



**METROPOLITAN
TRANSPORTATION
COMMISSION**



research

Bay Area Regional Transportation Effort Opinion Research Summary

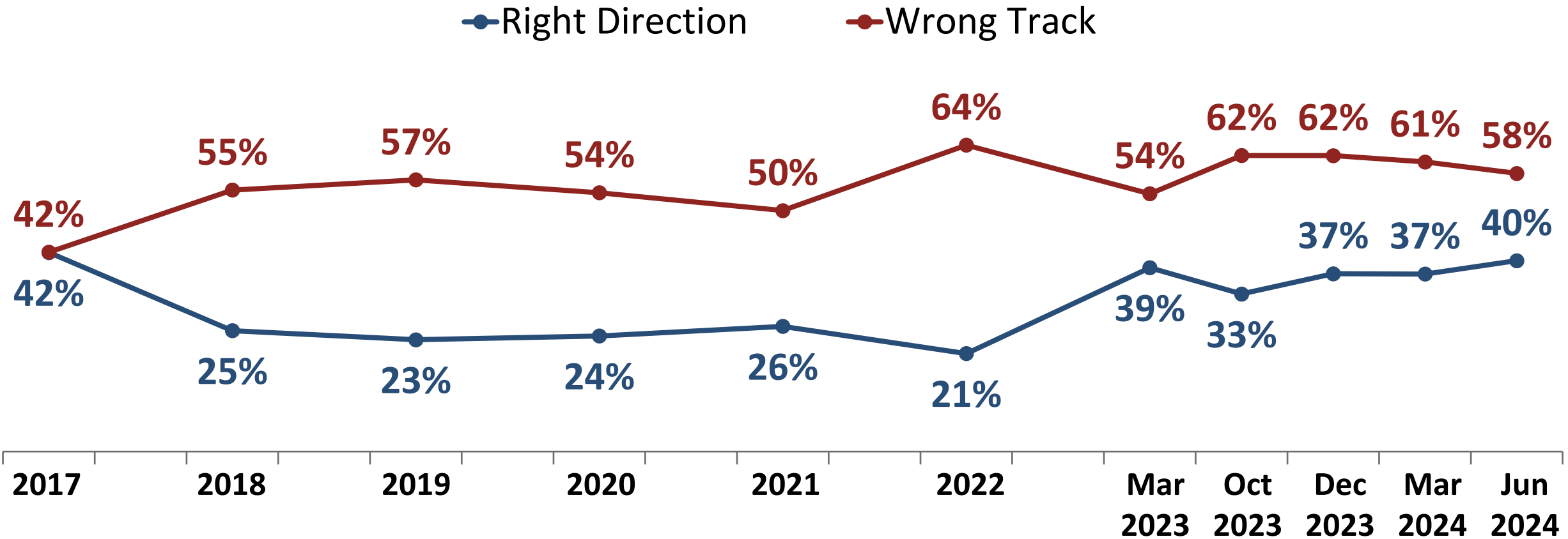
*Presented to MTC Select Committee
July 29, 2024*

Summary Highlights

- ▶ Bay Area voters have been in a pessimistic mood, and are sensitive to tax increases.
- ▶ There is widespread belief that public transit is important to the Bay Area.
- ▶ Support for a transportation revenue measure has been measured at 51% to 63%.
- ▶ Support has been consistent across various revenue mechanisms.
- ▶ Voters are interested in outcomes that will sustain and improve public transit while also providing traffic relief and bring improvements to roads, sidewalks, and bike facilities.

Direction of the Bay Area

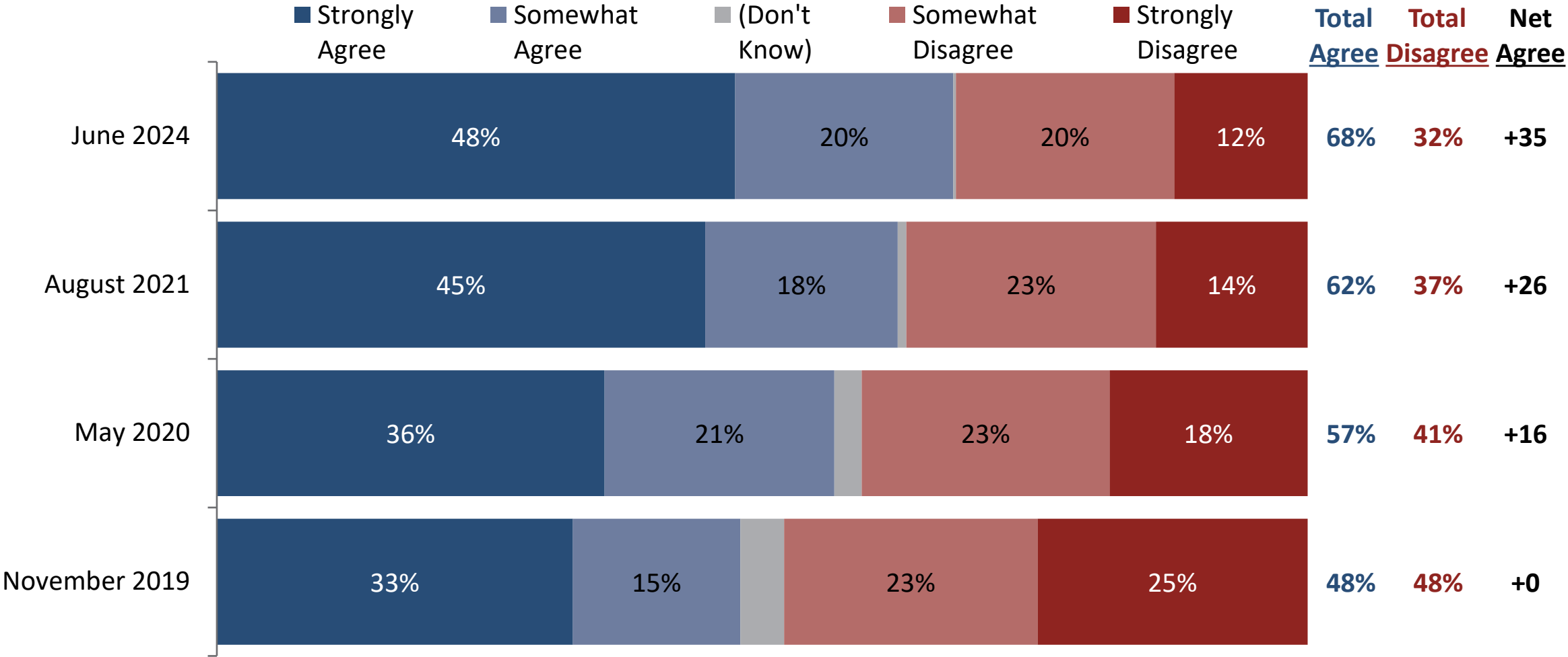
Do you feel things in the Bay Area are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



