METROPOLITAN TRANSPORTATION COMMISSION

EMC research

Bay Area Regional Transportation Effort Opinion Research Summary

Presented to MTC Select Committee

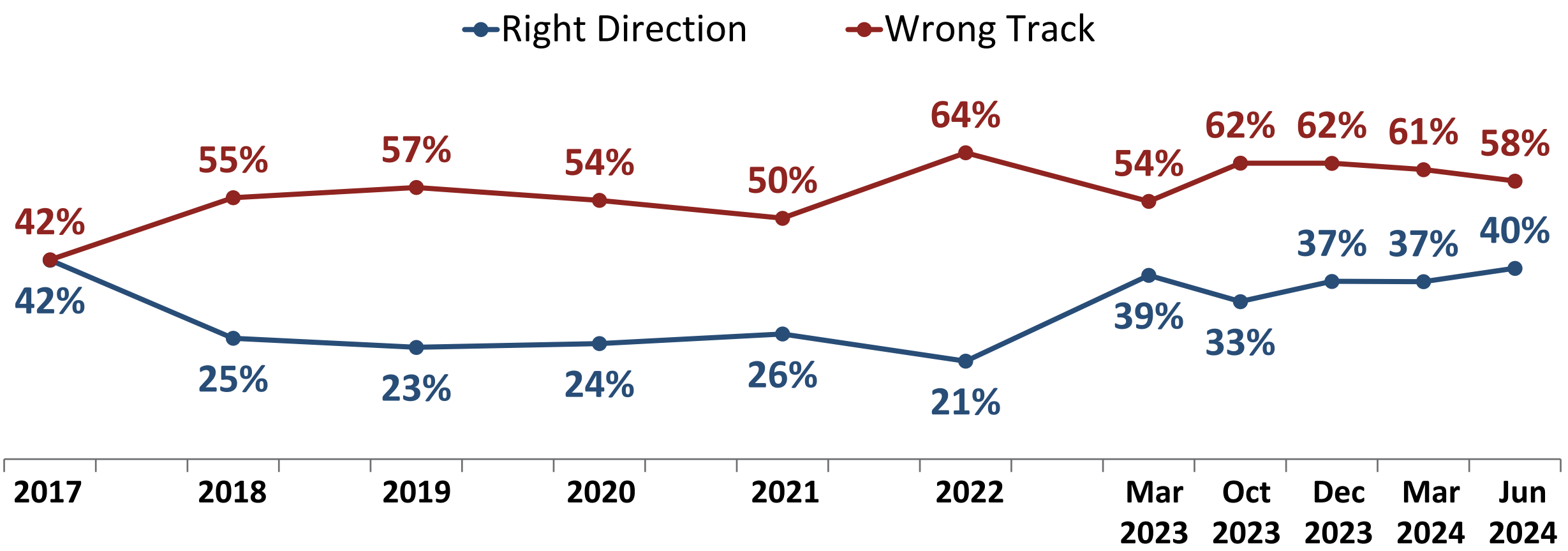
July 29, 2024

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

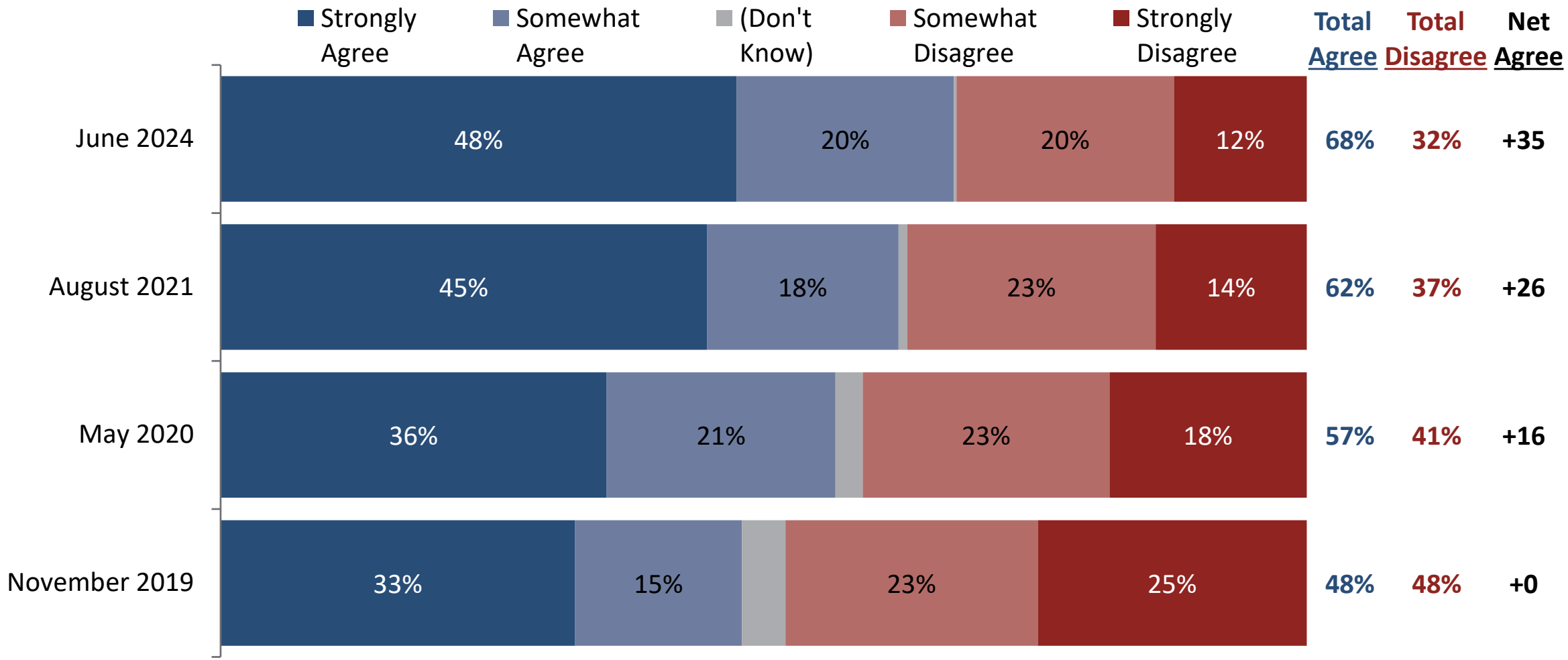
Do you feel things in the Bay Area are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



Trend sources: BAC Bay Area Poll, MTC, BAHFA.

