



Telephone Survey of Alameda County Voters

Conducted for Alameda County Transportation Commission

April 2014



MARKET
& OPINION
RESEARCH
SERVICES



Methodology

- ▶ Telephone survey of registered voters in Alameda County, with oversamples in key regions
- ▶ Interviewing conducted April 3-14, 2014
- ▶ 803 total interviews countywide; Margin of Error = ± 3.5 percentage points

| Region From Sample: (Assigned by Zip) <small>*Note: Quotas were set by Region*</small> | Number of Interviews (Unweighted n) | Margin of Error (+/-) | Weighted % |
|--|---|--------------------------|------------|
| Central Alameda | 177 | 7.4 | 21% |
| East Alameda | 154 | 7.9 | 15% |
| North Alameda | 307 | 5.6 | 45% |
| South Alameda | 165 | 7.6 | 18% |

- ▶ Weighted to reflect overall countywide likely November 2014 voter population using key demographics
- ▶ Interviewing conducted by trained, professional interviewers
- ▶ Where possible, data compared with prior Alameda County voter surveys

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

What we learned from the 2013 research

- ▶ Transportation was not on voters' minds
- ▶ The content of the measure was not the obstacle
- ▶ Don't fix what's not broken; the near-winning experience meant only minor refinements to the measure were recommended
 - A sunset to communicate accountability
 - Include BART in the ballot question; Not doing so communicated exclusion from the TEP
 - Ensuring voters are aware of the availability of a detailed plan, and that they are the primary beneficiaries of the measure reassures them that someone has thought about this extensively

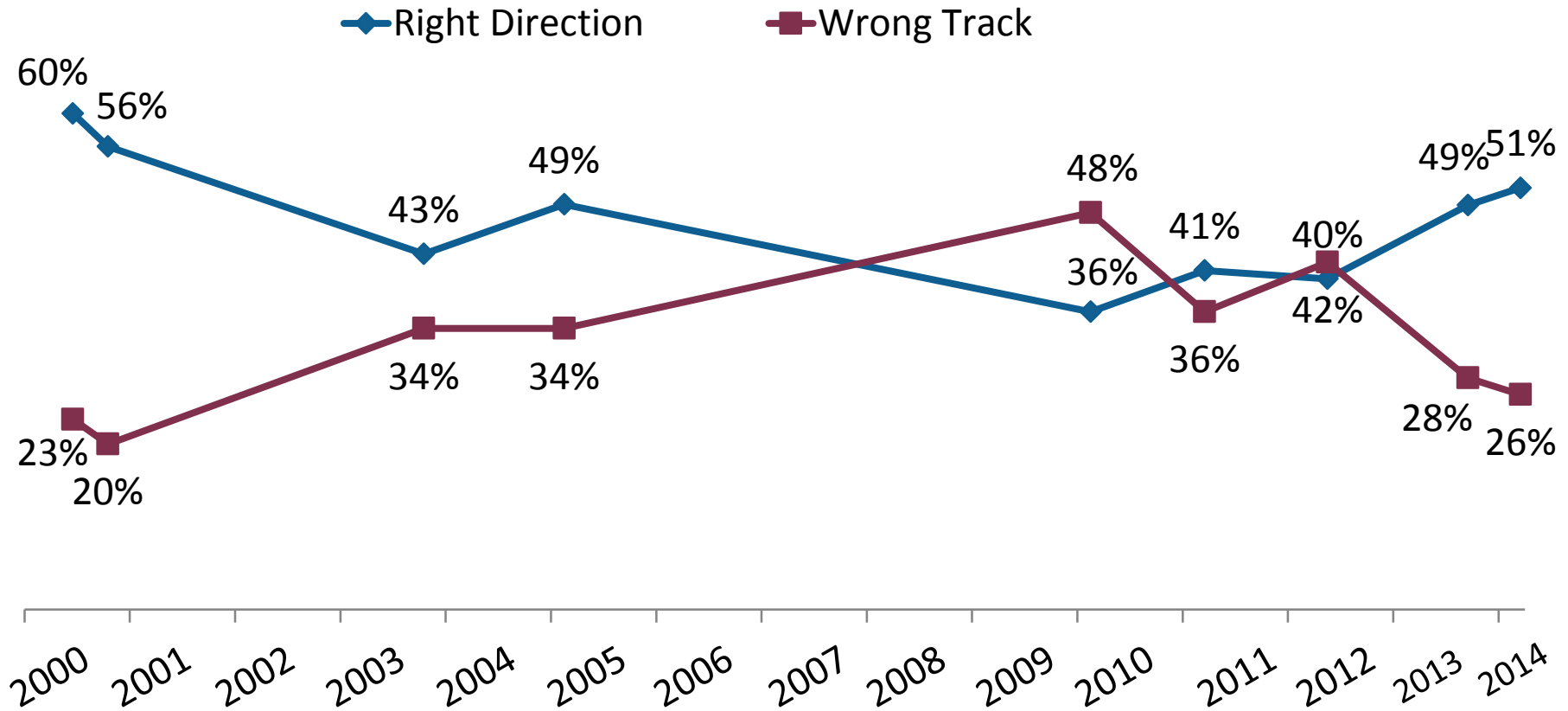
2014 Research Key Findings

- ▶ The revenue measure environment is improving
- ▶ A measure to augment and extend the existing county transportation sales tax is supported by more than two-thirds of Alameda County voters
 - The work done to refine the language thus far has resulted in a very strong ballot question
- ▶ Measure support holds up, even under strong opposition messaging
- ▶ A range of projects continues to be supported by the voters

Opinion Environment

Right Direction/Wrong Track Over Time

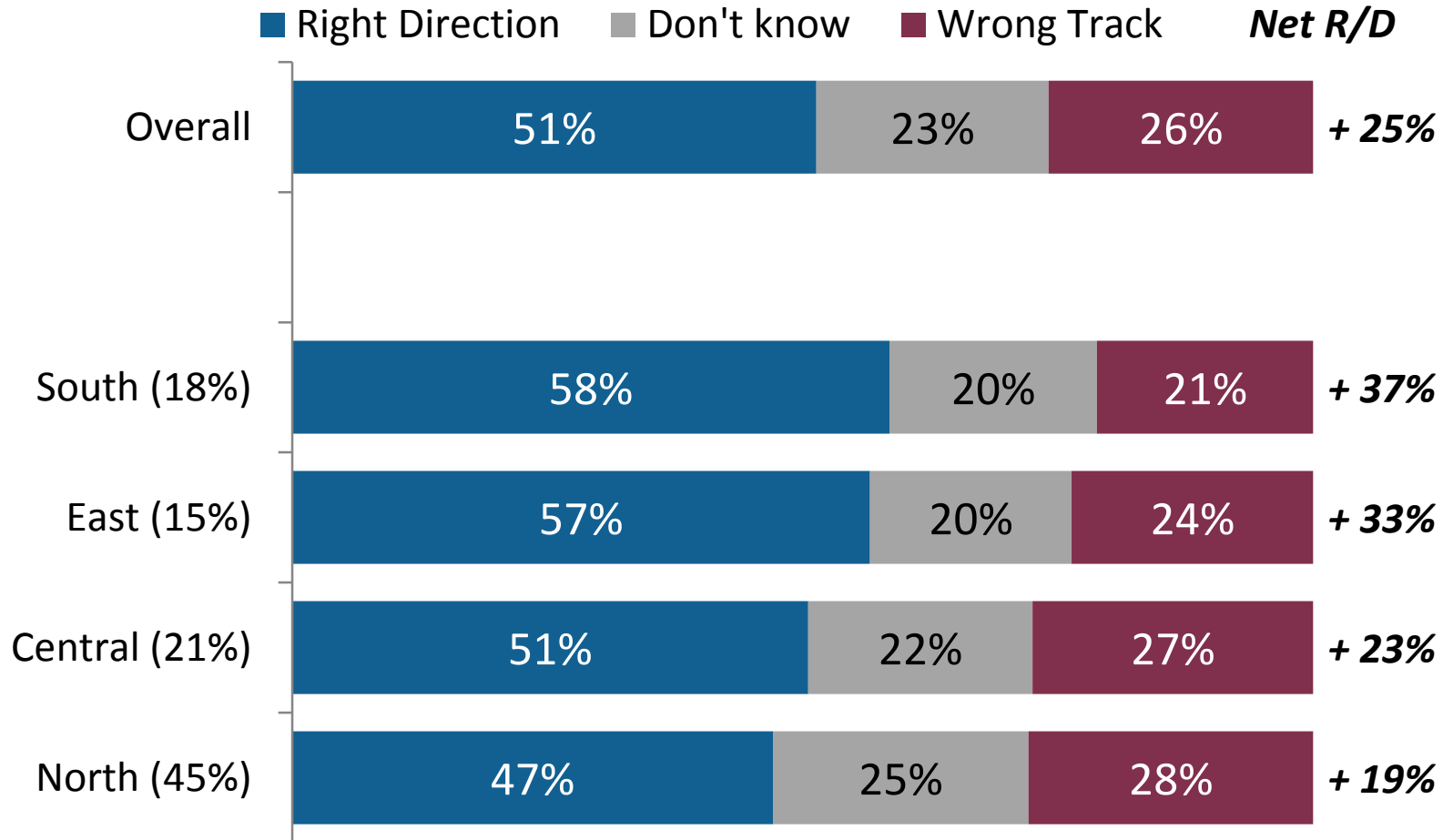
Similar to 2013, half of Alameda County voters feel things are on the right track



Q3: 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?

Right Direction/Wrong Track by Region

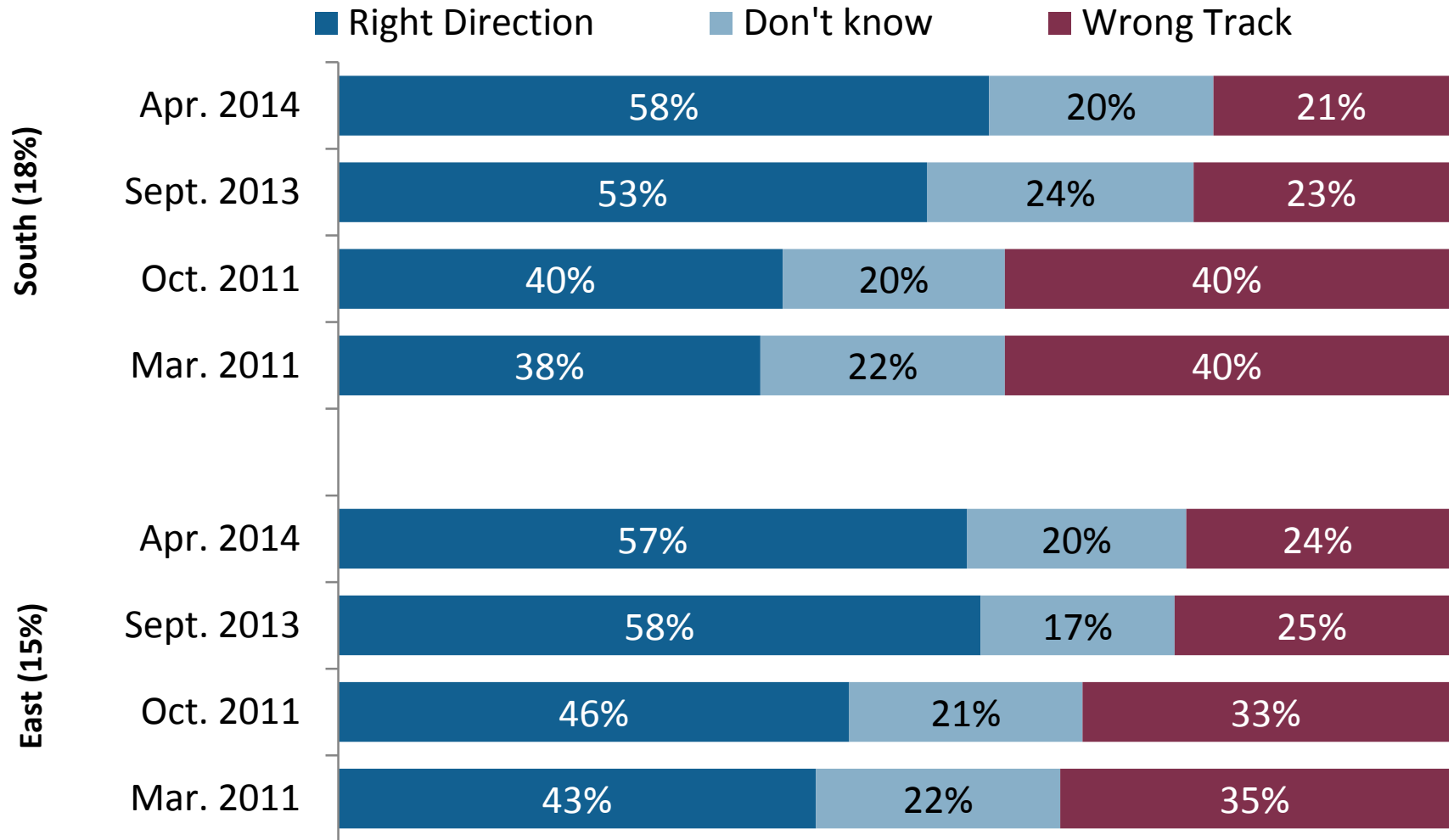
The North has the lowest right direction number



Q3: 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?

