


Voter Opinion Research 2013 Follow-Up Analysis

Conducted for:
Alameda County Transportation Commission



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

Steering Committee Meeting
October 24, 2013

Phone Survey Methodology


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- ▶ Telephone Survey of Alameda County Voters
- ▶ 815 completed interviews
- ▶ Overall Margin of error \pm 3.4%
- ▶ Conducted September 4–15, 2013
- ▶ Interviews conducted by trained, professional interviewers
- ▶ Results weighted to reflect likely voter population distribution in Nov. 2014

Region	# of interviews	Margin of Error (\pm)	Weighted % of Population
Central Alameda Co.	179	7.32%	20%
East Alameda Co.	153	7.92%	15%
North Alameda Co.	304	5.62%	48%
South Alameda Co.	179	7.32%	17%

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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Overall Research Findings Review

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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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Today's Questions

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1. How can we incorporate BART into the recommended ballot language?
2. How can we make the TEP resonate in the battle for mindshare?
3. What demographic groups support the measure in each planning area?
4. What are the most and least important elements in each planning area, and what information is most compelling?



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1. How can we incorporate BART into the recommended ballot language?

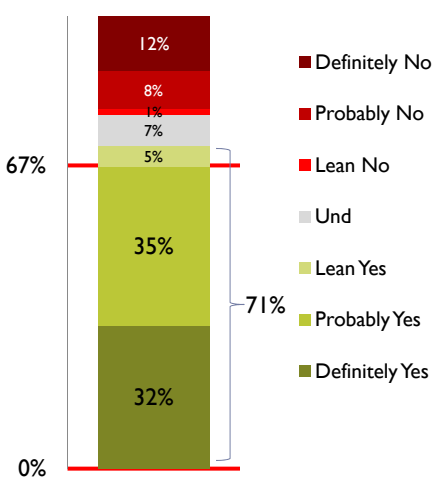
The ballot language that outlined the benefits of the measure tested the best

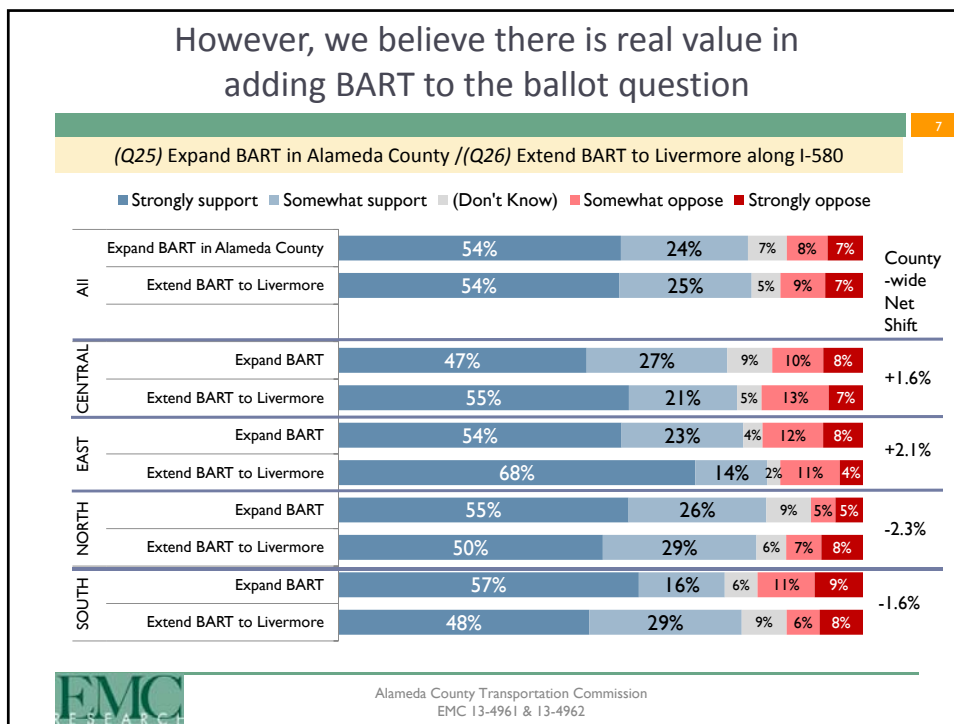
Language tested in survey
 Shall voters authorize implementing the Alameda County 30 year Transportation Expenditure Plan to:

- 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.

66 words





Recommended language includes BART expansion

Ballot question tested in survey

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.

66 words

Recommended ballot question


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

- Expand 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 spent will benefit Alameda County residents.

71 words

Word limit: 75 words


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2. How can we make the TEP resonate in the battle for mindshare?

The 2014 election will be different

1. Opinion environment
2. Ballot question
3. Communications strategies




Opinion environment will be improved

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- Opinion environment:** No Presidential election, improved state fiscal situation, improved economy.

Measures Already qualified for November 2014	Measures circulating
Safe, clean reliable drinking water supply	Bible-based speech exemption
State budget: require identified funding sources	Marijuana legalization
Approval of healthcare insurance rate changes	Personal information confidentiality
Measures waiting for title/summary	Community hospital fees for Medi-Cal
Reform/regulate timber industry	Patient Safety Act
Child safety	Establish CA Electrical Utility District
Equal Rights Amendment	Diablo Canyon nuclear plant regulations
Fund schools on time	Allow student participation by gender ID
Tobacco tax for research & prevention	Open Presidential primary
Welfare reform	Repeal tax benefits in enterprise zones
Marijuana control, legalization, and revenue	
Pension reform	




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Ballot question will be improved

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- Opinion environment
- Ballot question:** Added timeframe, BART, benefit to residents

<p style="text-align: center;"><u>2012 MEASURE B1</u></p> <p>Shall a new Transportation Expenditure Plan be implemented to address current and future transportation needs that:</p> <ul style="list-style-type: none"> 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? <p>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.</p>	<p style="text-align: center;"><u>Recommended ballot question</u></p> <p>Shall voters authorize implementing the Alameda County 30 year Transportation Expenditure Plan to:</p> <ul style="list-style-type: none"> Expand 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? <p>Approval augments and extends the existing County sales tax, with independent oversight and audits. All money spent will benefit Alameda County residents.</p>
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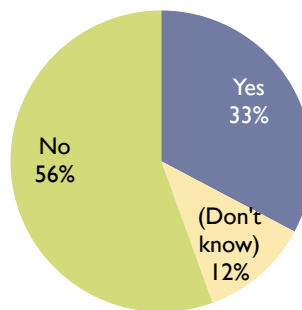
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Communications