Tax Sensitivity Over Time

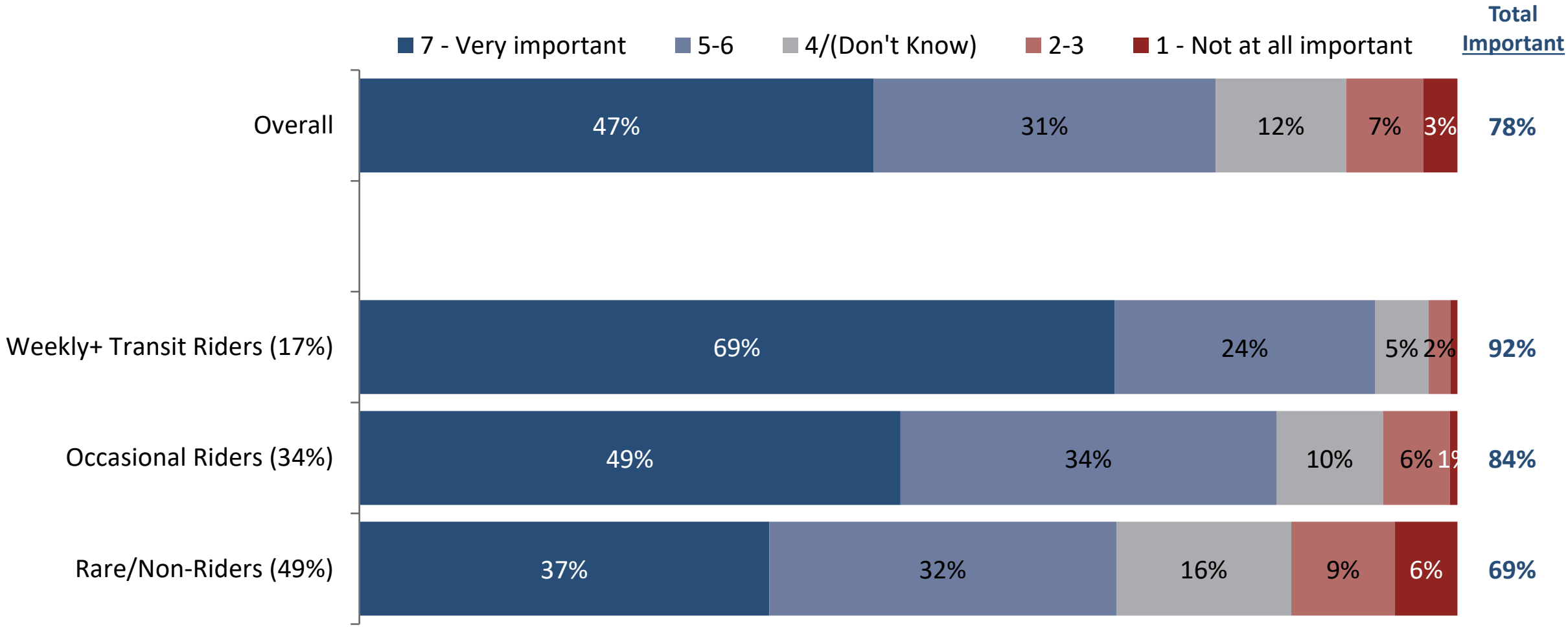
Taxes in the Bay Area are high enough, I will vote against any tax increase.



Trend sources: MTC, BAHFA

Importance of Public Transit (Oct 2023)

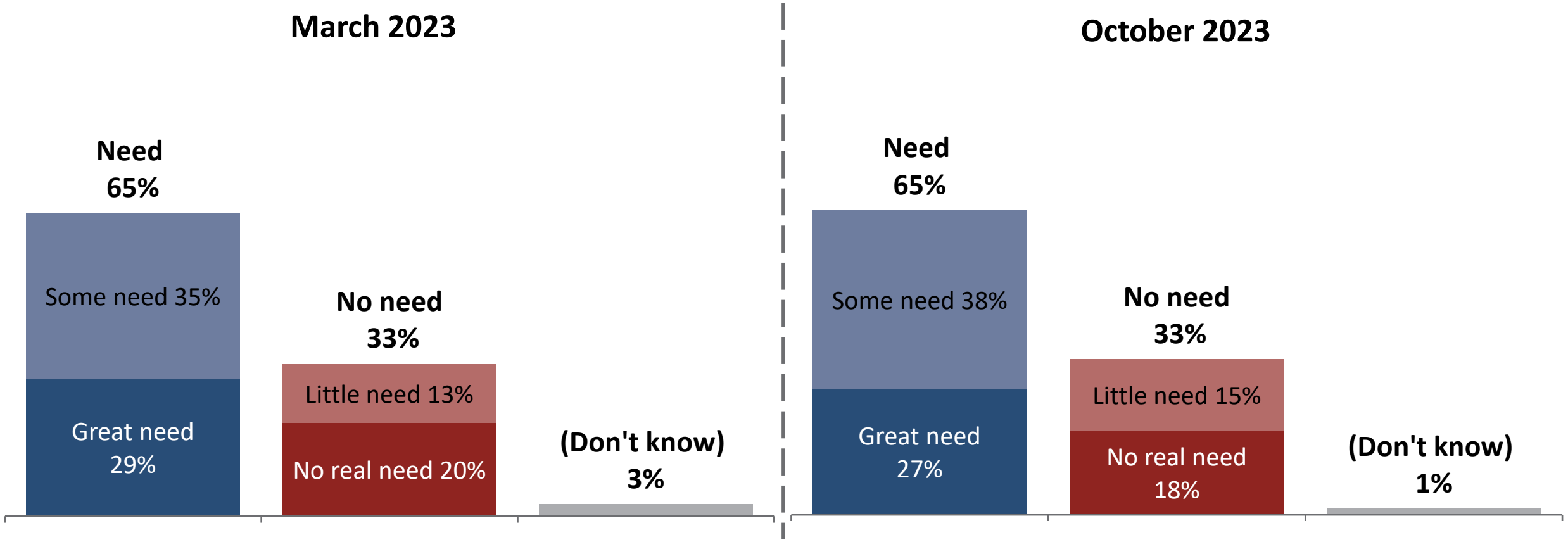
How important would you say public transit is for the Bay Area?



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

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?

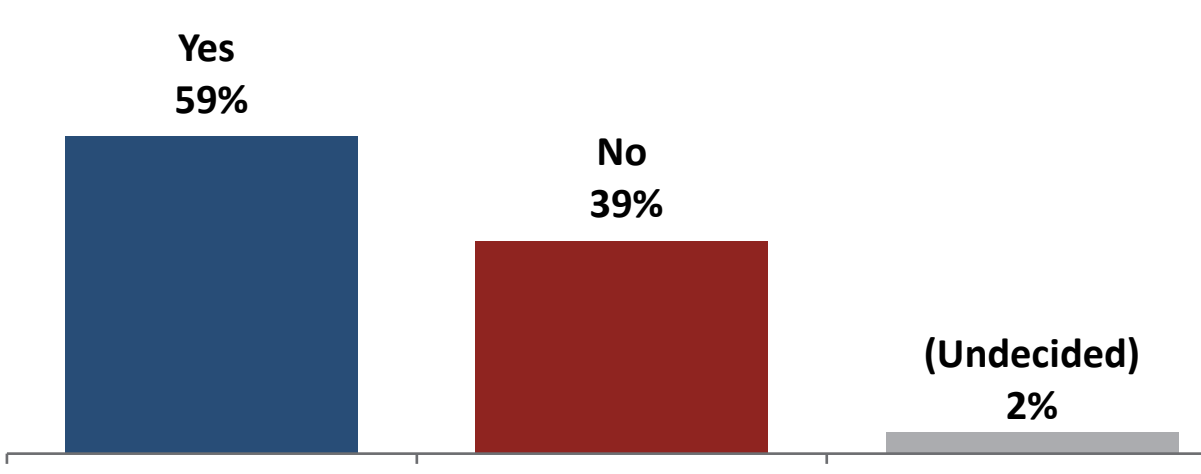


Data sources: MTC 2023 Transportation Surveys, n=1,800 and n=2,700

Breadth of Measure (March 2023)