Tax Sensitivity Over Time

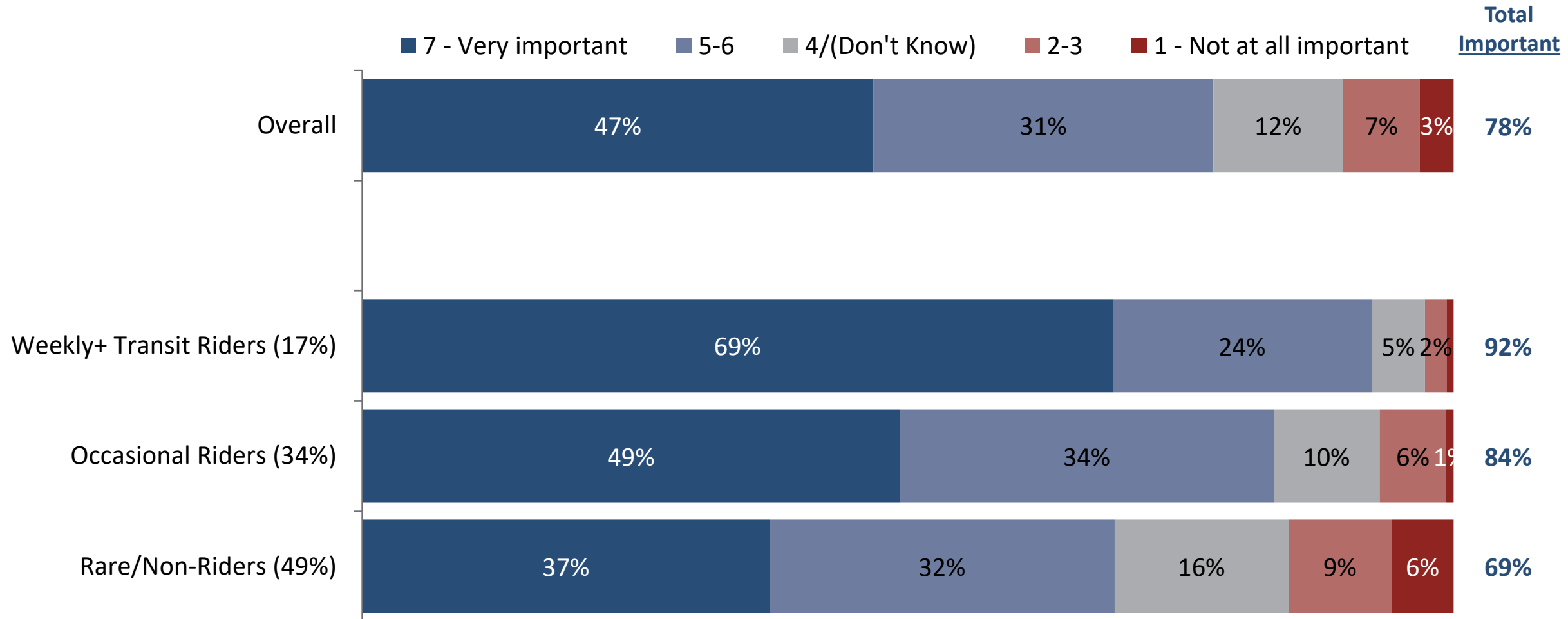


Taxes in the Bay Area are high enough, I will vote against any tax increase.



Importance of Public Transit (Oct 2023)

How important would you say public transit is for the Bay Area?

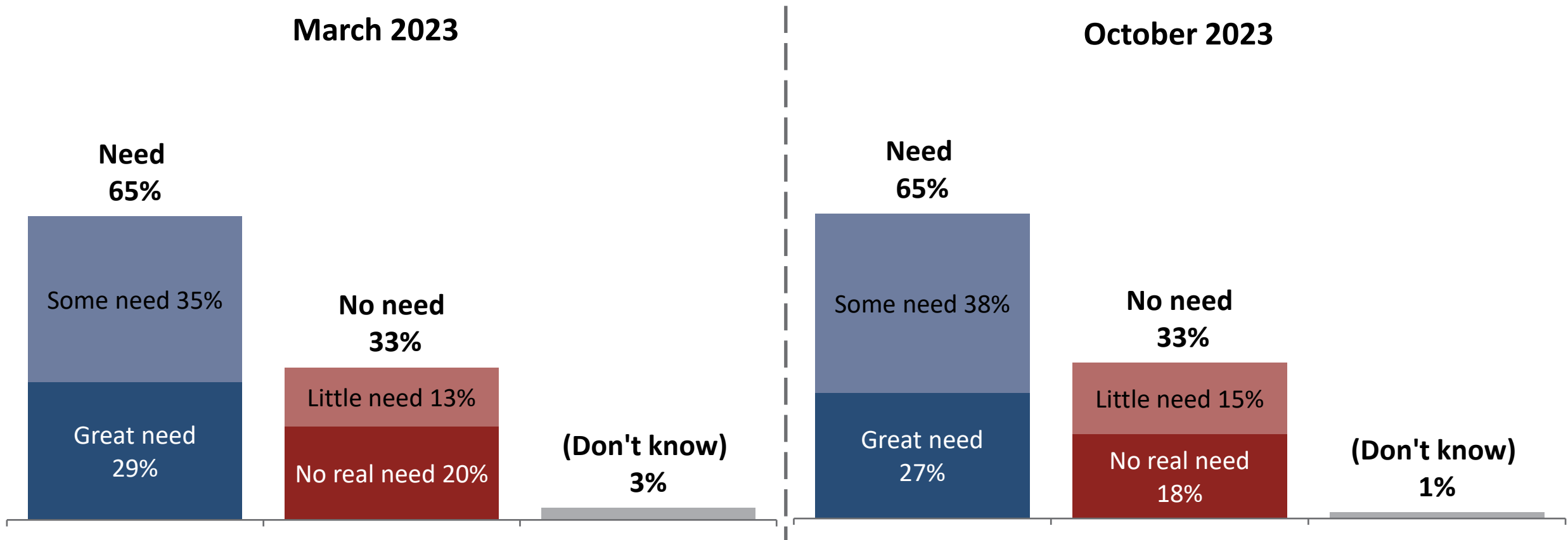


Need for Transportation Funding (2023)

Please tell me if you think there is a great need for more money, some need for more money, little need for more money, or no real need for more money to address transportation in the Bay Area?