Right Direction/Wrong Track by Region Over Time

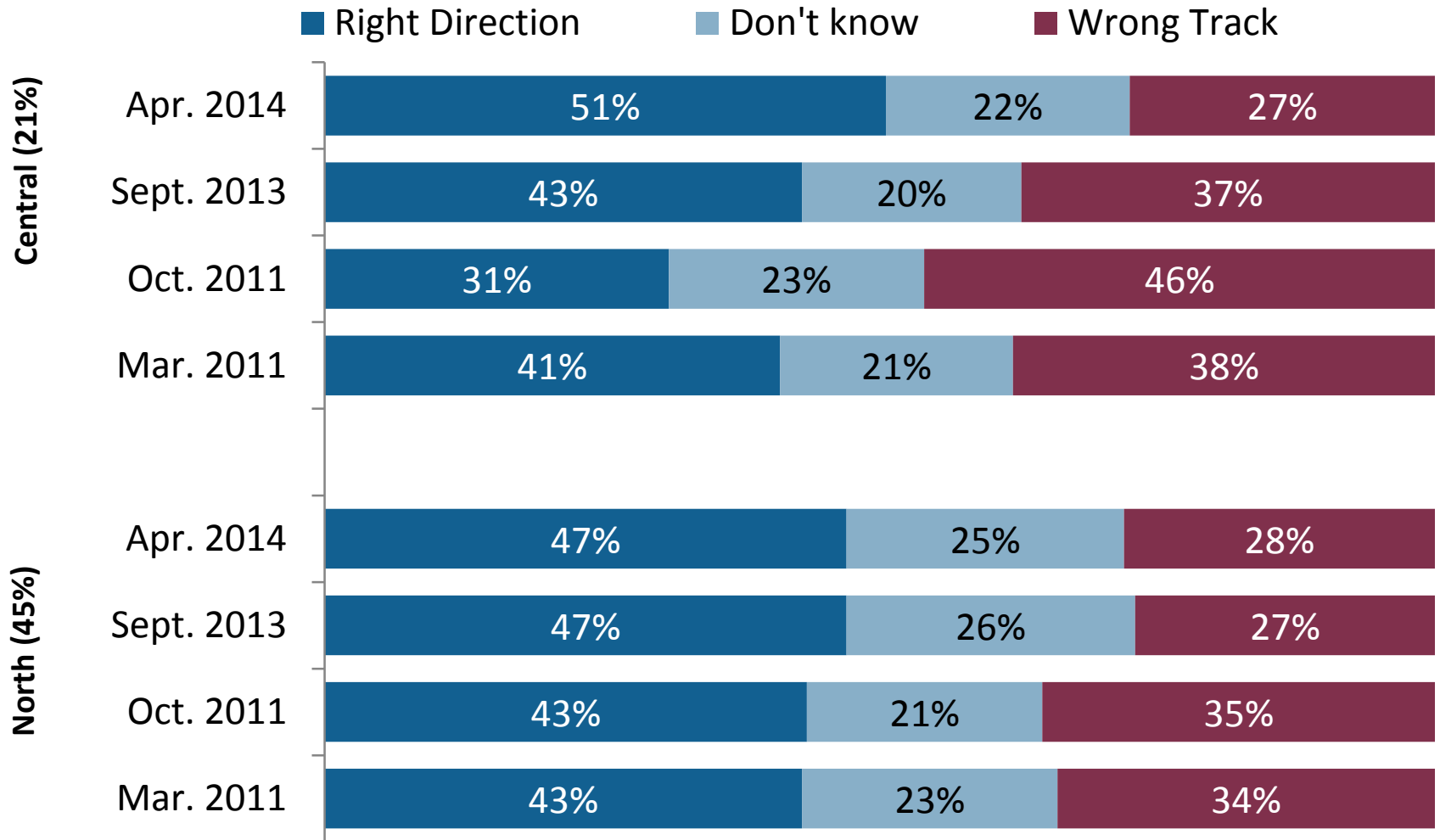
Voters in the South are significantly more optimistic than in 2013



Q3: 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?

Right Direction/Wrong Track by Region Over Time

The mood in the Central is up, while the North is about the same as in 2013



Q3: 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?

Most Important Problem Facing Alameda County

Traffic and infrastructure continues to rise as an issue, but crime and job remain at the top

| Response | Mar. 2011 | Oct. 2011 | Sept. 2013 | Apr. 2014 |
|--------------------------------|-----------|-----------|------------|-----------|
| Crime/Personal safety | 11 | 14 | 27 | 23 |
| Jobs/Unemployment | 16 | 25 | 13 | 16 |
| Schools/Educational issues | 19 | 14 | 13 | 10 |
| Infrastructure/Traffic | 5 | 4 | 7 | 9 |
| Poverty/homeless | 2 | 1 | 4 | 5 |
| Affordable housing | - | - | 1 | 4 |
| Economic issues/Cost of living | 9 | 10 | 9 | 3 |
| Budget crisis/Budget cuts | 14 | 8 | 3 | 3 |
| Water Supply | - | - | - | 3 |
| Healthcare | 1 | 1 | 2 | 2 |
| High taxes | 3 | 3 | 2 | 2 |
| Poor leadership | 1 | 1 | 1 | 2 |
| Troubled youth | 1 | 1 | 0 | 2 |
| Other mentions | 5 | 7 | 5 | 5 |
| Don't know | 13 | 8 | 11 | 11 |

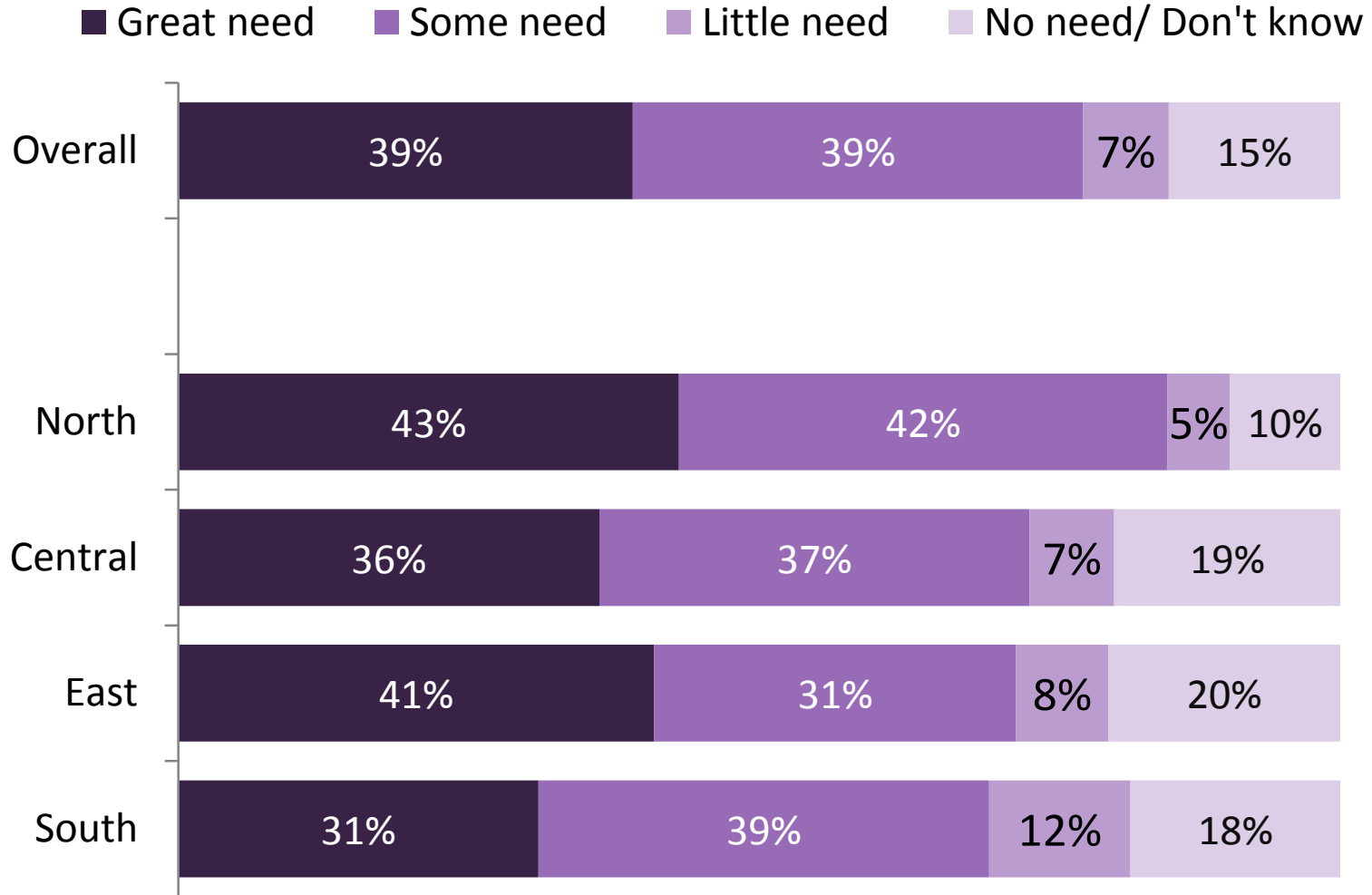
Most Important Problem Facing Alameda County

Traffic and infrastructure is the biggest concern in the East

| Response | Central | East | North | South |
|--------------------------------|----------|-----------|----------|-----------|
| Crime/Personal safety | 22 | 14 | 29 | 16 |
| Jobs/Unemployment | 20 | 15 | 15 | 13 |
| Schools/Educational issues | 8 | 12 | 9 | 14 |
| Infrastructure/Traffic | 4 | 21 | 6 | 10 |
| Poverty/homeless | 5 | 0 | 7 | 2 |
| Affordable housing | 3 | 0 | 5 | 5 |
| Economic issues/Cost of living | 4 | 1 | 3 | 3 |
| Budget crisis/Budget cuts | 4 | 5 | 3 | 3 |
| Water Supply | 3 | 5 | 1 | 8 |
| Healthcare | 3 | 1 | 2 | 1 |
| High taxes | 2 | 6 | 0 | 3 |
| Poor leadership | 3 | - | 4 | - |
| Troubled youth | 1 | 1 | 2 | 1 |
| Other mentions | 5 | 10 | 5 | 6 |
| Don't know | 12 | 8 | 10 | 15 |

Need for Transportation Funding

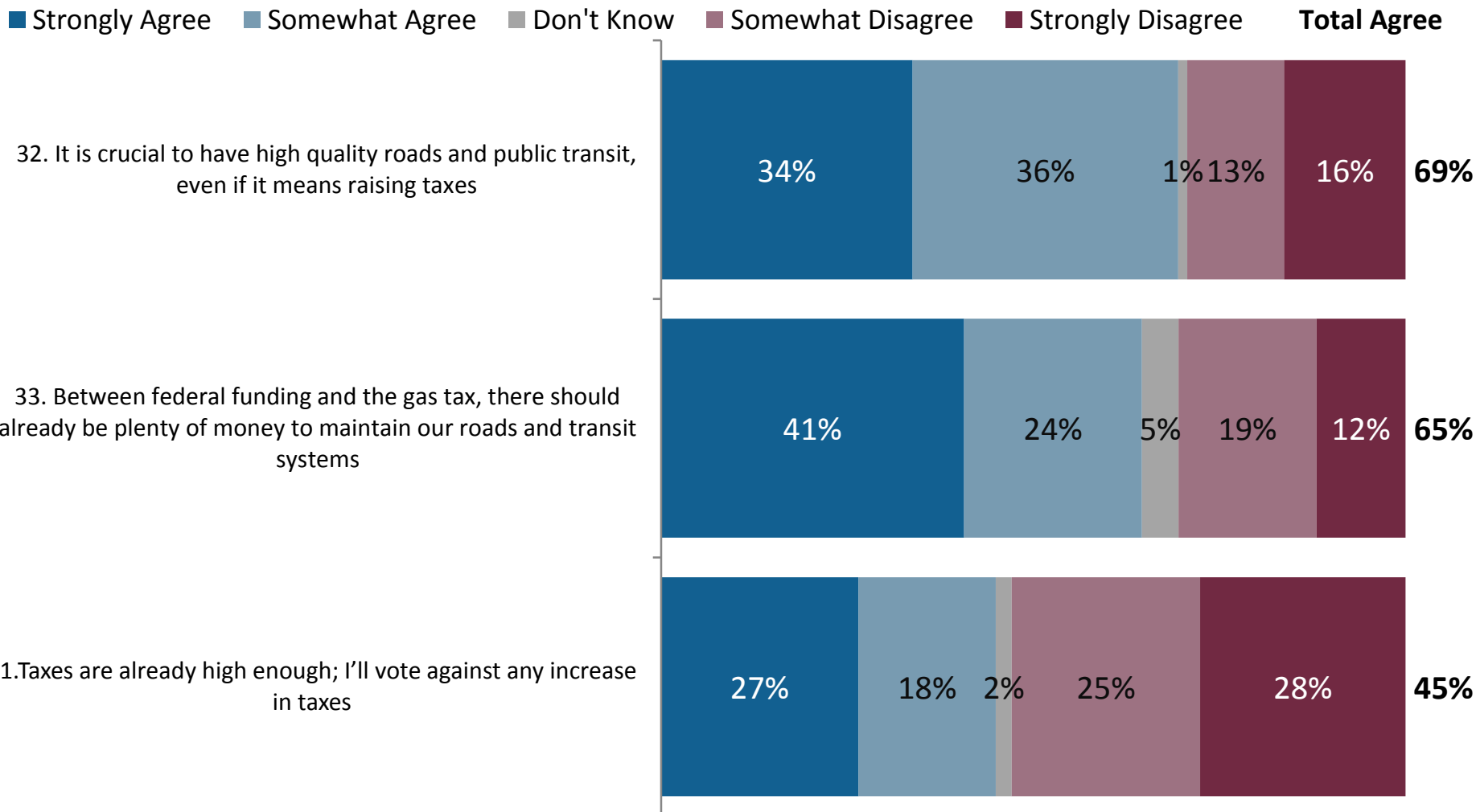
The North sees the greatest need for transportation funding



Q5: Thinking about the roads, highways, BART, buses, ferries, passenger trains, bike paths, and sidewalks in Alameda County, that is, the entire transportation network, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?