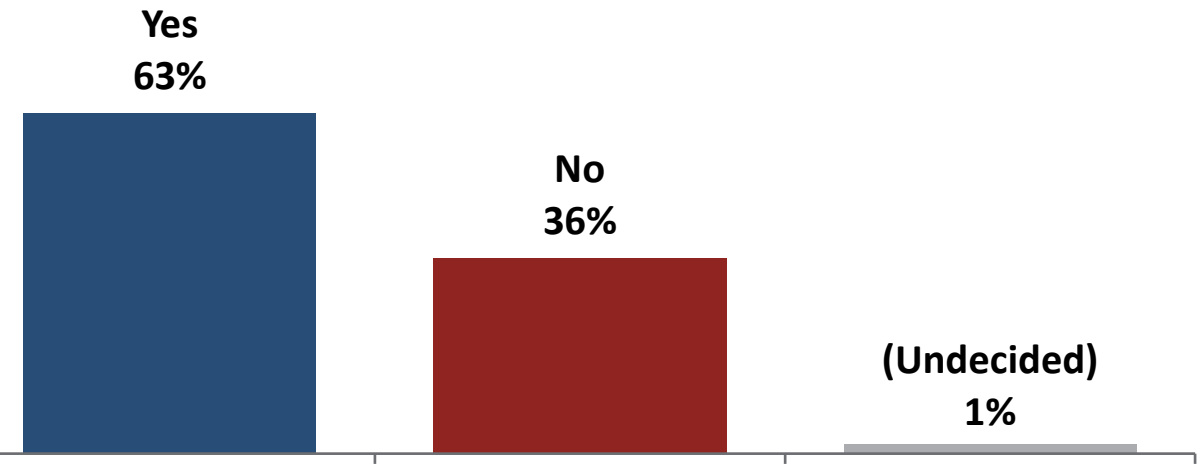
Transit Only

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?



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?



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

Data sources: MTC March 2023 Transportation Survey, n=1,800

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	***Income Tax***	***Payroll 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?*	*…shall the measure enacting a **0.17% income tax** for 30 years generating approximately $1 billion annually, subject to oversight and audits, be adopted?*	*…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	***51% Yes***	***55% Yes***

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

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

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

Data sources: MTC 2023 Transportation Surveys; SPUR Sept 2023 Survey; CA Alliance for Jobs Dec 2023 Survey; Seamless Jan 2024 Survey

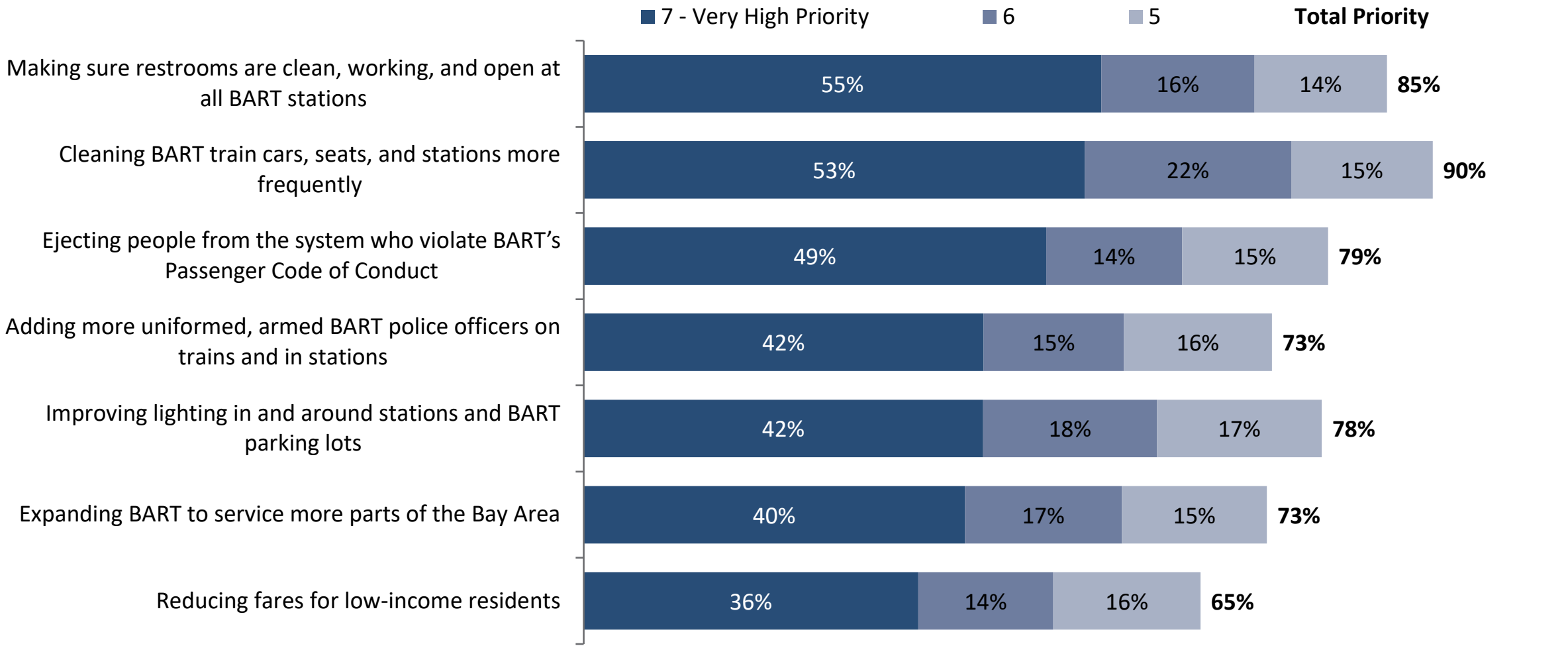
Appendix: Compendium of Priorities Information

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)