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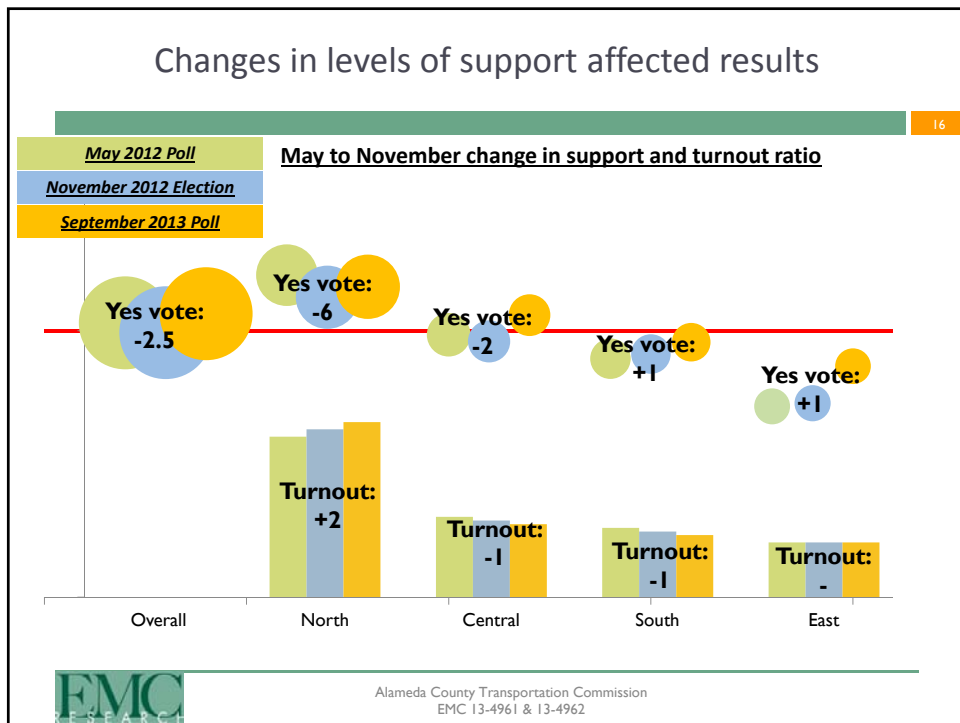
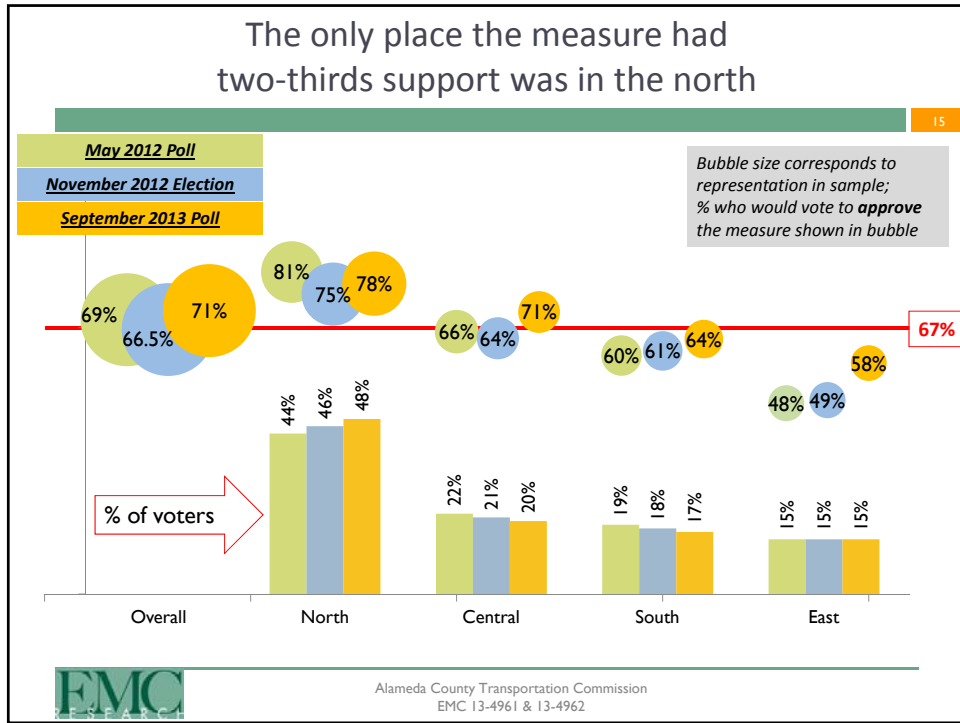
1. Opinion environment
2. Ballot question
3. **Communications strategies:** Education efforts may want to focus more on **awareness** than **persuasion**.

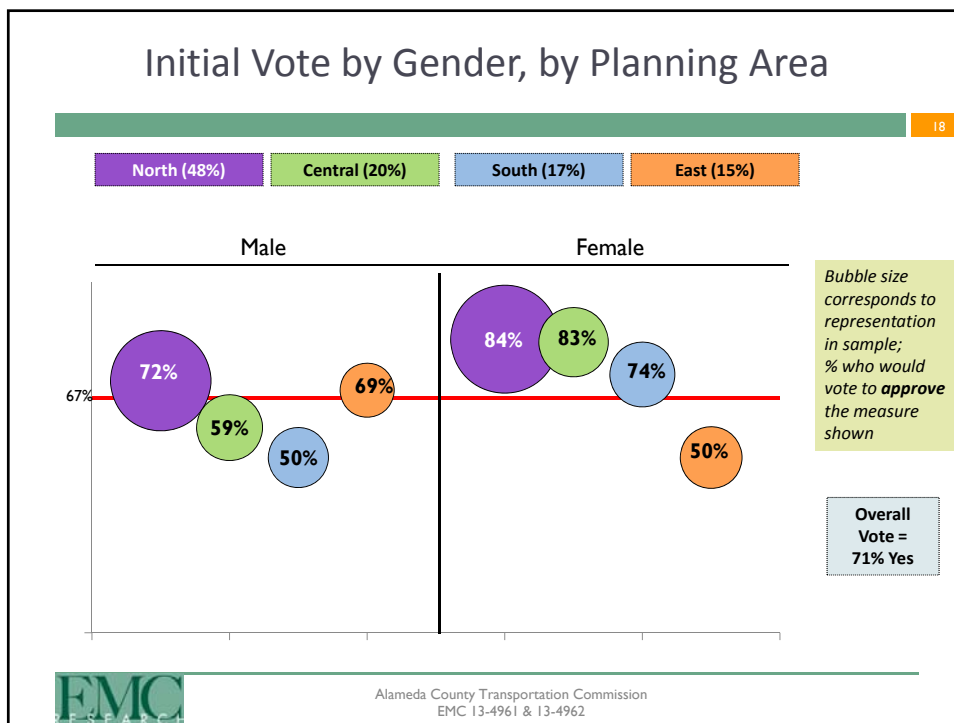
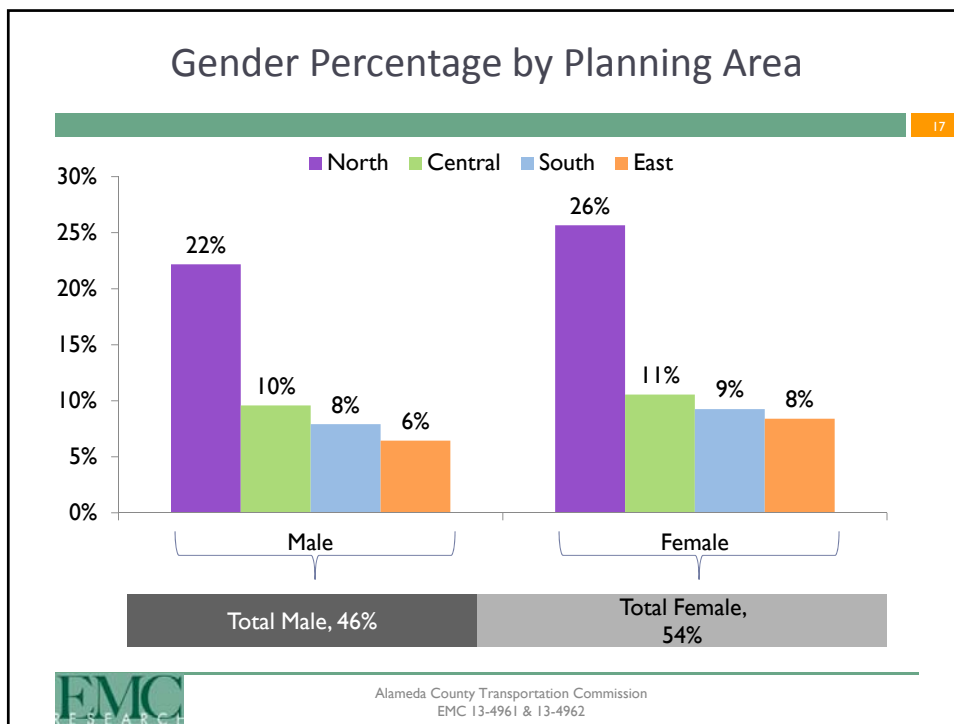
2013 survey: Do you recall a similar transportation sales tax measure on the November 2012 ballot in Alameda County, or not?

