

## Voter Opinion Research 2013 Executive Summary

Conducted for:  
Alameda County Transportation Commission



**EMC Research, Inc.**  
436 14th Street, Suite 820  
Oakland, CA 94612  
(510) 844-0680  
EMC #13-4962

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## Project Approach and Research Summary


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▶ **Project Approach**

- ▶ The research was designed to assess the opinion of likely voters on elements of an updated Transportation Expenditure Plan, as well as understand reactions to timing, duration, and possible ballot language for a potential 2014 ballot measure

▶ **Research Summary**

- ▶ There are two components to the research:
  - ▶ A set of four focus groups with voters in the county's four planning regions among likely No, Undecided or "Under-voters" held in August 12 – 22, 2013
  - ▶ A quantitative telephone survey of a representative sample of likely 2014 voters, n=815, ±3.4, September 4 – 15, 2013



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## Overall Research Findings

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- ▶ Transportation is not a top problem in need of addressing at this time for most voters
- ▶ Most voters do not remember the 2012 measure (or know about Measure B generally)
- ▶ A little over 30% of voters would likely vote against any new or increased tax
  - ▶ The low vote ceiling for an augmentation makes success more difficult and less certain
- ▶ *About* two-thirds of Alameda County voters will support authorizing a 30 year plan that augments and extends an existing transportation sales tax
- ▶ There is widespread support for the major elements of the TEP
  - ▶ In particular voters support the continued expansion of BART
- ▶ Voters want to know there is a detailed and specific plan that constrains how the money will be spent
  - ▶ The exact specific details are *somewhat* less important than communicating that a plan will *prescribe* how the money will be spent
  - ▶ A sunset helps communicate accountability
  - ▶ Alameda County voters need to know that they are the primary beneficiaries of the measure
  - ▶ BART needs to be named specifically as it is not captured by “public transit”



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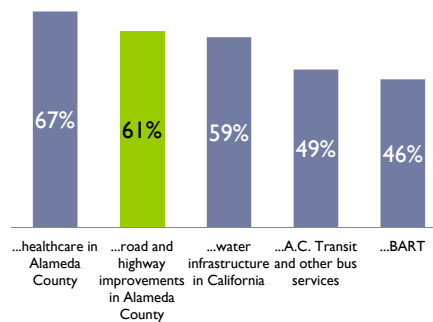
## Transportation is not a top priority for most voters

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Most Important Problems in Alameda County	%
Crime/Personal safety	27%
Jobs/Unemployment	13%
Schools/Educational issues	13%
Economical issues/Cost of living	9%
Infrastructure/Traffic	7%

Priority to increase funding for...

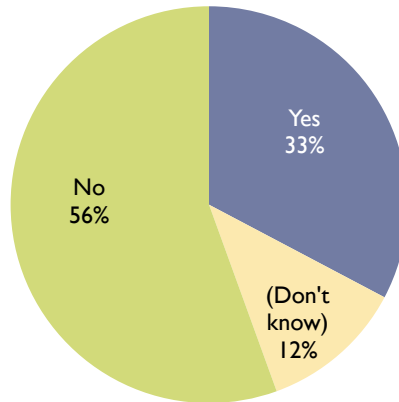
### % High Priority



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### Most voters do not remember the 2012 measure

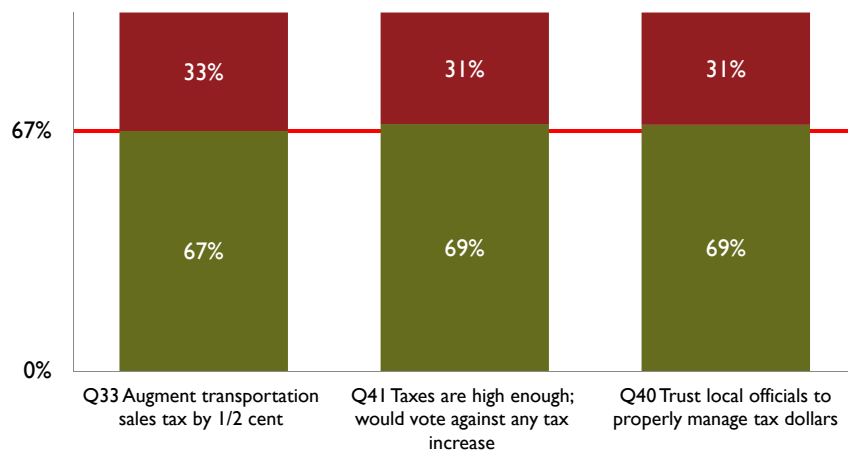
Memory of transportation sales tax measure on the November 2012 ballot in Alameda County.