March 2023

October 2023



Breadth of Measure (March 2023)

Transit Only

To address the Bay Area's transportation needs, reduce greenhouse gases and decrease traffic congestion by: providing reliable, affordable and connected BART, train, ferry, and bus service; improving access to public transit for seniors and persons with disabilities; reducing transit wait times; and improving rider safety; shall the measure enacting a half-cent sales tax for 30 years generating at least \$816,000,000 annually, subject to oversight and audits, be adopted?

Yes
59%

No
39%

(Undecided)
2%

Transit + Transportation

To address the Bay Area's transportation needs, reduce greenhouse gases and decrease traffic congestion by: providing reliable, affordable and connected BART, train, ferry, and bus service; improving pedestrian, bike and transit rider safety; repairing potholes; adding carpool lanes; and protecting transportation networks from sea level rise; shall the measure enacting a half-cent sales tax for 30 years generating at least \$816,000,000 annually, subject to oversight and audits, be adopted?

Yes
63%

No
36%

(Undecided)
1%

Split sample methodology. n=900 for each measure; MoE ±3.3 percentage points

Measure Models (October 2023)

To improve safety and cleanliness on BART and other local public transit; reduce Bay Area traffic; expand and improve bus, BART, light rail, ferry and train service reliability and convenience; reduce greenhouse gas emissions; repair potholes; make transit easier and more affordable to use and make streets safer for walking and biking...

Sales Tax

*...shall the measure enacting a **half-cent sales tax** for 30 years generating approximately \$1 billion annually, subject to oversight and audits, be adopted?*

55% Yes

Income Tax

*...shall the measure enacting a **0.17% income tax** for 30 years generating approximately \$1 billion annually, subject to oversight and audits, be adopted?*

51% Yes

Payroll Tax

*...shall the measure enacting a **payroll tax of 0.36%** for 30 years generating approximately \$1 billion annually, subject to oversight and audits, be adopted?*

55% Yes

Split sample methodology. n=900 for each measure; MoE ±3.3 percentage points

Top Priorities (Consolidated)

Transit

- Safety
- Cleanliness
- Avoiding cuts
- Reliability
- Affordability
- Simplified/coordinated pricing
- Connectedness
- Schedule coordination

Roads

- Road maintenance & pothole repair
- Sidewalk & bike lane improvements
- Reduce traffic congestion

Reforms

- Transit oversight and accountability
- Clear plan with flexibility for changes
- Financial transparency



**Appendix:
Compendium of
Priorities Information**

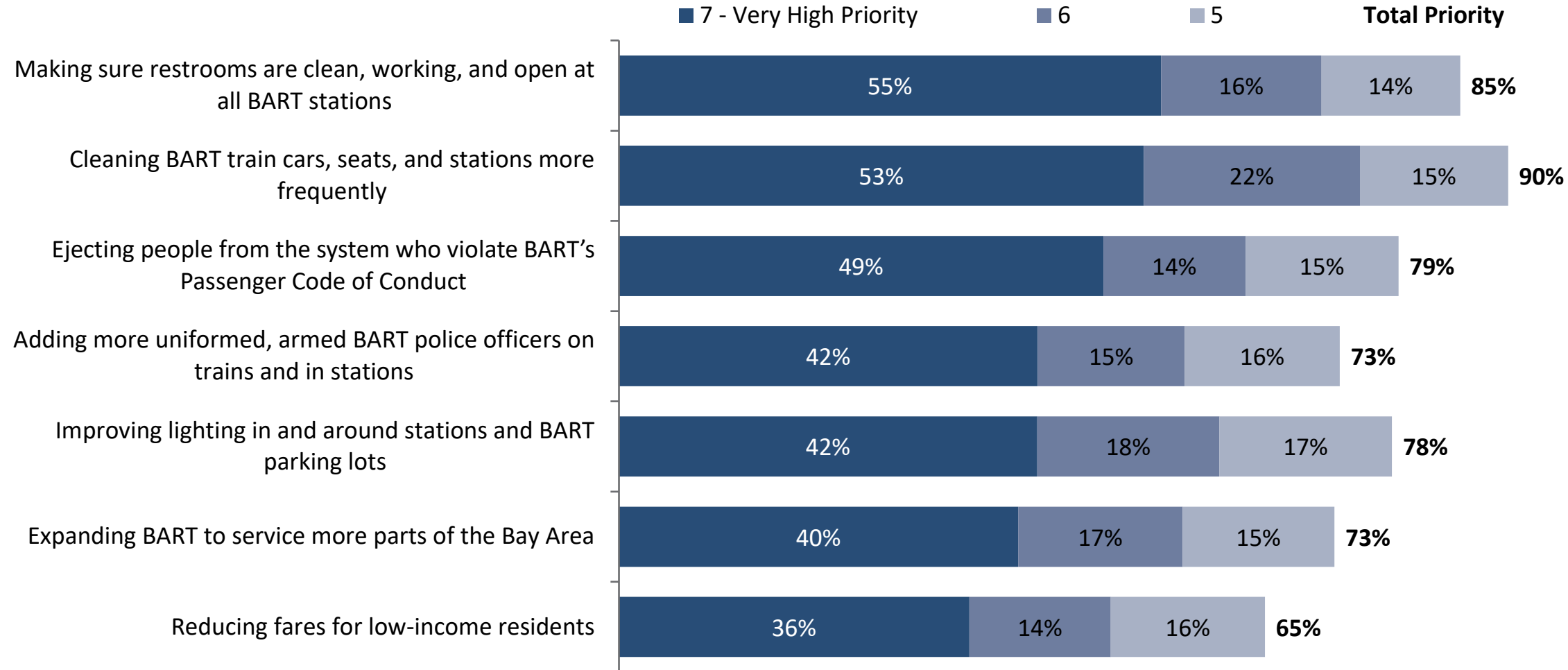
Methodology Notes

- ▶ The following slides are from various surveys conducted related to transit and transportation improvements in the past year.
- ▶ These slides are presented in the order in which each survey was conducted.
- ▶ It is important to keep in mind that they all have different methodologies, question wording, scales, question order, and sample sizes, which can influence results.
- ▶ Each slide has basic notes on timing and sample sizes.

