


## Telephone Survey of Alameda County Voters

Presentation of survey findings

Prepared for  
Alameda County Transportation Commission (ACTC)



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## Methodology


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- ▶ Telephone Survey of Alameda County Voters
- ▶ 813 completed interviews
- ▶ Overall Margin of error  $\pm$  3.4%
- ▶ Conducted March 6 - March 14, 2011
- ▶ Interviews conducted by trained, professional interviewers in English, Spanish & Cantonese
- ▶ Results weighted to reflect likely voter population distribution in November, 2012

Region	# of interviews	Margin of Error ( $\pm$ )	Weighted % of Population
Central Alameda Co.	170	7.5%	21%
East Alameda Co.	121	8.9%	15%
North Alameda Co.	376	5.1%	46%
South Alameda Co.	146	8.0%	18%

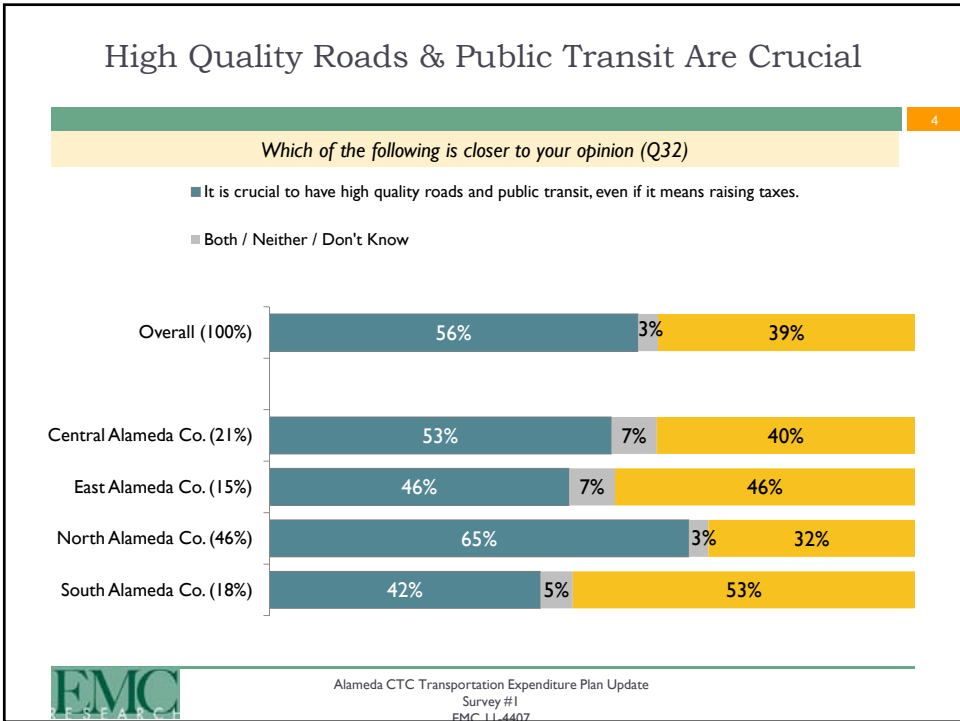
*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*

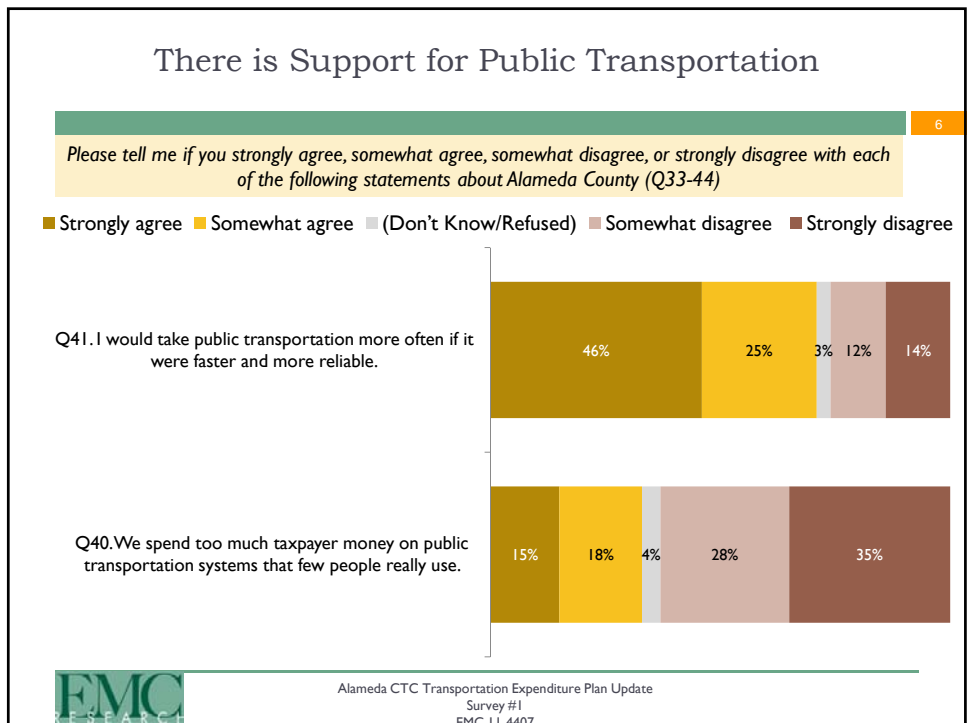
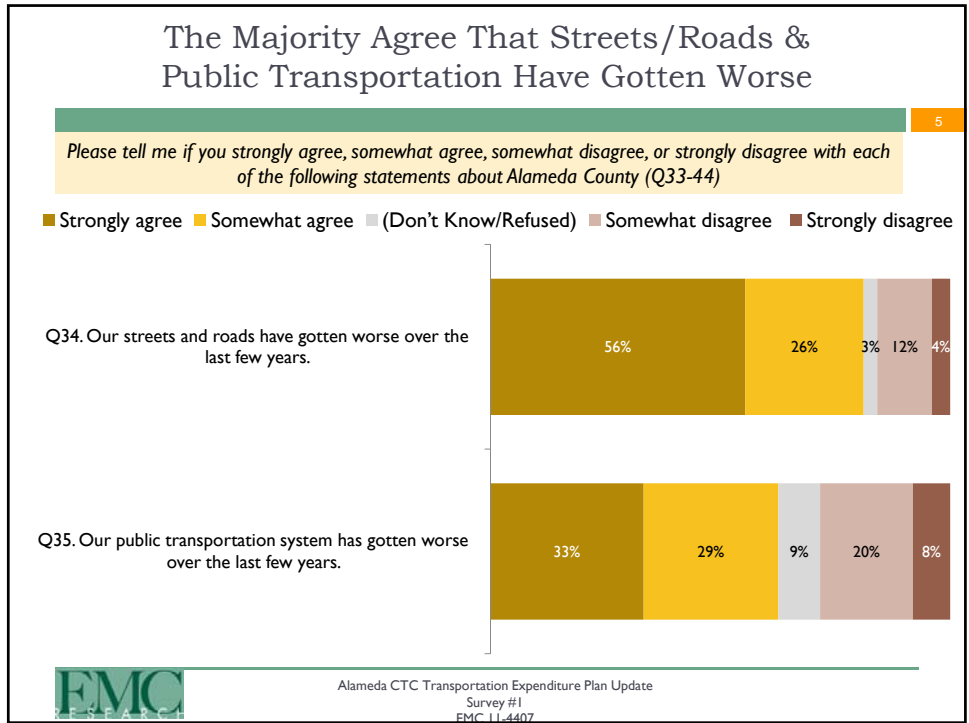
*Please note that due to rounding, percentages may not add up to exactly 100%*