Tax Attitudes

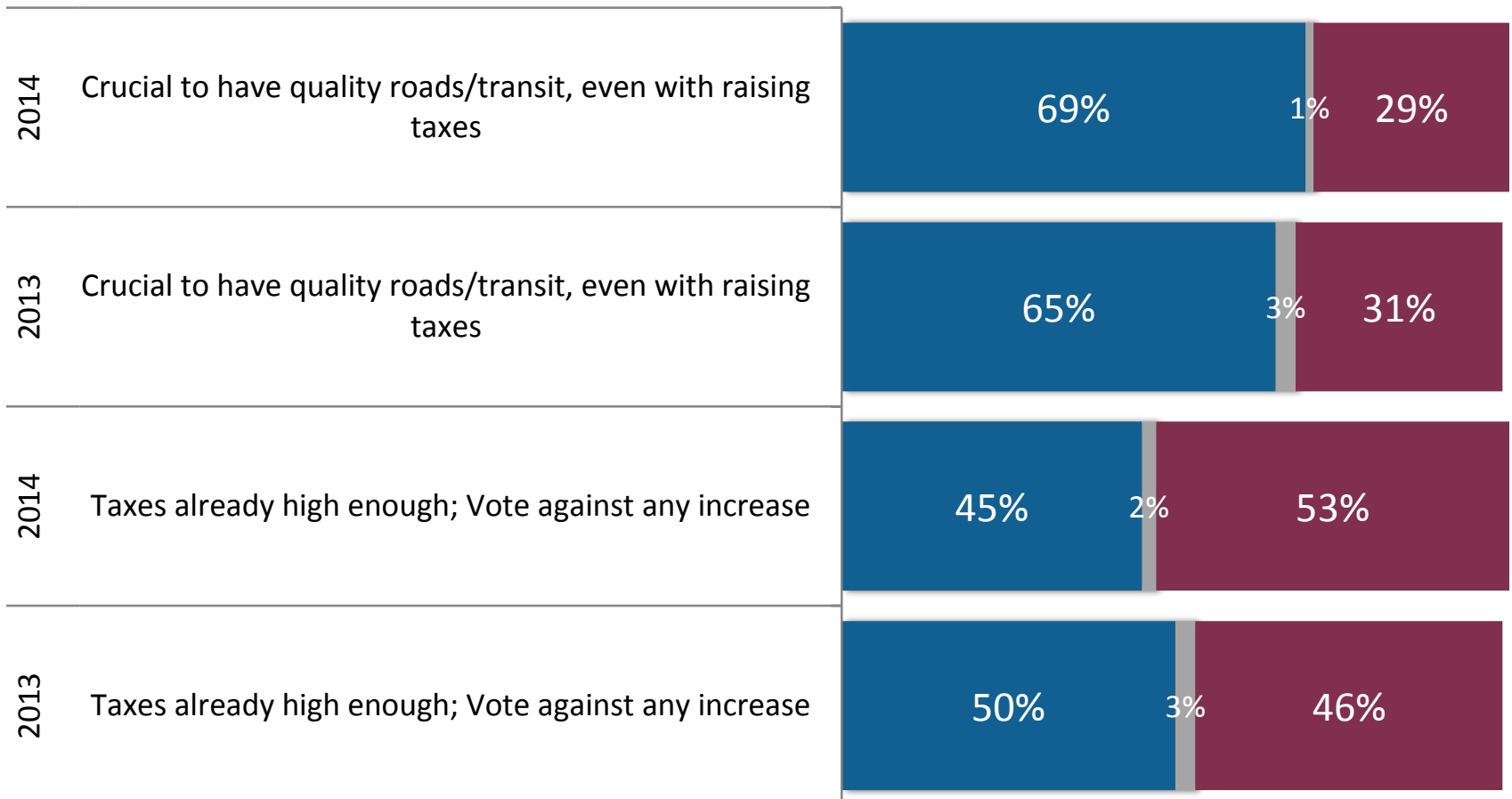
Over two-thirds believe it's worth it to raise taxes for roads and transit; however, nearly half continue to say they will vote against any tax increase



Tax Attitudes Over Time

The environment may be improving for tax measures somewhat

■ Agree ■ Disagree ■ Somewhat Disagree



Transportation Attitudes

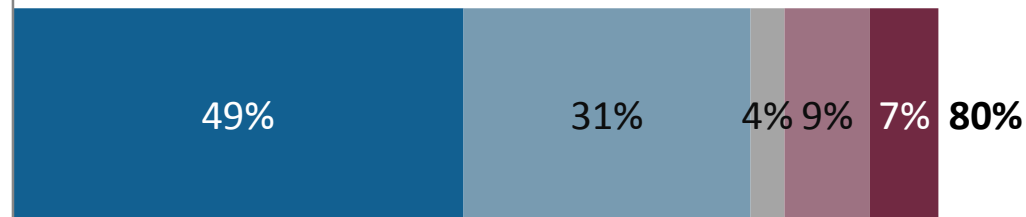
Senior independence and affordability of transit for youth are highly resonant

■ Strongly Agree
 ■ Somewhat Agree
 ■ Don't Know
 ■ Somewhat Disagree
 ■ Strongly Disagree
 Total Agree

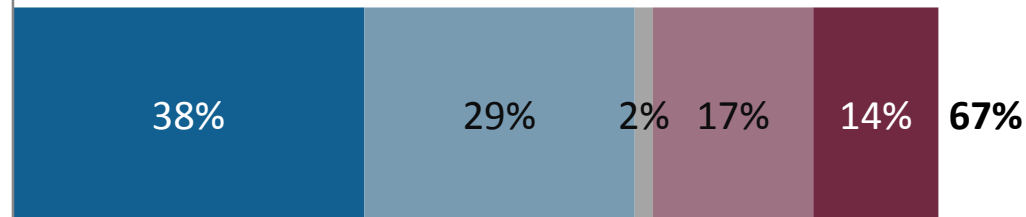
36. It is important to improve BART and other public transportation so seniors and the disabled can get where they need to go independently



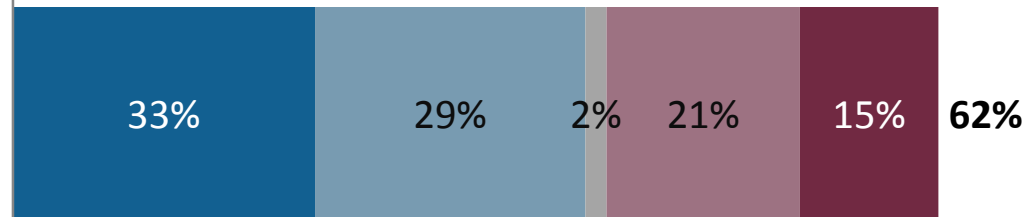
37. Reducing the cost of youth transit reduces the burden on working families while helping at risk kids stay in school



34. Extending BART should be a top priority for the Bay Area

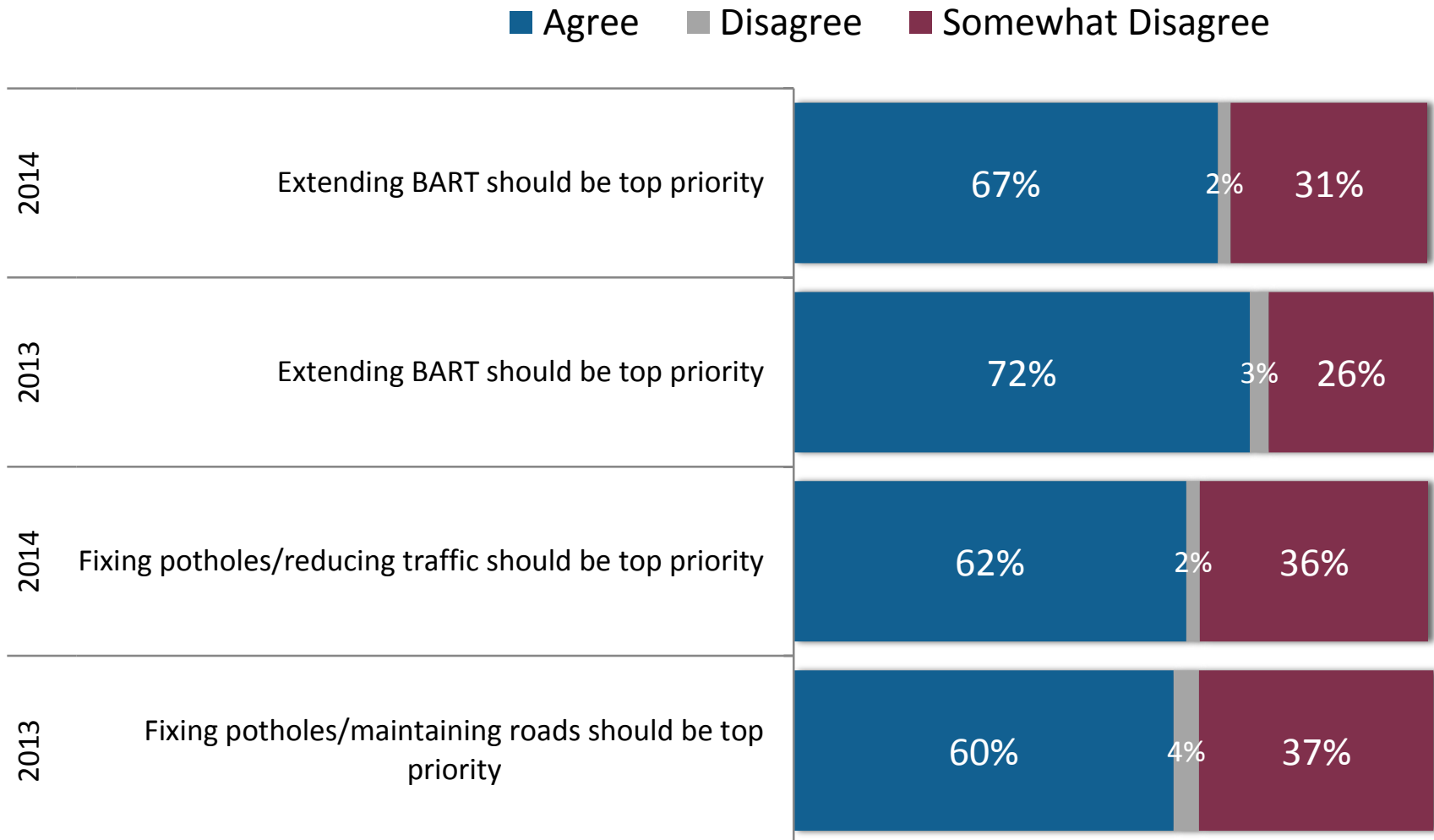


35. Fixing potholes and reducing traffic should be our highest transportation priority, even if it means putting off other transportation projects and improvements



Transportation Attitudes Over Time

Two-thirds continue to support extending BART



Ballot Language

Earlier Ballot Questions

1986 Measure B (PASSED – 57%)

Shall Alameda County Ordinance No. 0-86-97 be approved so as to:

1. approve the California Constitution Article 13B spending limits;
2. create an Alameda County Transportation Authority;
3. authorize the Authority to impose for no more than 15 years a retail sales/ use tax of one-half of one percent to rehabilitate the Nimitz Freeway, aid mass transit, and realize the other traffic and transportation projects/ purposes set forth in the Alameda County Transportation Expenditure Plan; and
4. authorize the Authority to issue limited tax bonds payable from these revenues?

1998 Measure B (FAILED – 58%)

Shall Alameda County voters authorize a 15-year extension of the ½ cent sales tax to fund the following transportation projects:

- Expand BART;
- Increase AC Transit, bus, and ferry service;
- Maintain local streets;
- I-880/I-680/I-580/I-238 improvements;
- Altamont Commuter Rail
- Pedestrian and bicycle access and safety;
- Transit services for seniors and persons with disabilities.

All geographic areas shall receive their fair share of revenues. Expenditures shall be audited by a Citizens Watchdog Committee.

