to the Eastridge Transit Center						
	24	28	14	21	13	<b>52</b>	<b>35</b>

**(END RANDOMIZE)**

37. Now that you’ve heard a little more about what it would fund, would you vote yes to approve or no to reject a measure that reads:

**(IF SPLIT SAMPLE=1; A: [\$1 increase])**

**BAY AREA REGIONAL TRAFFIC RELIEF PLAN.** Shall voters authorize a plan to reduce traffic, improve commutes, relieve crowding on BART, reduce freeway bottlenecks, build carpool lanes, and improve bus, ferry, BART and commuter rail service and reliability, by approving a \$1 toll increase, effective in 2019 on all Bay Area toll bridges except the Golden Gate Bridge, with independent oversight and all funds staying in the Bay Area?

**(IF SPLIT SAMPLE=2; B: [\$1 + \$1 increase])**

**BAY AREA REGIONAL TRAFFIC RELIEF PLAN.** Shall voters authorize a plan to reduce traffic, improve commutes, relieve crowding on BART, reduce freeway bottlenecks, build carpool lanes, and improve bus, ferry, BART and commuter rail service and reliability, with a \$1 toll increase effective in 2019, and a \$1 increase in 2023, on all Bay Area toll bridges except the Golden Gate Bridge, with independent oversight and all funds staying in the Bay Area?

**(IF SPLIT SAMPLE=3; C: [\$1 + \$1 + \$1 increase])**

**BAY AREA REGIONAL TRAFFIC RELIEF PLAN.** Shall voters authorize a plan to reduce traffic, improve commutes, relieve BART crowding, reduce freeway bottlenecks, build carpool lanes, and improve bus, ferry, BART and commuter rail, with a \$1 toll increase effective in 2019, a \$1 increase in 2023, and a \$1 increase in 2027, on all Bay Area toll bridges except the Golden Gate Bridge, with independent oversight and all funds staying in the Bay Area?

	A: \$1		B: \$1 + \$1		C: \$1 + \$1 + \$1	
<b>Yes, approve</b>	59	<b>→ 60</b>	62	<b>→ 64</b>	59	<b>→ 60</b>
<b>(Lean Yes)</b>	1		2		1	
<b>No, reject</b>	36	<b>→ 37</b>	33	<b>→ 34</b>	36	<b>→ 37</b>
<b>(Lean No)</b>	1		1		0	
<b>(Undecided)</b>	2		2		3	

DEMOS. The final few questions are for statistical purposes only.

38INT. I'm going to read you some forms of transportation. For each one please tell me if you use it at least two to three times per week, for any purpose including commuting to school or work, or running errands.

SCALE:	Yes	No/(Don't Know/Refused)
<b>(RANDOMIZE)</b>		
38. Ride a bicycle	16	84
39. Ride public transit such as buses, trains, BART, or ferries	30	70
40. Carpool	21	79
41. Drive alone	80	20
42. Use a rideshare service like Uber or Lyft	19	81
43. Ride a corporate or private shuttle bus	5	95
44. Walk	62	38
<b>(END RANDOMIZE)</b>		
45. What is your primary mode of transportation during commute hours, meaning the one you use most often?		
Car, driving alone		60
Car, in a carpool		8
Walking		4
Public bus or light rail		5
BART		5
Bike		2
Rideshare (like Lyft or Uber)		1
Employee bus shuttle		1
Train (like Caltrain, Amtrak, or ACE)		1
Ferry		0
Taxi		0
Other (please specify)		7
(Don't Know/Refused)		5



46.	How often do you drive across a Bay Area toll bridge, not including the Golden Gate Bridge?	
	2-3 times a week or more	9
	About once a week	7
	A few times a month	25
	A few times a year	43
	(Never)	14
	(Don't Know/Refused)	1
47.	Do you own or rent your apartment or home?	
	Own/buying	73
	Rent/lease	24
	(Don't Know/Refused)	4
48.	How many years have you lived in [ENTER COUNTY]?	
	Less than 2 years	2
	2-5 years	8
	6-10 years	9
	11-20 years	17
	More than 20 years	63
	(Don't Know/Refused)	1
49.	What was your total household income before taxes for 2016? Was it <b>(READ OPTIONS)</b>	
	Less than \$25,000	7
	\$25,000 to less than 50,000	9
	\$50,000 to less than 75,000	11
	\$75,000 to less than 100,000	11
	\$100,000 to less than 150,000	15
	\$150,000 and over	26
	(Don't Know/Refused)	21
50.	What is the last grade you completed in school?	
	Some grade school	1
	Some high school	2
	Graduated High School	8
	Technical/Vocational	3
	Some College/Less than 4 year degree	21
	Graduated College/4 year degree (BA, Bachelor)	31
	Graduate/Professional (MA, Master, PhD, MBA, Doctorate)	33
	(Don't Know/Refused)	2

51.	Do you consider yourself to be Hispanic or Latino, white or Caucasian, African-American or Black, Chinese, other Asian, Filipino or Pacific Islander, biracial, multiracial or something else?	
	Hispanic or Latino	9
	White or Caucasian	63
	African-American/Black	4
	Chinese	6
	Other Asian	4
	Filipino/Pacific Islander	1
	Biracial/multiracial	3
	Something else	3
	(Refused)	7
52.	In what year were you born? (DO NOT READ CATEGORIES; CODE AS APPROPRIATE)	
	18-29	3
	30-39	7
	40-49	11
	50-64	31
	65+	44
	(Refused)	3

**THANK YOU!**

**LANGUAGE OF INTERVIEW**

English	96
Spanish	2
Chinese	2

**REGION**

Alameda County	19
Contra Costa County	14
San Francisco County	11
San Mateo County	9
Santa Clara County	24
Napa/Solano Counties	8
Marin/Sonoma Counties	15

**VOTE HISTORY FROM SAMPLE (June '12, Nov '12, June '14, Nov '14, June '16, Nov '16)**

Voted 0-3/6	5
Voted 4-5/6	45
Voted 6/6	50

**PERMANENT ABSENTEE FROM SAMPLE**

Permanent Absentee	80
Poll Voter	20

**PARTY REGISTRATION FROM SAMPLE**

Democrat	57
Republican	22
NPP/Other	21