Top Priorities for BART (70%+) (BAC Poll April 2023)



Whether you ride BART yourself or not, please indicate how high a priority you think each of the following should be for BART to do:

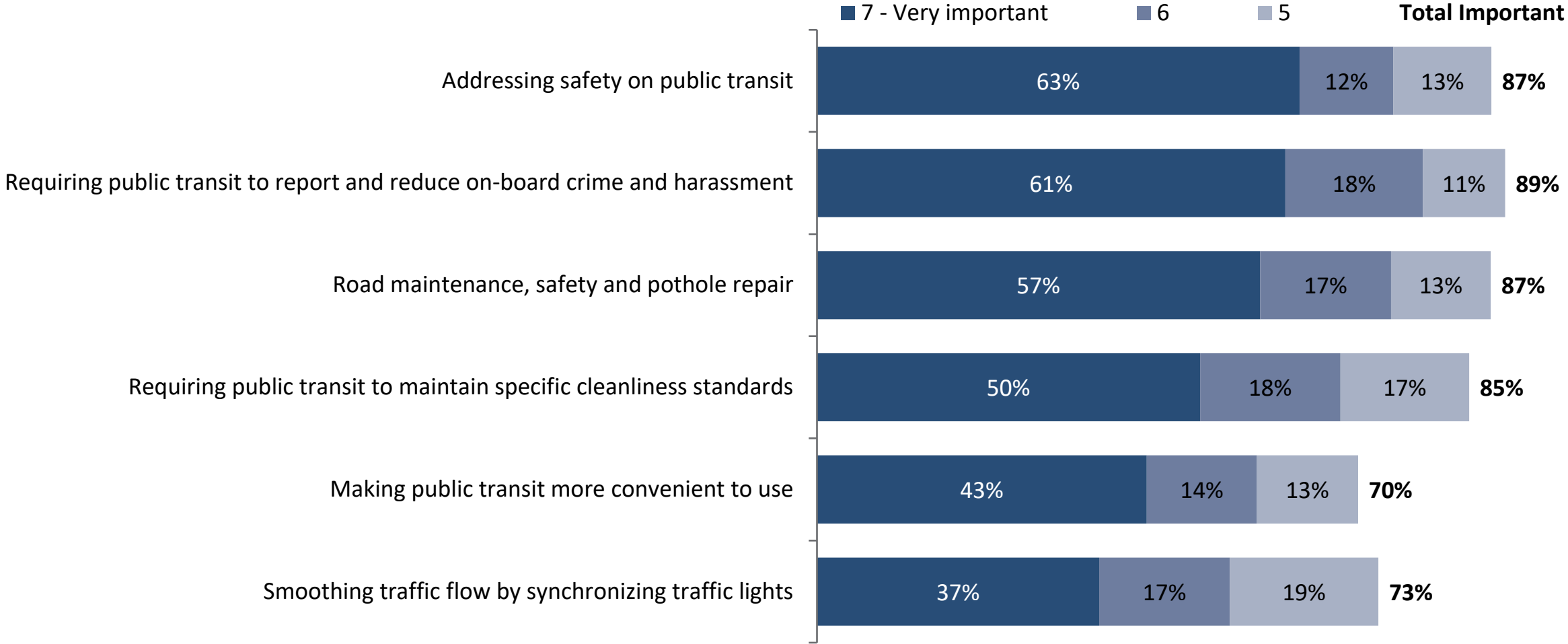


Data source: Bay Area Council BART Service Area Survey, n=1,000

Top Measure Components (70%+) (SPUR Poll Sept 2023)



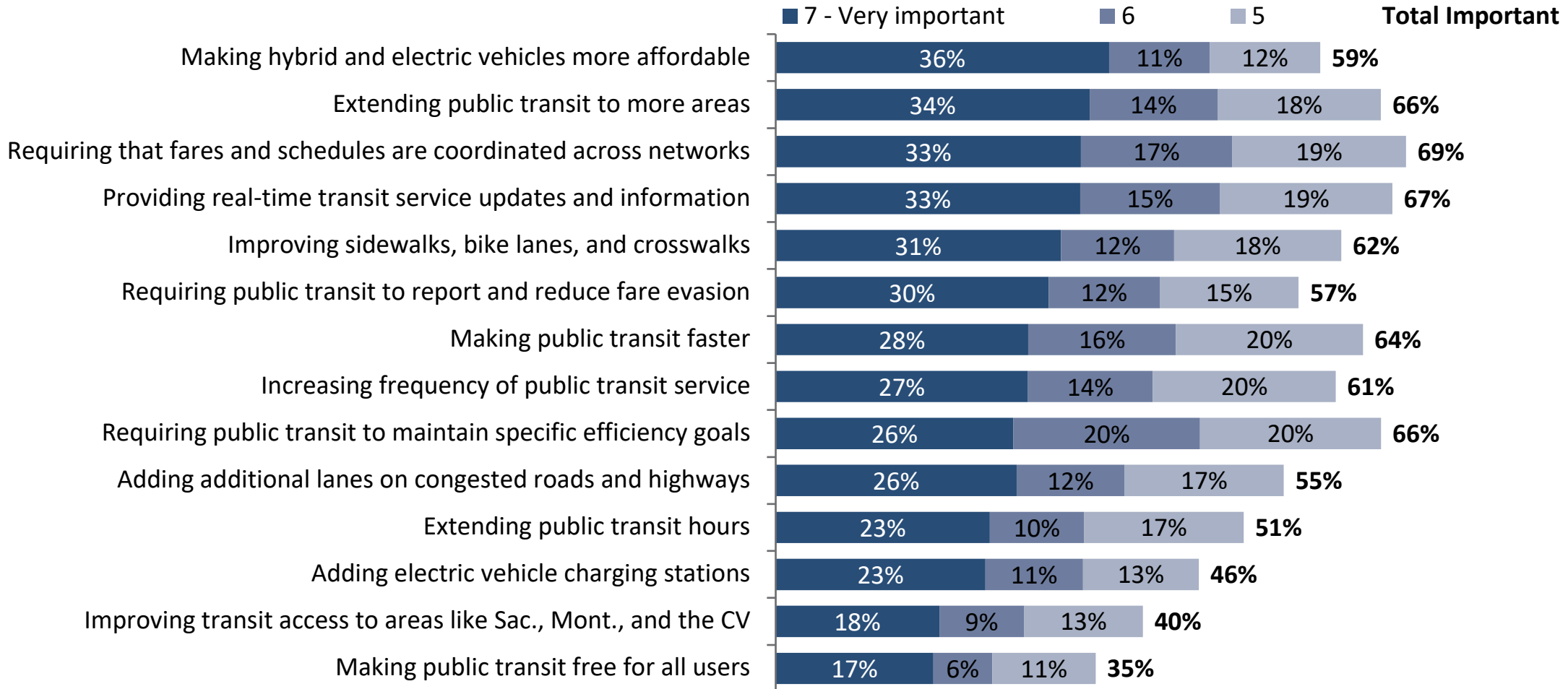
Now you will see some potential projects, programs and components that could be part of this Bay Area transportation measure. For each one, please rate how important it is to you.