Earlier Ballot Questions

2000 Measure B (PASSED – 81.5%)

Shall Alameda County voters authorize implementing the Alameda County 20 year Transportation Expenditure Plan including:

- Expand BART in Alameda County
- Expand Altamont Commuter Express Service
- Expand Countywide Express, Local and Feeder Bus service
- I-880/ I-580/ I-680 / I-238/ Route 84/ Route 92 Improvements
- Extend special transit services for seniors and persons with disabilities
- Improve pedestrian/ bike safety?

Approval of this Measure authorizes continuing the ½ cent transportation sales tax during the Plan's implementation. A Citizens Watchdog Committee shall audit all expenditures.

2012 Measure B1 (FAILED – 66.53%)

Shall a new Transportation Expenditure Plan be implemented to address current and future transportation needs that:

- Improves transit access to jobs and schools;
- Fixes roads, improves highways and increases bicycle and pedestrian safety;
- Reduces traffic congestion and improves air quality;
- Keeps senior, youth, and disabled fares affordable?

Approval extends the existing County sales tax and increases it by ½ cent, with independent oversight, local job creation programs. No money can be taken by the state.

Measure B3 & First Test Post-B3

2012 Measure B1 (FAILED – 66.53%)

Shall a **new** Transportation Expenditure Plan be implemented to address current and future transportation needs that:

- Improves transit access to jobs and schools;
- Fixes roads, improves highways and increases bicycle and pedestrian safety;
- Reduces traffic congestion and improves air quality;
- Keeps senior, youth, and disabled fares affordable?

Approval extends the existing County sales tax **and increases it by ½ cent**, with independent oversight, **local job creation programs. No money can be taken by the state.**

Tested in September 2013 poll (71% support)

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

- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce 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.**

New Ballot Question

Tested in September 2013 poll (71% support)

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

- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce 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.

Tested in April 2014 poll

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

- **Expand and modernize BART in Alameda County;**
- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce 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 will benefit **local** residents.

2014 Ballot Measure



2014 Ballot Questions Tested

In the 2014 survey, two versions of the ballot question were tested: One that led with the question, and the other that led with the objectives of the measure.

Question-Led (Sample A)

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

- Expand and modernize BART in Alameda County;
- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce 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 will benefit local residents.

Objectives-Led (Sample B)

To:

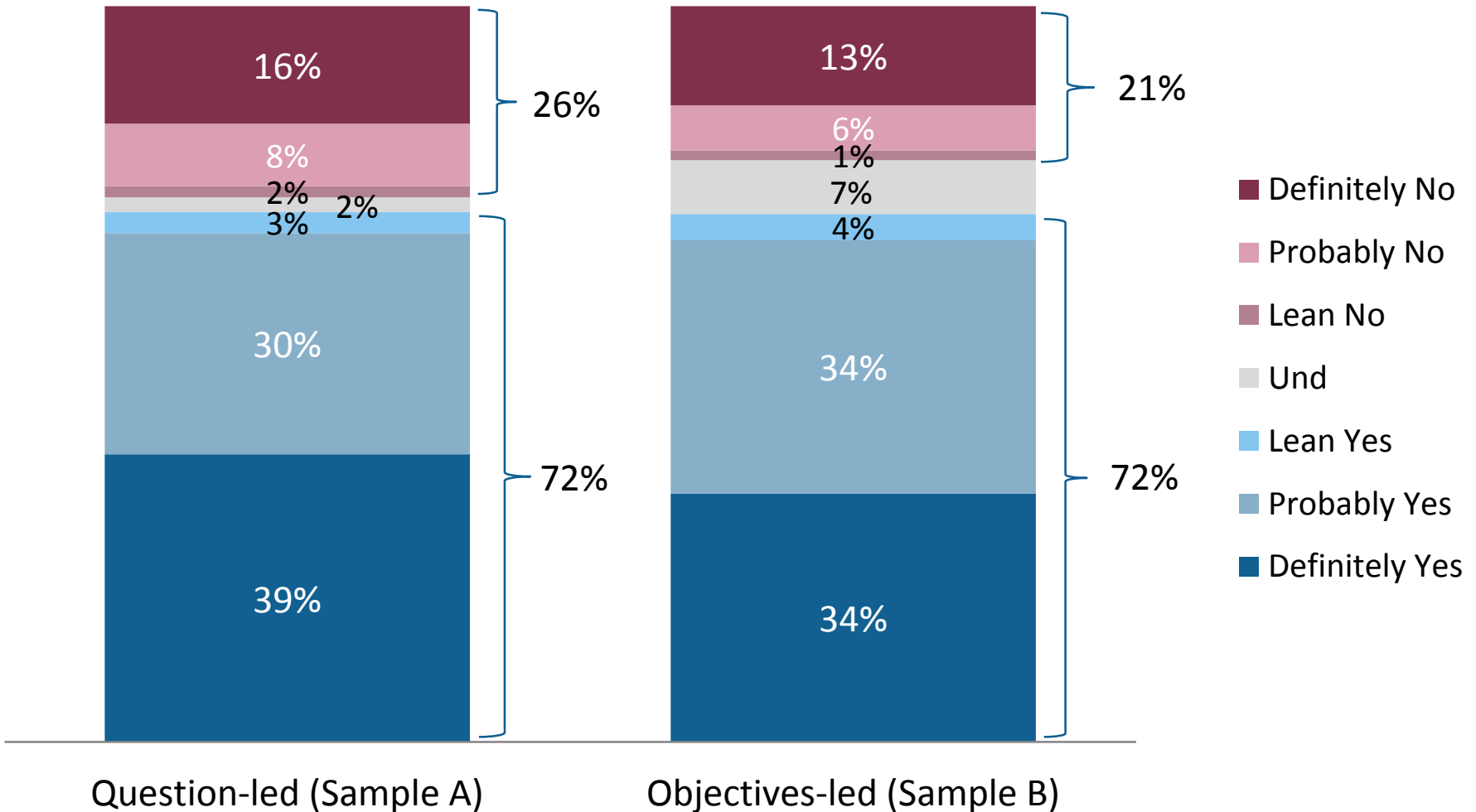
- Expand and modernize BART in Alameda County;
- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce traffic congestion and improve air quality; and
- Keep senior, student, and disabled fares affordable;

Shall voters authorize implementing the Alameda County 30 year Transportation Expenditure Plan? Approval augments and extends the existing County sales tax, with independent oversight and audits. All money will benefit local residents.

The following measure may be on the ballot this year in Alameda County...If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it? (Q6-7)

Initial Vote

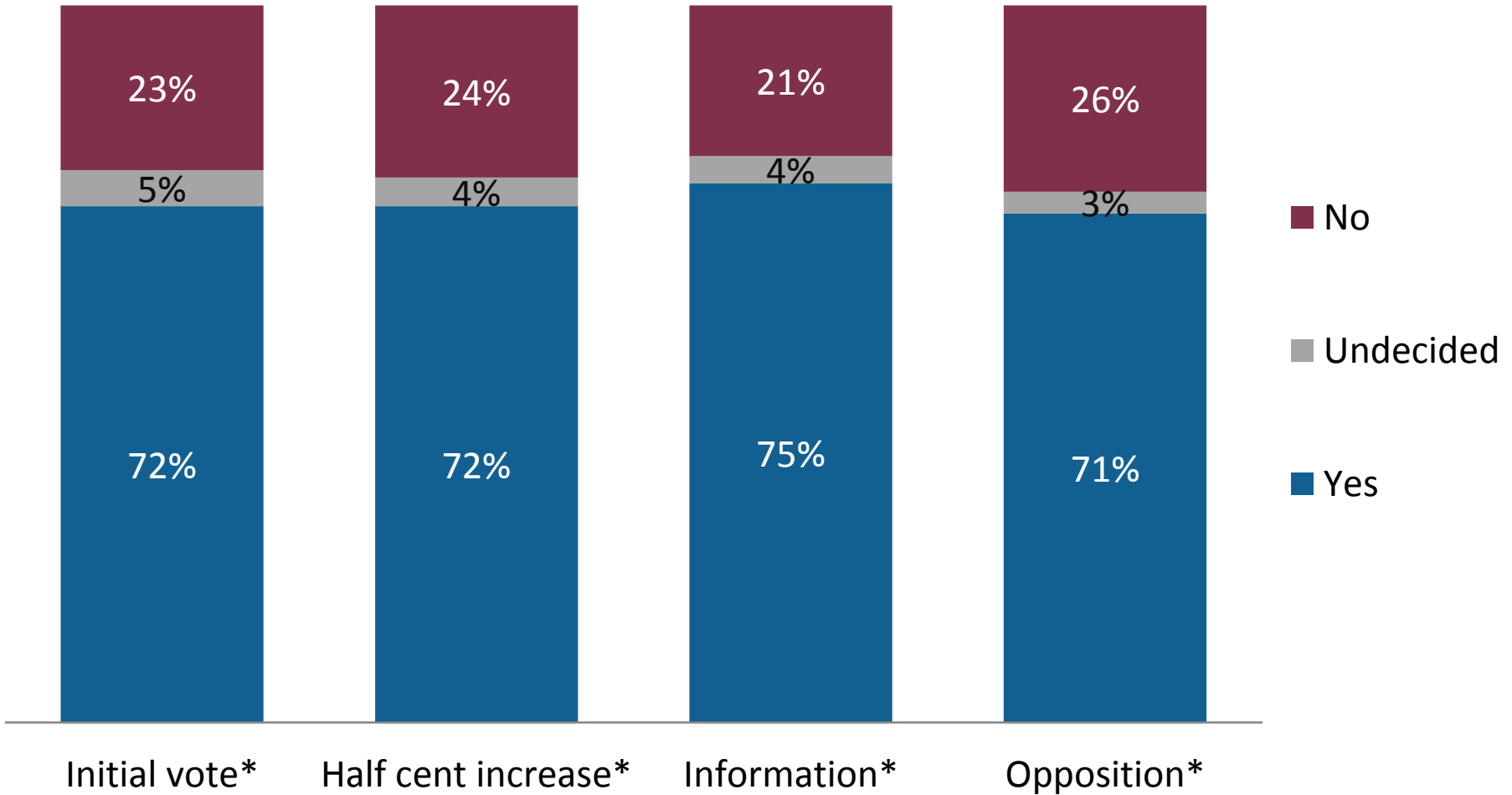
A measure to augment and extend Alameda County's transportation sales tax is supported by 72% of Alameda County voters



The following measure may be on the ballot this year in Alameda County...If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it? (Q6-7)

Vote Progression

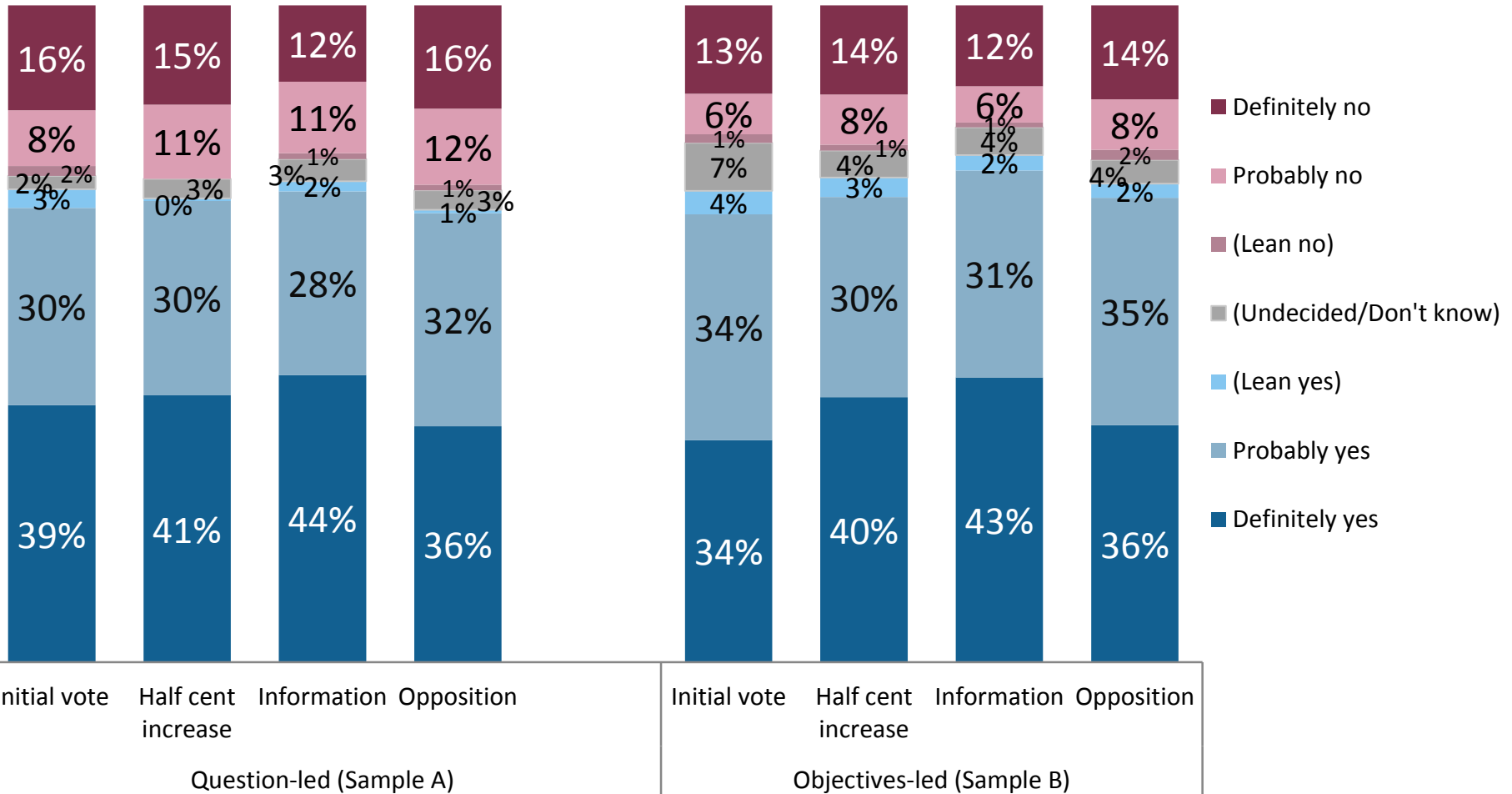
Support for the measure stays consistently above the two-thirds mark



