

## Telephone Survey of Alameda County Voters

Presentation of survey findings

Prepared for  
Alameda County Transportation Commission  
(Alameda CTC)



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EMC #11-4453

DRAFT 10/25/2011

## Methodology

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- ▶ Telephone Survey of Alameda County Voters
- ▶ 805 completed interviews
- ▶ Overall Margin of error ± 3.5%
- ▶ Conducted September 28 – October 9, 2011
- ▶ Interviews conducted by trained, professional interviewers in English, Spanish & Cantonese
- ▶ Split Sample Methodology
  - ▶ Sample A: Extension + ½ cent sales tax
  - ▶ Sample B: ½ cent tax only
- ▶ Where possible, results are compared with:
  - ▶ Telephone survey of Alameda County Voters conducted for Alameda CTC between March 6 – March 14, 2011; n=813; Margin of Error= + 3.4 percentage points
- ▶ Results weighted to reflect likely voter population distribution in Nov. 2012

Region	# of interviews	Margin of Error (±)	Weighted % of Population
Central Alameda Co.	176	7.4%	22%
East Alameda Co.	150	8.0%	19%
North Alameda Co.	303	5.6%	37%
South Alameda Co.	176	7.4%	22%



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*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%*

## Key Findings

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1. **Extend and augment is a viable option for the November 2012 ballot that should be pursued and is preferable to a new ½ cent only measure;**
  1. Support for the measure grows with information and tops out at 79%;
2. **Voters support five key elements of an augmentation;**
  1. Local street maintenance/improvements (86%);
  2. Mass transit programs that get people out of their cars (82%);
  3. Highway maintenance/improvements (83%);
  4. Critical road/transportation improvements (83%);
  5. Complete/safer bike/pedestrian routes (80%)



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## Key Findings (Continued)

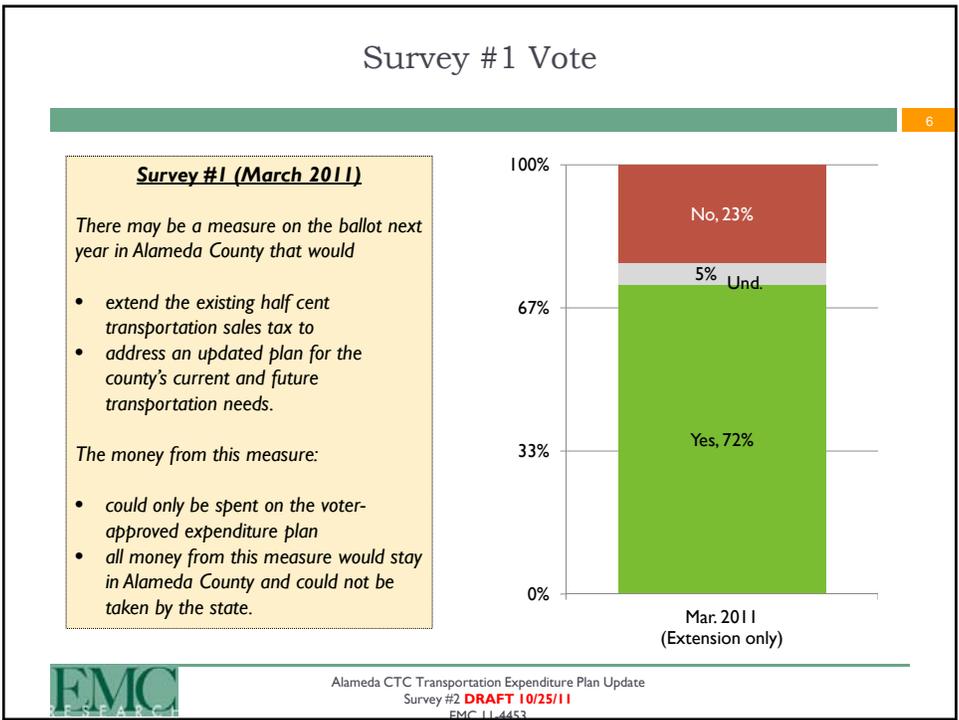
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3. **Voters also support accountability measures like citizens' oversight, audits, and regular voter review of the expenditure plan;**
4. **While there is some regional variance in support for various programs and projects, the top project everywhere is:**
  - Ensure that public transit remains affordable and accessible to those who need it.



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# Measure B Renewal - Initial Vote



### Split Sample

7

**Survey #2 (October 2011)**

**SAMPLE A**  
**(Extension + 1/2 cent tax)**

Shall a new Alameda County Transportation Expenditure Plan be implemented to address the County's current and future transportation needs? Approval of this measure will keep all funds in Alameda County, authorizes **extending** the existing transportation sales tax **and increasing it by one half cent**, with voter approval every 20 years on a new expenditure plan, with continued citizen oversight and a local jobs creation program. No money can be taken by the state.