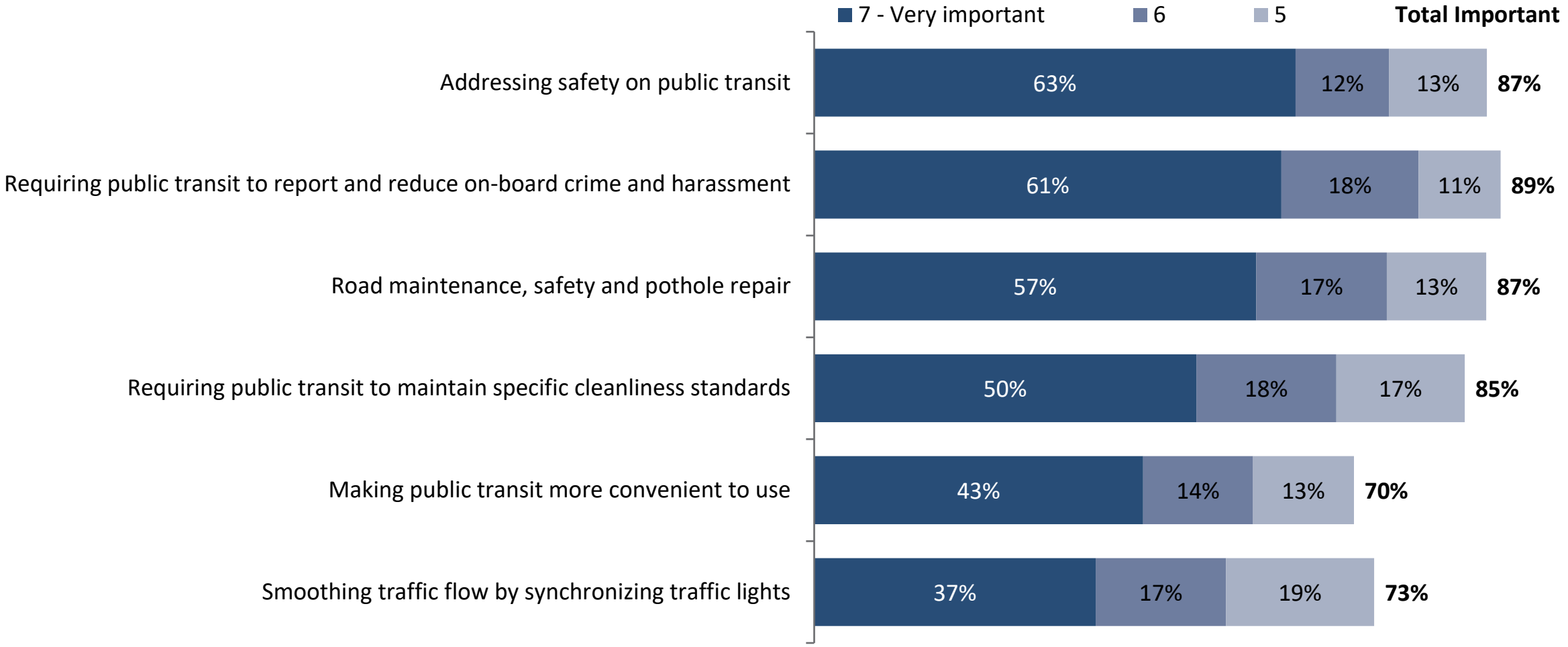
Whether you ride BART yourself or not, please indicate how high a priority you think each of the following should be for BART to do:



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

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

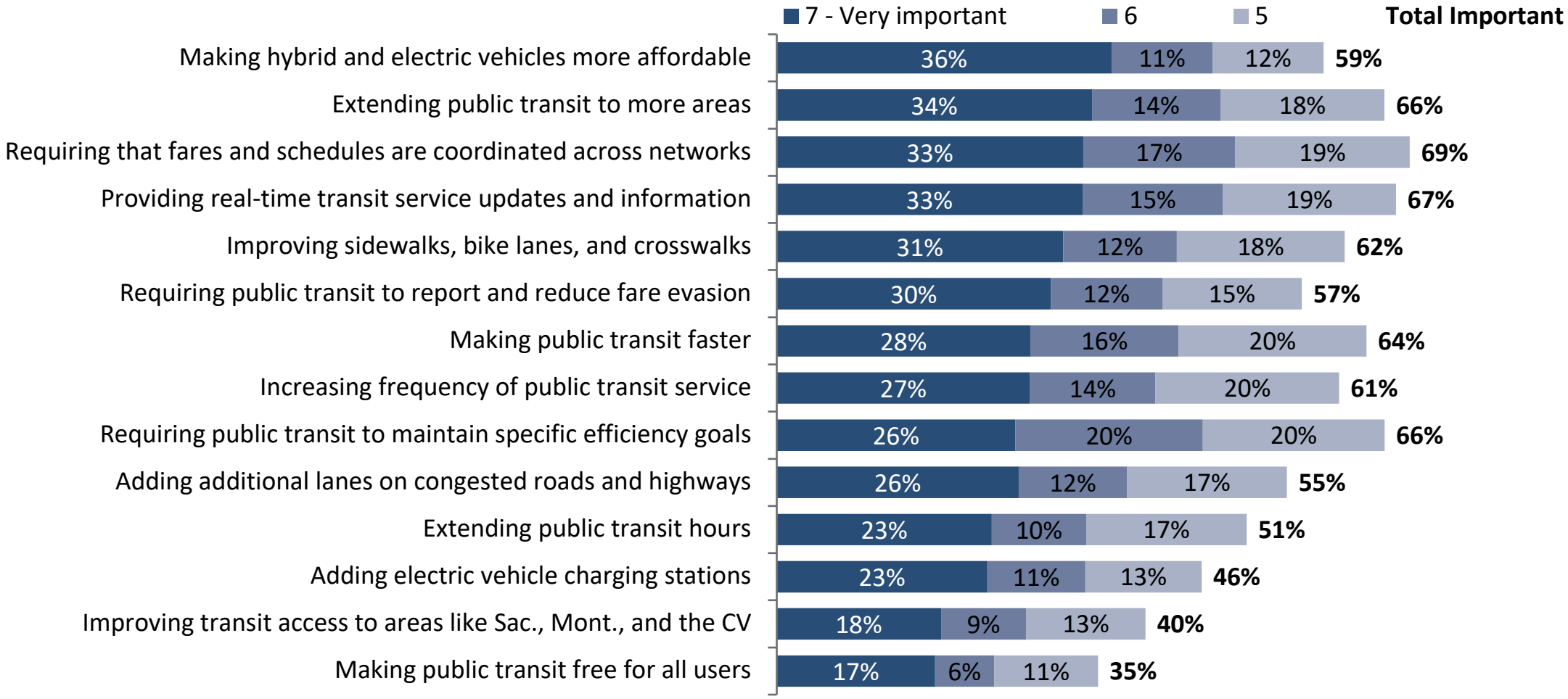
Now you will see some potential projects, programs and components that could be part of this Bay Area transportation measure. For each one, please rate how important it is to you.