* Combined A & B Sample

Vote Progression

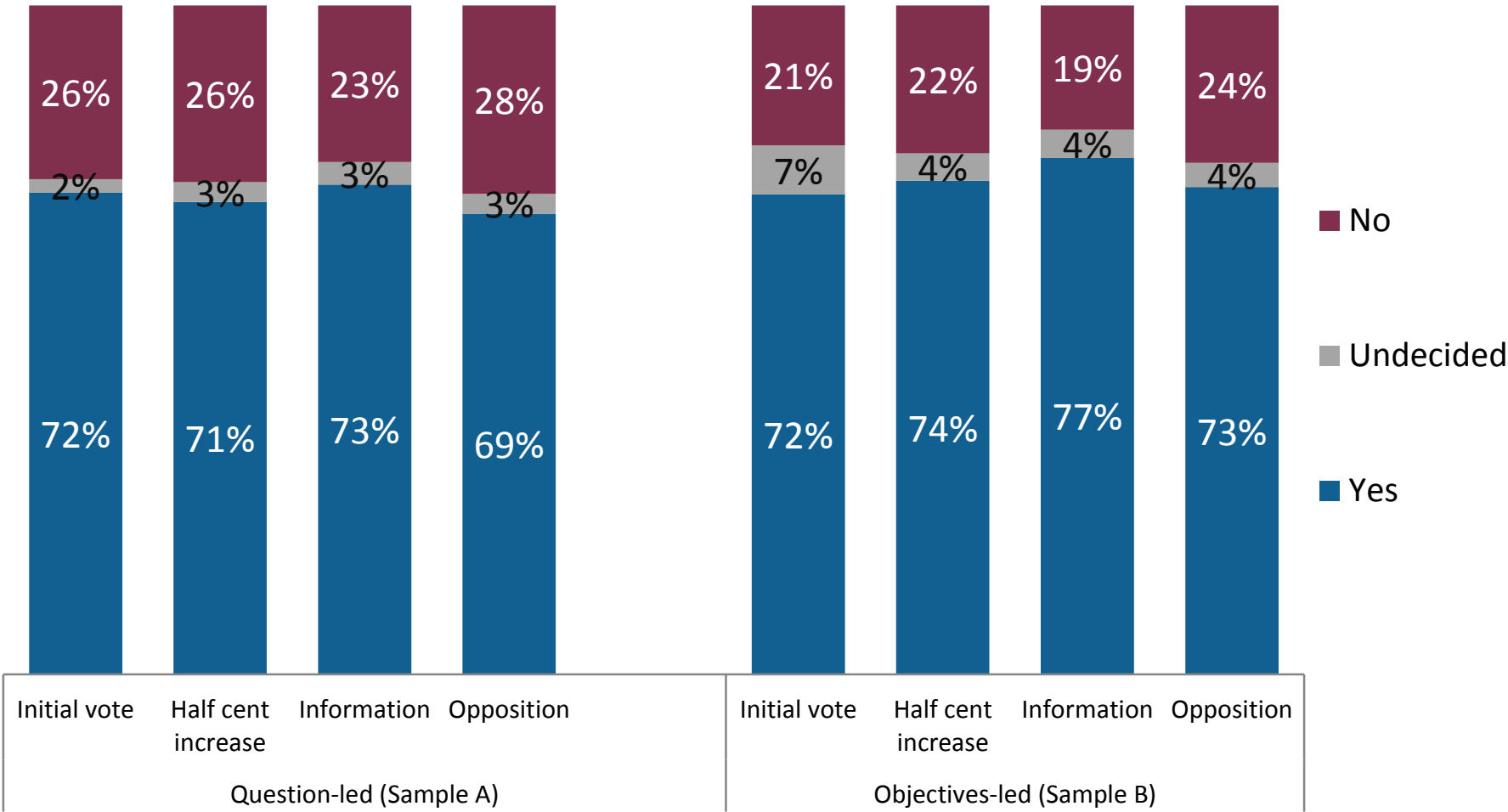
With information, intensity of support equalizes between the two versions of the measure



Now I'm going to read you the measure one last time...If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it? (Q64-65)

Vote Progression

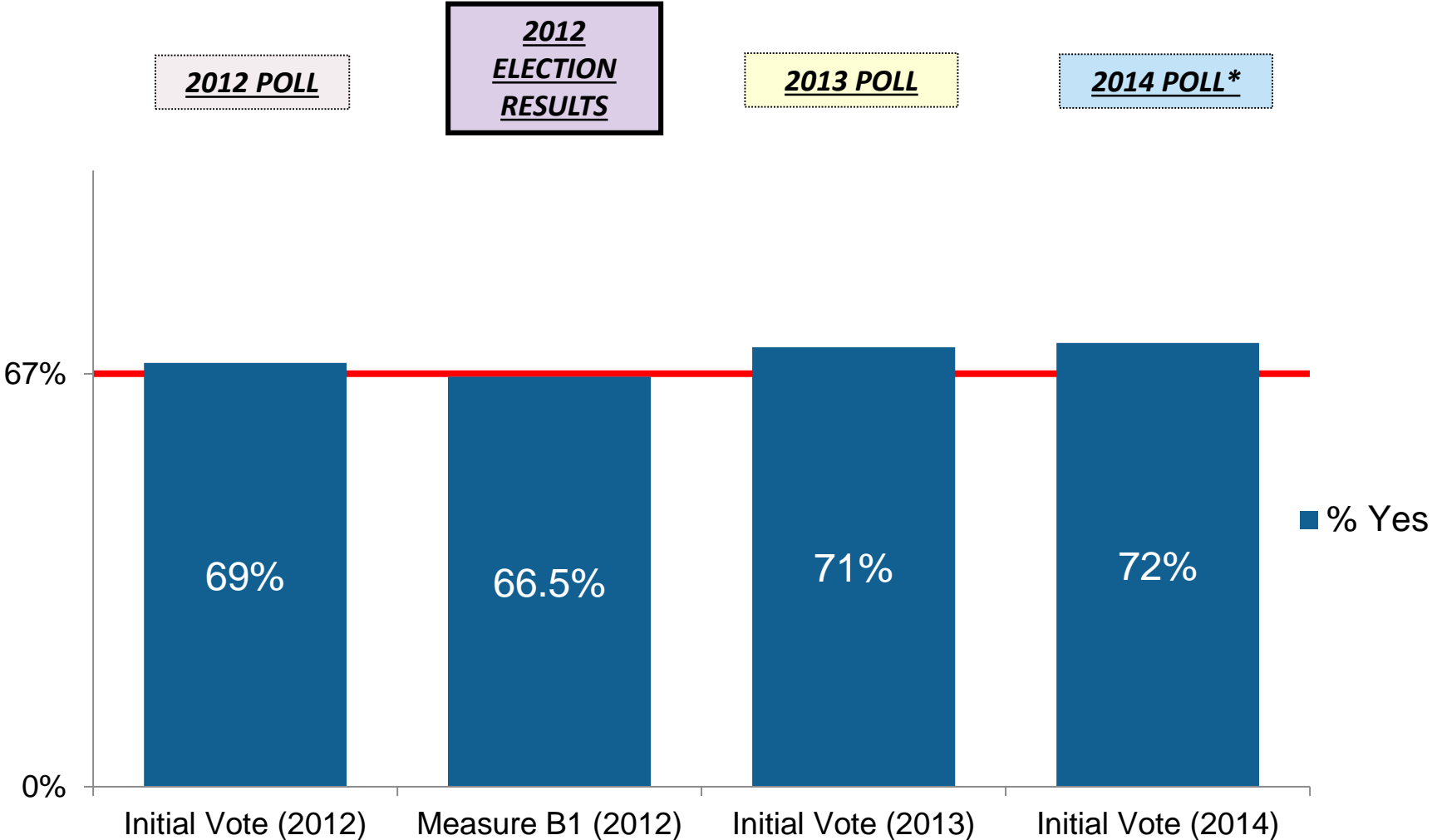
However, the objectives-led model is consistently better-supported than question-led once more information is given



* Combined A & B Sample

2012 Poll, 2012 Election and 2013 Poll: Initial Vote

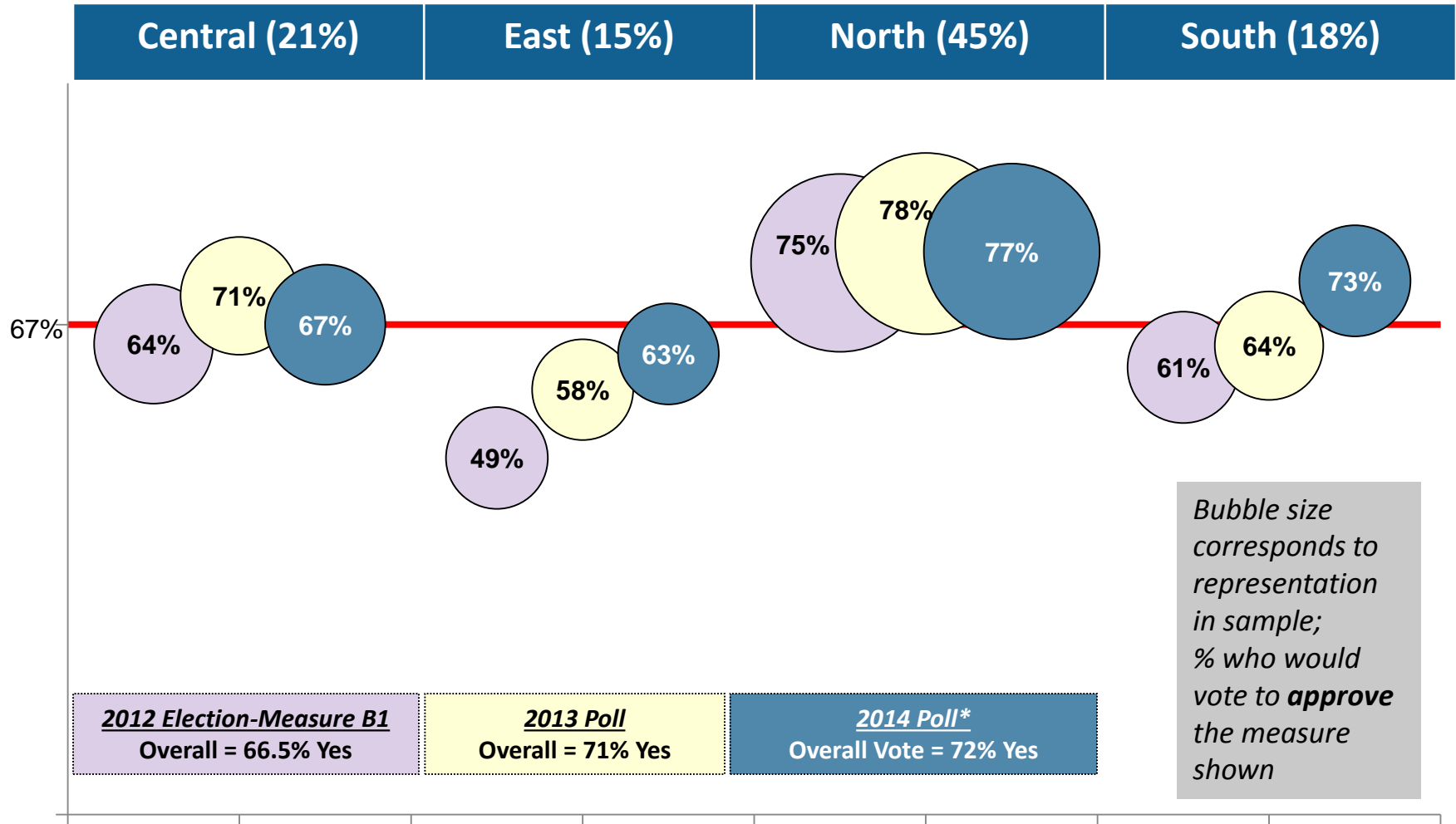
Support for an Alameda County Transportation measure has increased since 2012