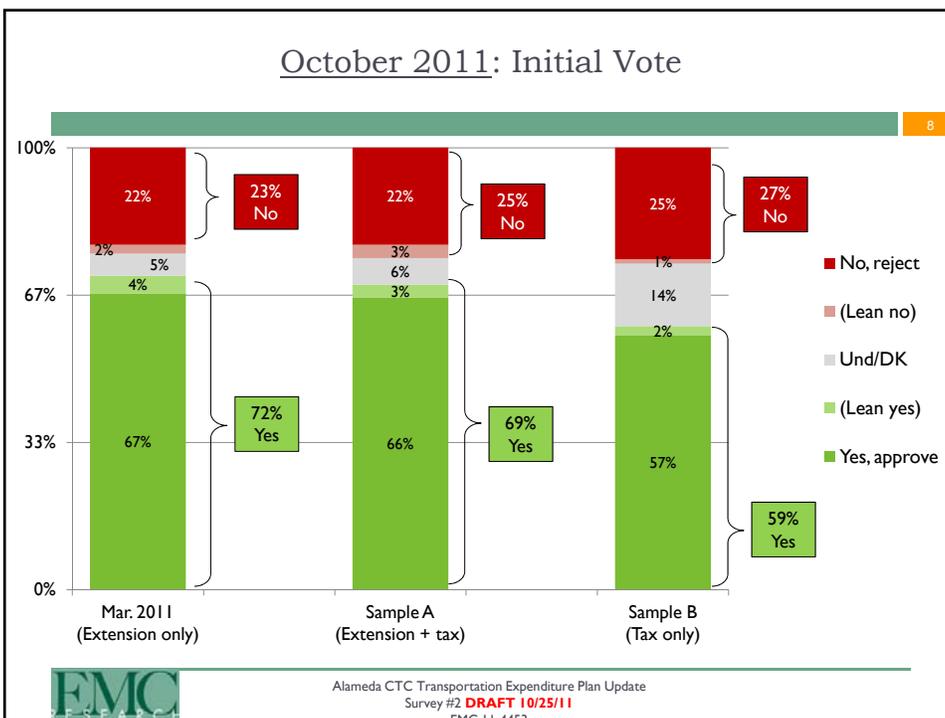
**Survey #2 (October 2011)**

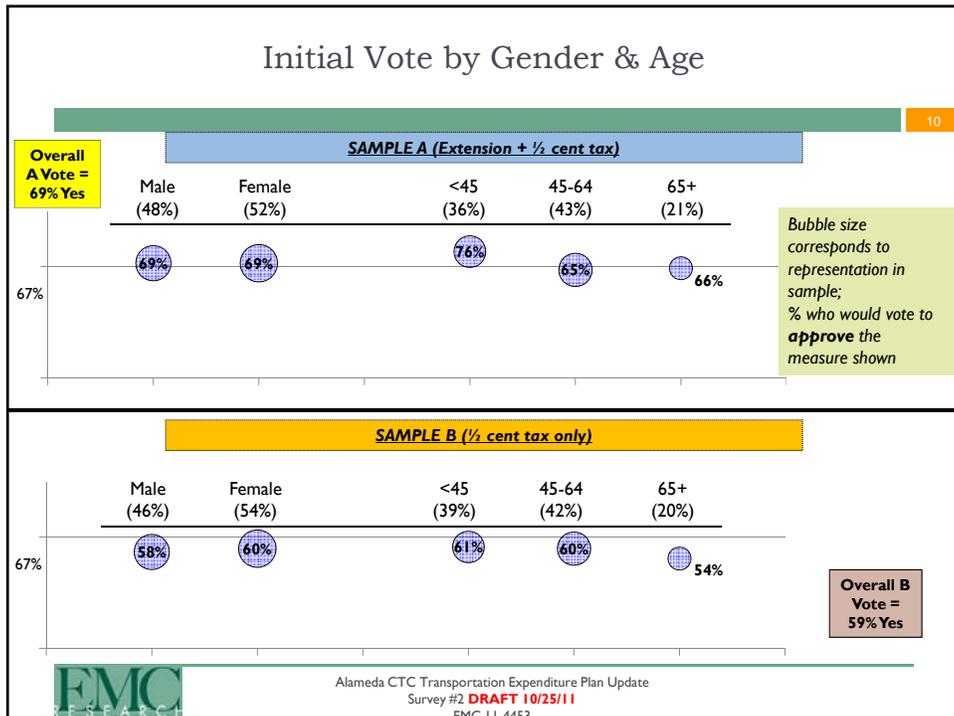
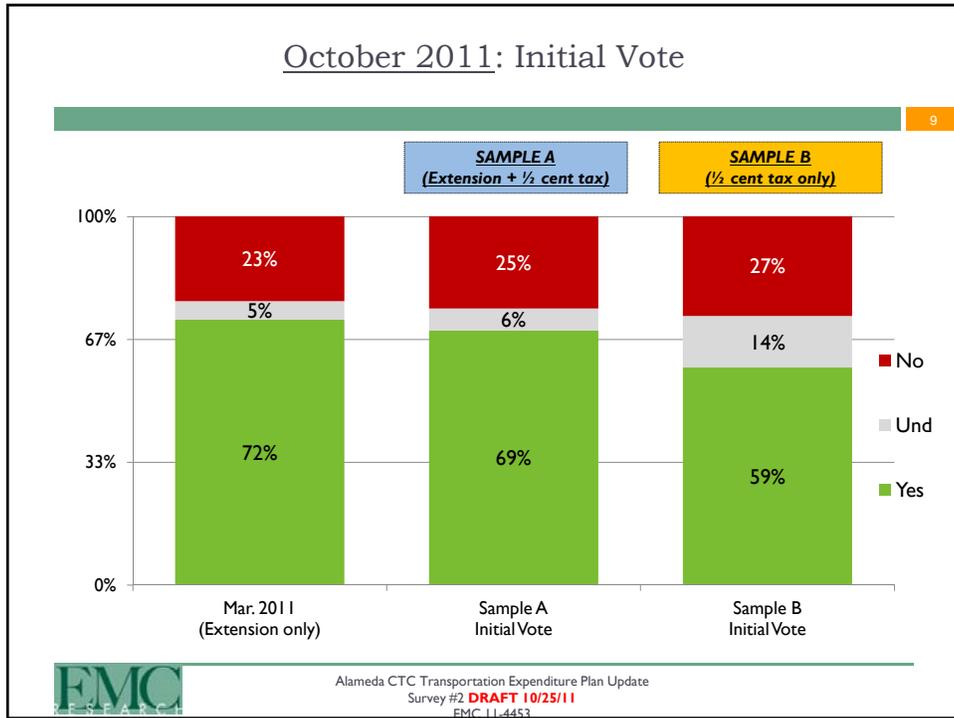
**SAMPLE B**  
**(1/2 cent tax only)**

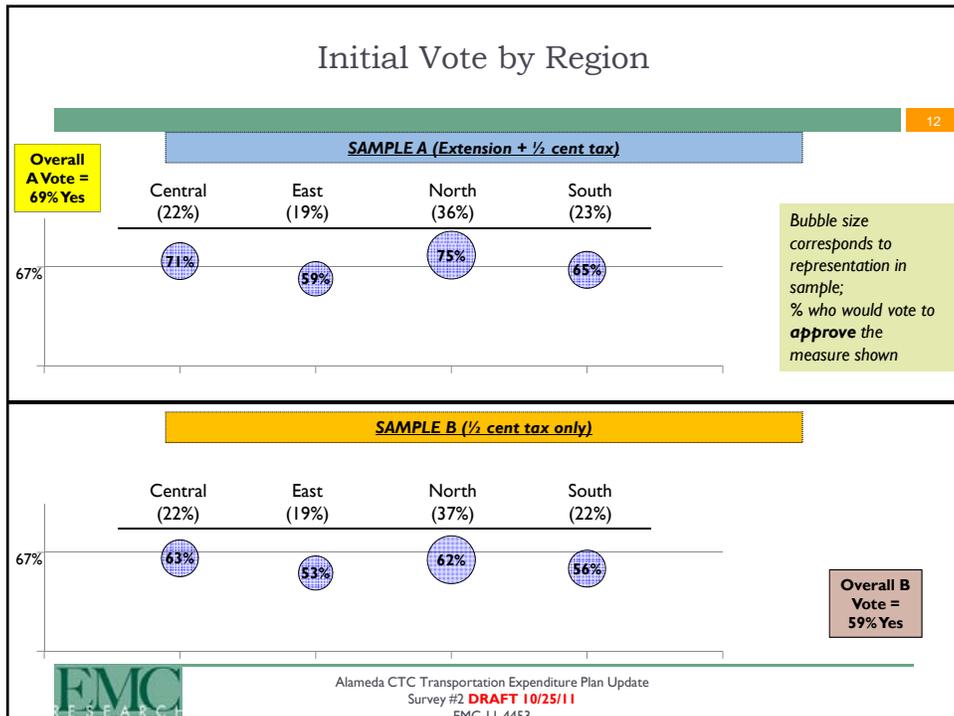
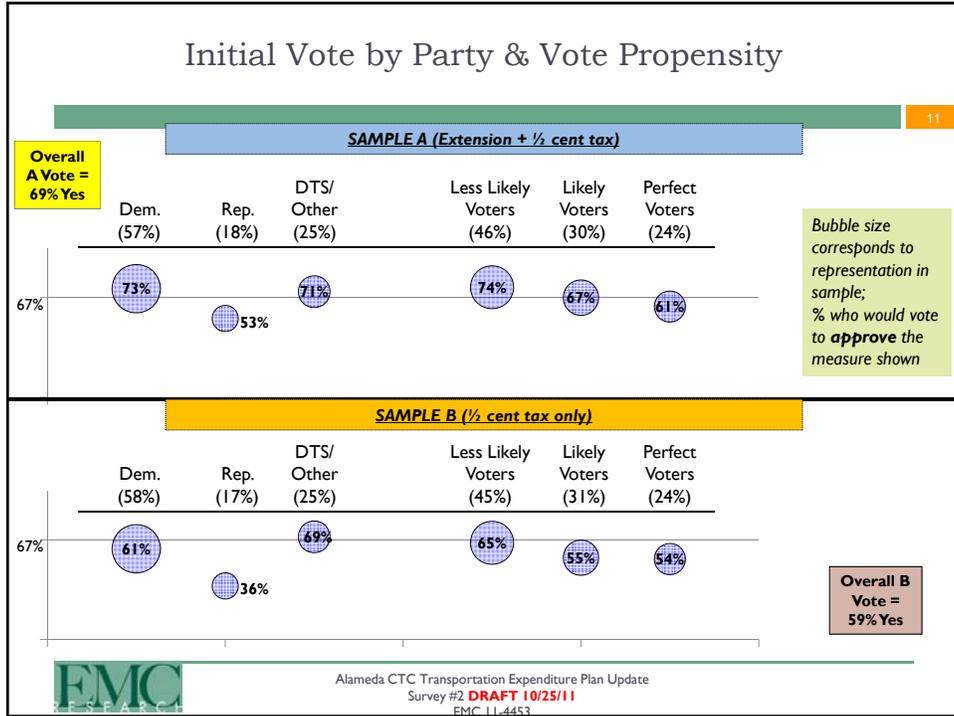
Shall a new Alameda County Transportation Expenditure Plan be implemented to address the County's current and future transportation needs? Approval of this measure will keep all funds in Alameda County, authorizes a **one half cent transportation sales tax**, with voter approval every 20 years on a new expenditure plan, with citizen oversight and a local jobs creation program. No money can be taken by the state.