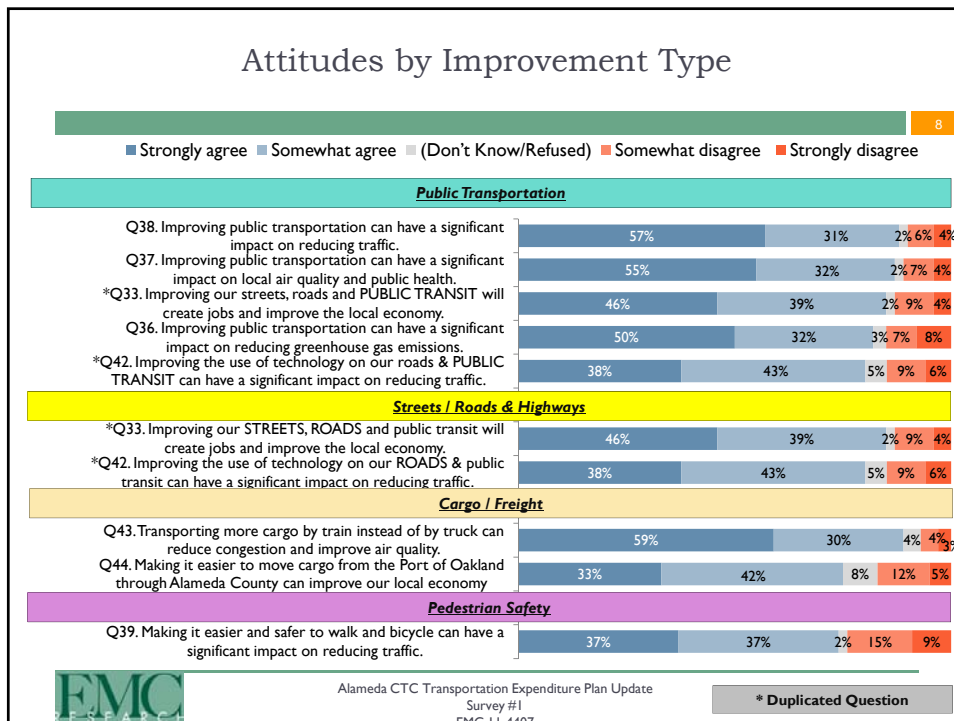
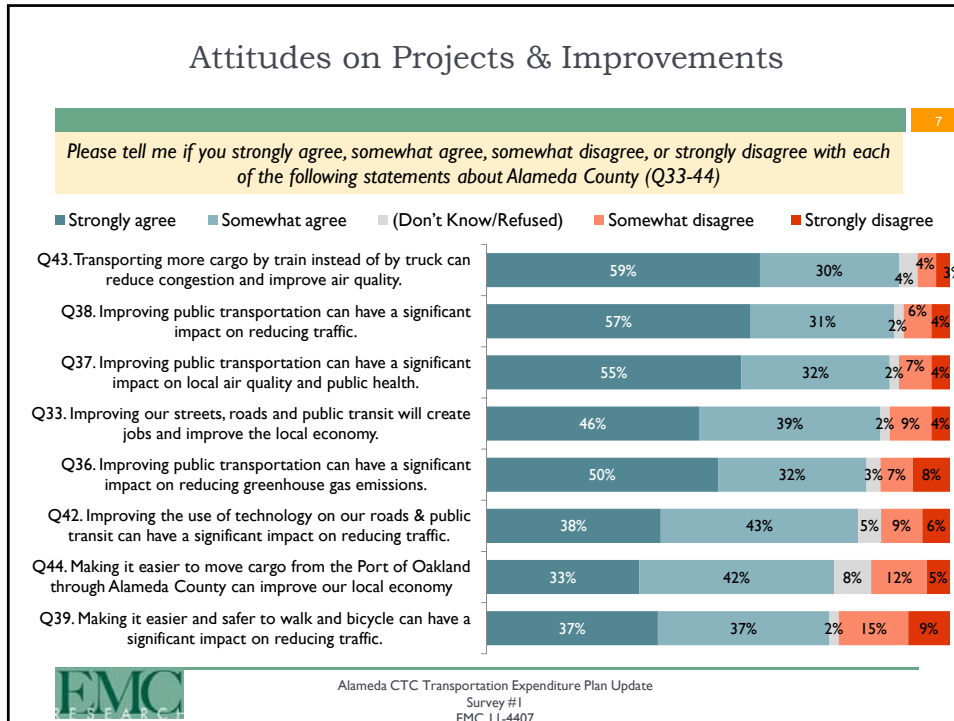


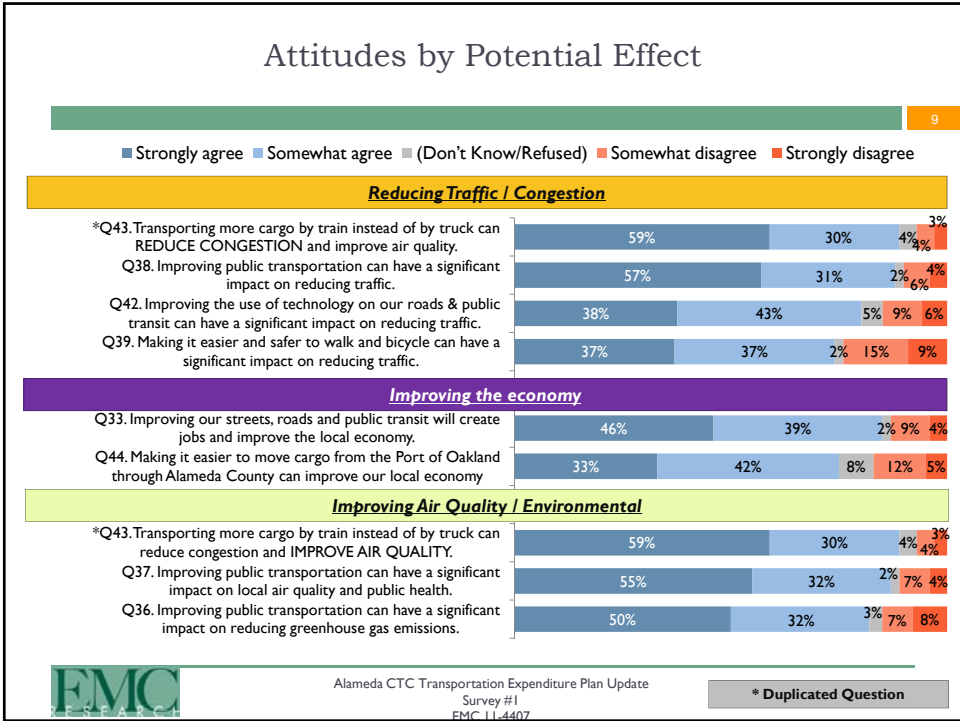
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# Issue Environment