Data source: SPUR Transportation Survey, n=600

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

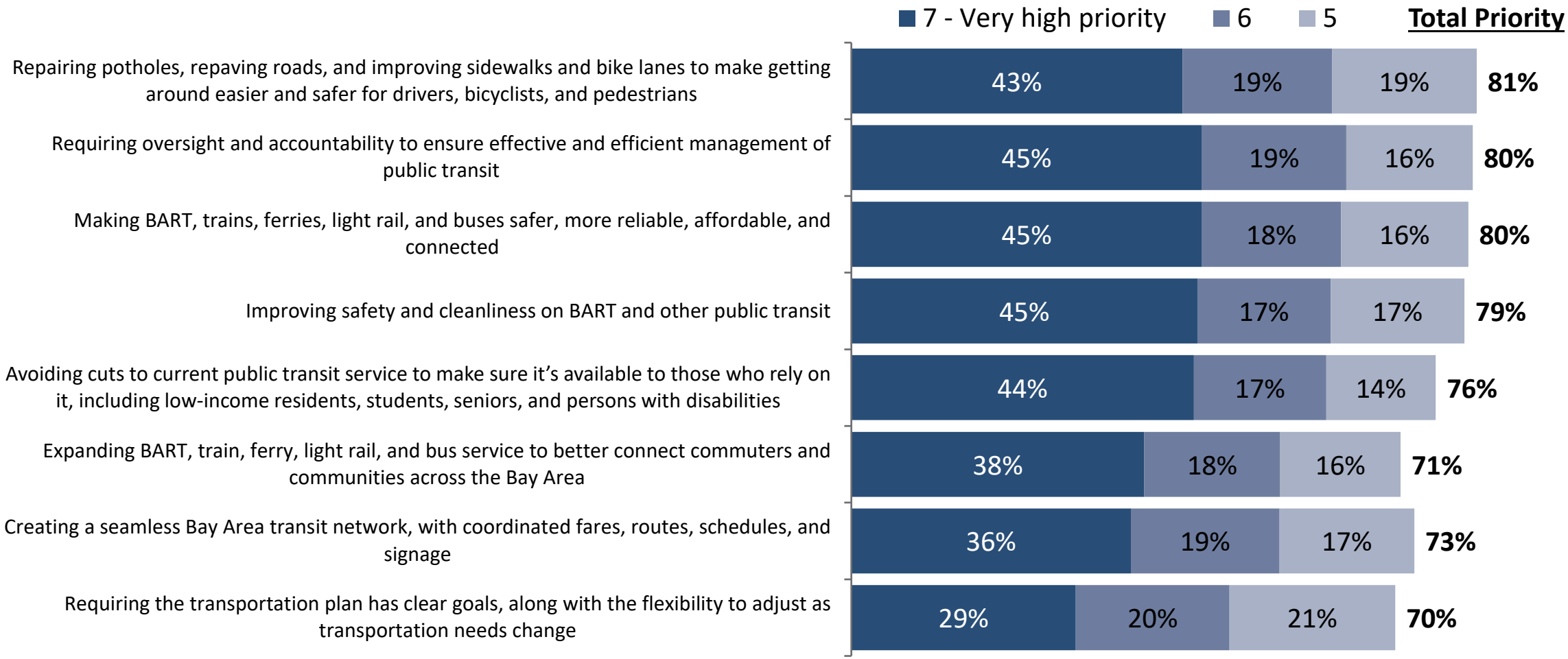
Now you will see some potential projects, programs and components that could be part of this Bay Area transportation measure. For each one, please rate how important it is to you.



Data source: SPUR Transportation Survey, n=600

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

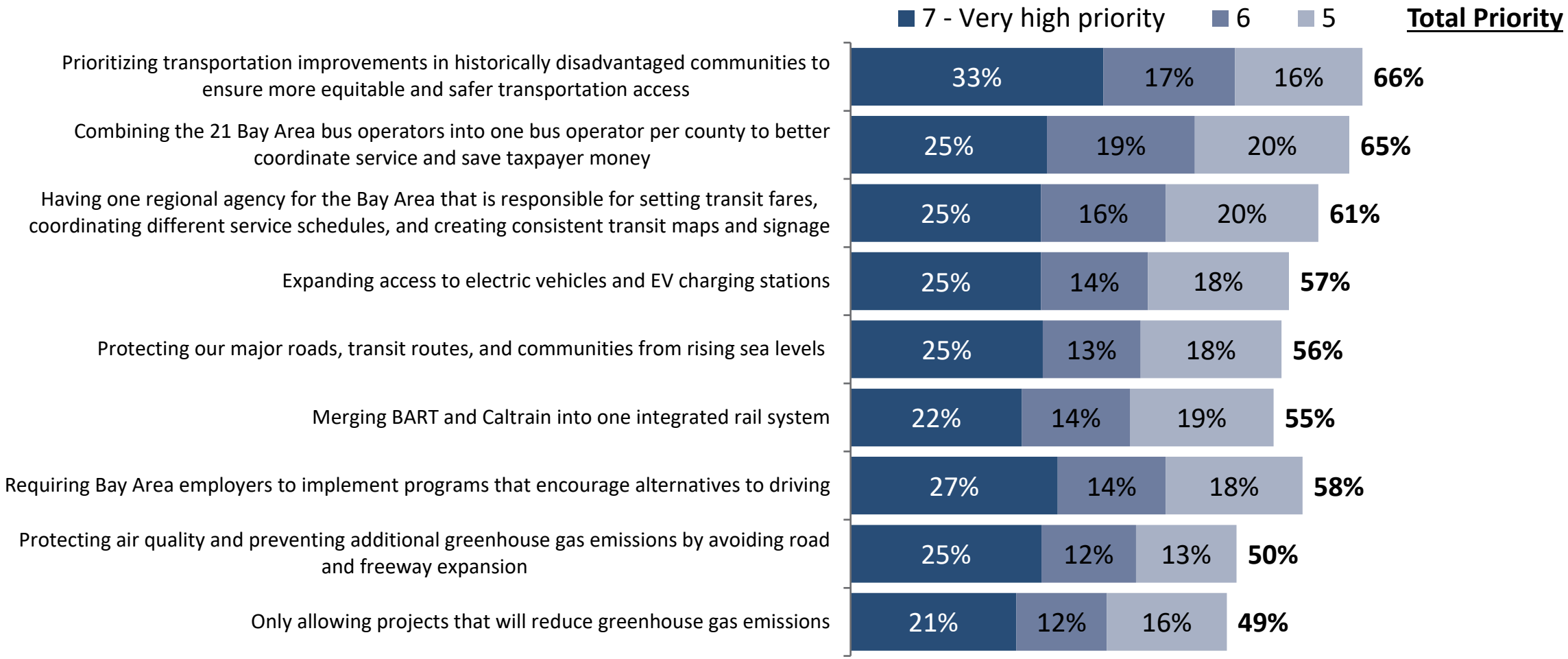
I'm going to read you a list of potential items that could be included in the proposed Bay Area transportation measure. After each one, please rate how much of a priority that item is to you.



