

**Metropolitan Transportation Commission and Association of Bay Area Governments  
Joint MTC ABAG Legislation Committee**

**February 14, 2025**

**Agenda Item 3a**

**Regional Transportation Revenue Measure Polling Results**

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**Subject:**

Overview by EMC Research, Inc. (EMC) of polling results related to a future regional transportation revenue measure.

**Overview:**

In January 2024, EMC Research, Inc. conducted a poll of 3,050 Bay Area voters to test support and overall attitudes regarding a potential transportation revenue measure, including a three-way split sample to test three different funding frameworks that were considered by MTC's Transportation Revenue Measure Select Committee last year. Consistent with the Commission's direction in December, the three frameworks included:

- Scenario 1A: A 10-year ½-cent sales tax focused on averting major transit service cuts and providing funding for Transit Transformation, generating at least \$560 million annually and
- Hybrid: A 30-year ½-cent sales tax plus \$.09 per building sq ft parcel tax including at least five counties and up to nine, providing a higher level of funding for transit operations in early years, funding for Transit Transformation, plus flexibility for local infrastructure priorities.
- Variable Rate: 1/2 cent – 7/8 cent sales tax for transit for 11 years, as proposed by San Francisco Municipal Transportation Agency, generating at least \$640 million annually focused on transit operations with the goal of more fully addressing transit agencies' operating funding needs. Note that this framework was included to maximize efficiencies and ensure "apples to apples" comparison of polling results. SFMTA is funding this portion of the poll.

Scenario 1A and the Variable Rate options were tested in the counties of Alameda, Contra Costa, San Mateo and the City and County of San Francisco. Santa Clara County voters were not polled on these two options both to keep the poll within budget as well as in recognition of statements from South Bay elected officials (including Commissioner/San Jose Mayor Mahan,

Commissioner Abe-Koga, and former Commissioner Chavez in a November 2024 letter) expressing a preference for pursuing a parallel Santa Clara County measure to generate additional transportation funds. The Hybrid option was tested in all nine counties, though a reminder that, as presented to the Commission, it was structured to include Santa Clara County and the North Bay counties on an opt-in basis only.

EMC staff will present findings from the poll and answer questions.

**Recommendation:**

Information

**Attachments:**

None



Andrew Fremier