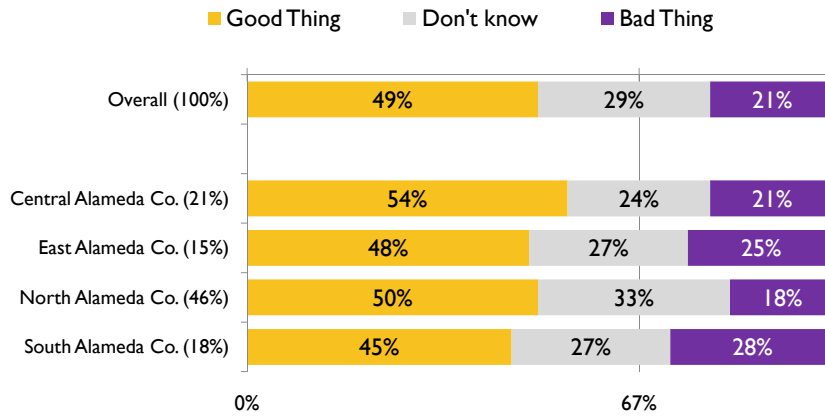


## Measure B Renewal

### A Plurality Believe Measure B Has Been a Good Thing

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As you may know, voters in Alameda County approved Measure B in 2000, a half cent sales tax that funds road and transit projects and programs all across Alameda County. In general, would you say Measure B has been a good thing for Alameda County, or a bad thing for Alameda County? (Q6)



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### A Renewal Wins More Than Two-Thirds (72%)

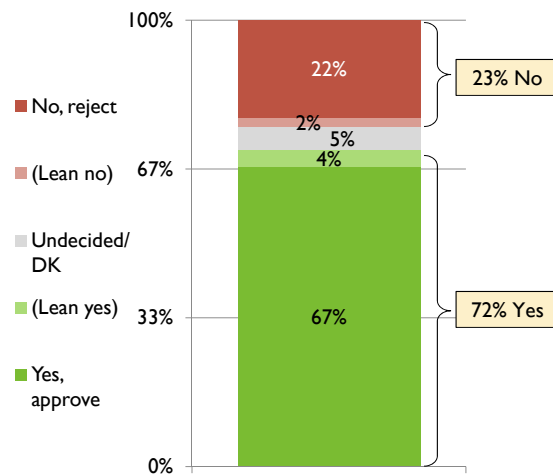
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There may be a measure on the ballot next year in Alameda County that would

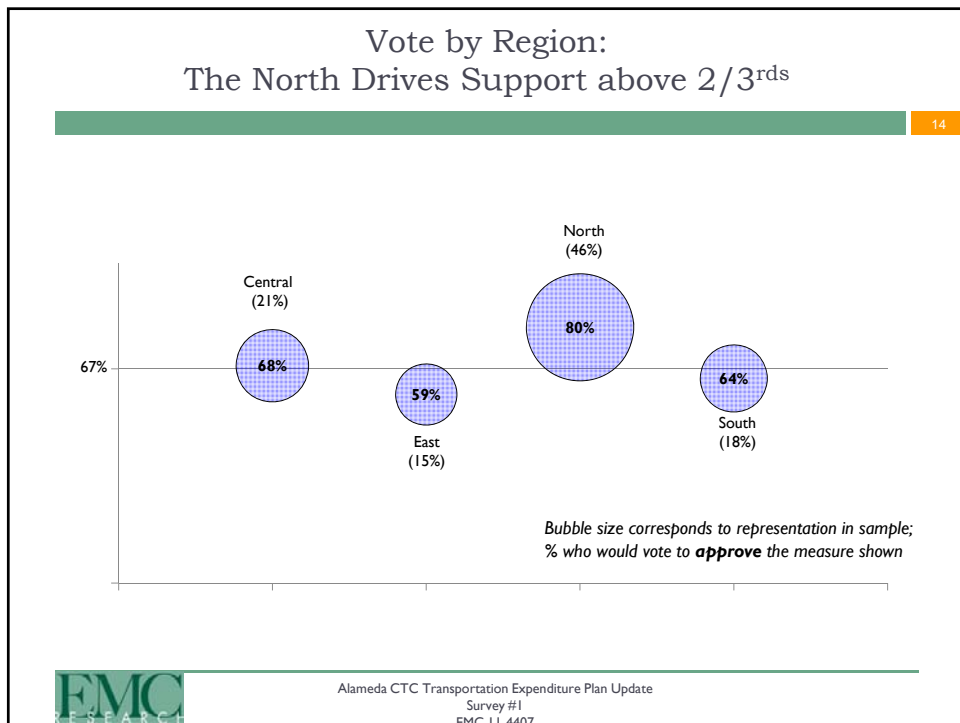
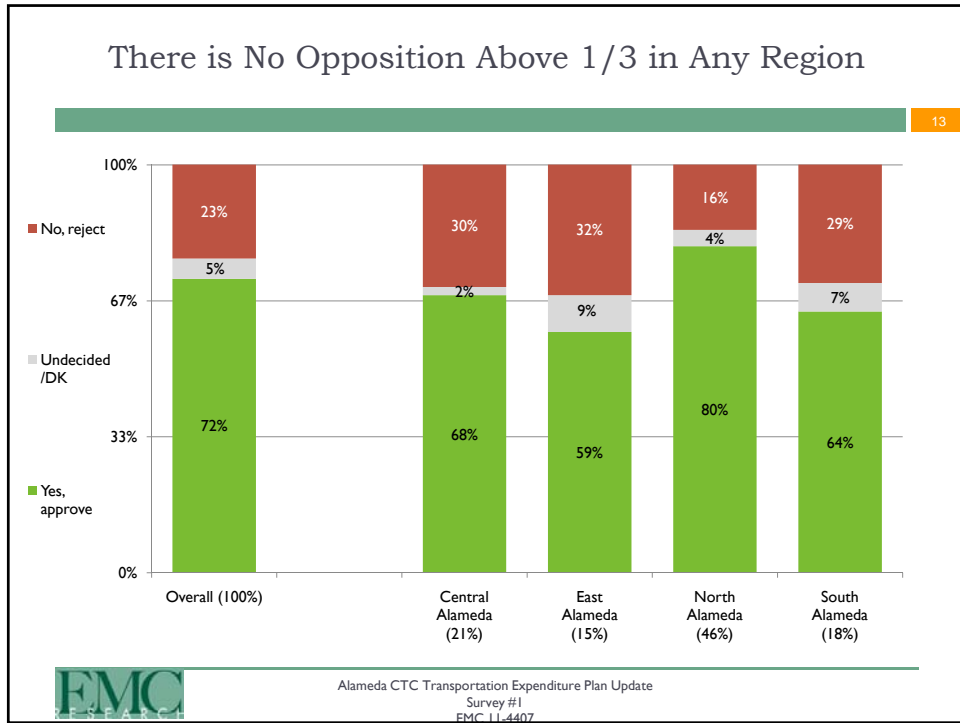
- extend the existing half cent transportation sales tax to
- address an updated plan for the county's current and future transportation needs.