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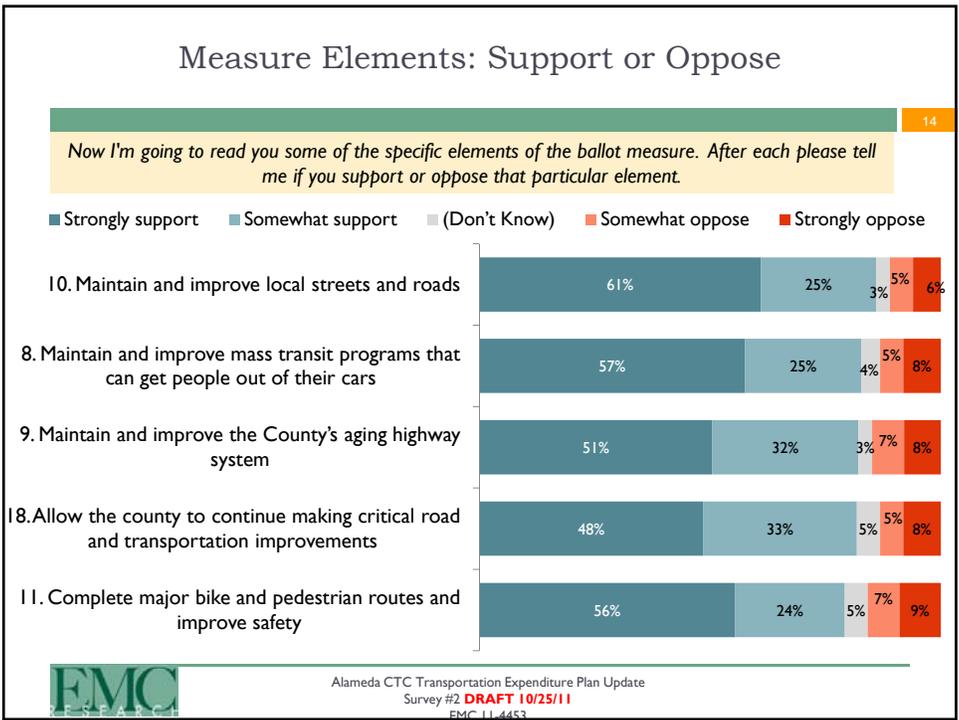
### October 2011: Initial Vote

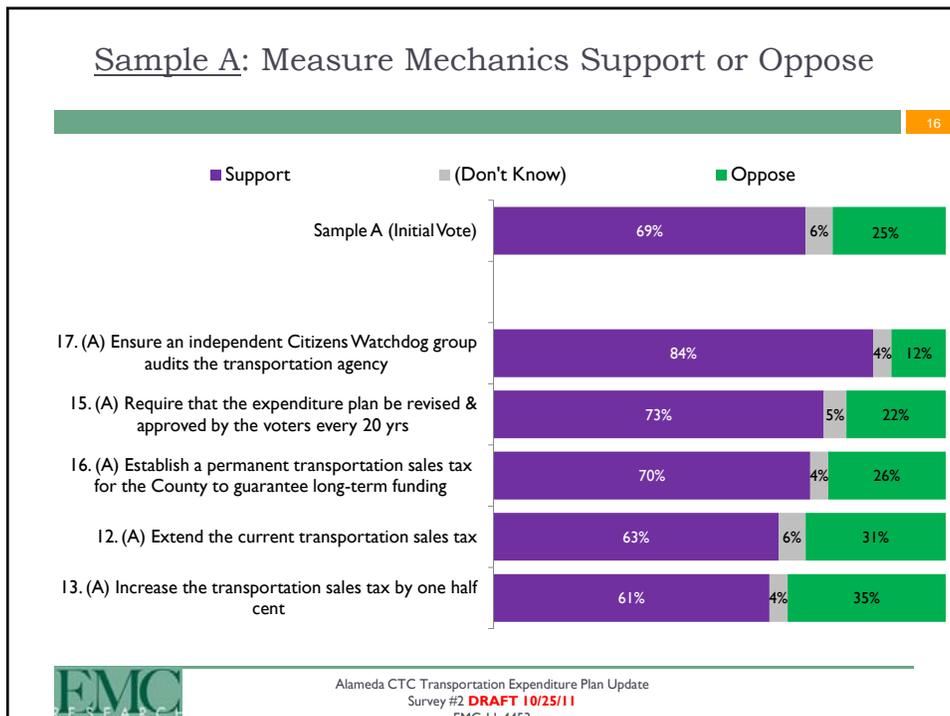
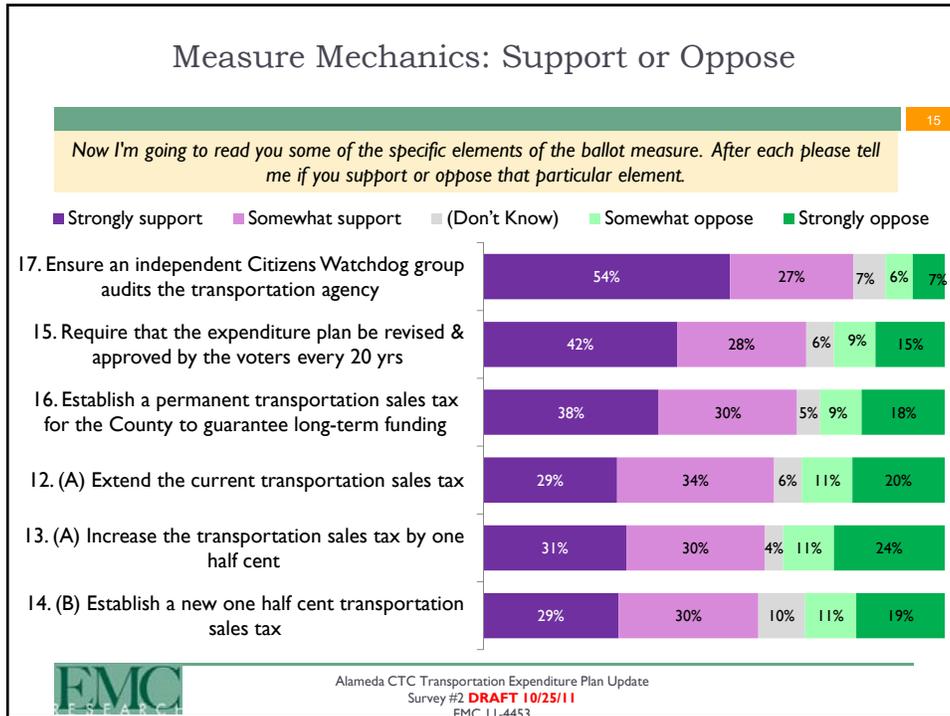