* Combined A & B Sample

Initial Vote by Region: 2012 Election vs. 2013 & 2014 Polls

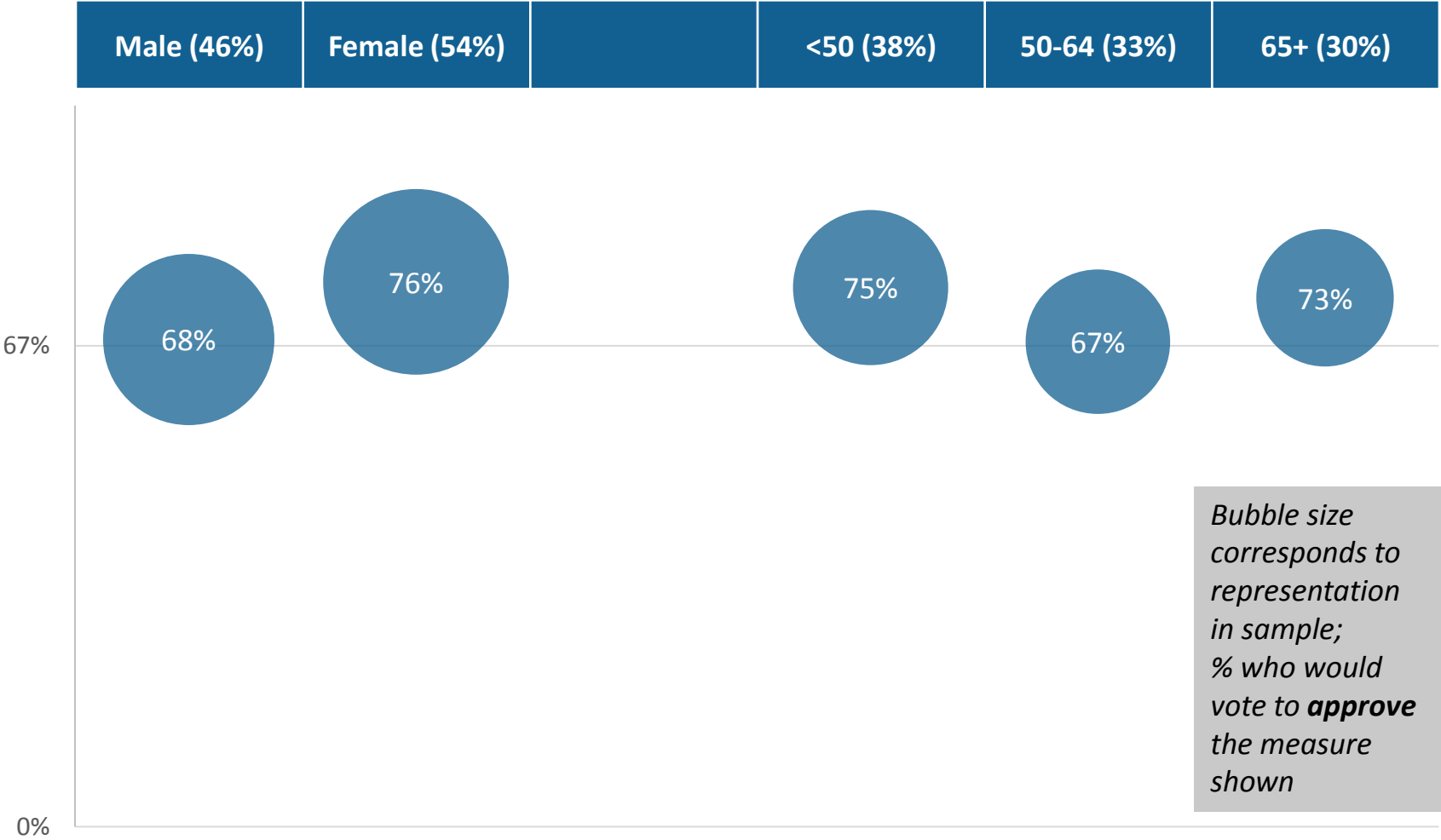
Support is on the rise in the east and south



* Combined A & B Sample

Initial Vote By Gender and Age

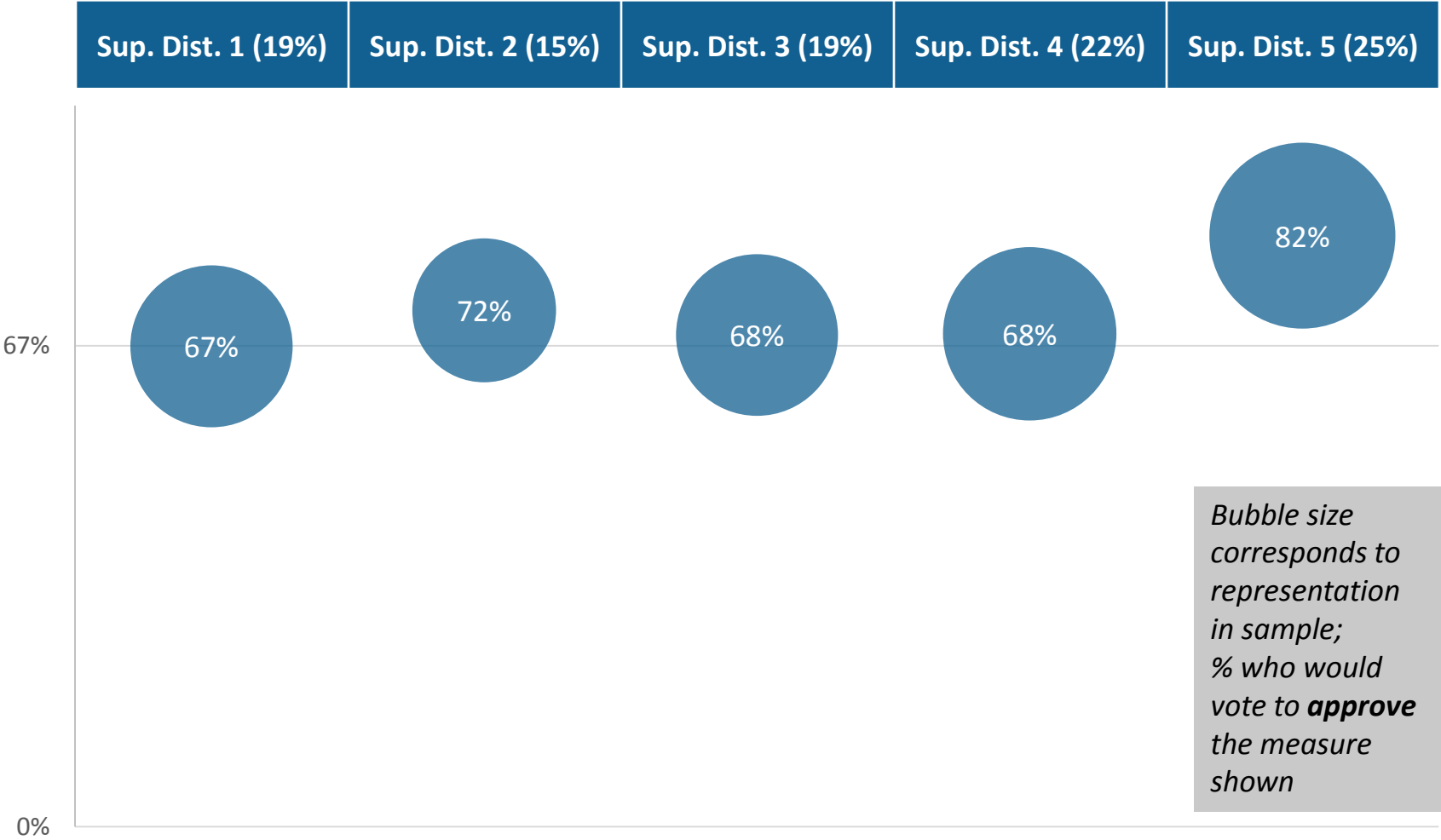
Support is highest among women and voters under 50 and over 65 years of age.



* Combined A & B Sample

Initial Vote By Sup District

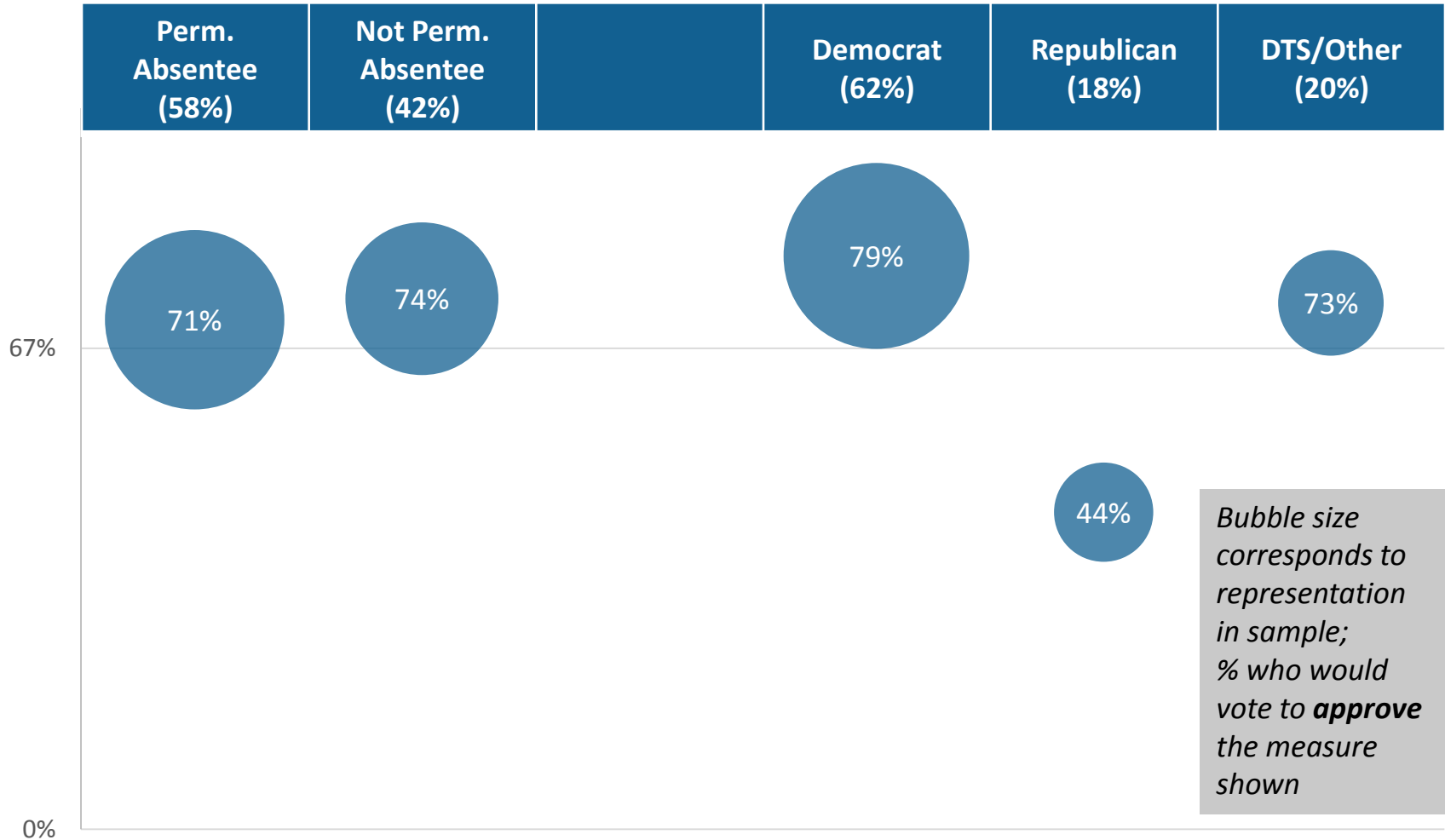
Supervisorial District 5 is by far the most supportive of the measure