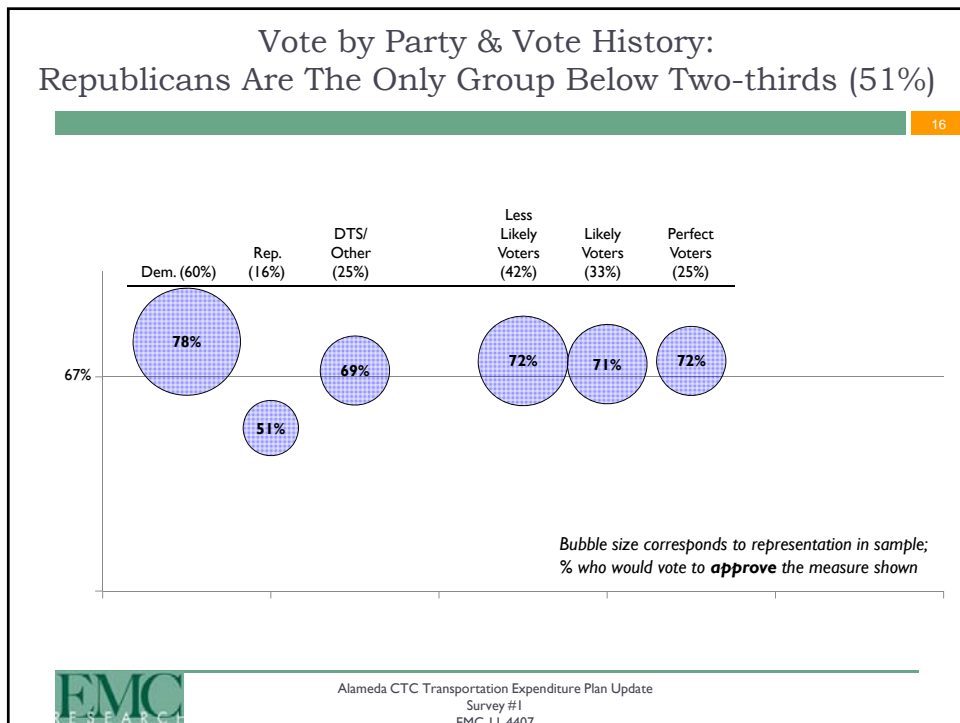
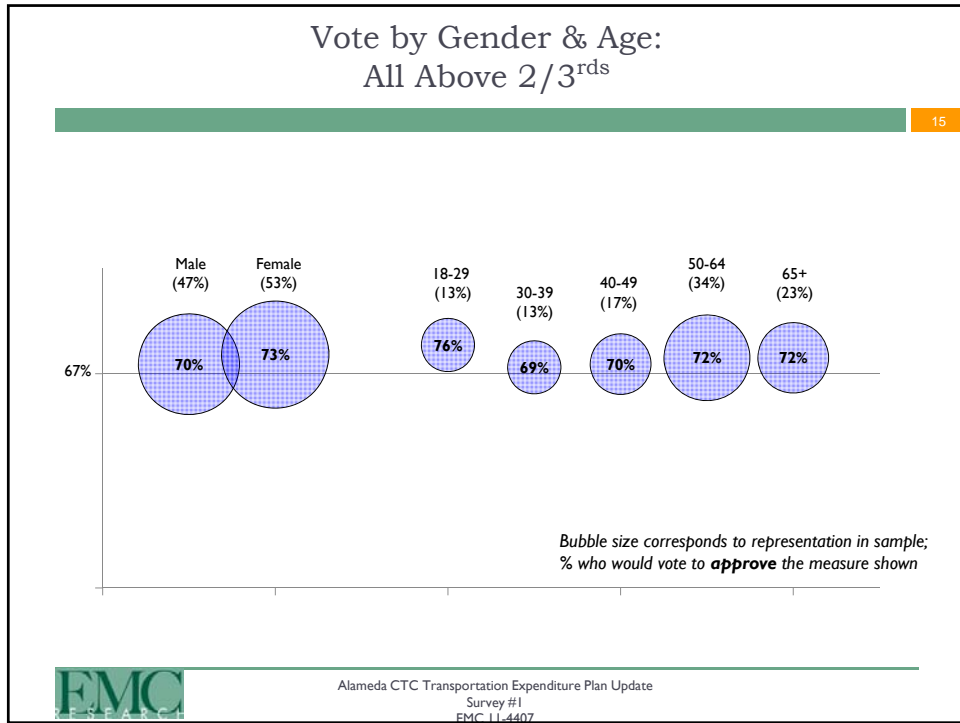
The money from this measure:

- could only be spent on the voter-approved expenditure plan
- all money from this measure would stay in Alameda County and could not be taken by the state.

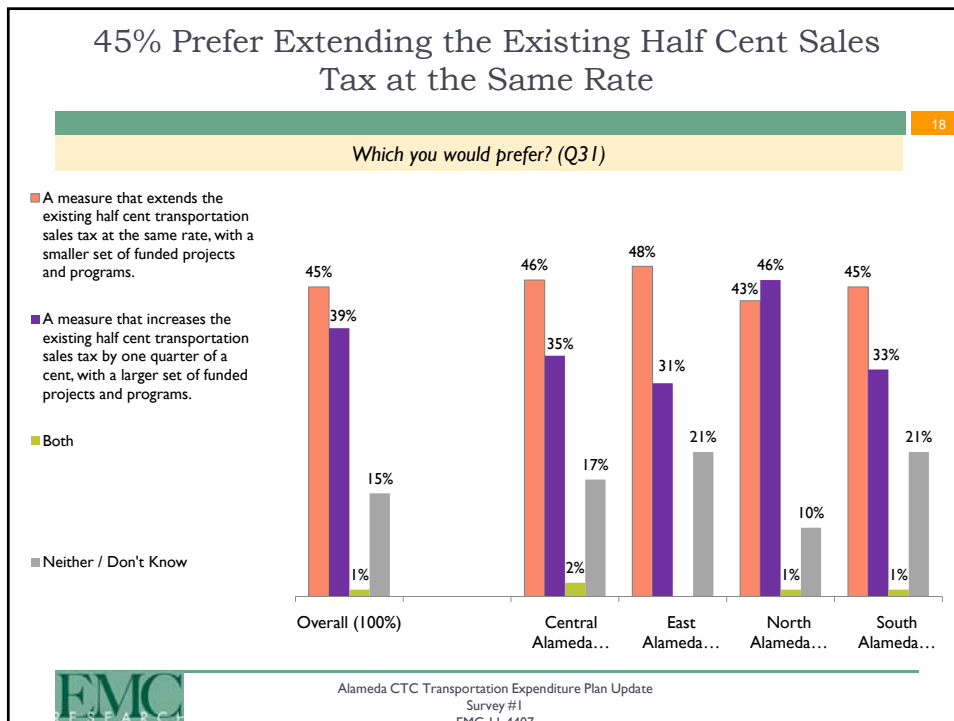
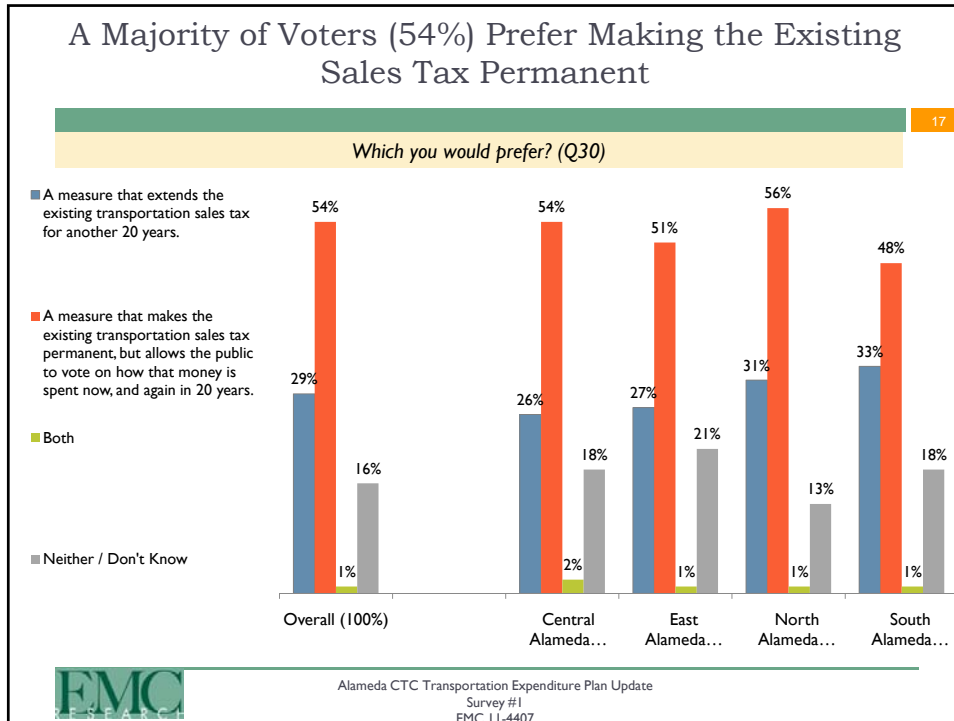