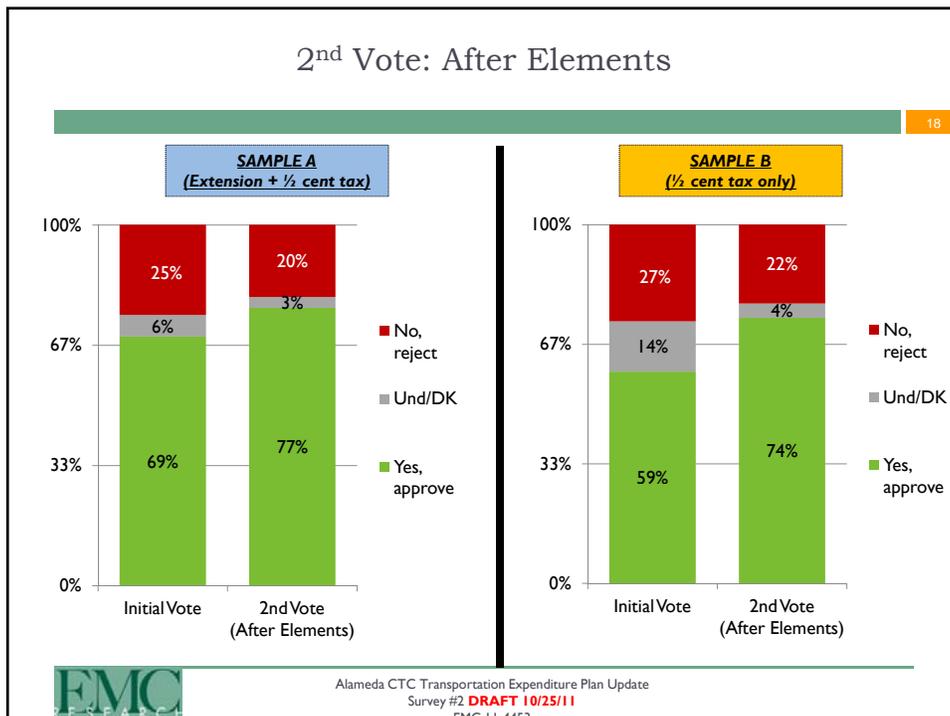
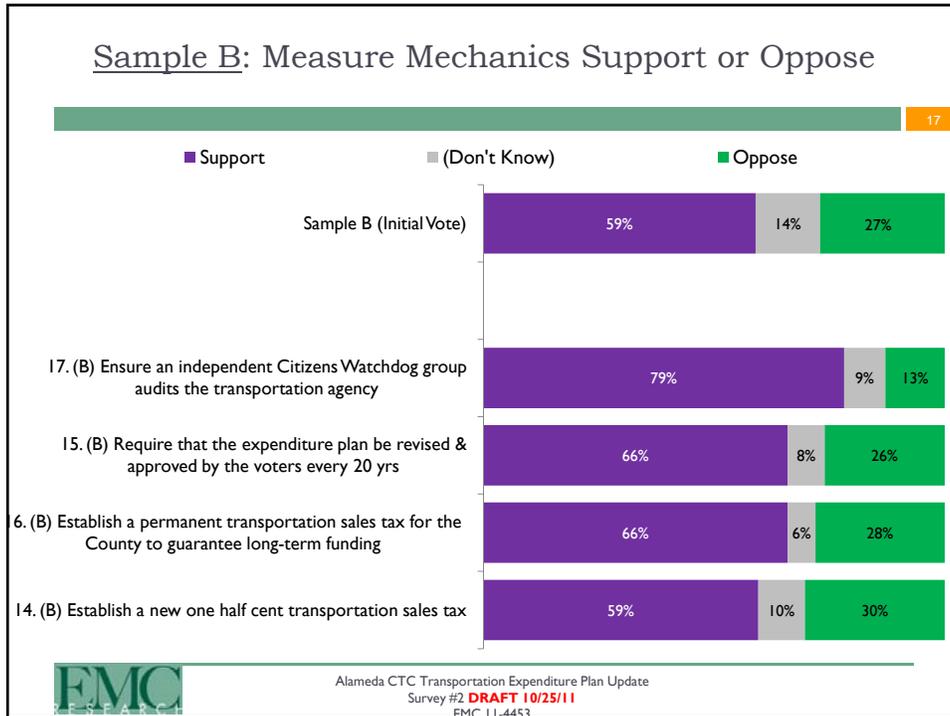




# Elements of the Measure







# Projects & Programs

## Top Projects/Programs

20

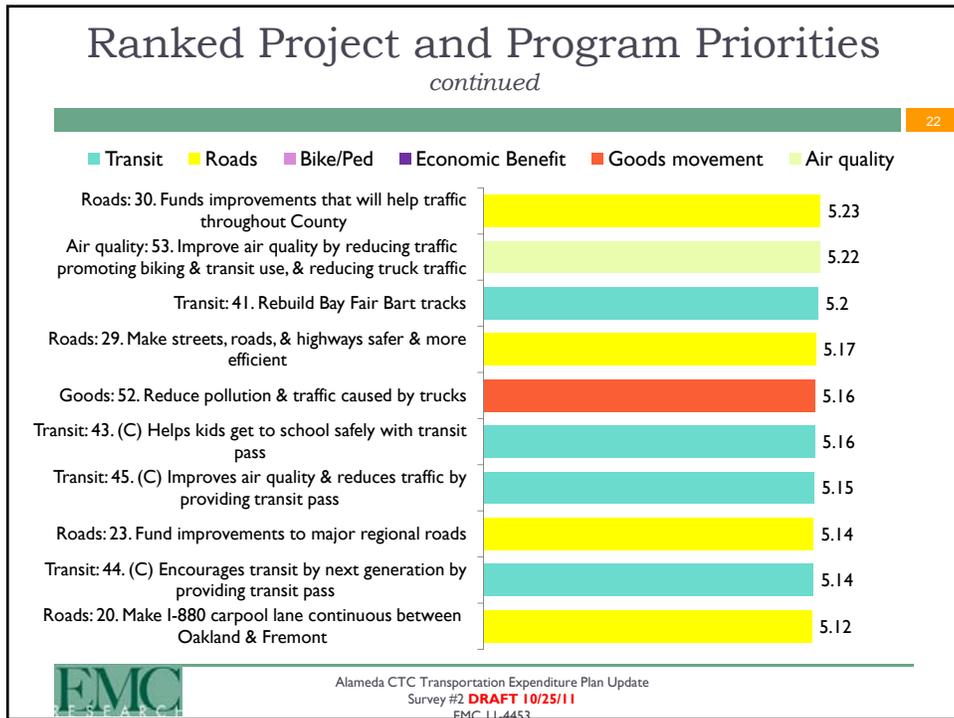
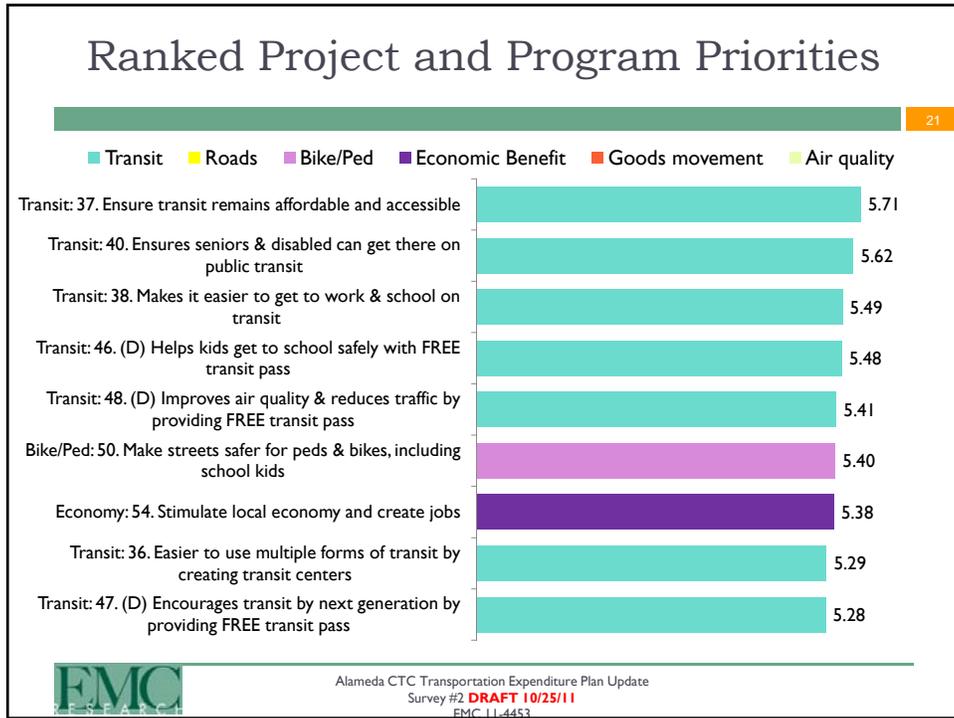
**Top Means Shown**