Data source: SPUR Transportation Survey, n=600

Other Measure Components (< 70%) (SPUR Poll Sept 2023)

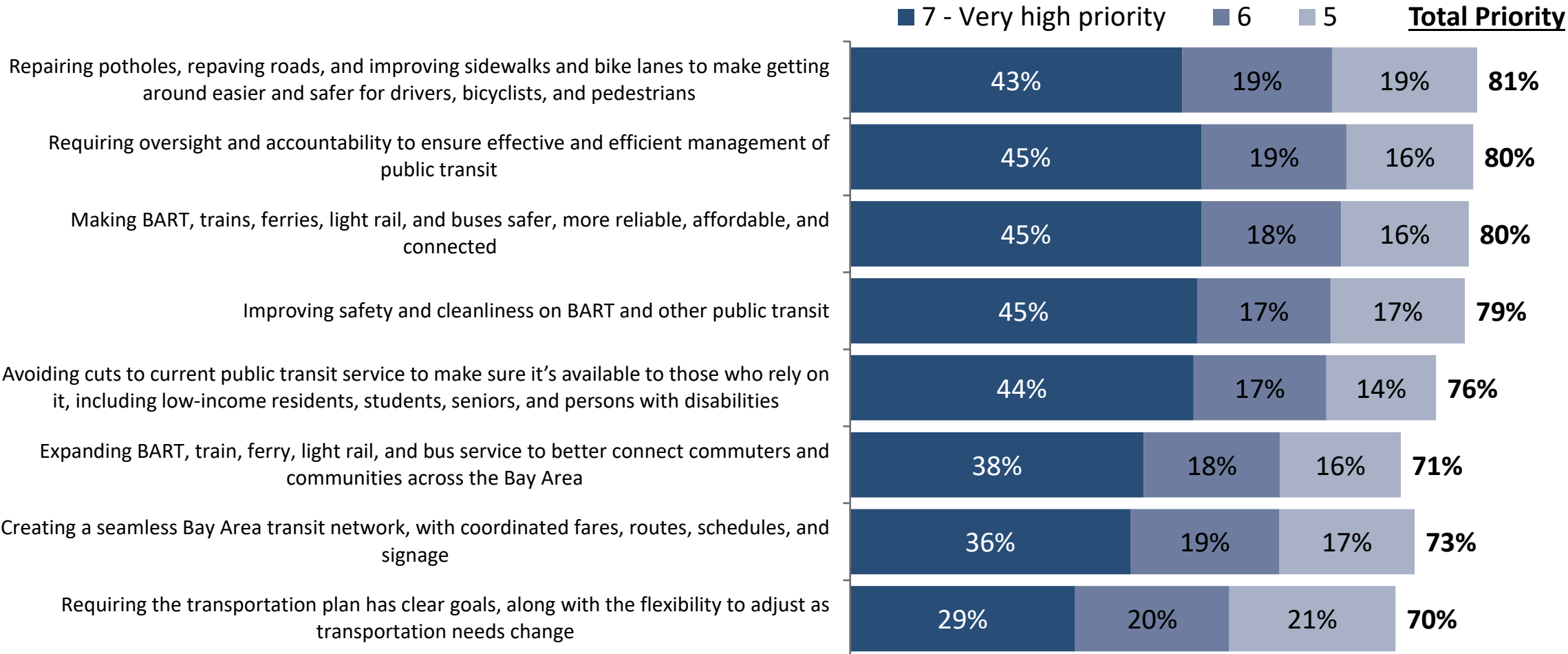
Now you will see some potential projects, programs and components that could be part of this Bay Area transportation measure. For each one, please rate how important it is to you.



Top Measure Priorities (70%+) (MTC Poll Oct 2023)



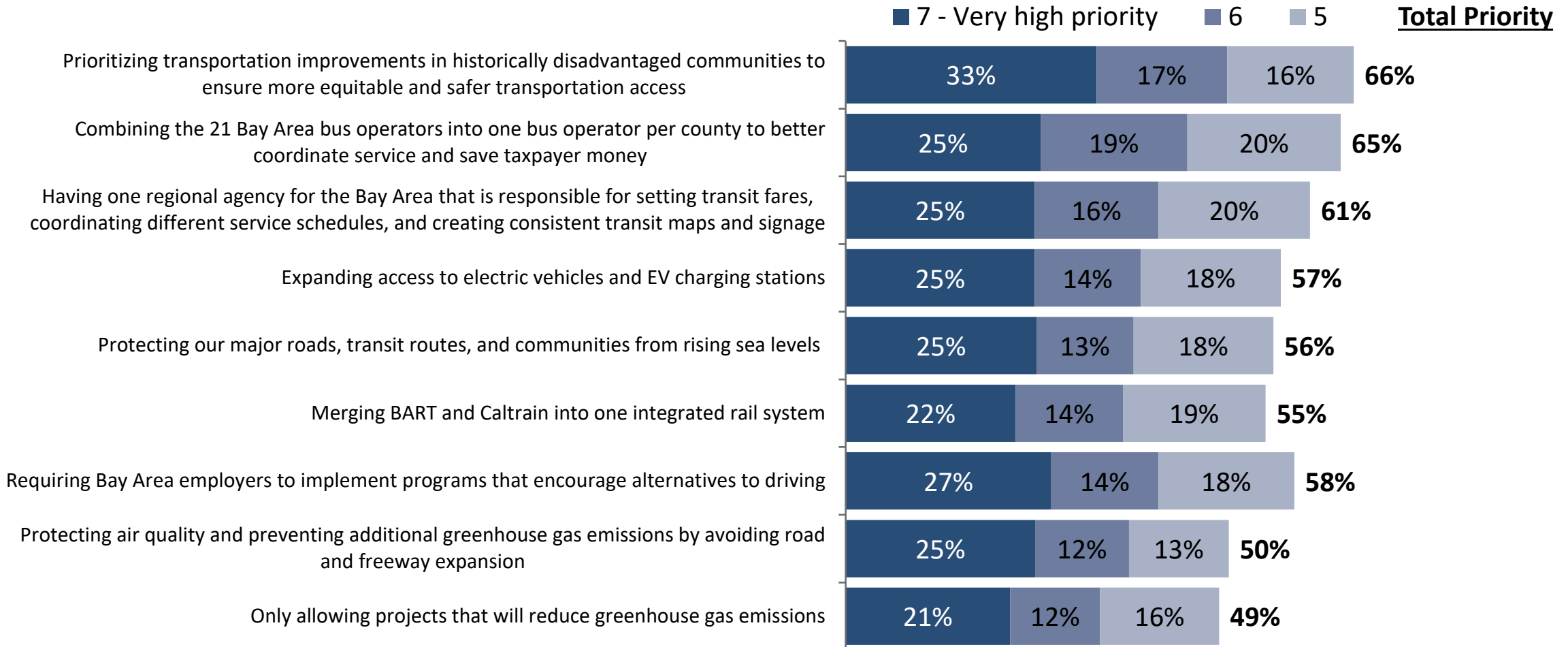
I'm going to read you a list of potential items that could be included in the proposed Bay Area transportation measure. After each one, please rate how much of a priority that item is to you.