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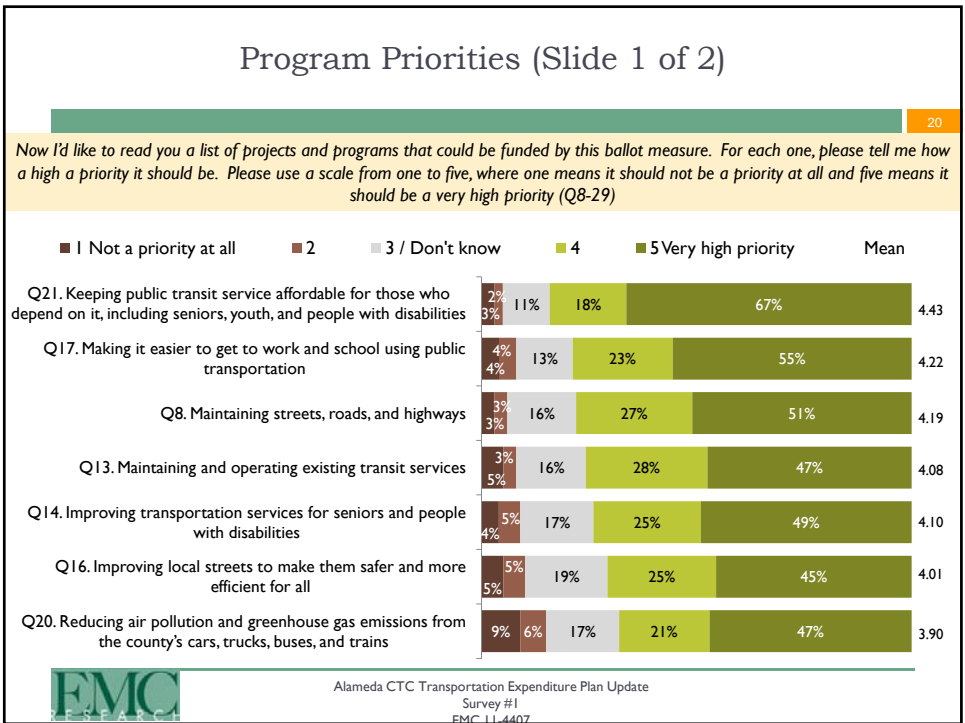


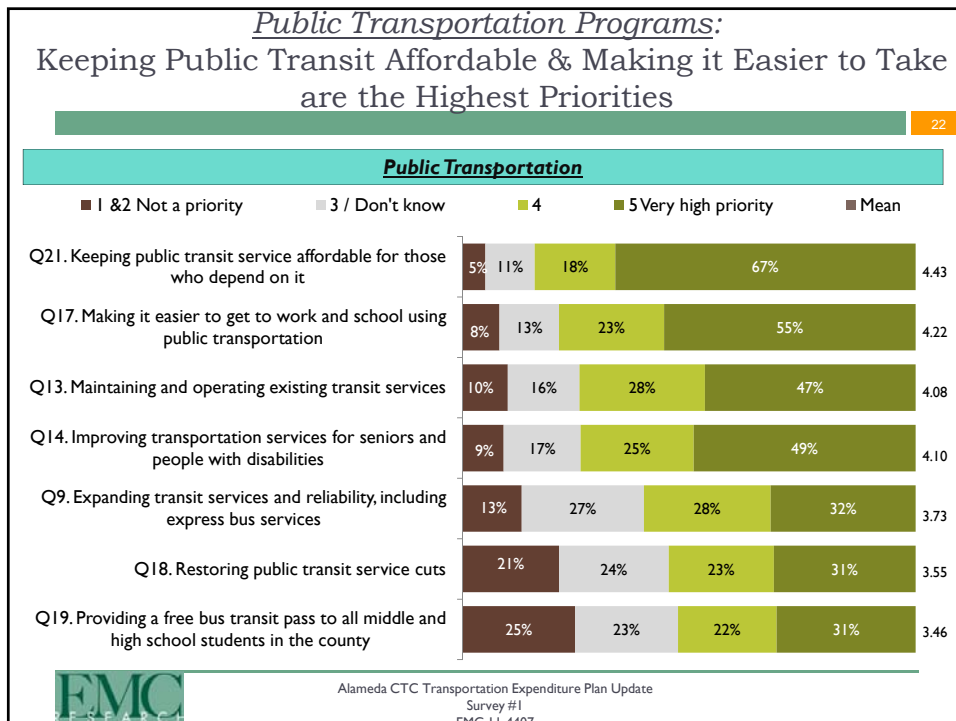
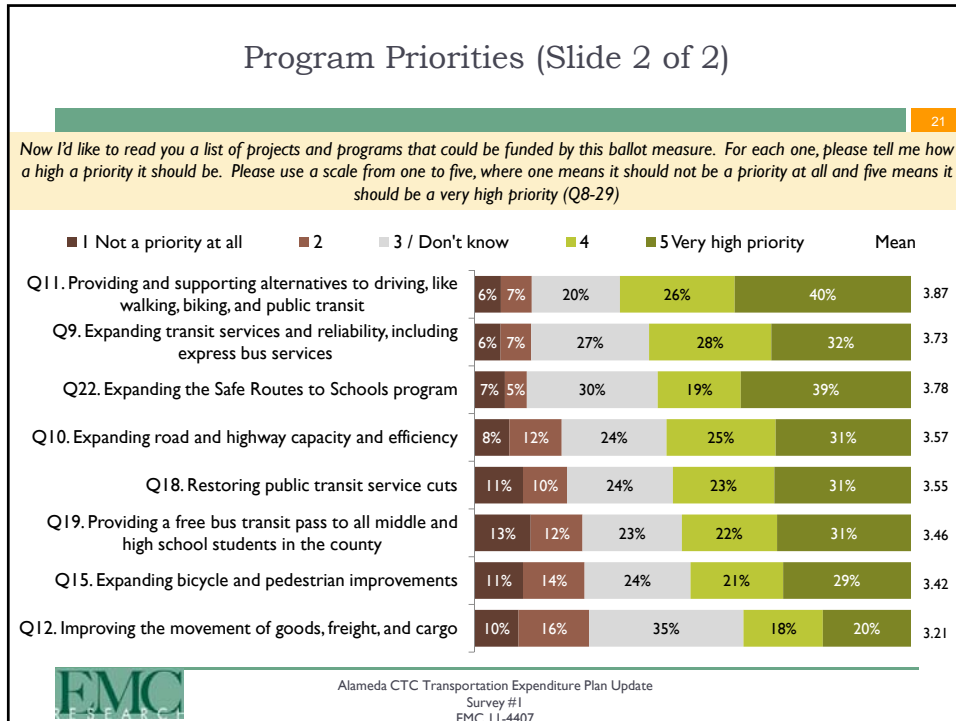