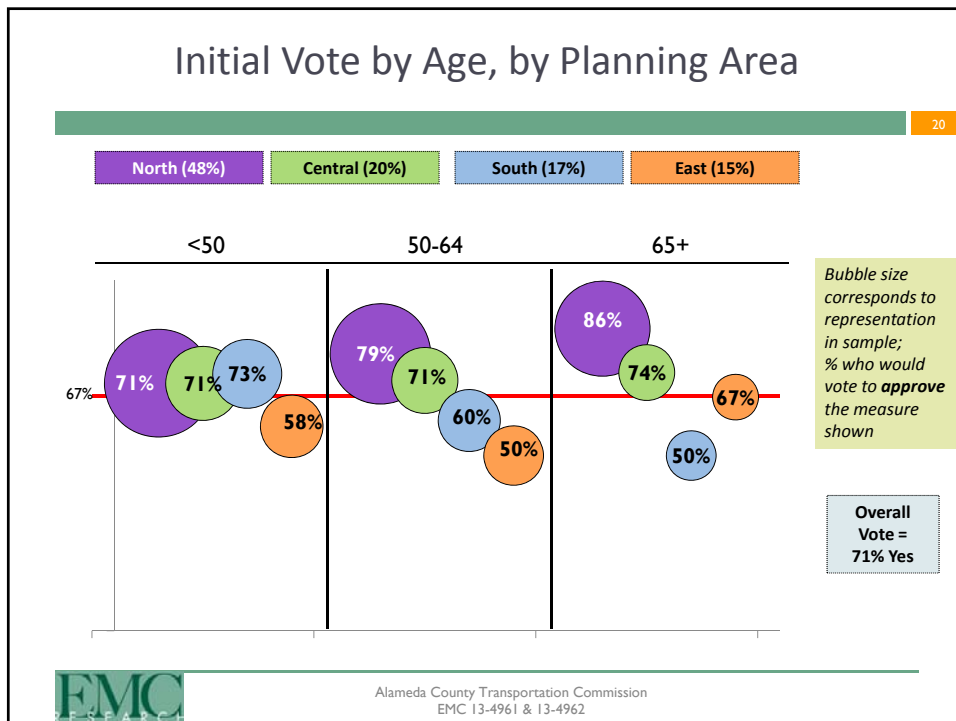
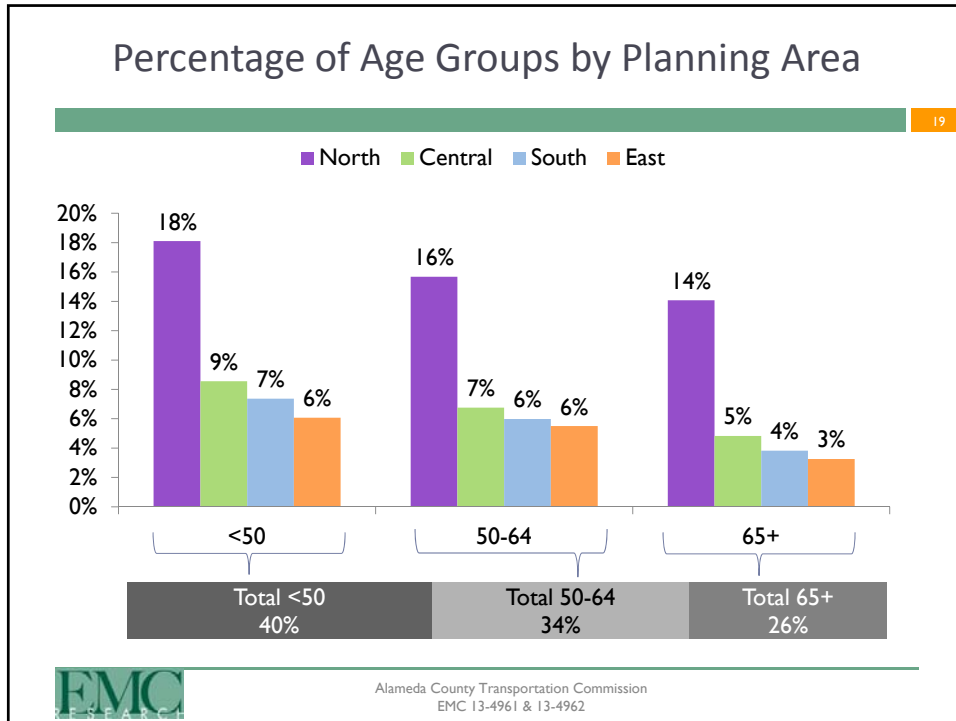