Data source: MTC Oct 2023 Transportation Survey, n=2,700

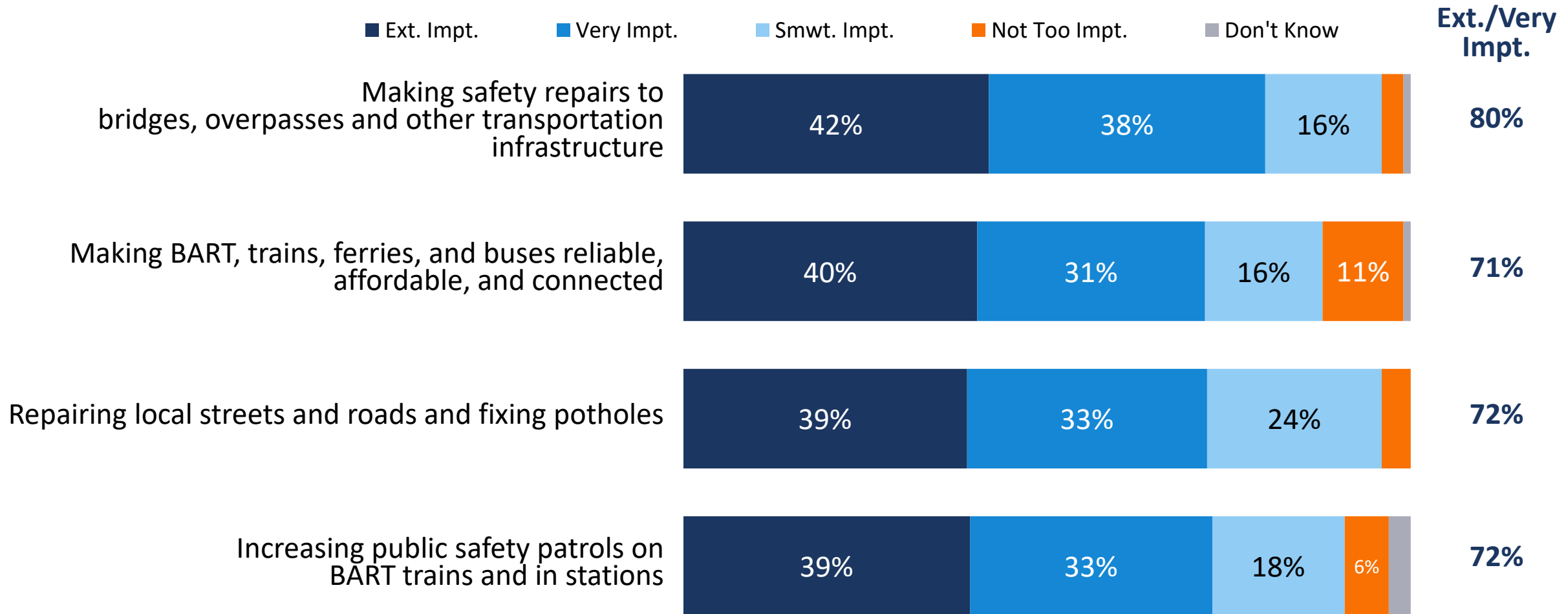
Other Measure Priorities (< 70%) (MTC Poll Oct 2023)

I'm going to read you a list of potential items that could be included in the proposed Bay Area transportation measure. After each one, please rate how much of a priority that item is to you.



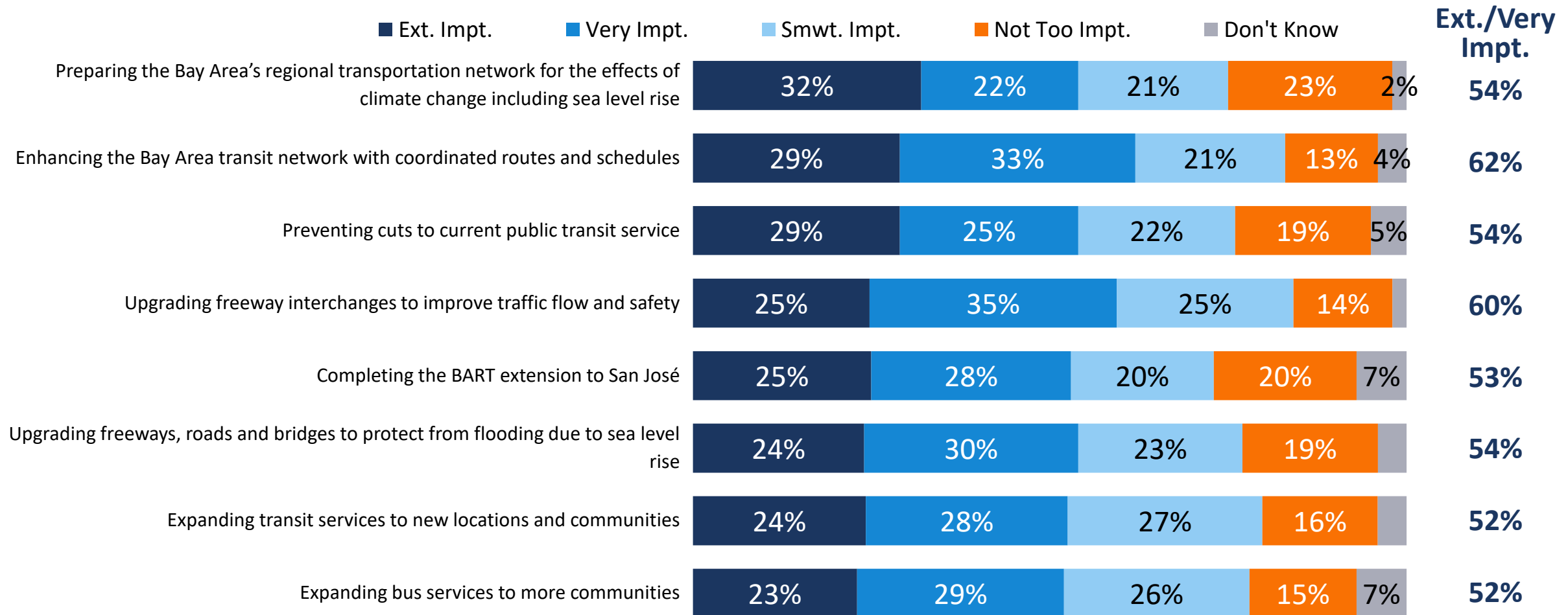
Top Measure Components (70%+) (Alliance Poll Dec 2023)