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

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

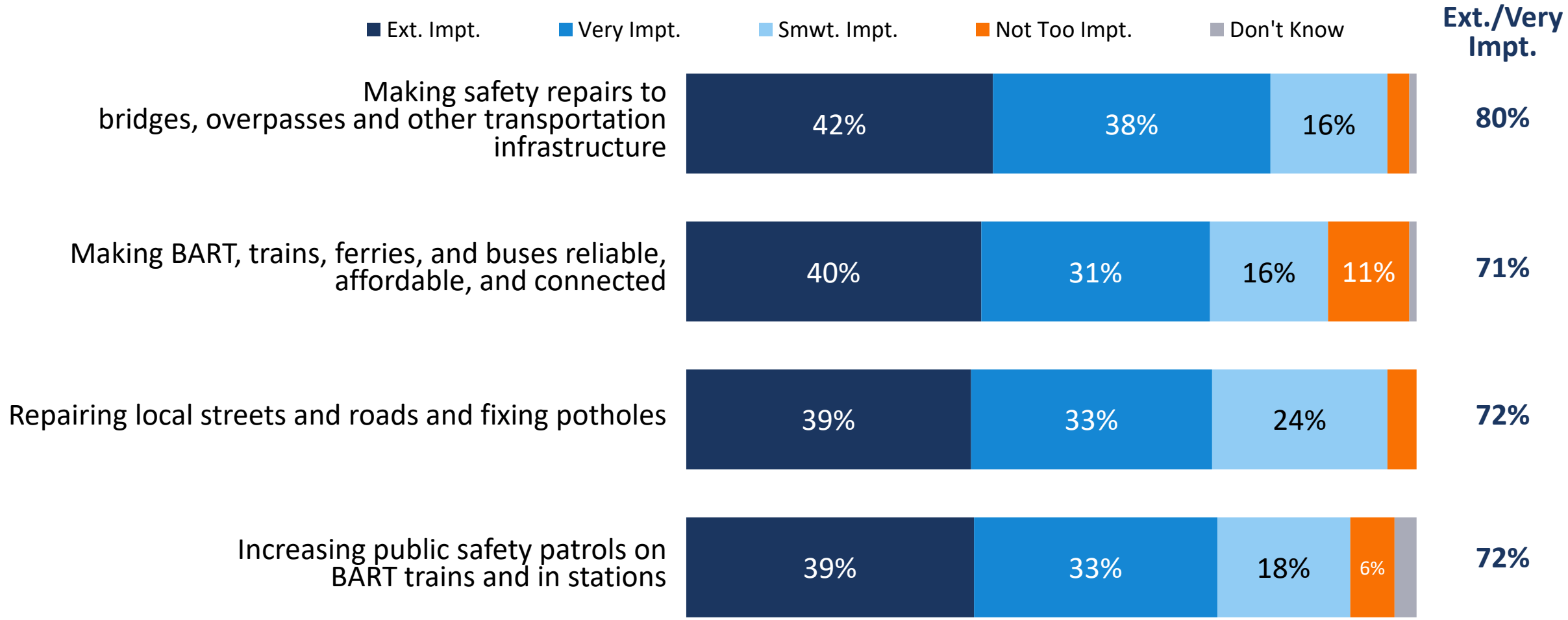
I'm going to read you a list of potential items that could be included in the proposed Bay Area transportation measure. After each one, please rate how much of a priority that item is to you.



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

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

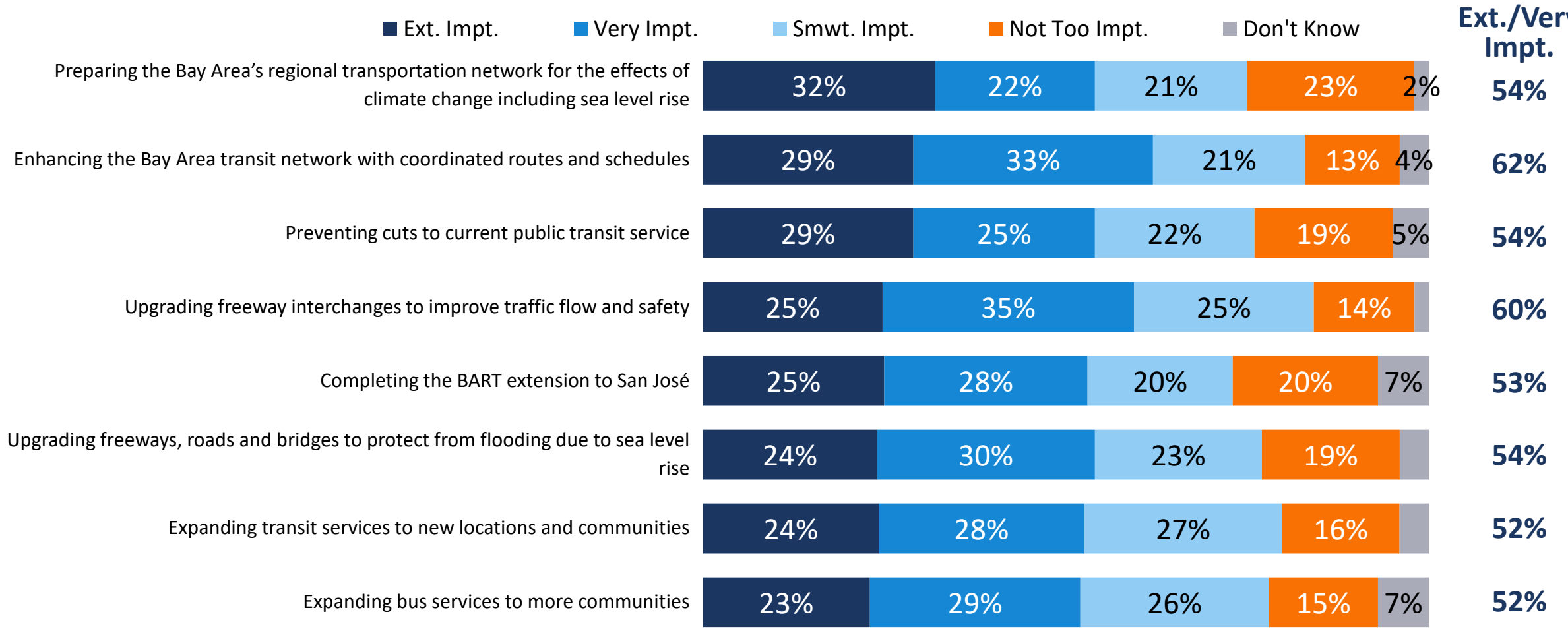
I am going to mention different ways funds raised by this measure could be used to address the Bay Area's long-term transportation needs. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important.



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

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

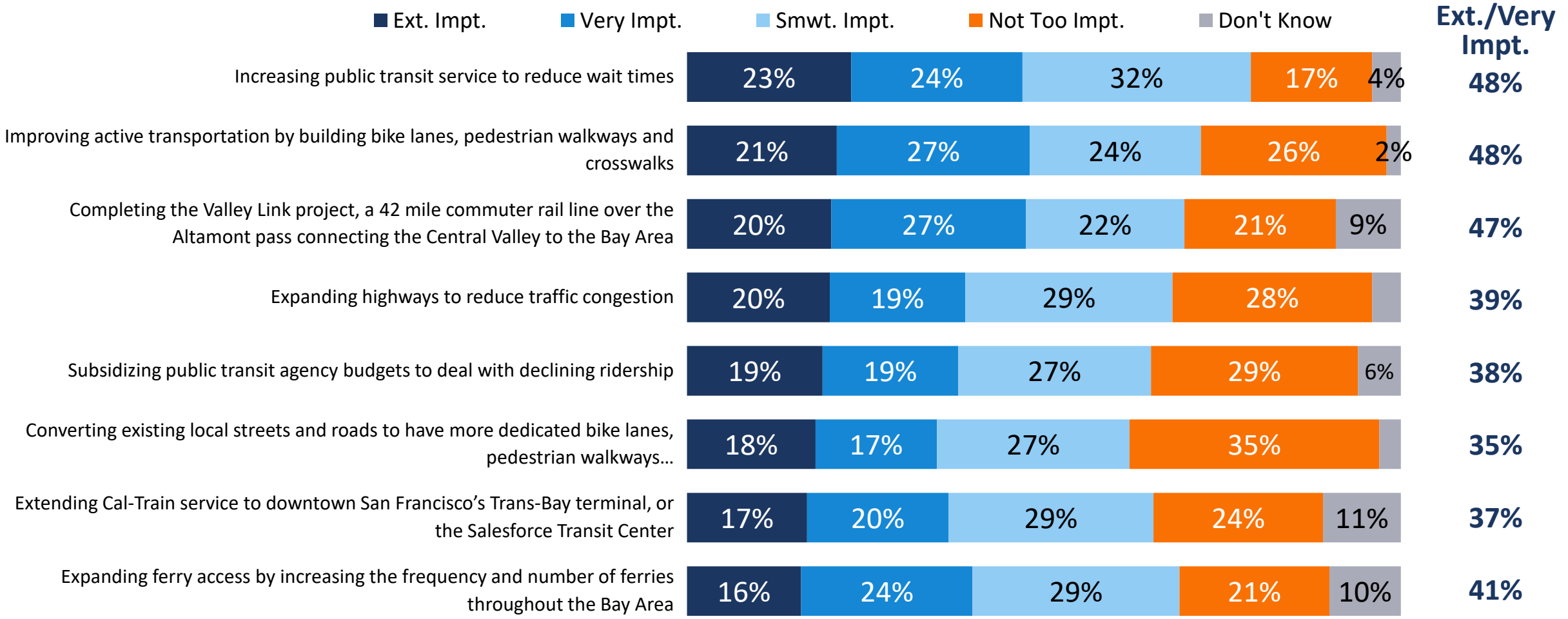
I am going to mention different ways funds raised by this measure could be used to address the Bay Area's long-term transportation needs. Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not too important.