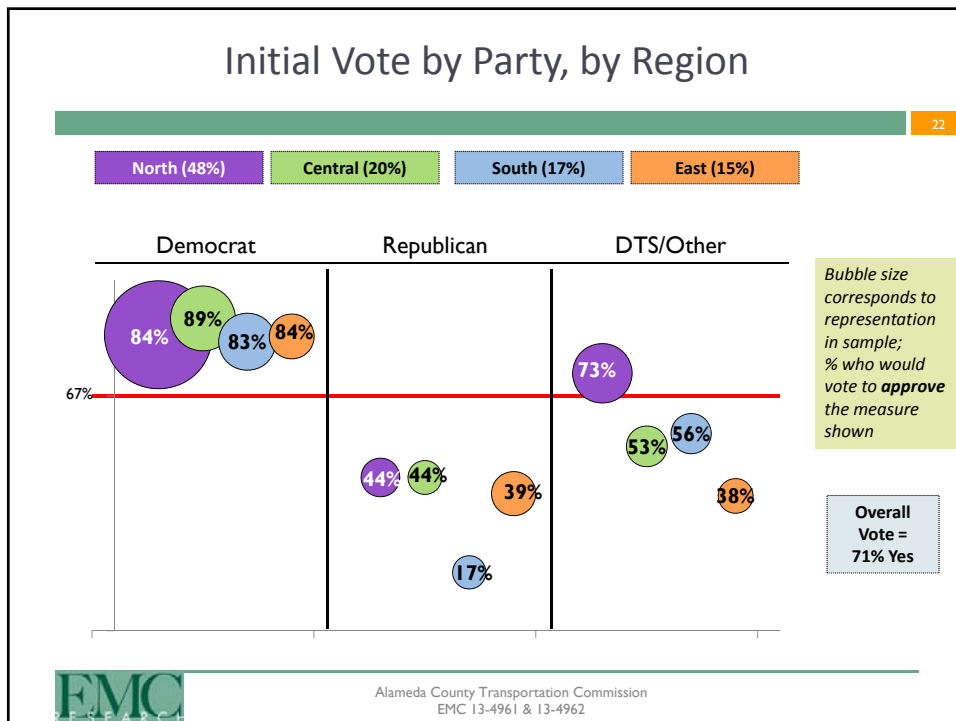
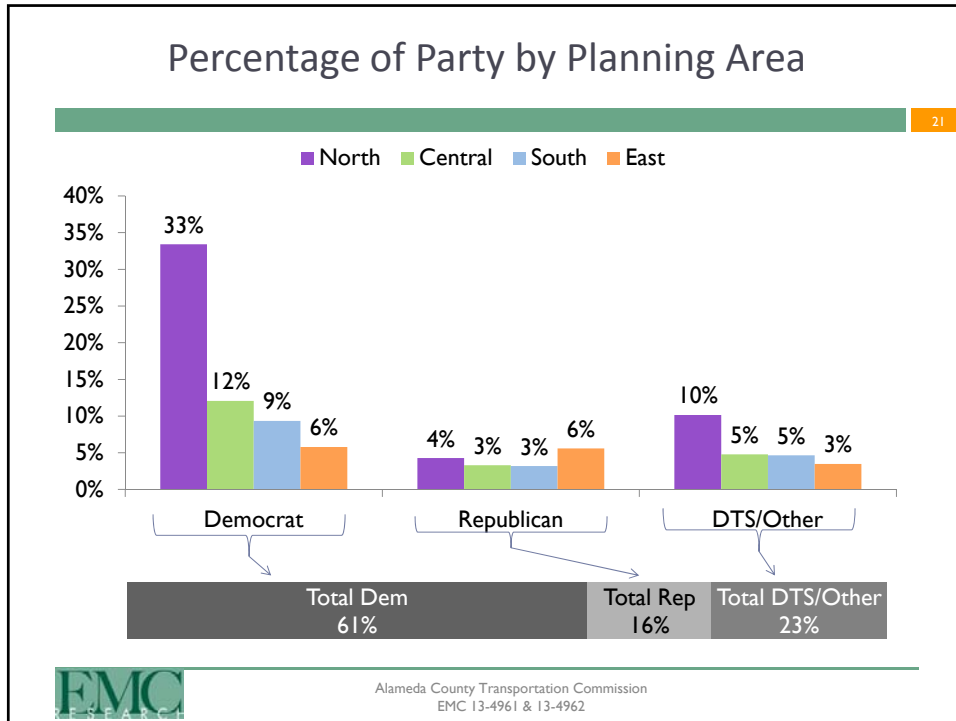
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3. What demographic groups support the measure in each planning area?









4. What are the most and least important elements in each planning area, and what information is most compelling?

Elements and messages

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- ▶ All planning areas want affordable public transit for everyone
 - ▶ In the north and central areas, access and reliability improvements for transit are also important
- ▶ A plan that is guaranteed to benefit local residents is attractive across the entire county
- ▶ Extending BART is important in all areas
- ▶ There are few differences in project and program priorities between the planning areas
 - ▶ The north places a higher priority on transit improvements than other areas
 - ▶ Traffic relief and highway improvements are most compelling in the south and east



Top measure elements by region

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North

1. **Keep senior, student, and disabled fares affordable**
2. Enhance transit services for seniors, students, and persons with disabilities
3. *Include a detailed plan that shows exactly how all of the money will be spent*
4. Improve transit connections to jobs and schools
5. Use modern technology to reduce traffic congestion and provide real-time public transit information

Central

1. *Include a detailed plan that shows exactly how all of the money will be spent*
2. **Keep senior, student, and disabled fares affordable**
3. Enhance transit services for seniors, students, and persons with disabilities
4. **Fix roads**
5. Benefit Alameda County residents

South

1. **Keep senior, student, and disabled fares affordable**
2. *Include a detailed plan that shows exactly how all of the money will be spent*
3. Improve highways
4. **Fix roads**
5. Enhance transit services for seniors, students, and persons with disabilities

East

1. *Include a detailed plan that shows exactly how all of the money will be spent*
2. Reduce traffic congestion
3. Include independent oversight and audits
4. **Keep senior, student, and disabled fares affordable**
5. **Fix roads**