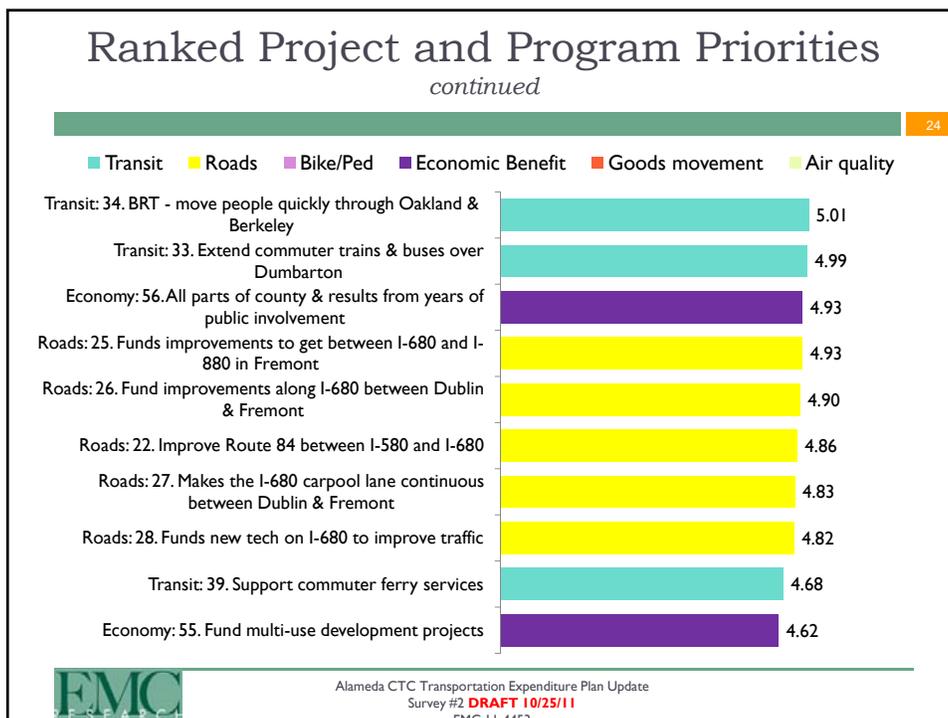
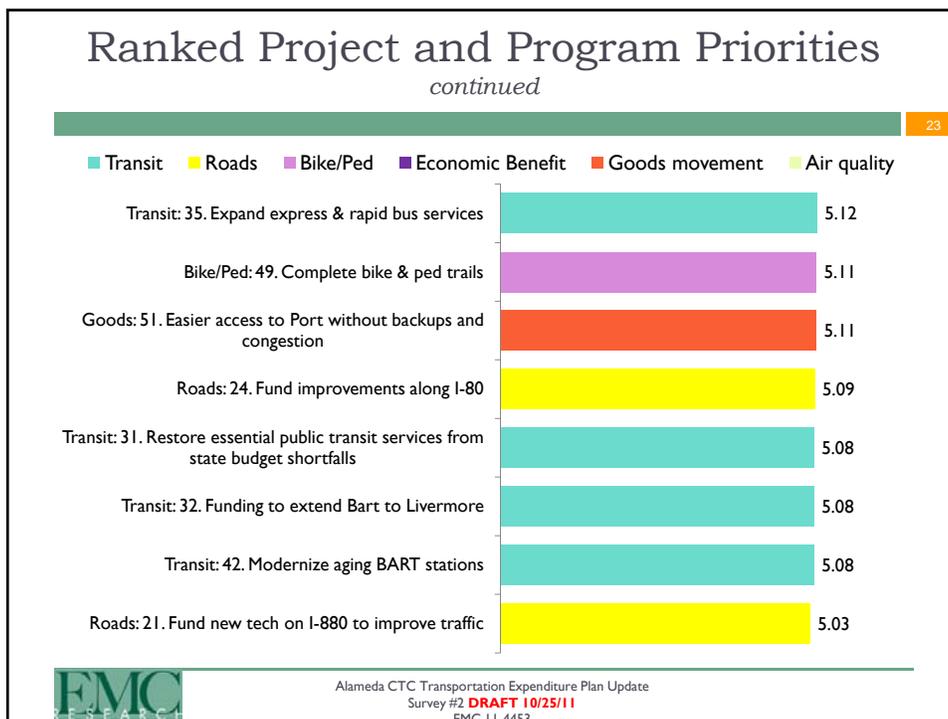
**SCALE (1 to 7):** 1-Much less likely to vote for measure ----- 7-Much more likely to vote for measure

Program / Project	Overall (100%)	Central Co. (22%)	East Co. (19%)	North Co. (37%)	South Co. (22%)
37. Ensure that public transit remains affordable and accessible to those who need it	5.71*	5.79*	5.25*	6.01*	5.52*
40. Ensures that seniors and people with disabilities can get where they need to go on public transit	5.62*	5.77*	5.04	5.87*	5.56*
38. Make it easier to get to work and school using public transportation	5.49*	5.69*	4.85	5.79*	5.29*
46. Helps kids get to school safely by providing middle and high school students in the county with a free transit pass	5.48	5.63	4.97	5.87*	5.06
48. Improves air quality and reduces traffic around schools by providing middle and high school students in the county with a free transit pass	5.41	5.64	4.96	5.72	4.98
50. Make our streets and roads safer for pedestrians and bicyclists	5.40	5.50	4.95	5.69	5.20
54. Stimulate the local economy and create thousands of jobs right here in Alameda County	5.38	5.69*	4.90	5.56	5.21
36. Makes it easier to use multiple forms of transit in a single trip by creating coordinated transit centers	5.29	5.29	5.11*	5.61	4.93
47. Provide critical funding needed to extend BART to Livermore <i>(Note: at the county level this is not the next item)</i>	5.08	5.19	5.26*	5.11	4.74


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\* Indicates Top 3



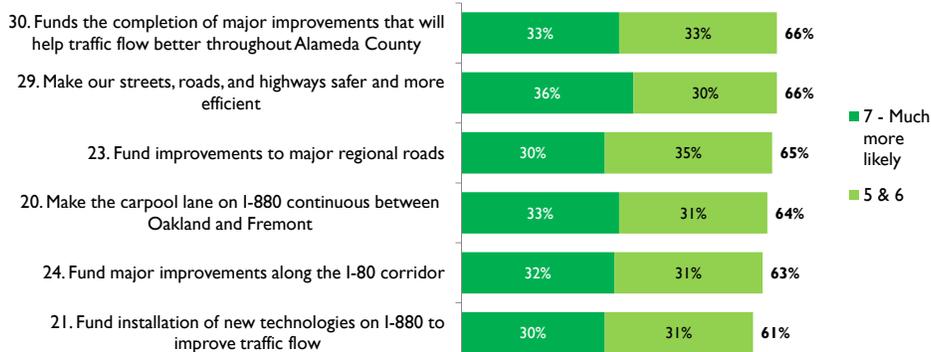


### Projects & Programs: Streets/Roads & Highways

25

I'm going to read you some statements about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to vote for this measure, where **1 means much less likely and 7 means much more likely**

#### Streets / Roads & Highways



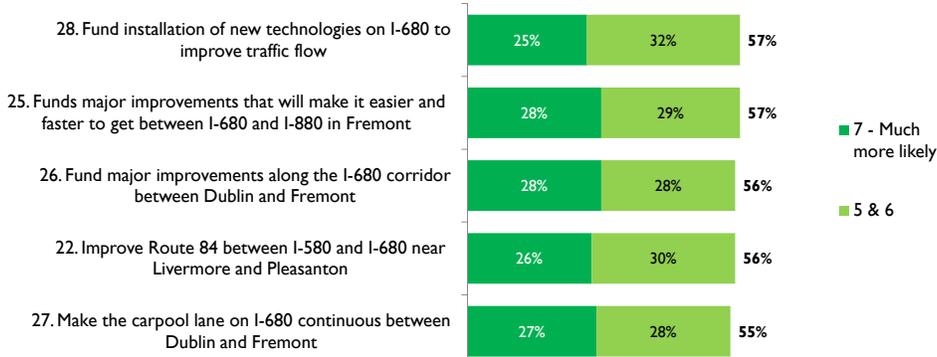
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### Projects & Programs: Streets/Roads & Highways (cont.)