I am going to mention different ways funds raised by this measure could be used to address the Bay Area's long-term transportation needs. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important.



Other Measure Components (50%-69%) (Alliance Poll Dec 2023)

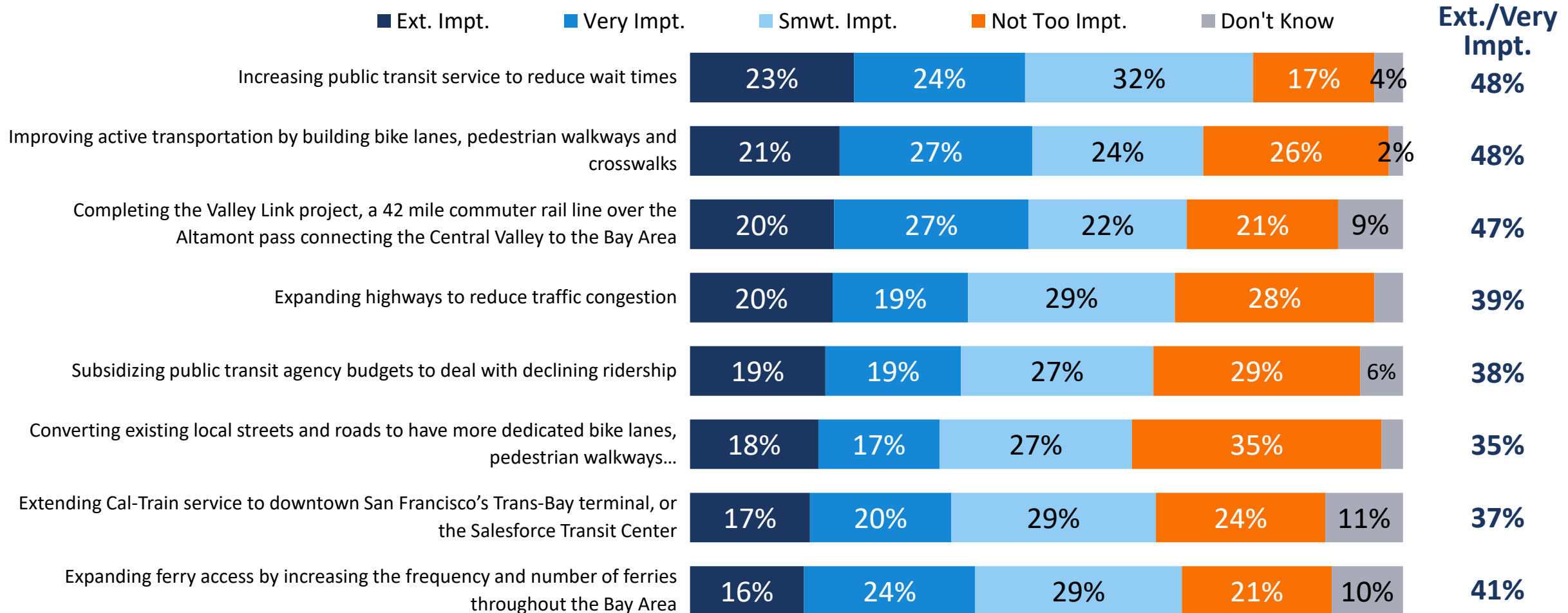
I am going to mention different ways funds raised by this measure could be used to address the Bay Area's long-term transportation needs. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important.



Data source: California Alliance for Jobs Transportation Survey, n=1,046

Other Measure Components (< 50%) (Alliance Poll Dec 2023)

I am going to mention different ways funds raised by this measure could be used to address the Bay Area's long-term transportation needs. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important.



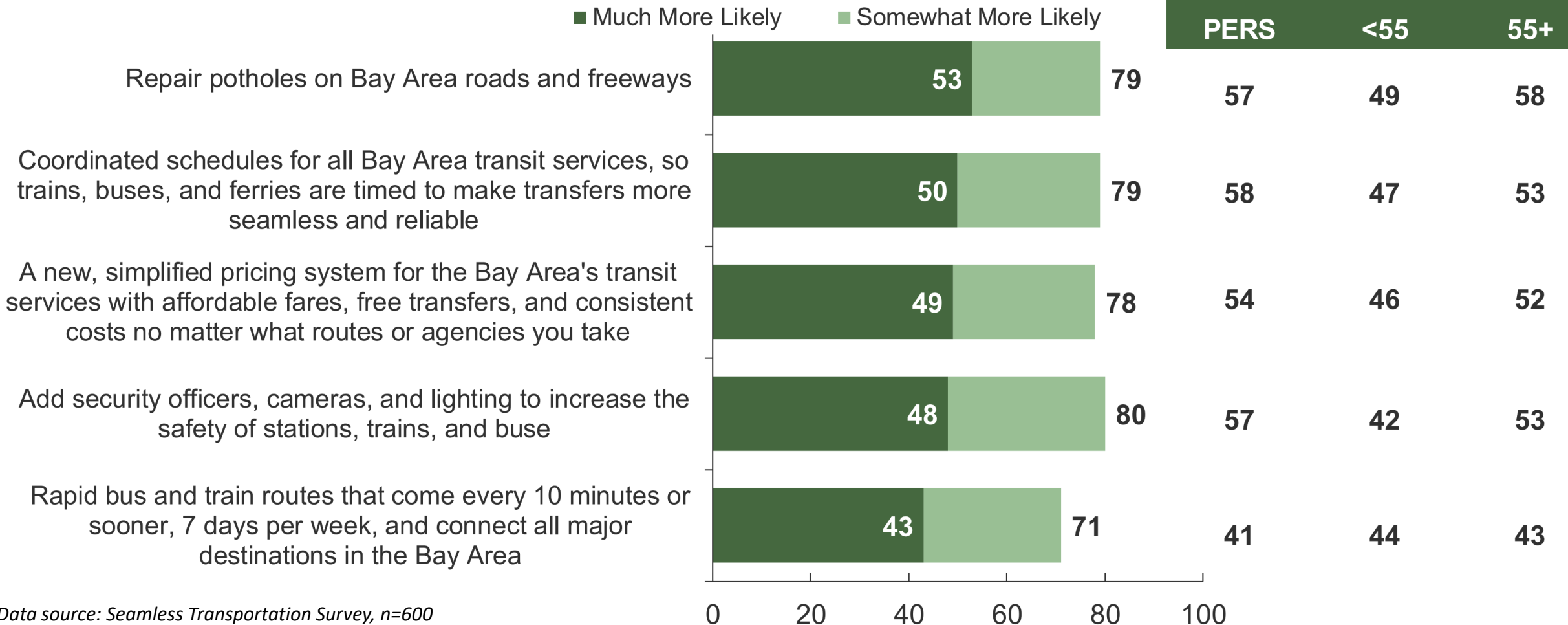
Data source: California Alliance for Jobs Transportation Survey, n=1,046