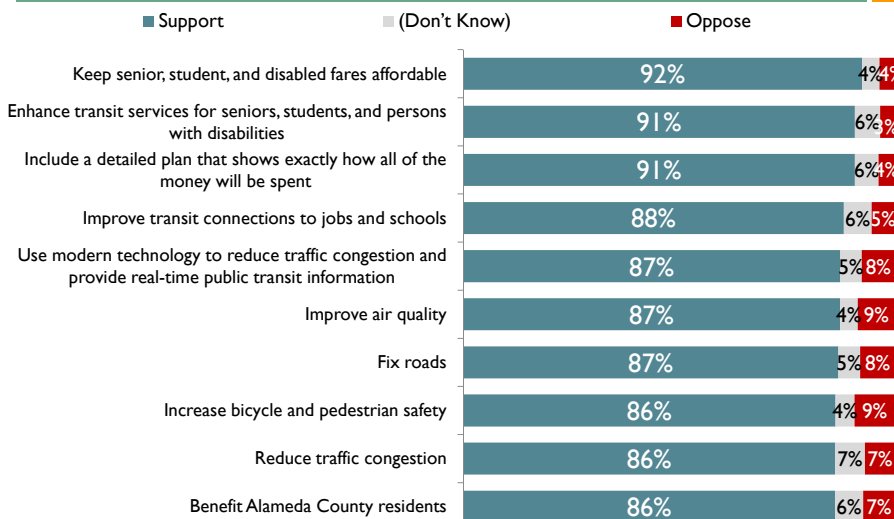


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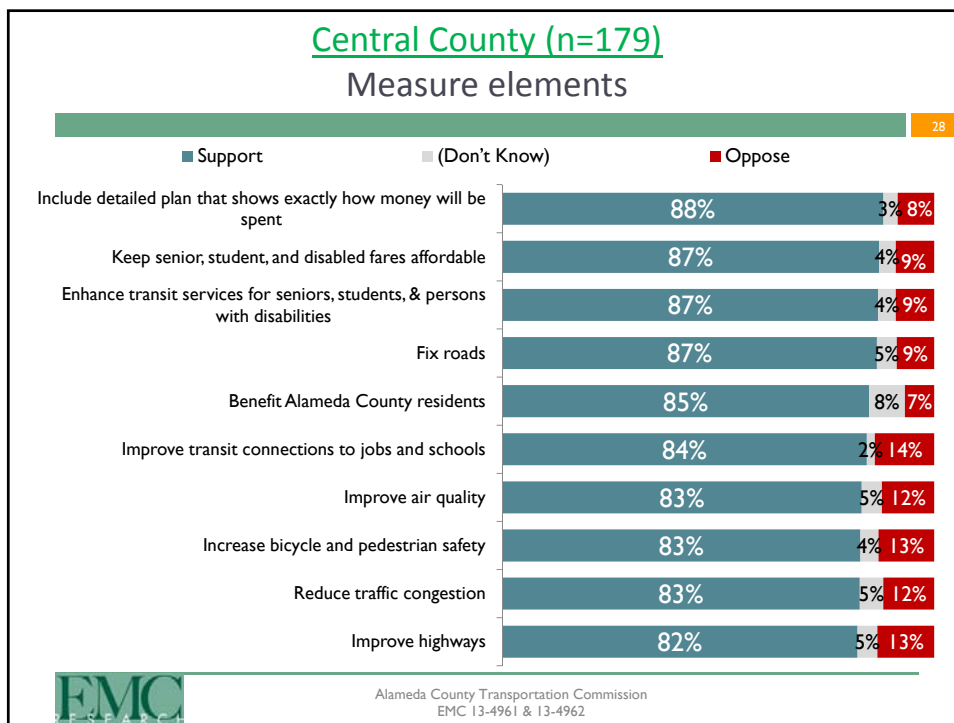
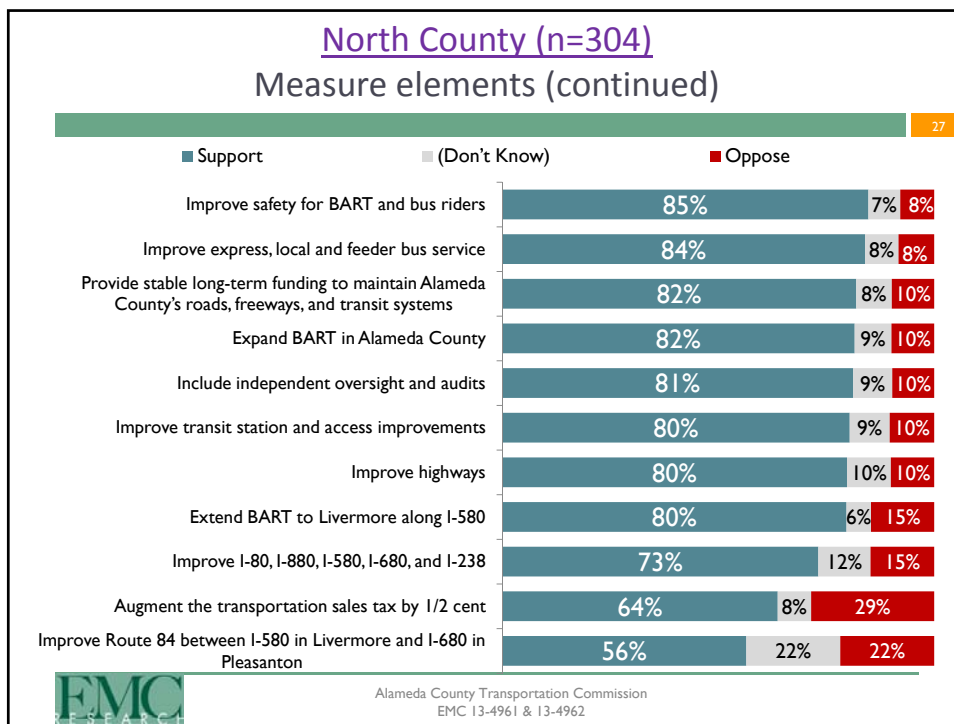
North County (n=304)

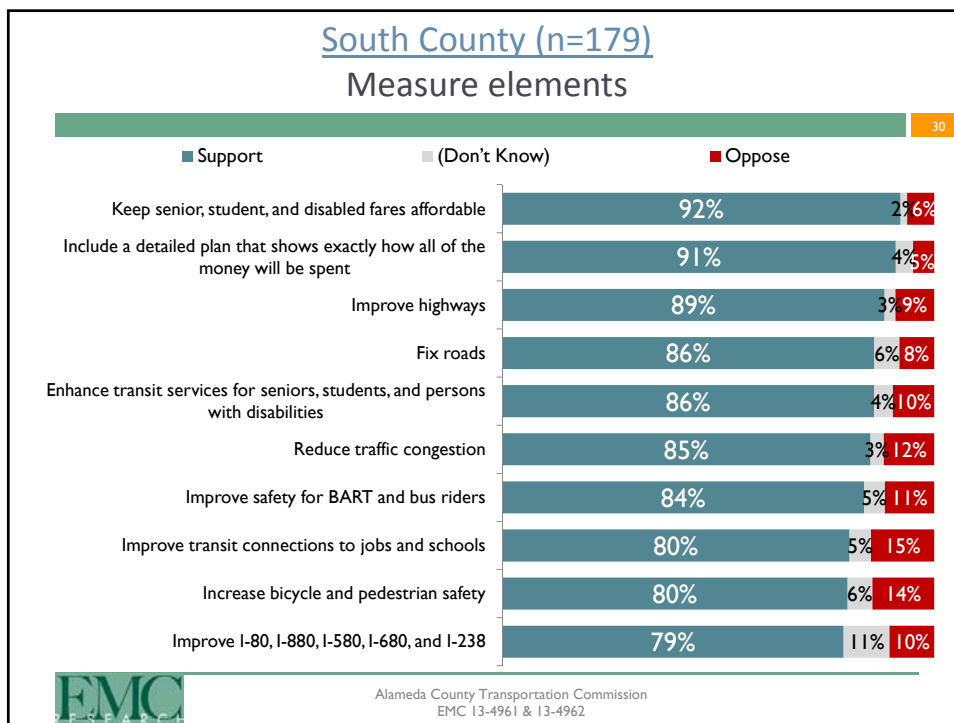
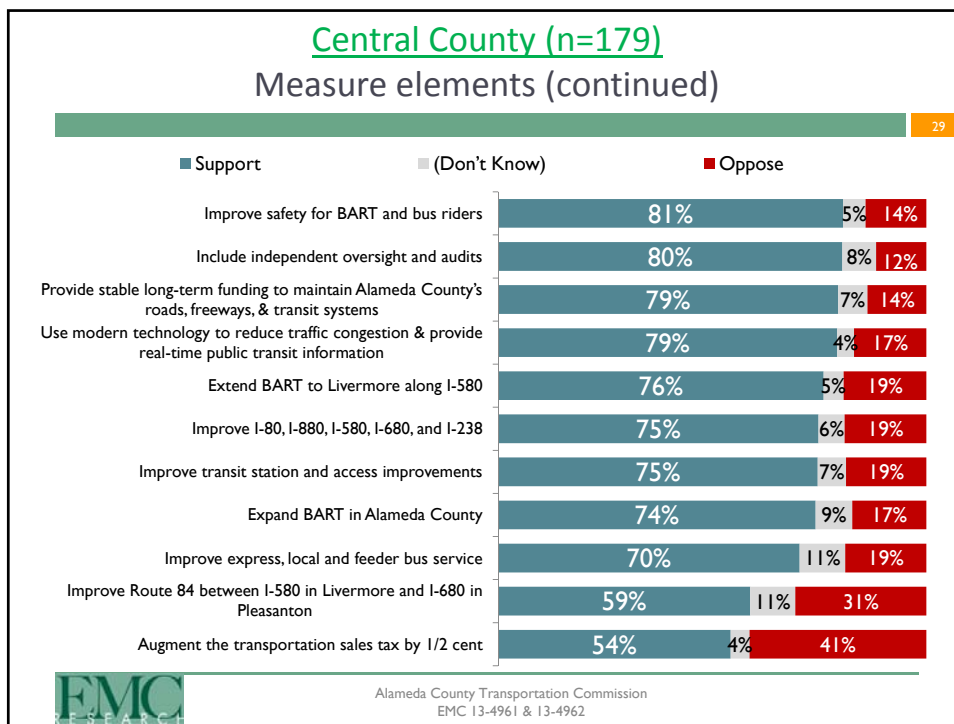
Measure elements