26

I'm going to read you some statements about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to vote for this measure, where **1 means much less likely and 7 means much more likely**

#### Streets / Roads & Highways (cont.)



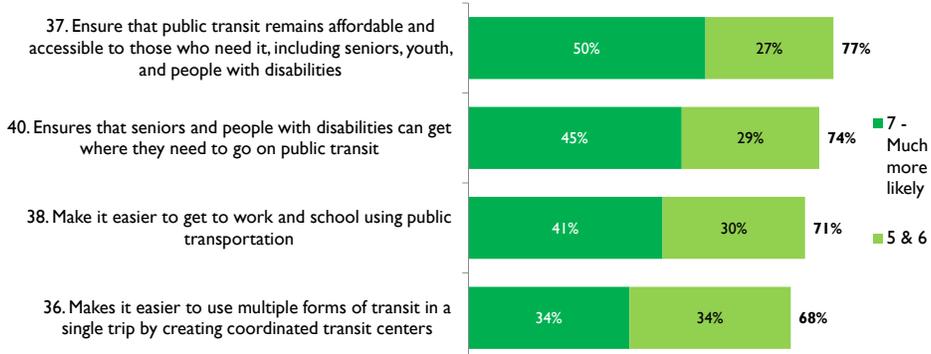
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### Projects & Programs: Public Transit

27

I'm going to read you some statements about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to vote for this measure, where **1 means much less likely and 7 means much more likely**

#### Public Transit



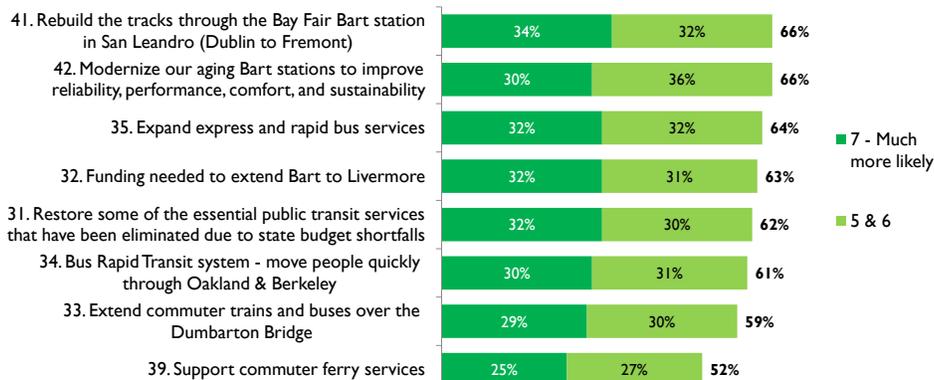
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### Projects & Programs: Public Transit (cont.)

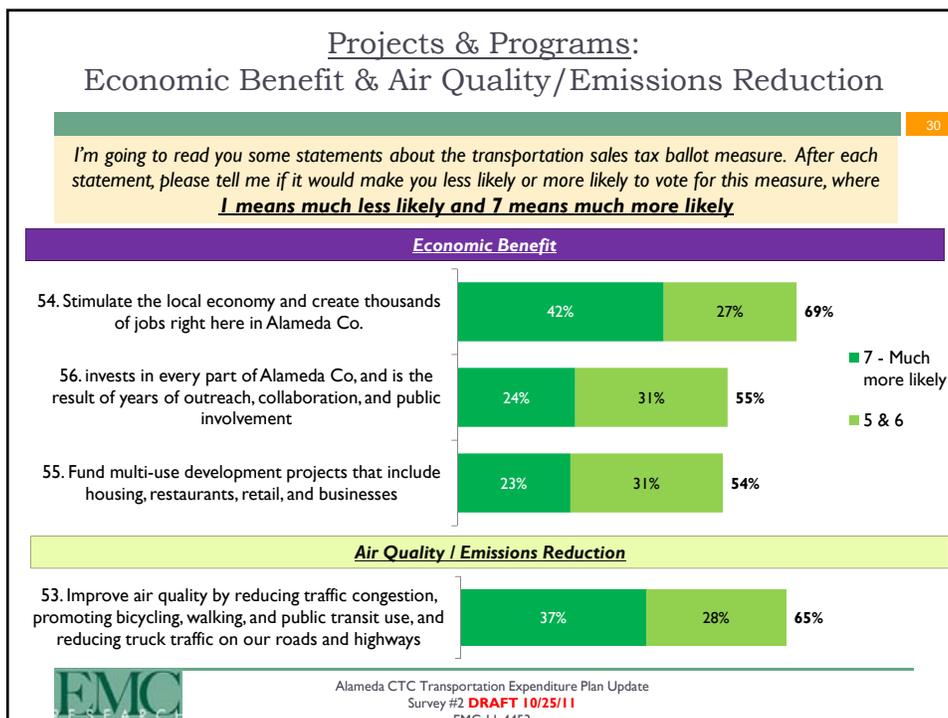
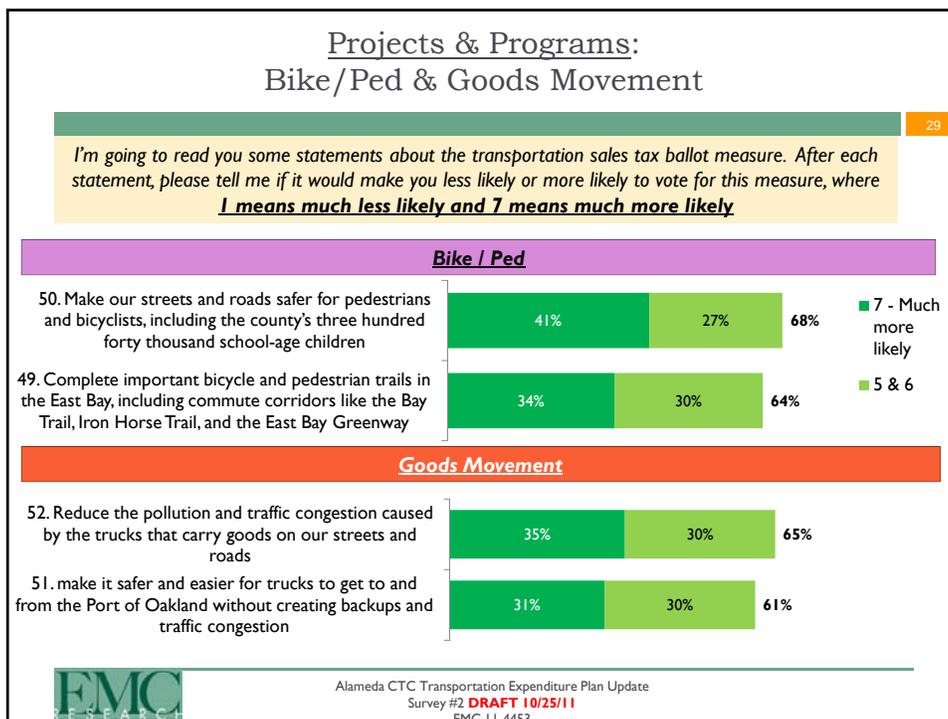
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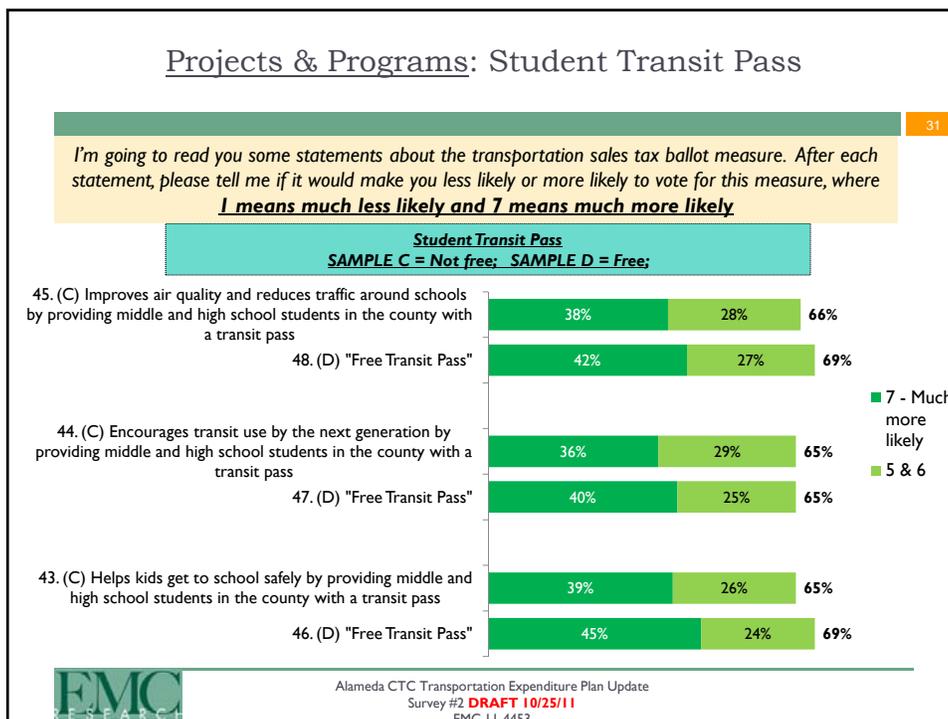
I'm going to read you some statements about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to vote for this measure, where **1 means much less likely and 7 means much more likely**