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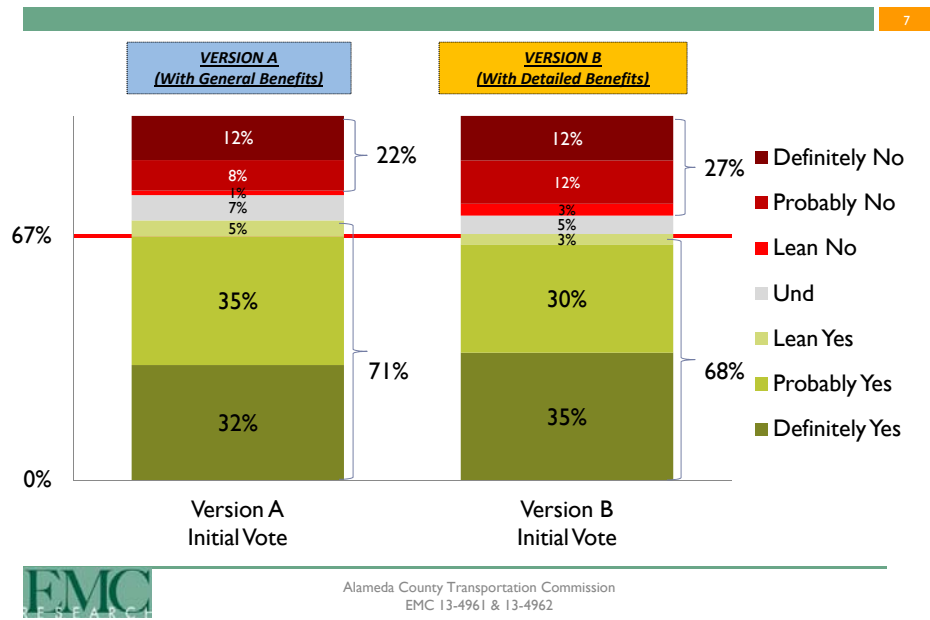
### A little over 30% of voters show strong opposition to any tax augmentation

■ Response Indicates Potential Support ■ Response Indicates Potential Opposition



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About two-thirds of Alameda County voters will support authorizing a 30 year plan that augments and extends an existing transportation sales tax



## Survey Design: The Ballot Questions

### Version A: Modified B1

Shall voters authorize implementing the Alameda County 30 year Transportation Expenditure Plan to:

- Improves transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduces traffic congestion and improve air quality;
- Keep senior, student, and disabled fares affordable?

Approval augments and extends the existing County sales tax, with independent oversight and audits. All money spent will benefit Alameda County residents.