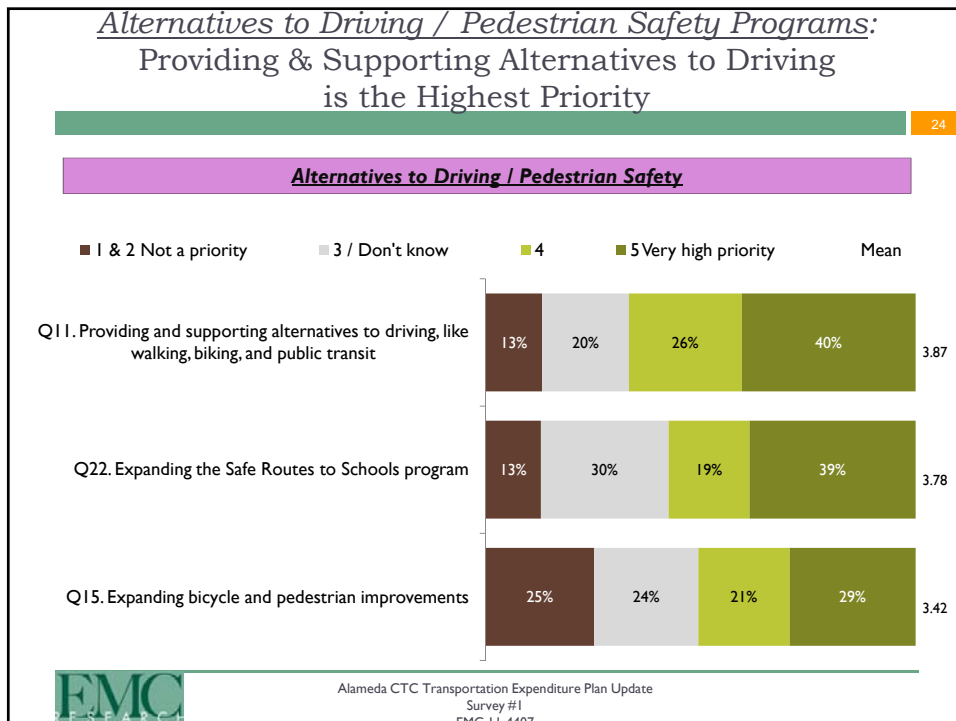
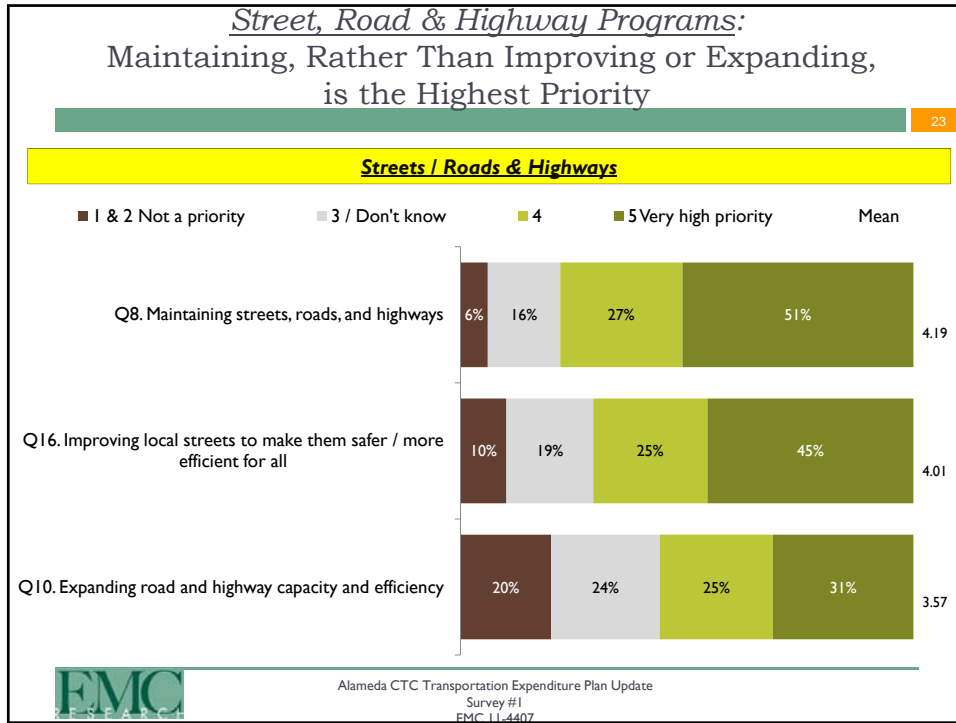


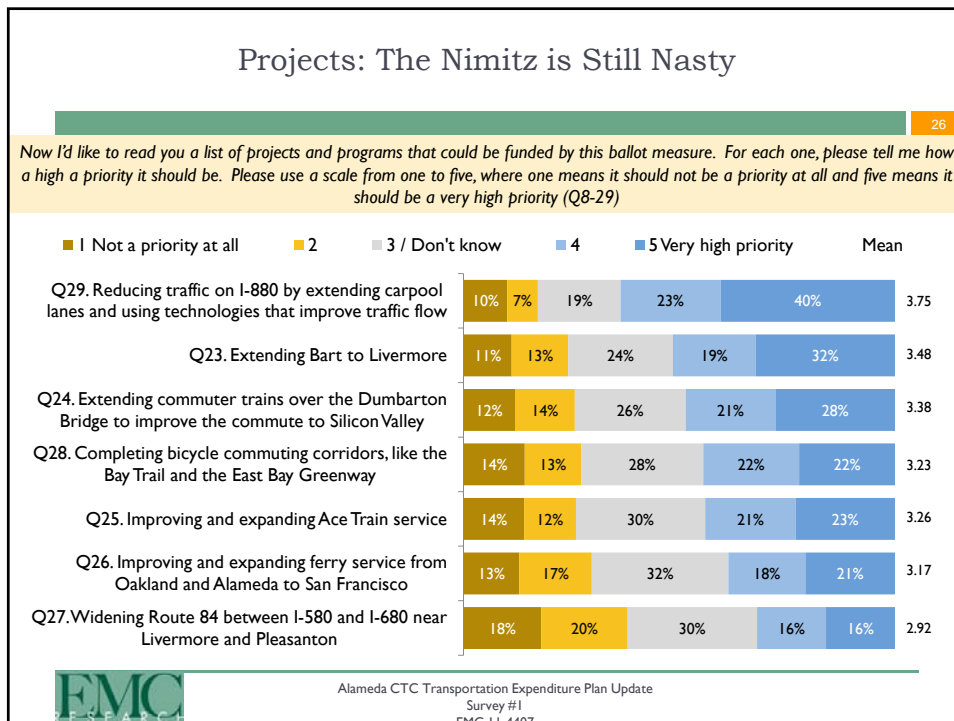
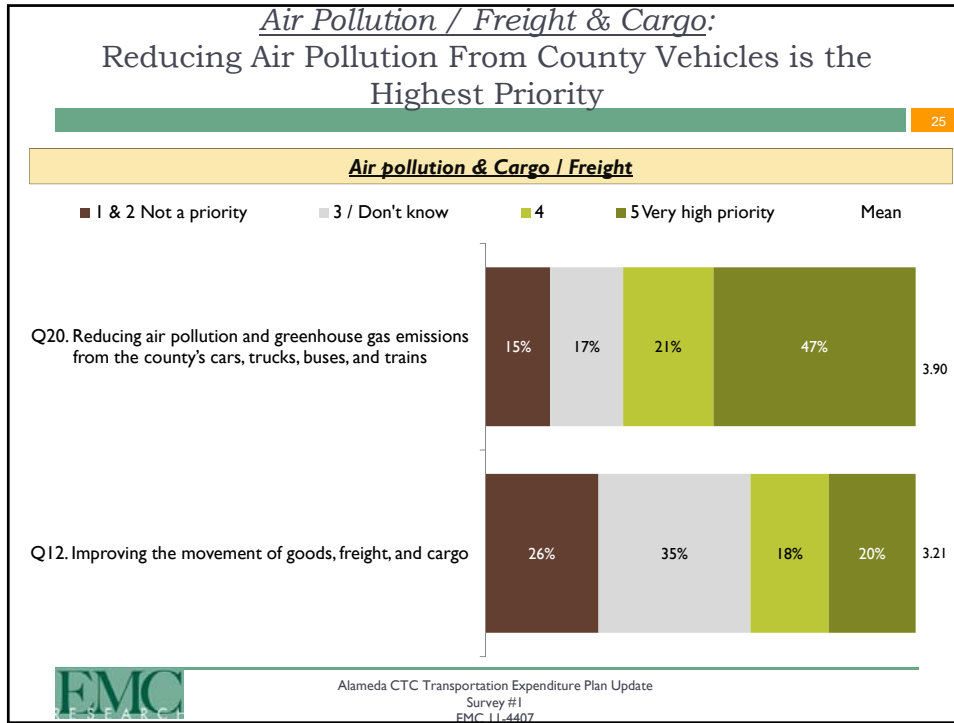