#### Public Transit (cont.)



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### Top Projects/Programs

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Program / Project	Survey #2 Mean (Survey #1 Rank)
37. Ensure that public transit remains affordable and accessible to those who need it	5.71* (1)
40. Ensures that seniors and people with disabilities can get where they need to go on public transit	5.62* (5)
38. Make it easier to get to work and school using public transportation	5.49* (2)
46. Helps kids get to school safely by providing middle and high school students in the county with a free transit pass	5.48
48. Improves air quality and reduces traffic around schools by providing middle and high school students in the county with a free transit pass	5.41
50. Make our streets and roads safer for pedestrians and bicyclists	5.40
54. Stimulate the local economy and create thousands of jobs right here in Alameda County	5.38
36. Makes it easier to use multiple forms of transit in a single trip by creating coordinated transit centers	5.29
47. Encourages transit use by the next generation by providing middle and high school students in the county with a free transit pass	5.28

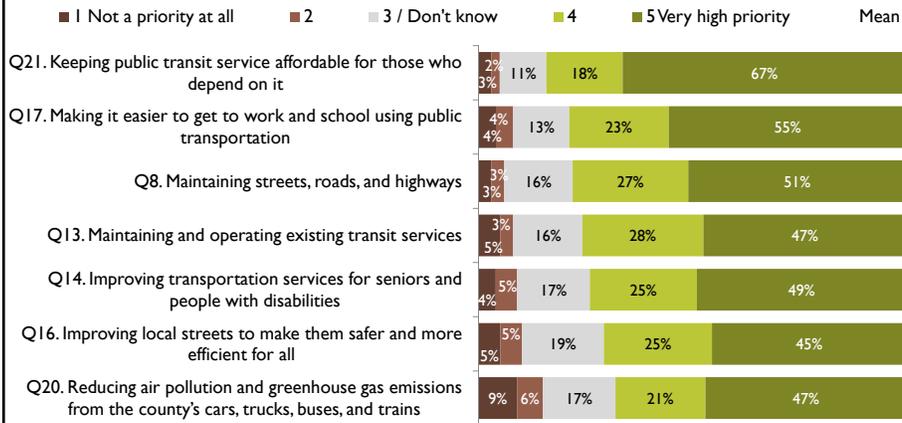
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\* Indicates Top 3

### March 2011: Top Project & Program Priorities

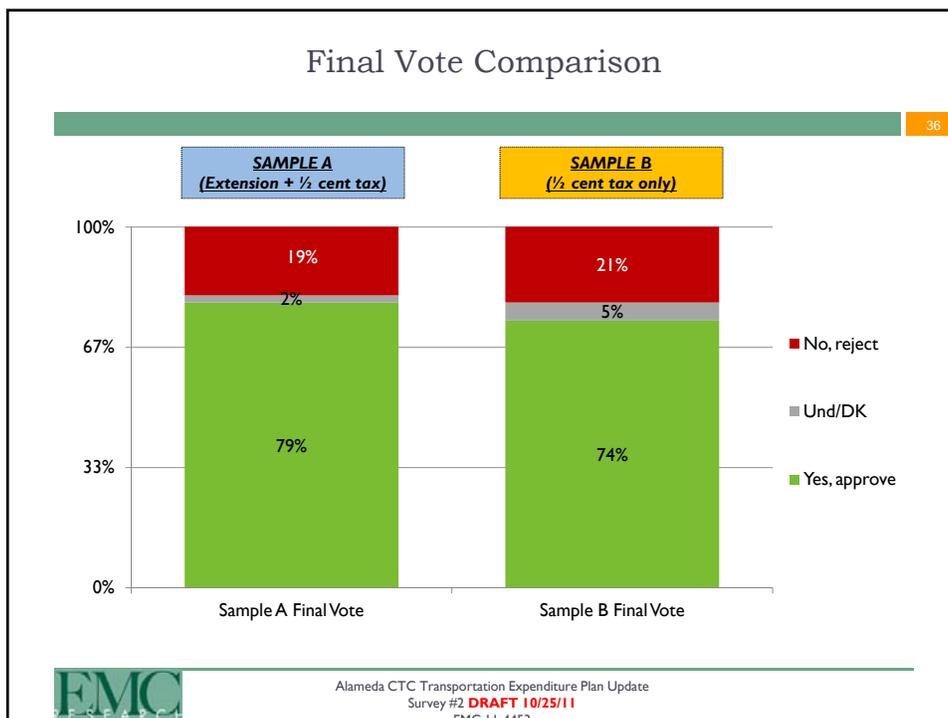
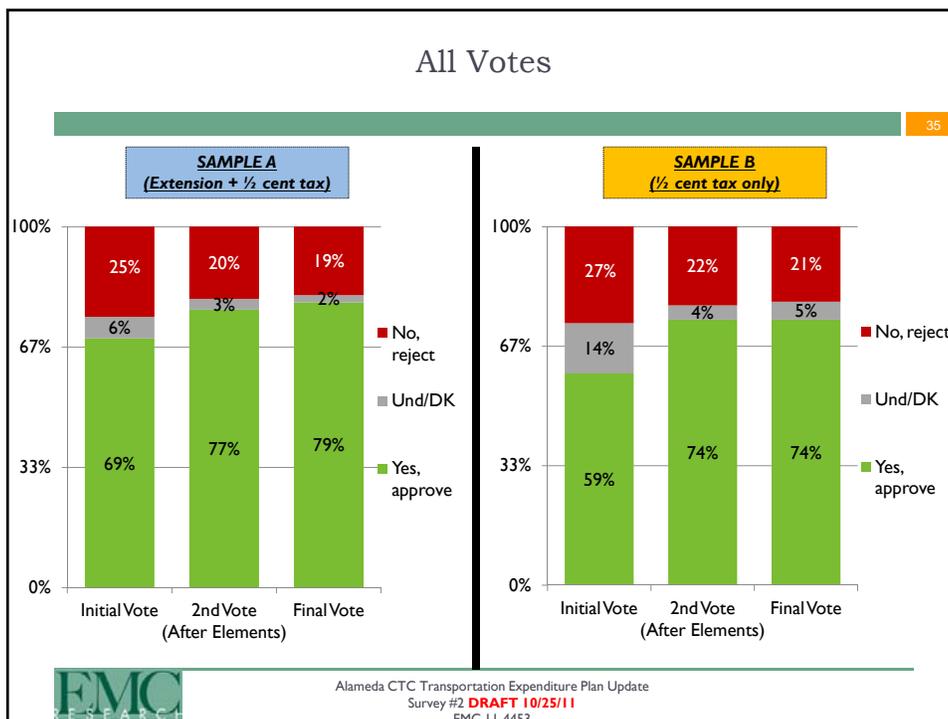
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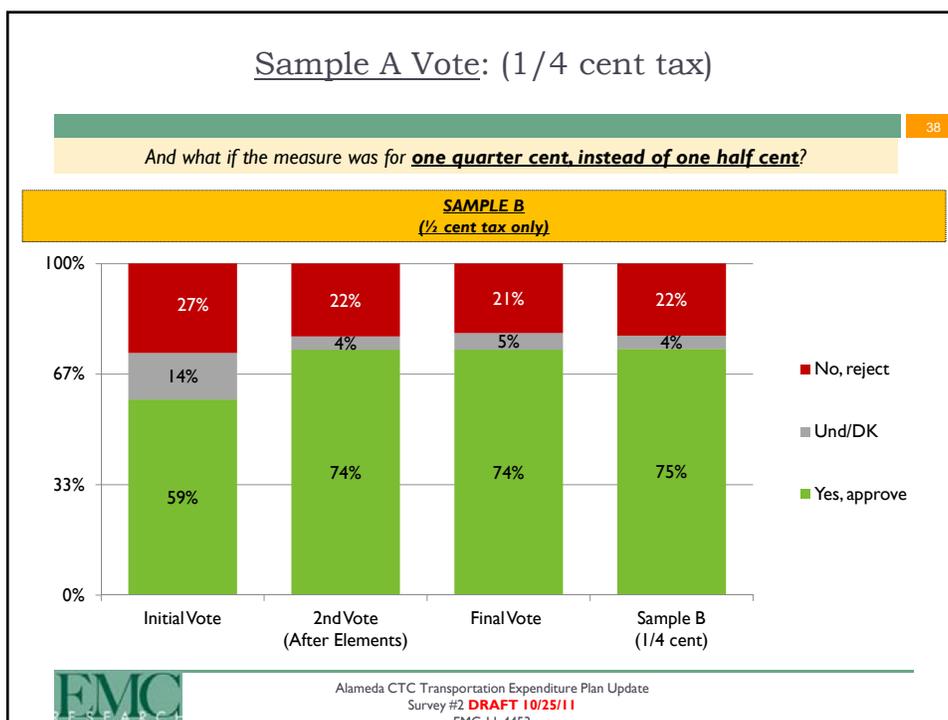
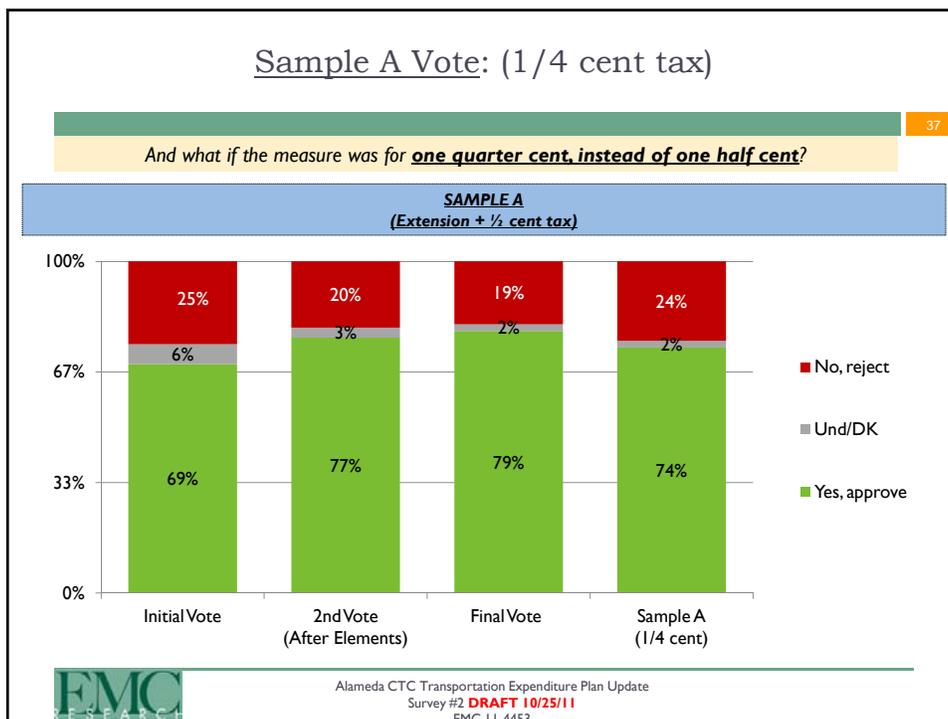
Now I'd like to read you a list of projects and programs that could be funded by this ballot measure. For each one, please tell me how a high a priority it should be. Please use a scale from one to five, where one means it should not be a priority at all and five means it should be a very high priority (Q8-29)



