Telephone Survey of Alameda County Voters
Conducted for: Alameda County Transportation Commission
n=800
FINAL MARCH 2, 2011

Hello, my name is _____, may I speak with **(NAME ON LIST).** **(SPEAK TO NAME ON LIST ONLY)**
Hello, my name is _____, and I'm conducting a survey for EMC Research to find out how people in your area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

AGE FROM SAMPLE
1. 18-29
2. 30-39
3. 40-49
4. 50-64
5. 65+
6. BLANK

SUPERVISOR DISTRICT FROM SAMPLE
1. 1
2. 2
3. 3
4. 4
5. 5

1. SEX **(Record from observation)**
   1. Male
   2. Female

2. Are you registered to vote in Alameda County?
   1. Yes→ CONTINUE
   2. No→ **TERMINATE**

3. Do you think things in Alameda County are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?
   1. Right Direction
   2. Wrong Track
   3. (Don't Know)

4.   What is the most important problem facing Alameda County today? **(OPEN END, 1 response)**

5.   And what would you say is the most important <u>transportation</u> problem facing Alameda County today? **(OPEN END, 1 response)**

6.   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?
        1. Good thing
        2. Bad thing
        3. (Don't know)

7.   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, and all money from this measure would stay in Alameda County and could not be taken by the state. If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?
         (IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)
        1. Yes, approve
        2. (Lean yes)
        3. No, reject
        4. (Lean no)
        5. (Undecided/Don't know)

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;

SCALE: 1   2   3   4   5 | 6
                  Not a priority at all   Very high priority | (DK)

(RANDOMIZE Qx-Qx)
BEFORE EACH QUESTION: The (first/next) one is…
AFTER EACH QUESTION AS NECESSARY: How a high a priority should that be for this ballot measure? 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.

8.   Maintaining streets, roads, and highways;

9.   Expanding transit services and reliability, including express bus services;

10.   Expanding road and highway capacity and efficiency;

11.   Providing and supporting alternatives to driving, like walking, biking, and public transit;

12.   Improving the movement of goods, freight, and cargo;

13.   Maintaining and operating existing transit services;

14.   Improving transportation services for seniors and people with disabilities;

15.   Expanding bicycle and pedestrian improvements;

16.   Improving local streets to make them safer and more efficient for all, including cars, transit vehicles and riders, bicyclists, and pedestrians;

17.   Making it easier to get to work and school using public transportation;

18.   Restoring public transit service cuts;

19.   Providing a free bus transit pass to all junior and senior high school students in the county;

20.   Reducing air pollution and greenhouse gas emissions from the county's cars, trucks, buses, and trains;

21.   Keeping public transit service affordable for those who depend on it, including seniors, youth, and people with disabilities;

22.   Expanding the Safe Routes to Schools program;

23.   Extending BART to Livermore;

24.   Extending commuter trains over the Dumbarton Bridge to improve the commute to Silicon Valley;

25.   Improving and expanding ACE Train service, which runs from Stockton through Livermore, Pleasanton, and Fremont, and ends in San Jose;

26.   Improving and expanding ferry service from Oakland and Alameda to San Francisco;

27.   Widening Route 84 between I-580 and I-680 near Livermore and Pleasanton;

28.   Completing bicycle commuting corridors, like the Bay Trail and the East Bay Greenway;

29.   Reducing traffic on I-880 by extending carpool lanes and using technologies that improve traffic flow;

(END RANDOMIZE)

And now, thinking about the ballot measure itself, I will read you some pairs of options, and ask which you would prefer.

30.   **(ROTATE 1 & 2; Read "OR" between first and second statement)**

1. A measure that extends the existing transportation sales tax for another 20 years (or)
2. A measure that makes the existing transportation sales tax permanent, but allows the public to vote on how that money is spent now, and again in 20 years;
3. (Both)
4. (Neither)
5. (Don't Know)

31.   **(ROTATE 1 & 2; Read "OR" between first and second statement)**

1. A measure that extends the existing half cent transportation sales tax at the same rate, with a smaller set of funded projects and programs (or)
2. A measure that increases the existing half cent transportation sales tax by one quarter of a cent, with a larger set of funded projects and programs;
3. (Both)
4. (Neither)
5. (Don't Know)

32.   Which of the following is closer to your opinion: **(ROTATE 1 & 2; Read "OR" between first and second statement)**

1. Taxes are already high enough; I'll vote against any increase in taxes. (or)
2. It is crucial to have high quality roads and public transit, even if it means raising taxes;
3. (Both)
4. (Neither)
5. (Don't Know)

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about Alameda County.

Scale: 1. Strongly agree   2. Somewhat agree
                    3. Somewhat disagree   4. Strongly disagree
                    5. (Don't Know/Refused)

(RANDOMIZE LIST)

33.   Improving our streets, roads and public transit will create jobs and improve the local economy.

34.   Our streets and roads have gotten worse over the last few years.

35.   Our public transportation system has gotten worse over the last few years.

36.   Improving public transportation can have a significant impact on reducing greenhouse gas emissions and slowing down climate change.