Top Transportation Outcomes (70%+) (Seamless Poll Jan 2024)

Percent more likely to support a measure that would include:

Transportation Outcomes – Top Tier

% Much More Likely



Data source: Seamless Transportation Survey, n=600

Other Transportation Outcomes (< 70%+) (Seamless Poll Jan 2024)

Percent more likely to support a measure that would include:

Transportation Outcomes – 2nd Tier

% Much More Likely

■ Much More Likely

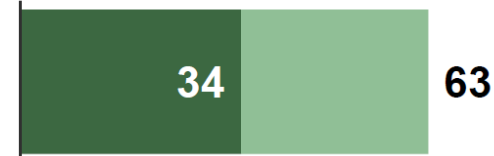
■ Somewhat More Likely

PERC (No Title)

<55

55+

Fully fund transit agency safety teams, including crisis intervention specialists to assist people experiencing mental health issue

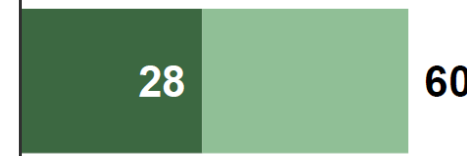


37

35

33

Make public transit improvements to major streets, such as dedicated lanes, that ensure buses and light rail trains don't get stuck in traffic

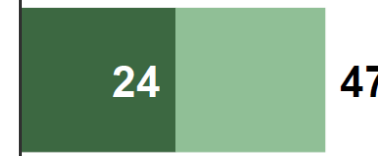


24

27

29

Require employers with more than 50 employees to purchase public transit passes for their employees



17

24

24

Create more high occupancy toll (HOT) lanes on Bay Area freeways. Cars with only one person would have to pay a toll to use these lanes, while cars with two people or more would not pay. Low-income drivers would receive discounts or free access



13

14

15

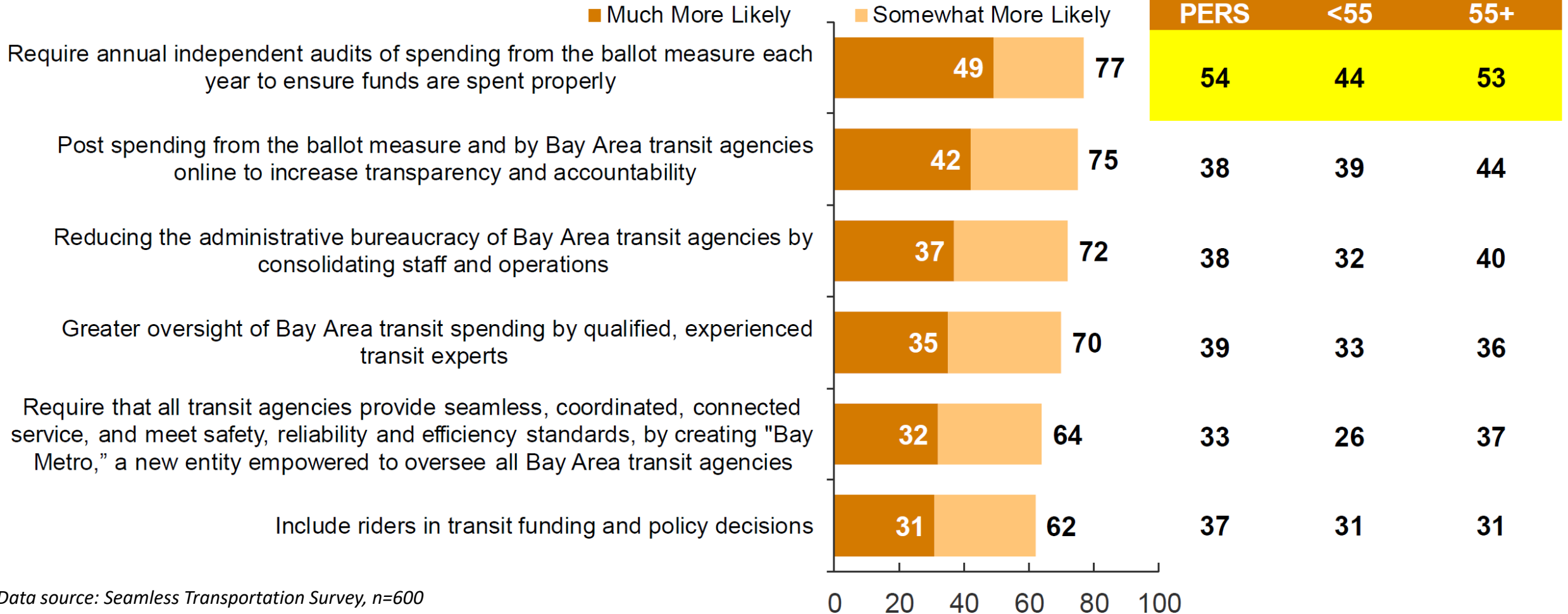
0 20 40 60 80 100

Data source: Seamless Transportation Survey, n=600

Transit Reforms (Seamless Poll Jan 2024)

Percent more likely to support a measure that would include:

Transit Reforms – Top Tier



Data source: Seamless Transportation Survey, n=600



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