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## Measure B Renewal - Final Vote

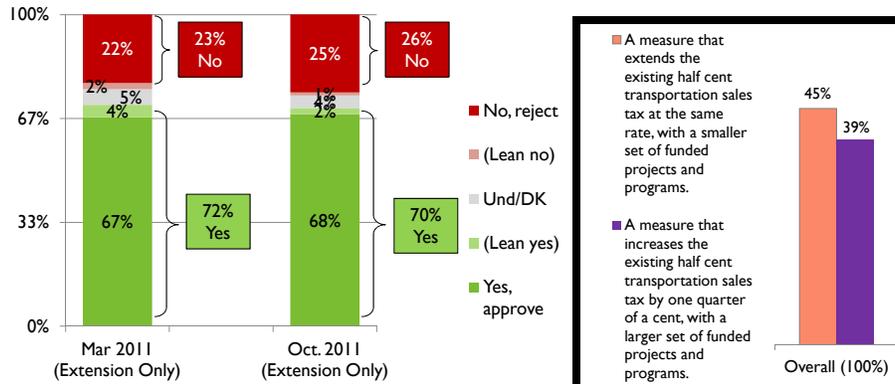




### Vote for Extension only

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Some people say now is not the time to raise our taxes, but that we should try to secure long-term local funding for transportation, since the State and Federal Governments are not reliable sources of transportation money. If Alameda County proposed **only extending the current one half cent transportation sales tax with no increase** to provide long-term funding for a basic set of transportation projects and programs, would you be likely to vote yes to approve it, or no to reject it?

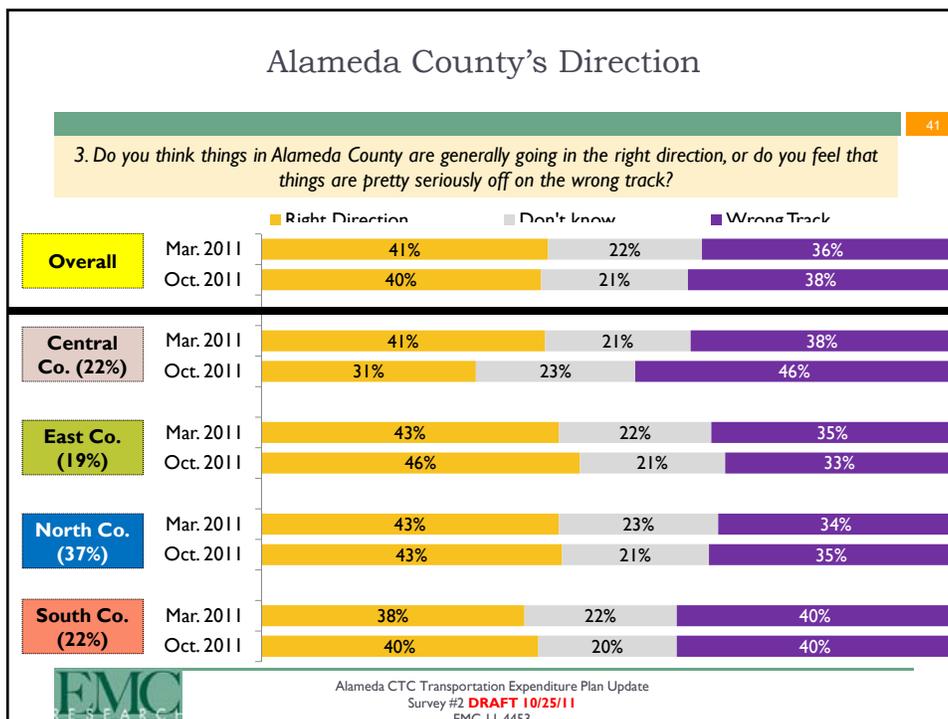


Survey #1 (March 2011)



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### Issue Environment



### Most Important Problem in Alameda County

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4. What is the most important problem facing Alameda County today? (Open-Ended)

Response	Oct. 2011	Mar. 2011
Jobs/Unemployment	16%*	25%*
Schools/Educational issues	19%*	14%*
Crime/Personal safety	11%	14%*
Economical issues/Cost of living	9%	10%
Budget crisis/Budget cuts	14%*	8%
Infrastructure/Traffic	5%	4%
High taxes	3%	3%
Troubled youth	1%	1%
Poverty/homeless	2%	1%
Healthcare	1%	1%
Poor leadership	1%	1%
Other	5%	7%
Don't know/ No answer	13%	9%

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\* Indicates Top 3

### Most Important Transportation Problem in Alameda County

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5. And what would you say is the most important transportation problem facing Alameda County today?  
(Open-Ended)

Response	Oct. 2011	Mar. 2011
Congestion/Traffic	12%*	16%*
Bad roads/Roads need repairs	14%*	14%*
Bart	6%	9%*
Poor bus service overall/Poor mass transit	12%*	9%*
Lack of available service/Cut-backs on transit service	17%*	7%
Affordable mass transit/It is expensive	5%	6%
Gas prices are high	7%	5%
AC Transit	1%	5%
Funding for transportation	3%	4%
Safety	1%	3%
Other	4%	7%
Don't Know/ No Answer	17%	14%



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Central County (22%)