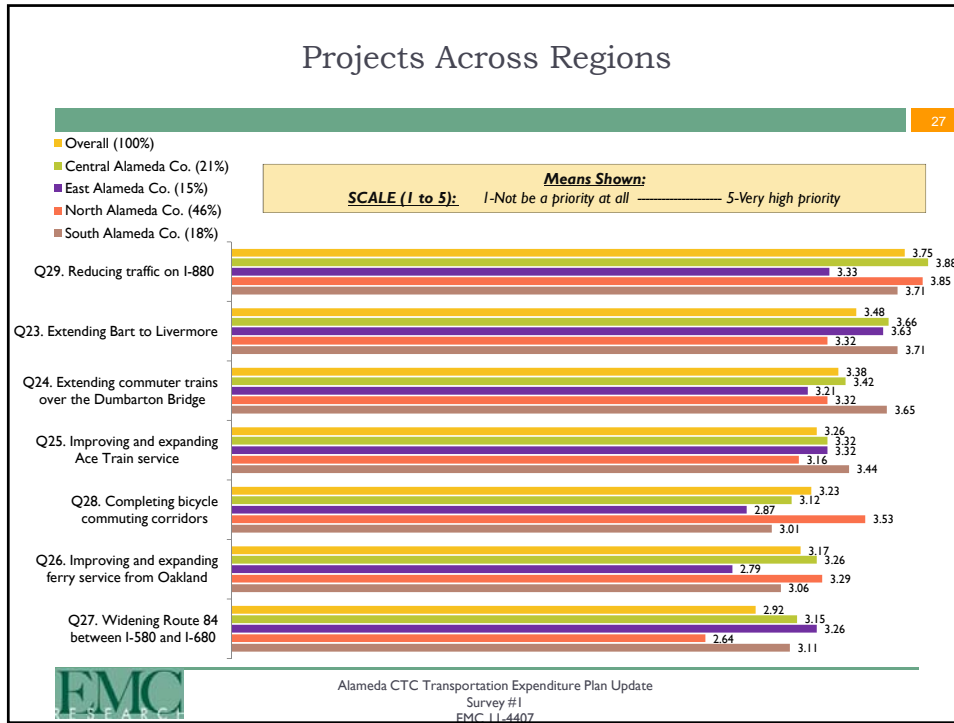
# Potential Programs & Projects











### Projects Across Regions (alternate view)

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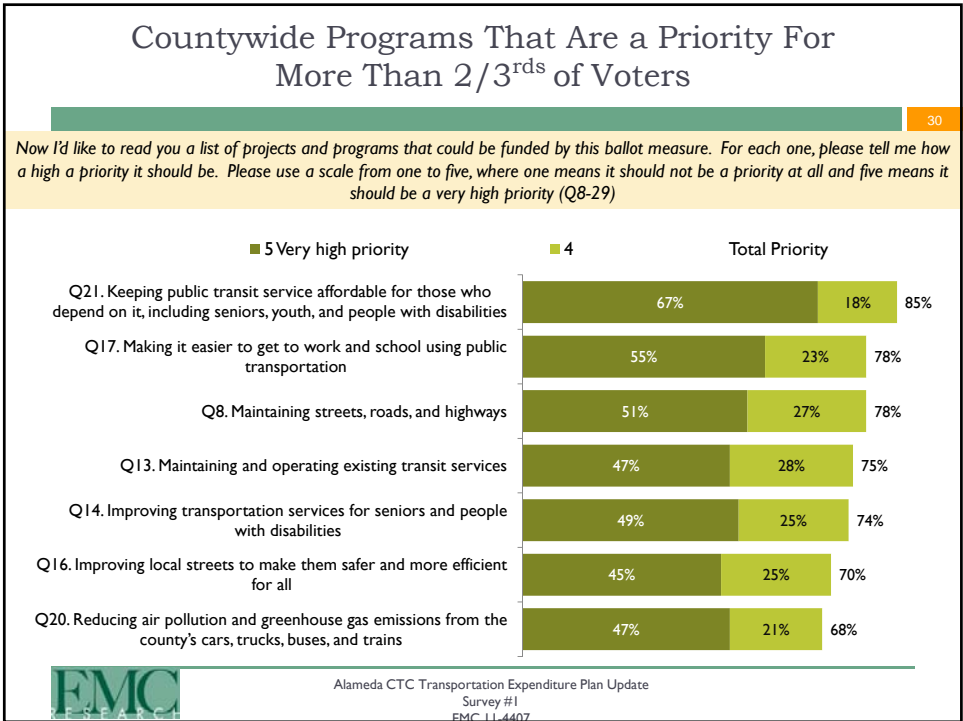
**Means Shown**  
**SCALE (1 to 5):** 1-Not be a priority at all ----- 5-Very high priority