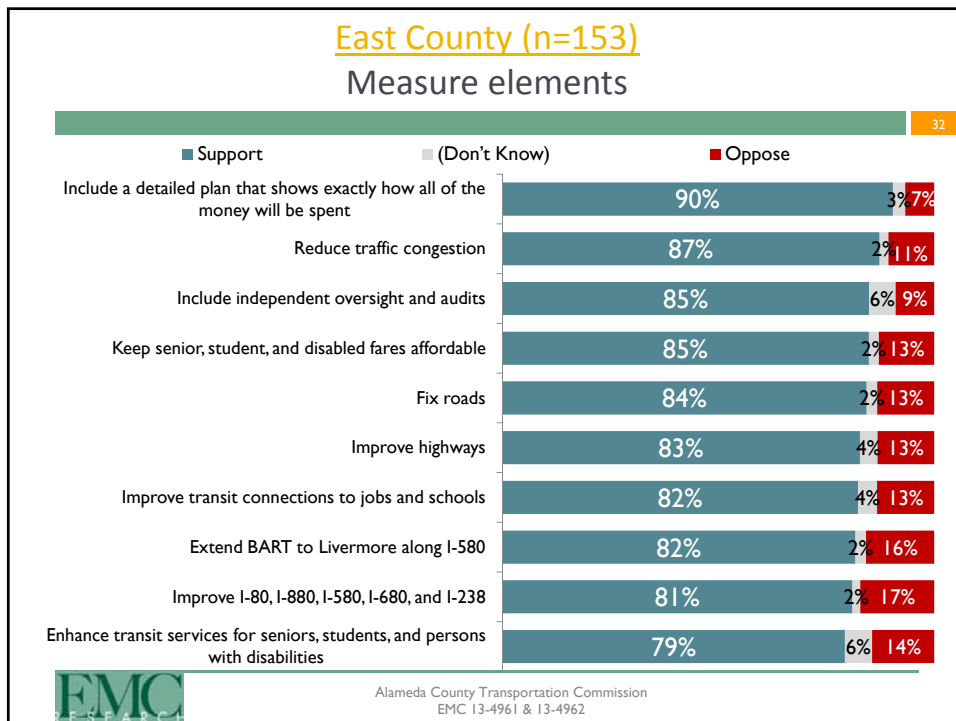
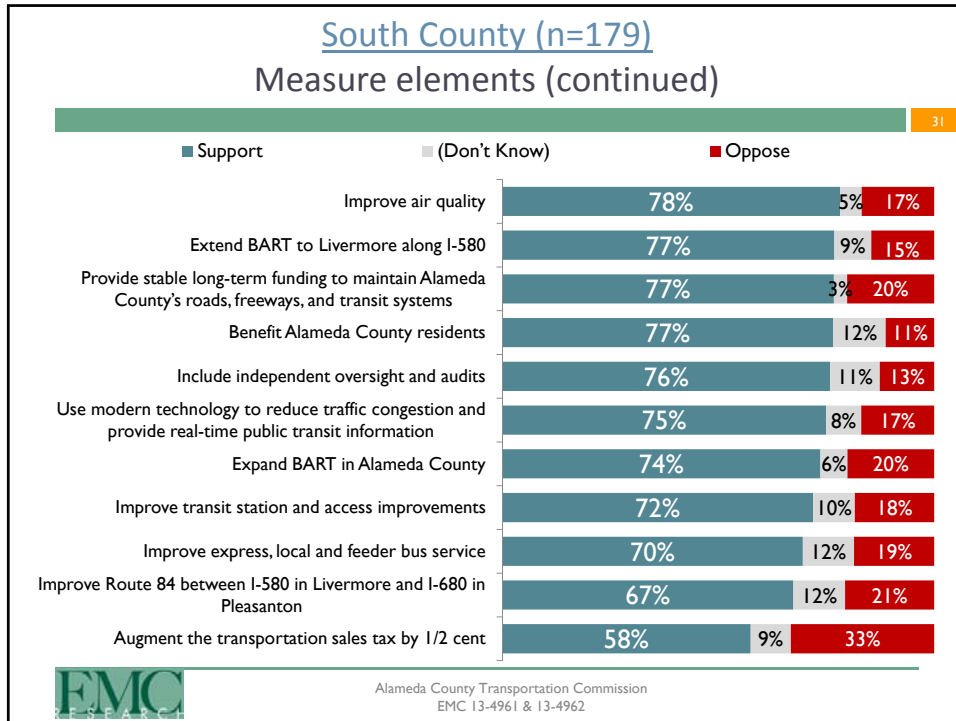
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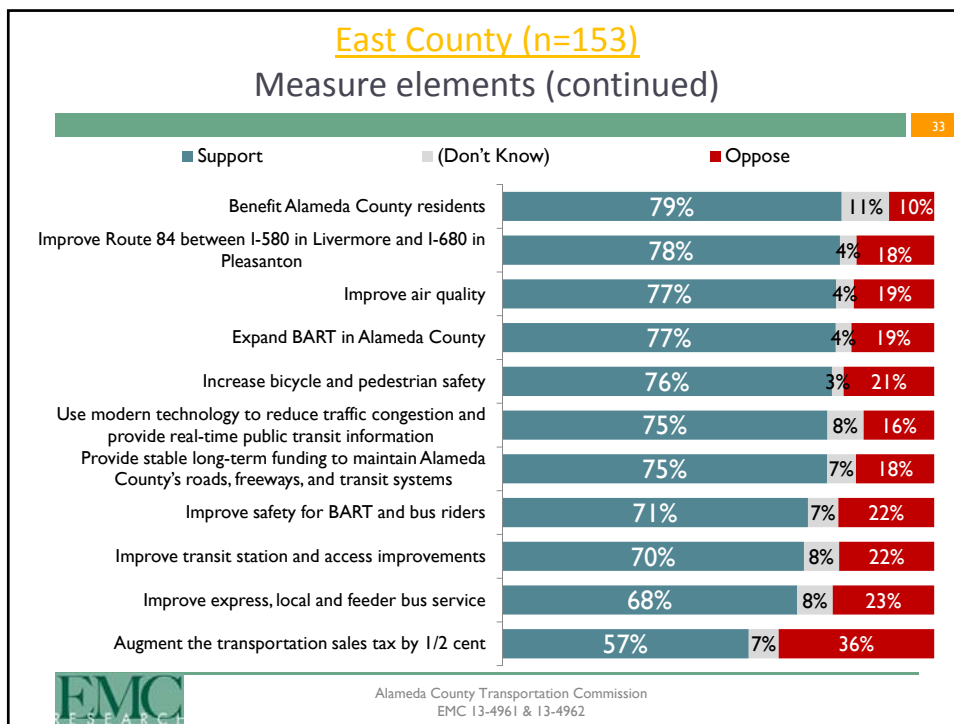


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Top messages by region

North

- With increasing cost of gas, need to invest in making BART/other public transit frequent, reliable, affordable, & safe, so Alameda County residents can get where they need to go.
- Measure requires annual independent audits to show voters that money spent according to approved plan.
- Money raised will be spent to improve transportation for people who live in Alameda County.

Central

- Measure requires annual independent audits to show voters that money spent according to approved plan.
- With increasing cost of gas, need to invest in making BART/other public transit frequent, reliable, affordable, & safe, so Alameda County residents can get where they need to go.
- Money raised will be spent to improve transportation for people who live in Alameda County.