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.

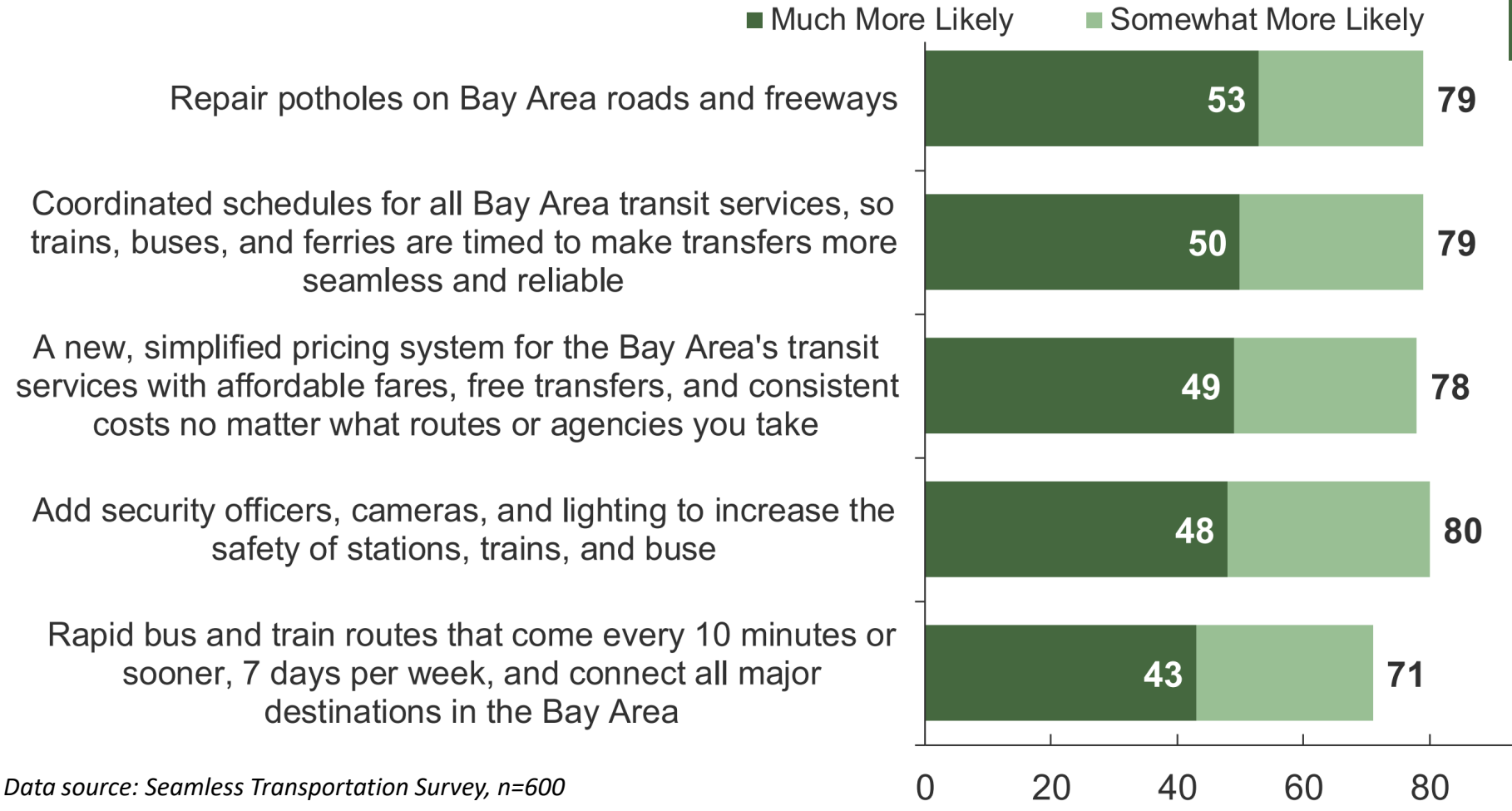


Data source: California Alliance for Jobs Transportation Survey, n=1,046

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

Percent more likely to support a measure that would include:

Transportation Outcomes – Top Tier

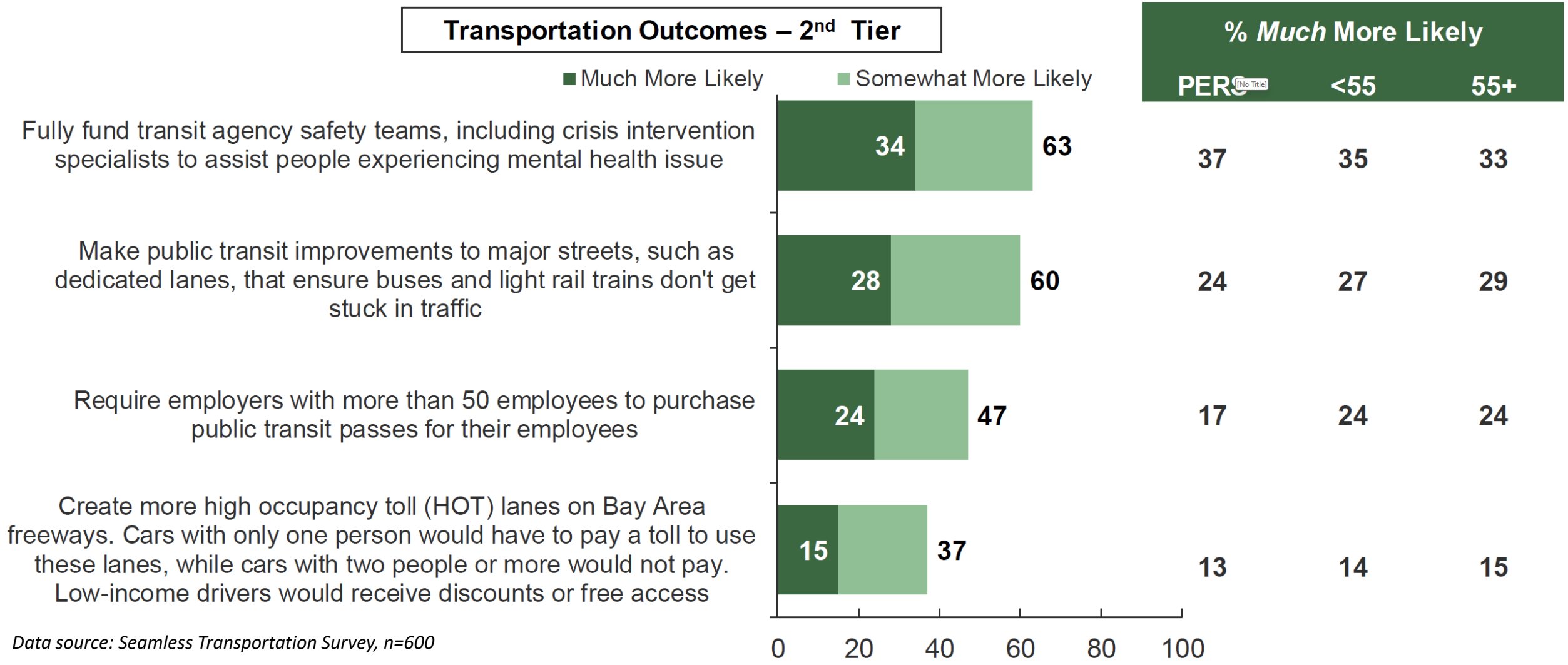


	% *Much* More Likely		
	PERS	<55	55+
Repair potholes on Bay Area roads and freeways	57	49	58
Coordinated schedules for all Bay Area transit services, so trains, buses, and ferries are timed to make transfers more seamless and reliable	58	47	53
A new, simplified pricing system for the Bay Area's transit services with affordable fares, free transfers, and consistent costs no matter what routes or agencies you take	54	46	52
Add security officers, cameras, and lighting to increase the safety of stations, trains, and buse	57	42	53
Rapid bus and train routes that come every 10 minutes or sooner, 7 days per week, and connect all major destinations in the Bay Area	41	44	43

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:

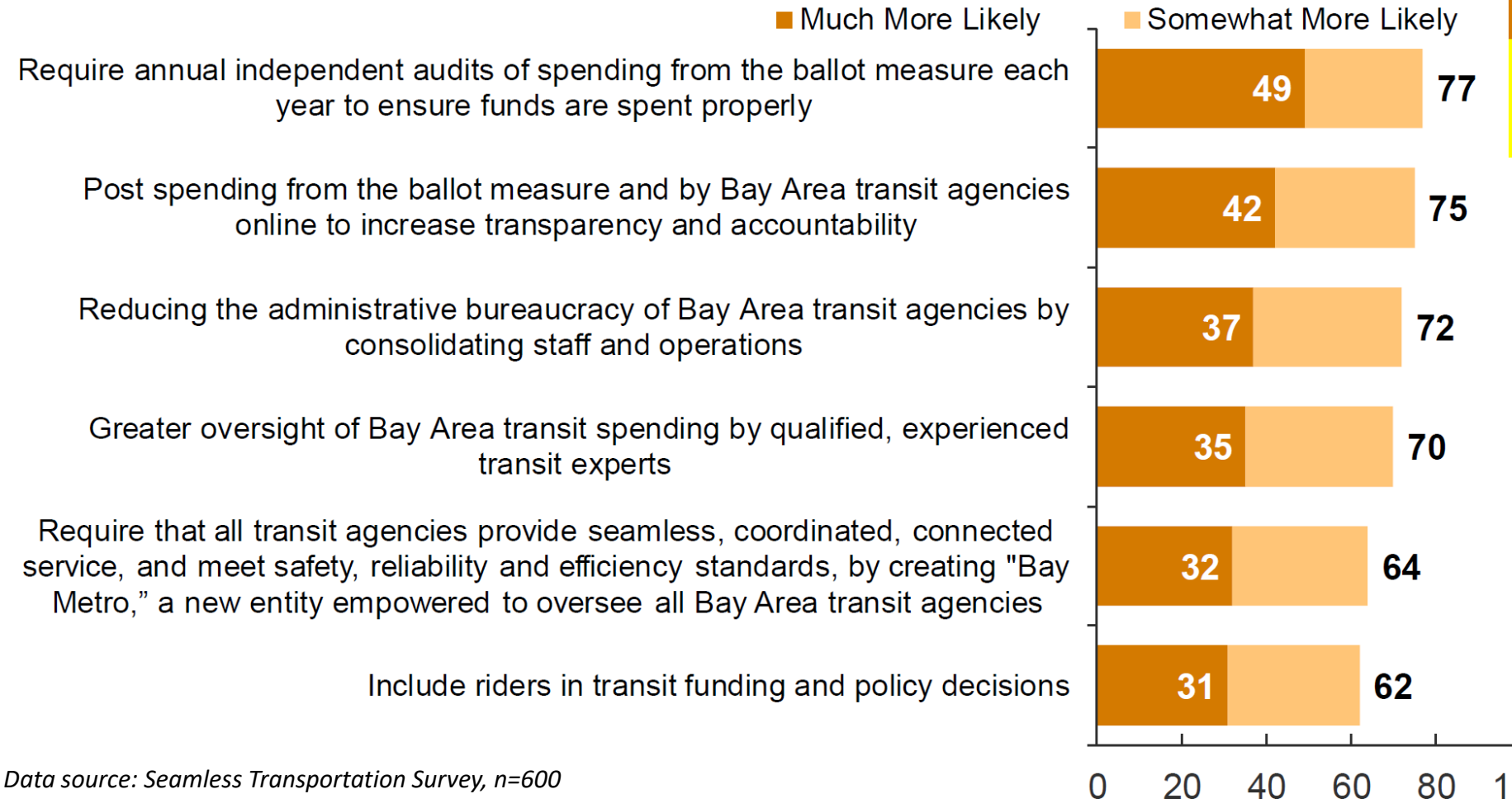


Data source: Seamless Transportation Survey, n=600

Transit Reforms (Seamless Poll Jan 2024)

Percent more likely to support a measure that would include:

Transit Reforms – Top Tier



	% Much More Likely		
	PERS	<55	55+
Require annual independent audits of spending from the ballot measure each year to ensure funds are spent properly	54	44	53
Post spending from the ballot measure and by Bay Area transit agencies online to increase transparency and accountability	38	39	44
Reducing the administrative bureaucracy of Bay Area transit agencies by consolidating staff and operations	38	32	40
Greater oversight of Bay Area transit spending by qualified, experienced transit experts	39	33	36
Require that all transit agencies provide seamless, coordinated, connected service, and meet safety, reliability and efficiency standards, by creating "Bay Metro," a new entity empowered to oversee all Bay Area transit agencies	33	26	37
Include riders in transit funding and policy decisions	37	31	31

Data source: Seamless Transportation Survey, n=600

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