* Combined A & B Sample

Initial Vote By Absentee and Party Registration

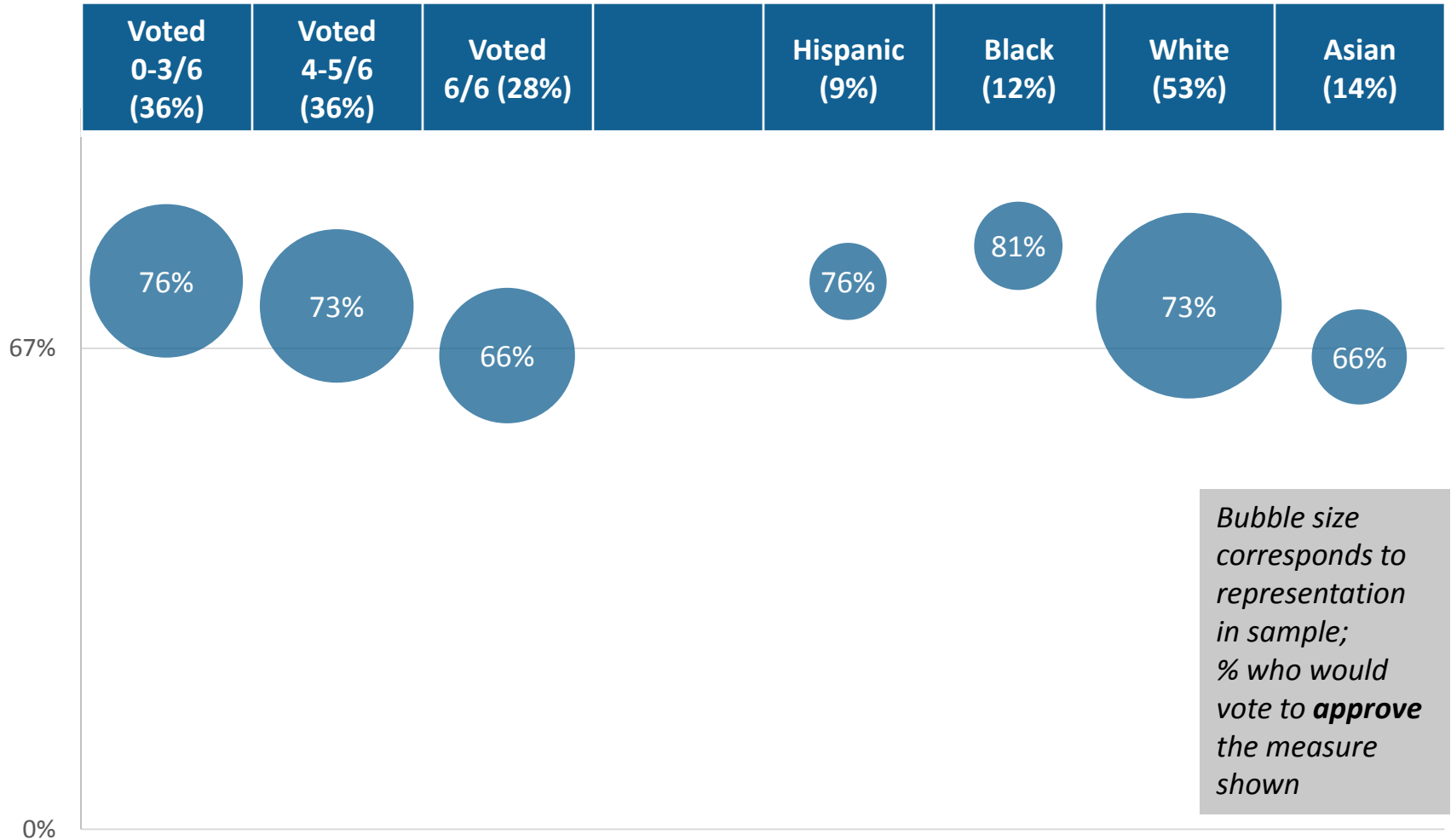
Support is higher among Democrats and DTS/Other.



* Combined A & B Sample

Initial Vote By Vote History and Race

Support is higher among lower and moderate propensity voters, Black, Hispanic, and White voters

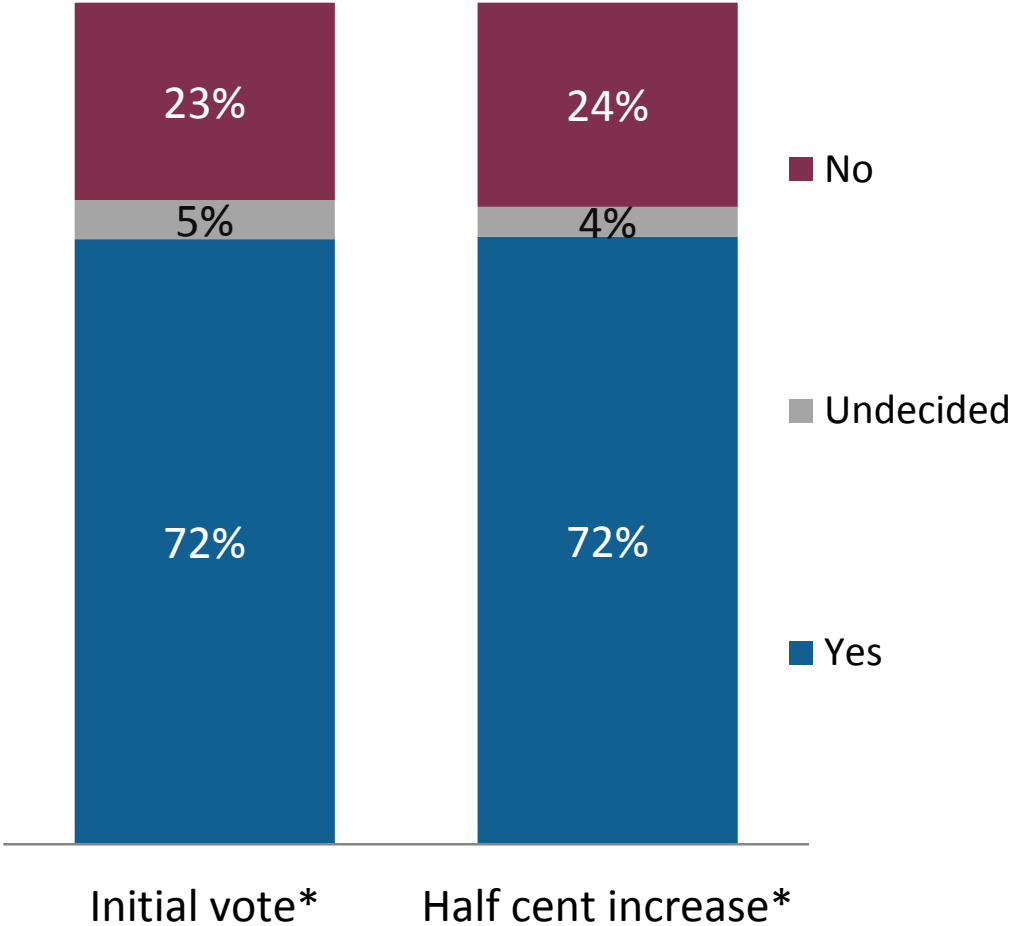


* Combined A & B Sample

Vote After Explicit Half Cent Increase

Augmentation communicates half cent increase.

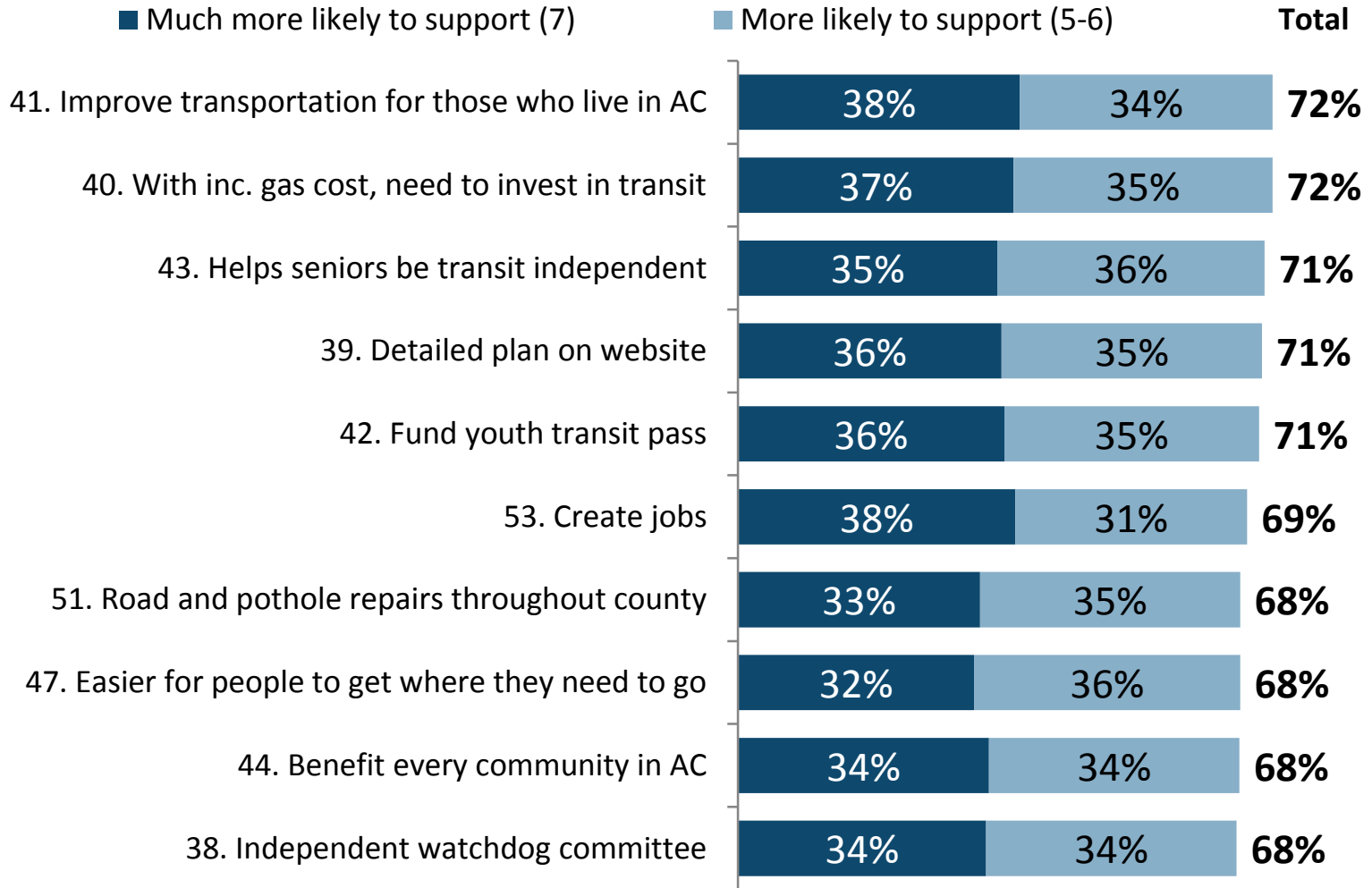
*Q30: The measure that I read you earlier that would fund the projects and programs we just discussed would increase the existing Alameda County transportation sales tax by **one half cent**. After hearing this, if this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?*



* Combined A & B Sample

Measure Information

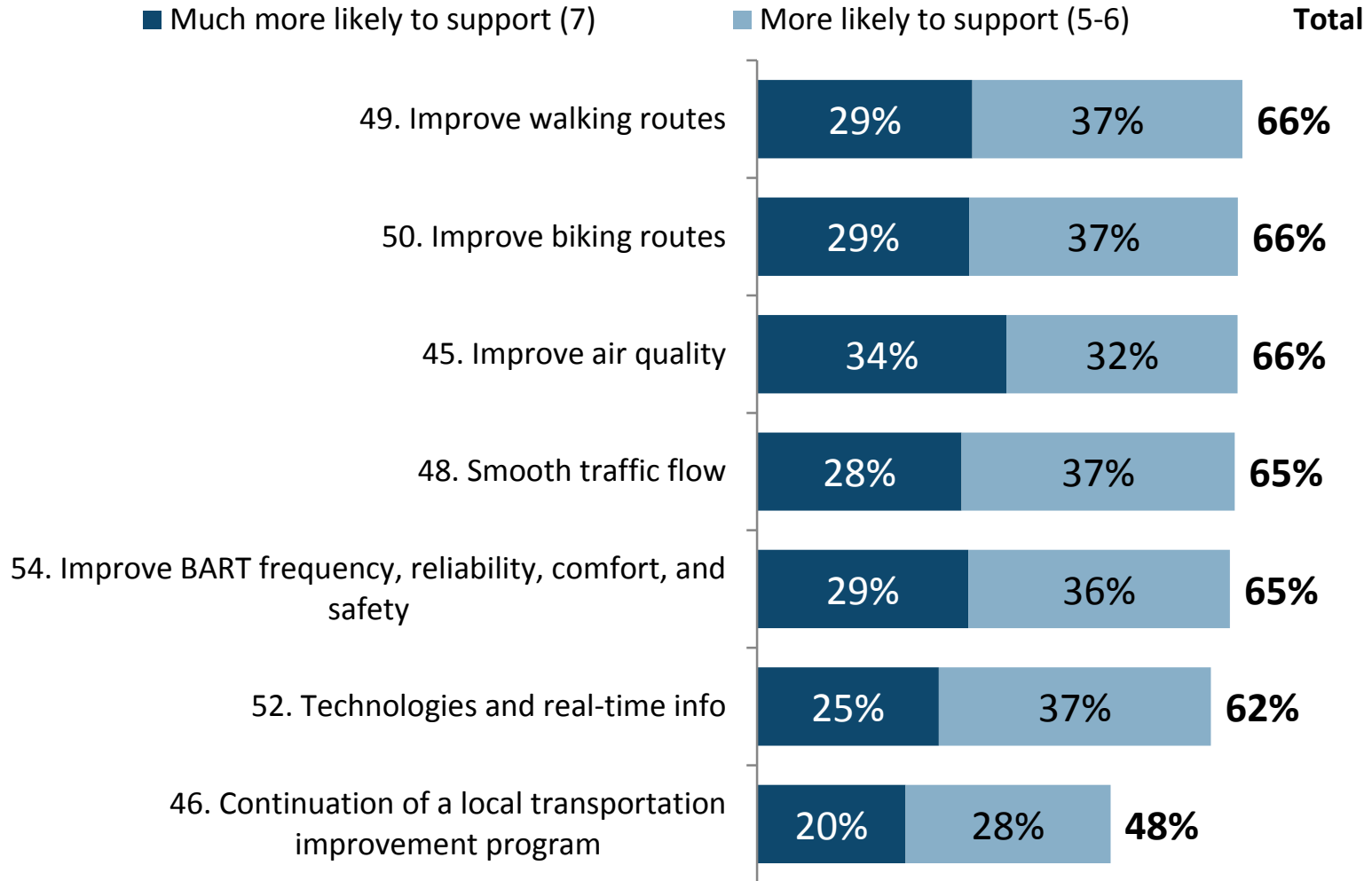
There are many compelling pieces of information about the measure



I'm going to read you some things people might say about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to support this measure...(Q38-54)

Measure Information (cont.)