37.   Improving public transportation can have a significant impact on local air quality and public health.

38.   Improving public transportation can have a significant impact on reducing traffic.

39.   Making it easier and safer to walk and bicycle can have a significant impact on reducing traffic.

40.   We spend too much taxpayer money on public transportation systems that few people really use.

41.   I would take public transportation more often if it were faster and more reliable.

42.   Improving the use of technology on our roads and public transit systems can have a significant impact on reducing traffic.

43.   Transporting more cargo by train instead of by truck can reduce congestion and improve air quality.

44.   Making it easier to move cargo from the Port of Oakland through and out of Alameda County can improve our local economy and reduce the cost of the goods we buy

(END RANDOMIZE)

And now, thinking about a different topic, I'd like to ask you just a few questions about a different ballot measure that voters might decide in a future election. This is a different measure than the sales tax we have been discussing.

45.   There may be a measure on the ballot in a future election that would increase the tax on gasoline in the Bay Area by 10 cents per gallon. This measure would pay for maintenance of local streets and roads as well as improvements to public transportation, such as BART. If this measure were on the ballot today, are you likely to vote yes to approve it, or no to oppose it?
        (IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)
                1.   Yes, approve
                2.   (Lean yes)
                3.   No, reject
                4.   (Lean no)
                5.   (Undecided/Don't know)

46.   <u>Supporters</u> 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. <u>Opponents</u> 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.

Now that you've heard more about it, if the measure to increase the tax on gasoline by 10 cents per gallon for road and transit improvements were on the ballot today, are you likely to vote yes to approve it, or no to oppose it?
(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)
1. Yes, approve
2. (Lean yes)
3. No, reject
4. (Lean no)
5. (Undecided/Don't know)

Now I'd like to ask you a few questions for statistical purposes only.

47.   In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?
1. Employed → **ASK Qx**
2. Unemployed → **SKIP TO Qx**
3. Retired → **SKIP TO Qx**
4. Student → **SKIP TO Qx**
5. Homemaker → **SKIP TO Qx**
6. (Other) → **SKIP TO Qx**
7. (Don't know) → **SKIP TO Qx**

(ASK Q61 IF Q60=1-"Employed")
48.   In what city do you work? **(OPEN-ENDED, ONE RESPONSE)**
1.   (Berkeley)
2.   (Castro Valley)
3.   (Dublin)
4.   (Emeryville)
5.   (Fremont)
6.   (Hayward)
7.   (Livermore)
8.   (Milpitas)
9.   (Newark)
10.   (Oakland)
11.   (Pleasanton)
12.   (Richmond)
13.   (Sacramento)
14.   (San Francisco)
15.   (San Jose)
16.   (San Leandro)
17.   (San Lorenzo)
18.   (Union City)
19.   (Walnut Creek)
20.   (Other (specify _____))
21.   (Refused/Don't know)

(RESUME ASKING EVERYONE)

For each of the following, please answer Yes or No.
SCALE:
1.   Yes
2.   No
3.   (Don't Know/Refused)

Do you or does anyone in your household…

49.   Ride a bicycle to school or work?

50.   Ride a bus to school or work?

51.   Ride BART to school or work?

52.   Carpool to school or work?

53.   Drive alone to school or work?

54.   Walk to school or work?

55.   Do you rent or own your home or apartment?
1. Rent/other
2. Own/buying
3. (Don't know/Refused)

56.   Thinking about a political scale where 1 is very liberal and 7 is very conservative, where would you place yourself on that scale? (**Code 1-7, 8=Don't know**)

57.   What is the last grade you completed in school?
        1. Some grade school
        2. Some high school
        3. Graduated high school
        4. Technical/Vocational
        5. Some college
        6. Graduated college [including Bachelors, BA]
        7. Graduate/Professional [including Masters, PhD, etc]
        8. (Don't know/Refused)

58.   Would you consider yourself to be Hispanic or Latino, Black or African American, White, Asian or Pacific Islander, or something else?
        1. Hispanic/Latino
        2. Black/African-American
        3. White
        4. Asian or Pacific Islander
        5. (Bi-racial/ Multi-racial)
        6. Something else/ other
        7. (Refused)

59.   In what year were you born? **(Do not read categories, code as appropriate)**
        1. 1936 or earlier (75+)
        2. 1937-1941 (70-74)
        3. 1942-1946 (65-69)
        4. 1947-1951 (60-64)
        5. 1952-1956 (55-59)
        6. 1957-1961 (50-54)
        7. 1962-1966 (45-49)
        8. 1967-1971 (40-44)
        9. 1972-1976 (35-39)
        10. 1977-1981 (30-34)
        11. 1982-1986 (25-29)
        12. 1987-1993 (18-24)
        13. (Refused)

THANK YOU!

PARTY REGISTRATION FROM SAMPLE
Democrat
Republican
DTS

CITY CODE FROM SAMPLE
Alameda
Albany
Berkeley
Dublin
Emeryville
Fremont
Hayward
Livermore
Newark
Oakland
Piedmont
Pleasanton
San Leandro
Union City
Other/Unincorporated

ZIP CODE FROM SAMPLE