### Version B: Modified B

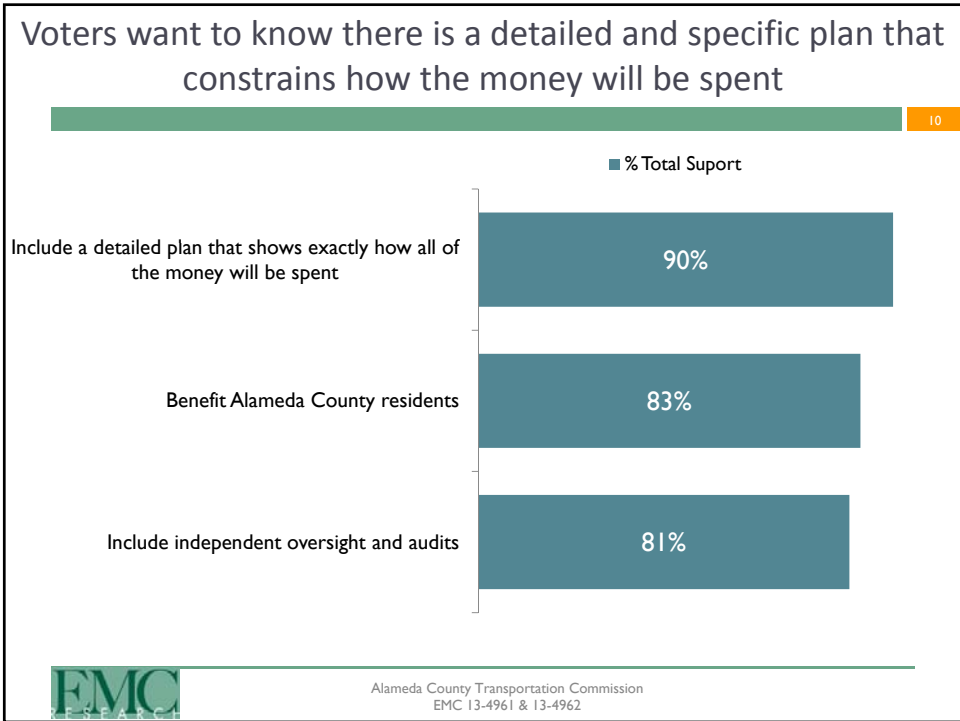
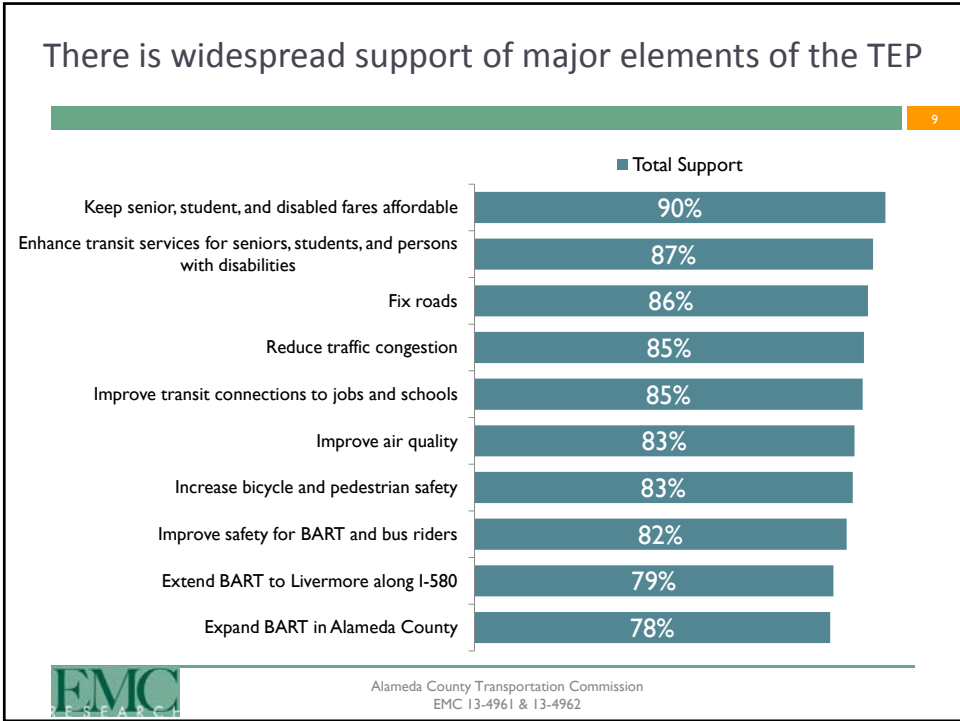
Shall voters authorize implementing the Alameda County 30 year Transportation Expenditure Plan to:

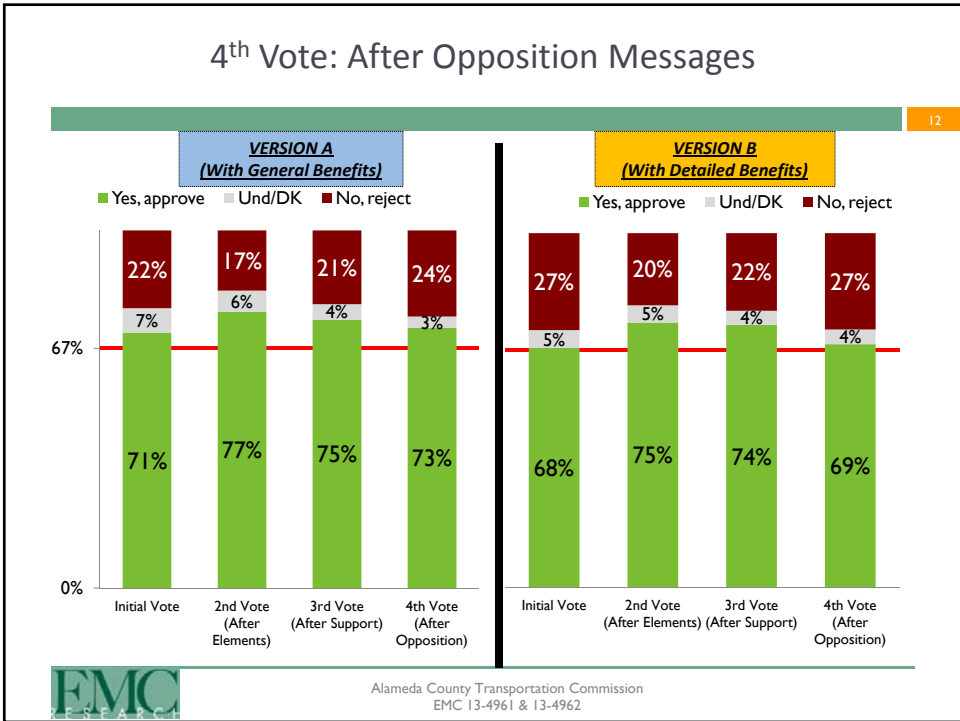
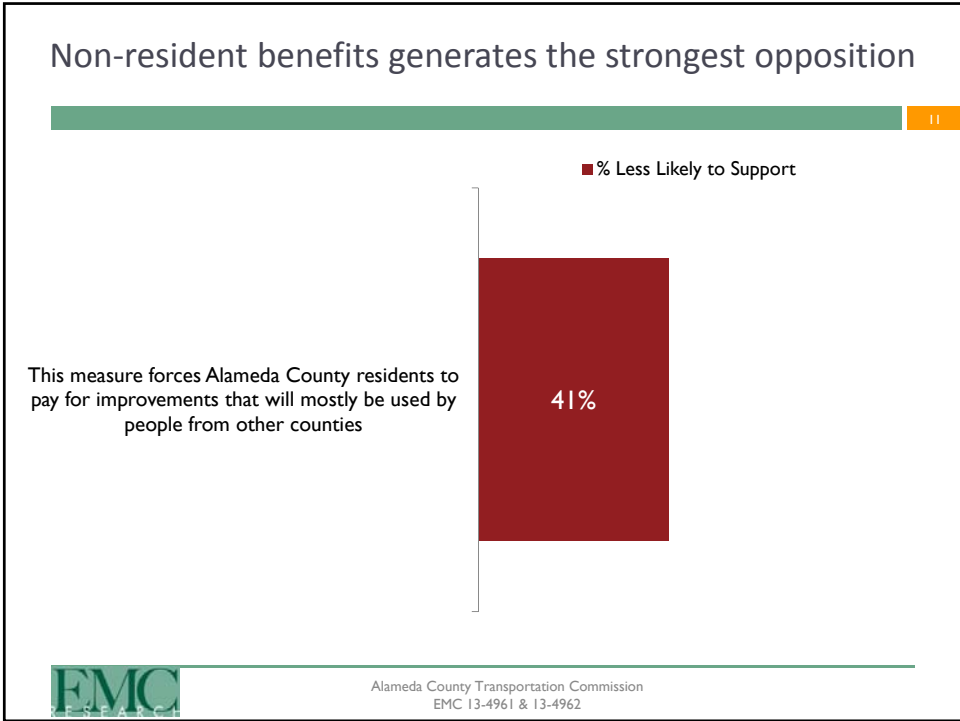
- Expand Bart in Alameda County;
- Improve express, local and feeder bus service;
- I-80, I-880, I-580, I-680, and I-238 improvements;
- Enhance transit services for seniors, students, and persons with disabilities;
- Improve pedestrian and bike safety?

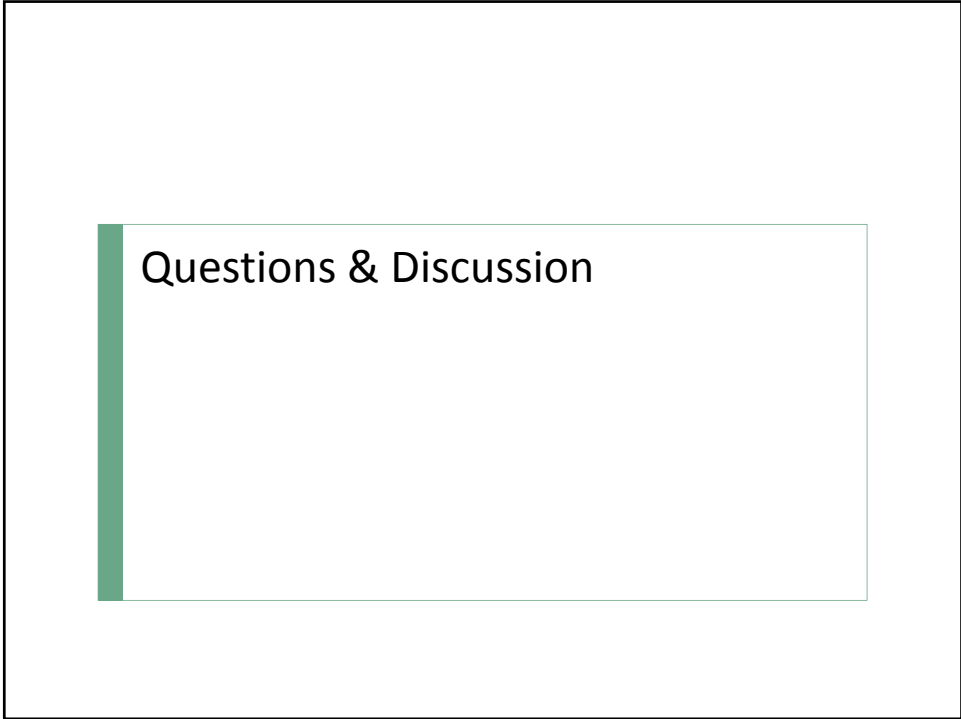
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Questions & Discussion