Other information is less broadly compelling



I'm going to read you some things people might say about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to support this measure...(Q38-54)

Top Priorities by Region

Keeping senior, student, and disabled fares affordable is the top priority in Central and North Alameda; reducing traffic congestion is the top priority in East and South Alameda.

Central Alameda

1. Keeping senior, student, and disabled fares affordable
2. Improving air quality
3. Fixing roads
4. Reducing traffic congestion

East Alameda

1. Reducing traffic congestion
2. Fixing roads
3. Keeping senior, student, and disabled fares affordable
4. Improving highways

North Alameda

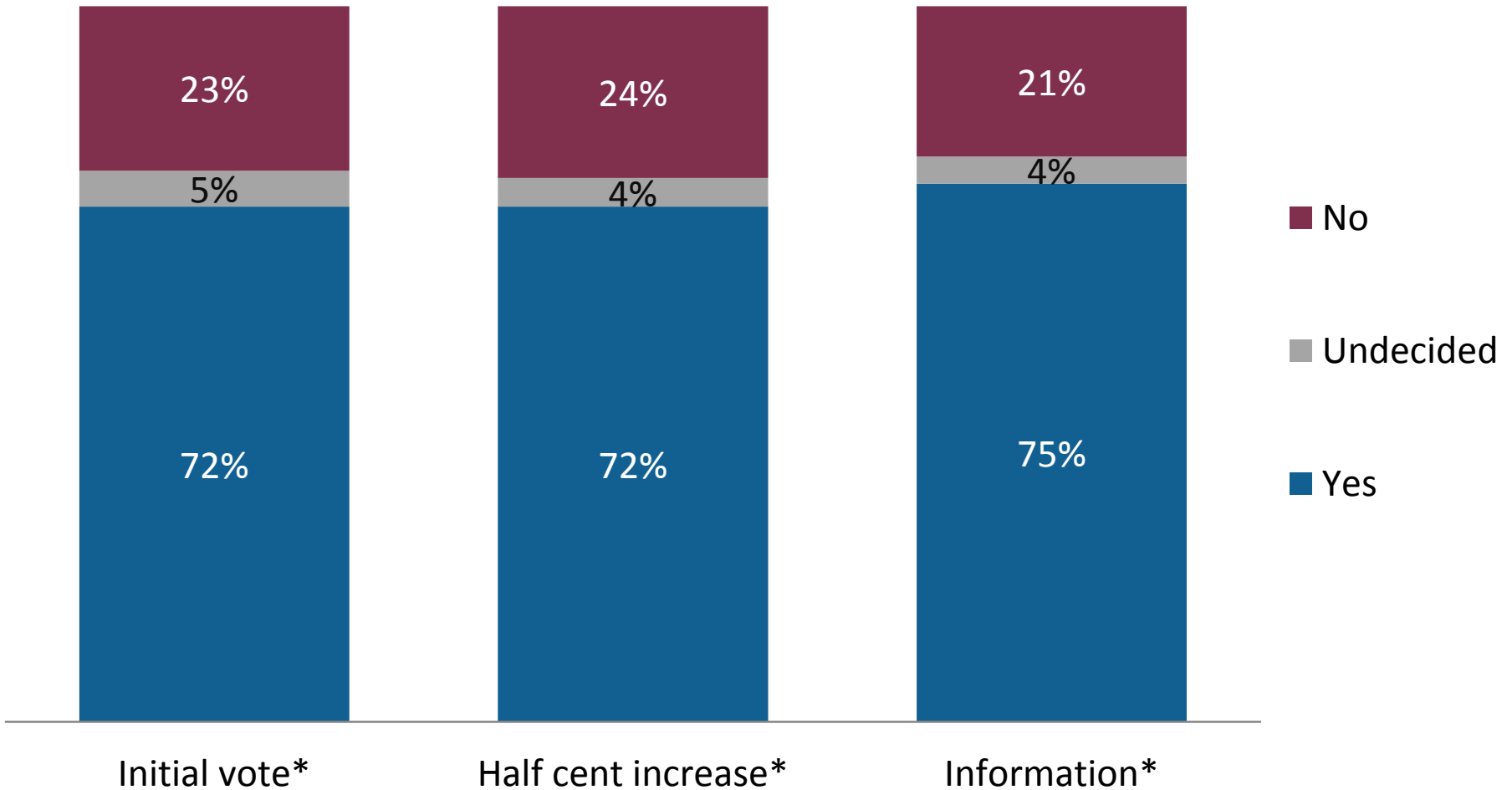
1. Keeping senior, student, and disabled fares affordable
2. Improving air quality
3. Fixing roads
4. Improving transit connections to jobs and schools

South Alameda

1. Reducing traffic congestion
2. Keeping senior, student, and disabled fares affordable
3. Improving transit connections to jobs and schools
4. Fixing roads

Vote After Information

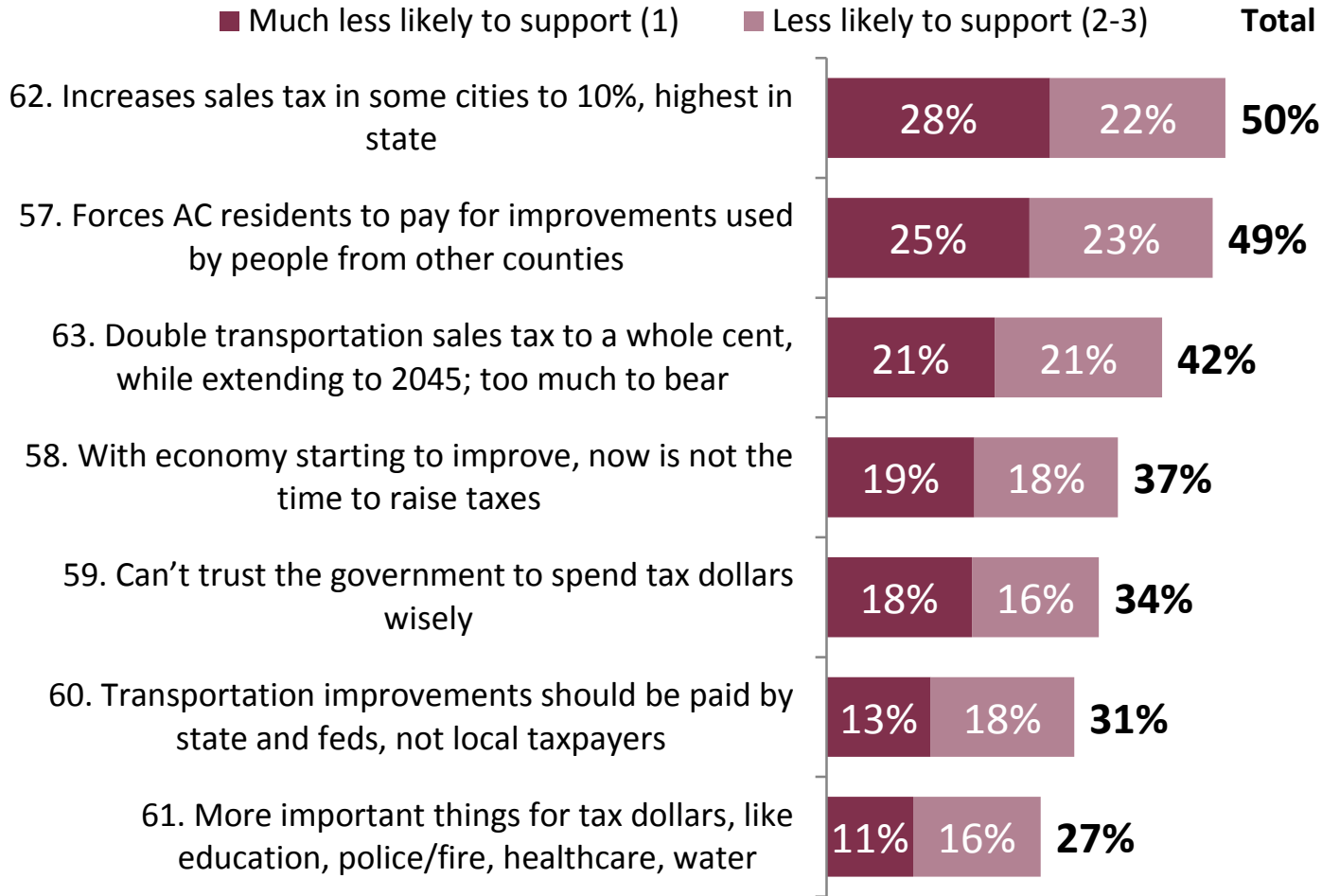
Additional information does little to increase the vote



* Combined A & B Sample

Opposition Messages

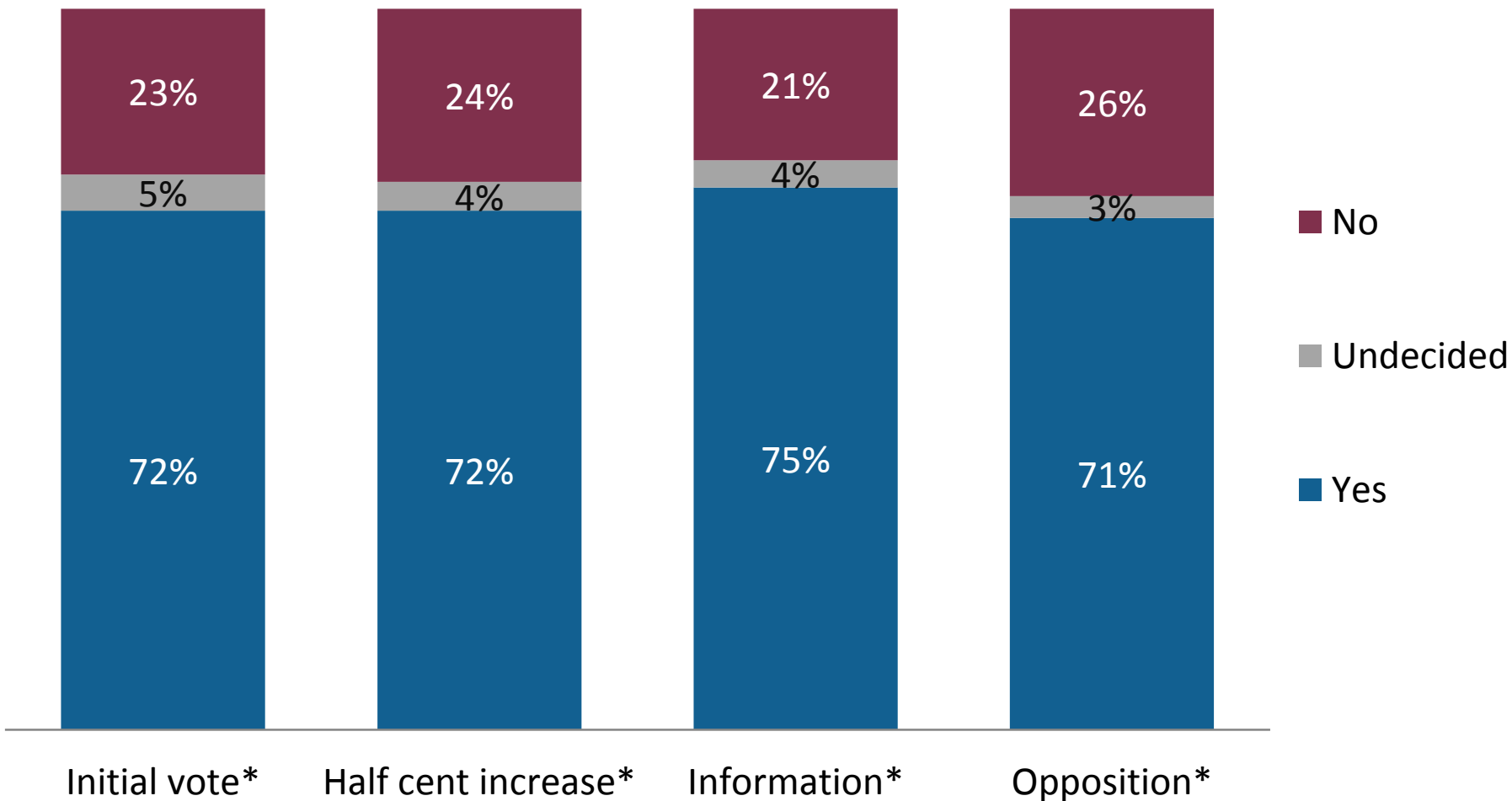
The measure's biggest vulnerabilities lie in the total tax rate and paying for improvements used by non-residents



Now I'm going to read you a few more things people might say about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to support this measure...(Q57-63)

Vote After Opposition

The vote does drop after the opposition messaging, but it stays above the two-thirds mark



* Combined A & B Sample

Contacts



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