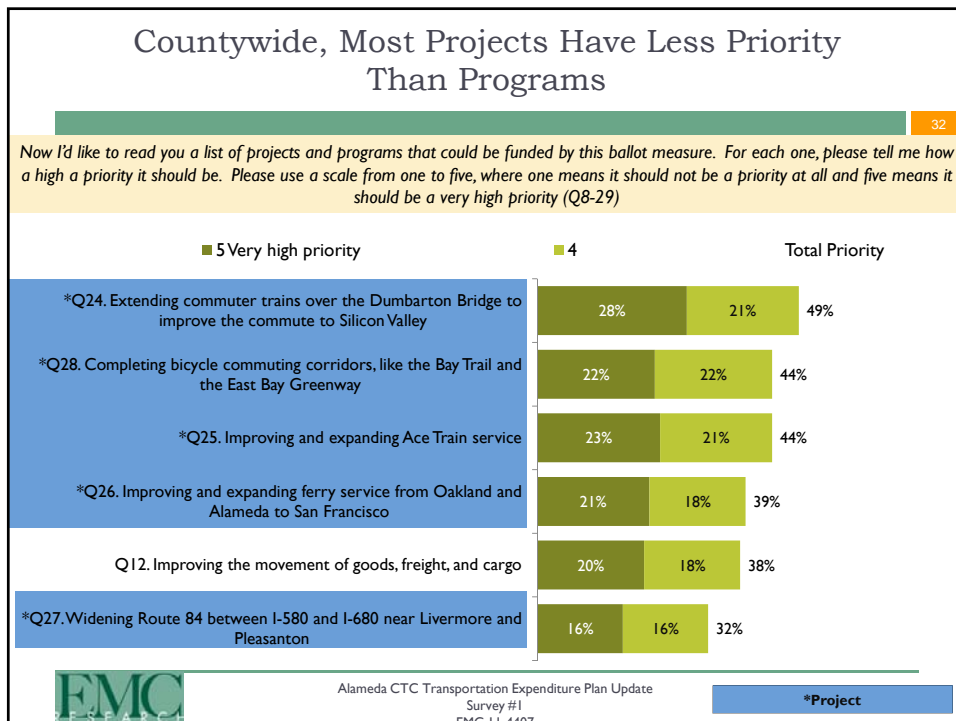
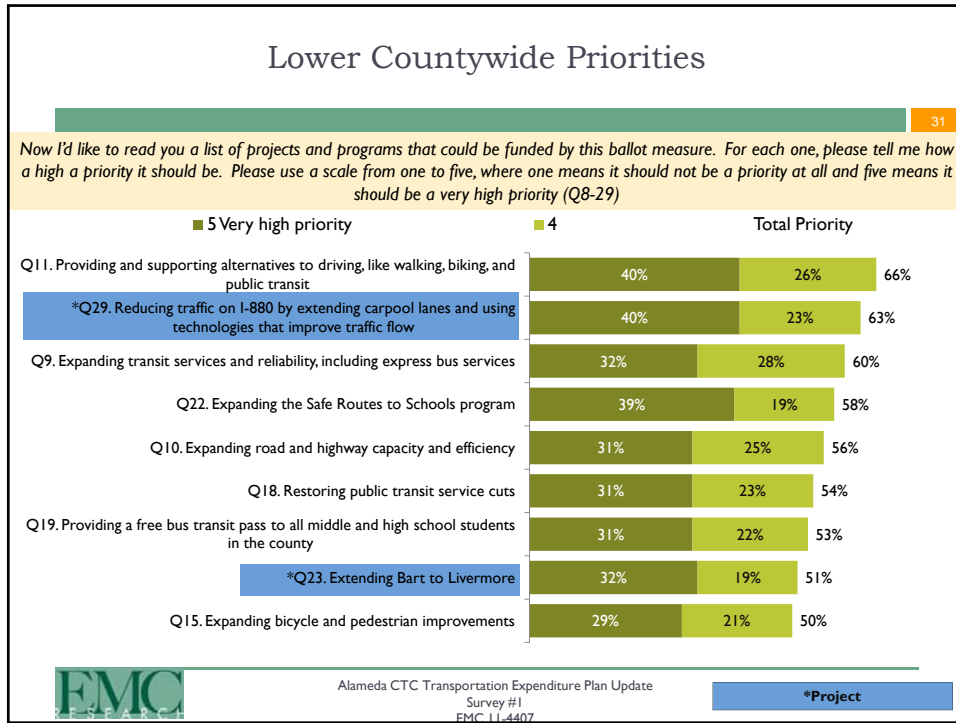
Program / Project	Overall (100%)	Central Alameda Co. (21%)	East Alameda Co. (15%)	North Alameda Co. (46%)	South Alameda Co. (18%)
Q29. Reducing traffic on I-880 by extending carpool lanes and using technologies that improve traffic flow	3.75 *	3.88 *	3.33 *	3.85 *	3.71 *
Q23. Extending Bart to Livermore	3.48 *	3.66 *	3.63 *	3.32 *	3.58 *
Q24. Extending commuter trains over the Dumbarton Bridge to improve the commute to Silicon Valley	3.38 *	3.42 *	3.21	3.32 *	3.65 *
Q25. Improving and expanding Ace Train service	3.26	3.32	3.32 *	3.16	3.44
Q28. Completing bicycle commuting corridors, like the Bay Trail and the East Bay Greenway	3.23	3.12	2.87	3.53 *	3.01
Q26. Improving and expanding ferry service from Oakland and Alameda to San Francisco	3.17	3.26	2.79	3.29	3.06
Q27. Widening Route 84 between I-580 and I-680 near Livermore and Pleasanton	2.92	3.15	3.26	2.64	3.11

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\* Indicates Top 3

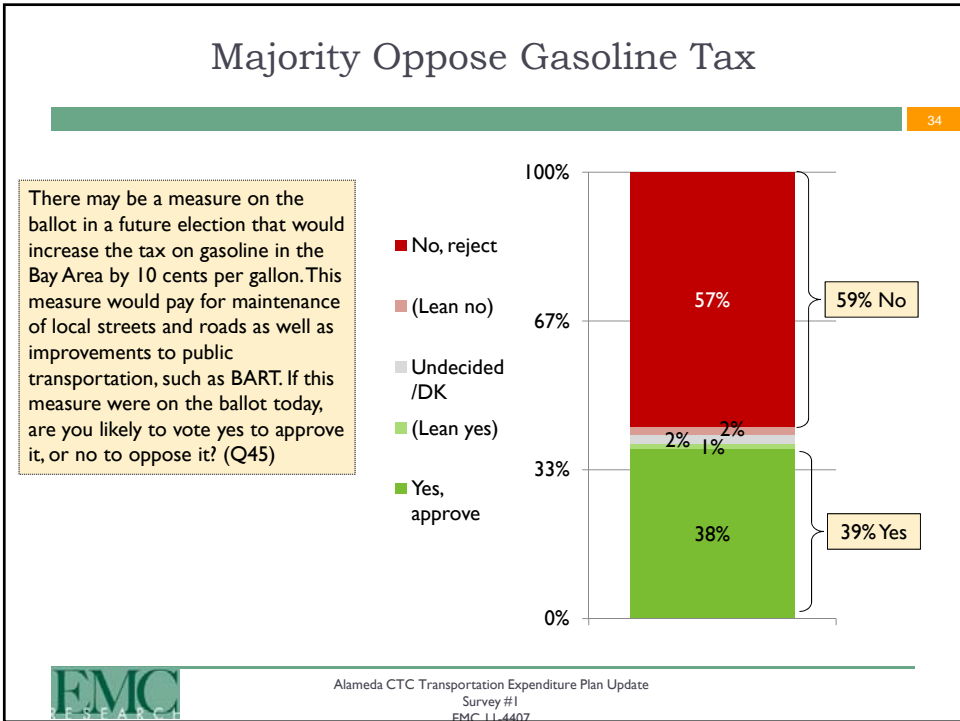
# Programs & Projects: Combined Priorities







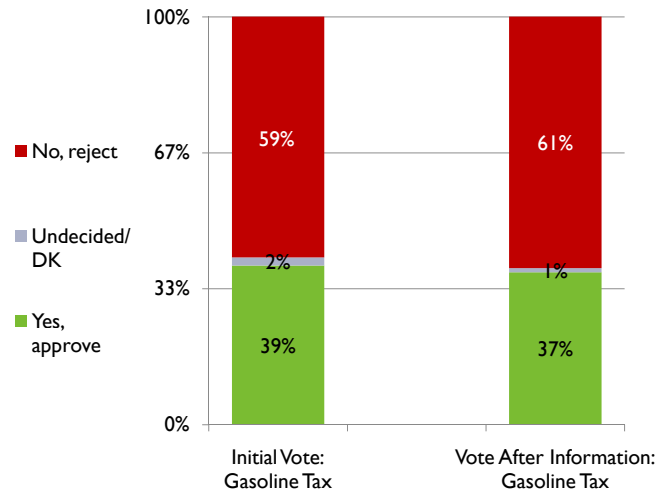
# Gasoline Tax Measure



## More Information Led to More Opposition

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Supporters of this measure say that it makes sense to tax gasoline because it would pay for improvements that benefit everyone throughout the region, like better roads and more reliable public transit. Opponents of this measure say it will place an unfair burden on people with long commutes to work or school, and local governments should make better use of existing taxes before asking for more.



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