South

- Measure requires annual independent audits to show voters that money spent according to approved plan.
- With increasing cost of gas, need to invest in making BART/other public transit frequent, reliable, affordable, & safe, so Alameda County residents can get where they need to go.
- Money raised will be spent to improve transportation for people who live in Alameda County.

East

- Measure requires annual independent audits to show voters that money spent according to approved plan.
- With increasing cost of gas, need to invest in making BART/other public transit frequent, reliable, affordable, & safe, so Alameda County residents can get where they need to go.
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Overall Research Findings Recap

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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
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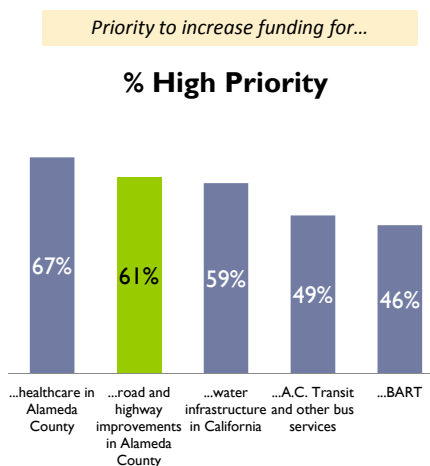
Executive Summary Slides

As presented in September

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%



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Survey Design: The Ballot Questions

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Version A: Modified B1

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Version B: Modified B

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

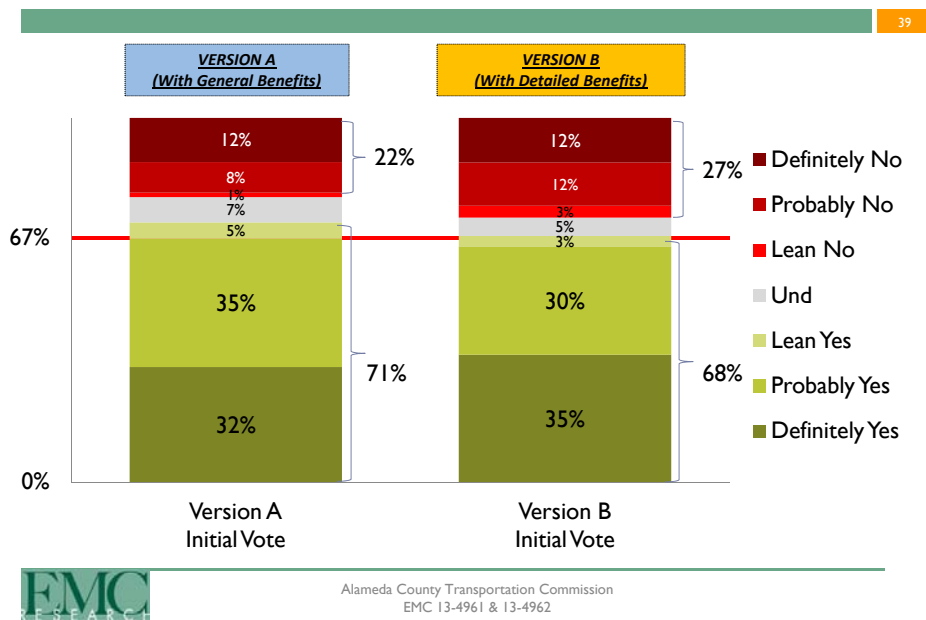
- Expand Bart in Alameda County;
- Improve express, local and feeder bus service;
- I-80, I-880, I-580, I-680, and I-238 improvements;
- Enhance transit services for seniors, students, and persons with disabilities;
- Improve pedestrian and bike safety?

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

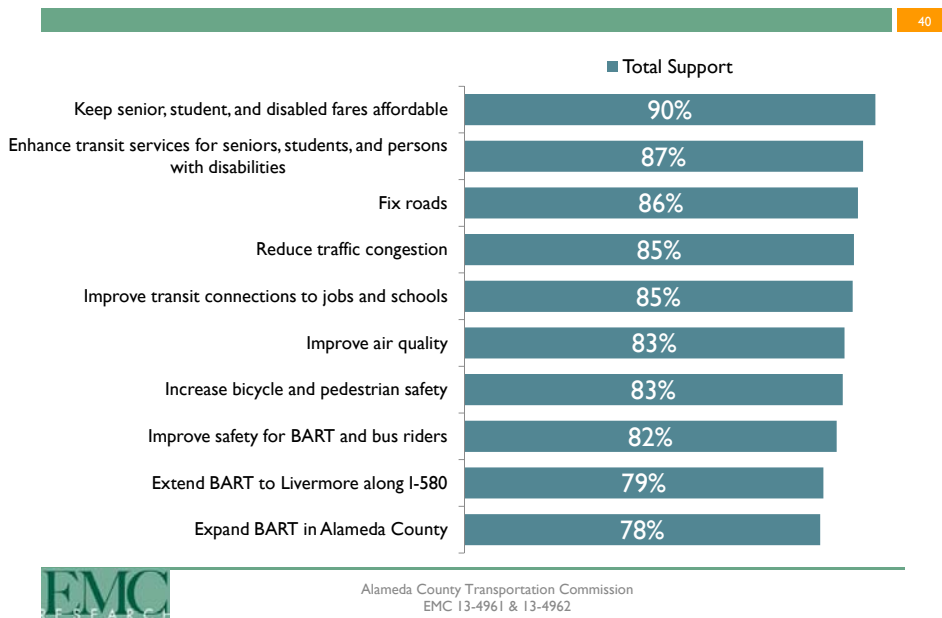


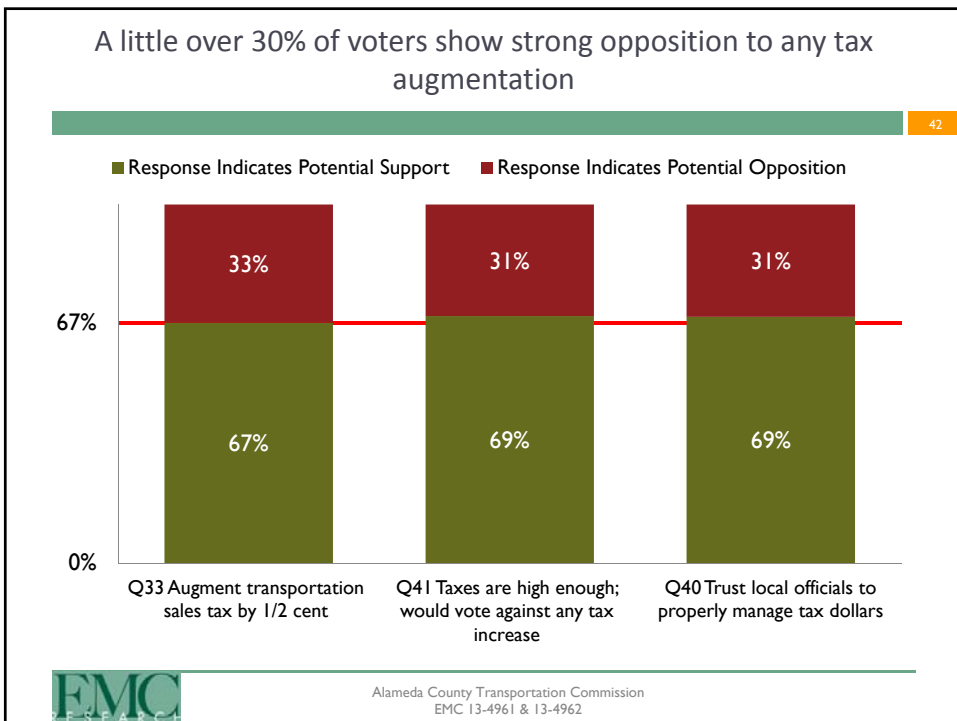
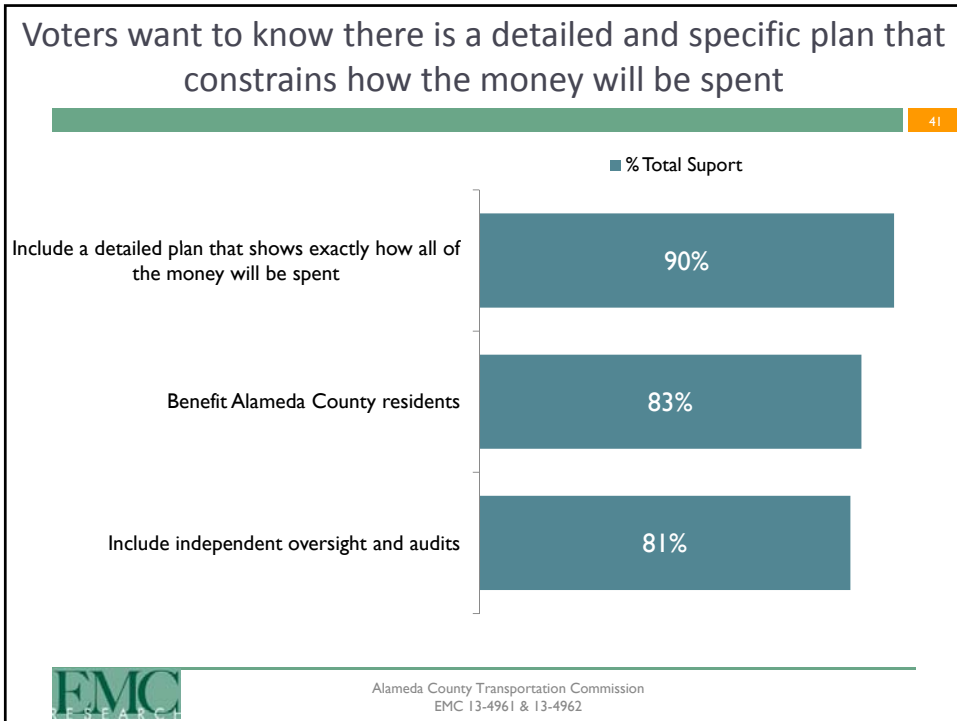
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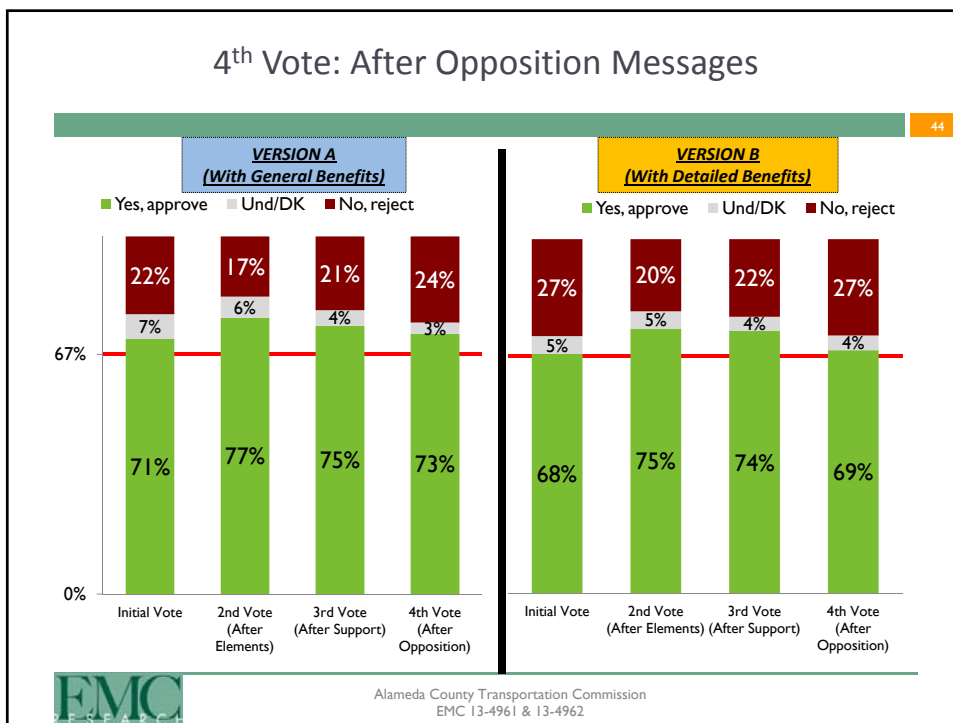
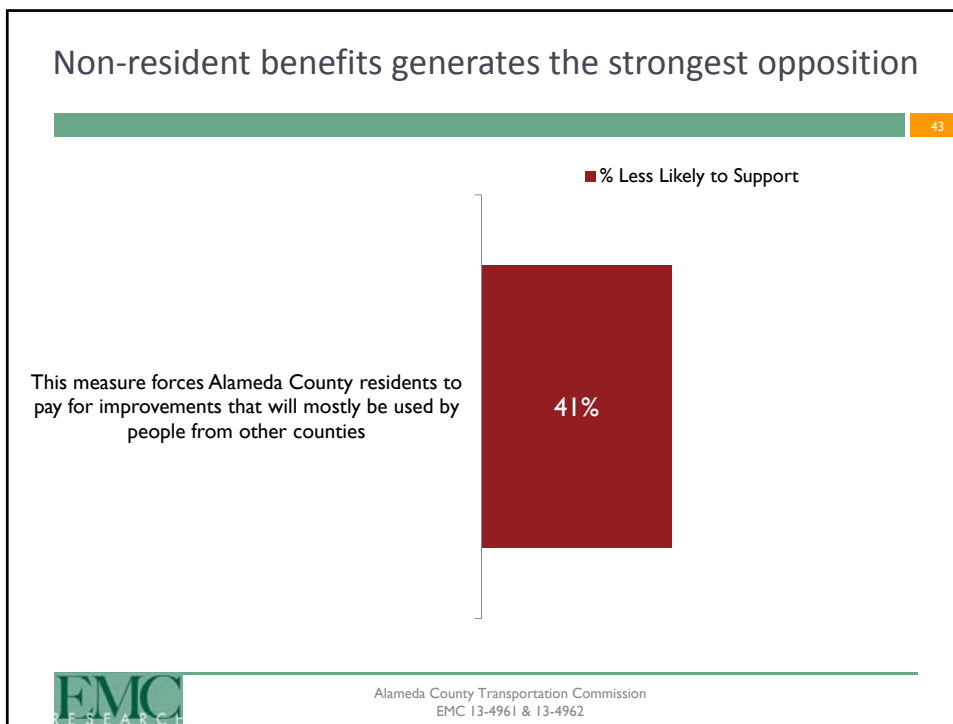
About two-thirds of Alameda County voters will support authorizing a 30 year plan that augments and extends an existing transportation sales tax




There is widespread support of major elements of the TEP









Questions & Discussion

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