



MARKET
& OPINION
RESEARCH
SERVICES

Report on 2014 Alameda Voter Research
Conducted for Alameda County Transportation Commission
June 26, 2014

2014 Opinion Research

Telephone survey of likely voters in Alameda County

Objective	Details
<ul style="list-style-type: none"> • Test support for the ballot measure among a representative sample of likely November 2014 voters • Test the impact that information has on support for the measure 	<ul style="list-style-type: none"> • Interviewing conducted April 3-14, 2014 • 803 total interviews countywide; Margin of error: ± 3.5 percentage points • Data is representative of the likely November 2014 voter population

Web-panel survey of voters in Alameda County

Objective	Details
<ul style="list-style-type: none"> • Test the order of ballot question wording and element order • Allow voters to read the ballot language to better simulate how they would react to it when voting 	<ul style="list-style-type: none"> • Interviewing conducted June 2-8, 2014 • 400 total interviews; Margin of error: ± 4.9 percentage points • Data reflects demographics of a likely November 2014 voter population; vote history and voter registration status of web panelists was unavailable



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2014 Opinion Research Key Findings

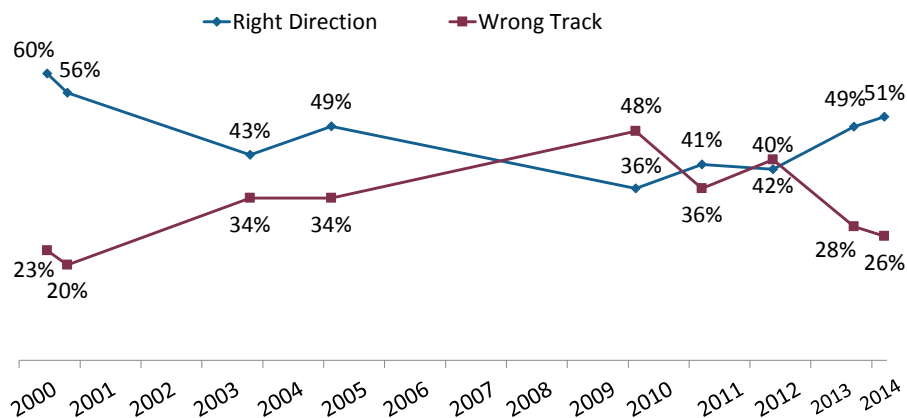
- The revenue measure environment in Alameda County has improved since 2012.
- A measure to augment and extend the existing county transportation sales tax is supported by more than two-thirds of Alameda County voters.
- Elements of the Transportation Expenditure Plan are well supported by the voters.
- Measure support holds up under strong opposition messaging and under the conditions of a low turnout election.
- The ballot question under consideration communicated the components of the measure clearly.



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Right Direction/Wrong Track Over Time

Overall optimism has improved significantly since 2012.



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?



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Initial Vote

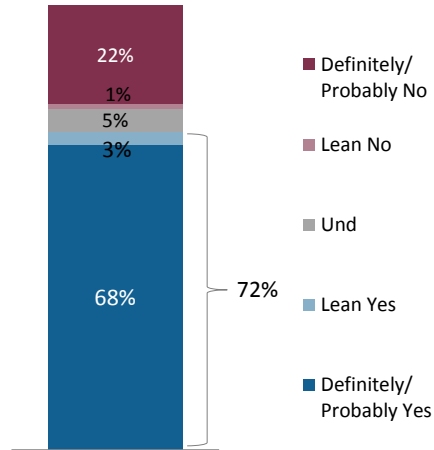
A measure to augment and extend Alameda County's transportation sales tax is supported by 72% of Alameda County voters.

Ballot Question (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.



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, Sample A)
 *Shows the combined results from Samples A (Question-led) and B (Elements-led) in April telephone poll.

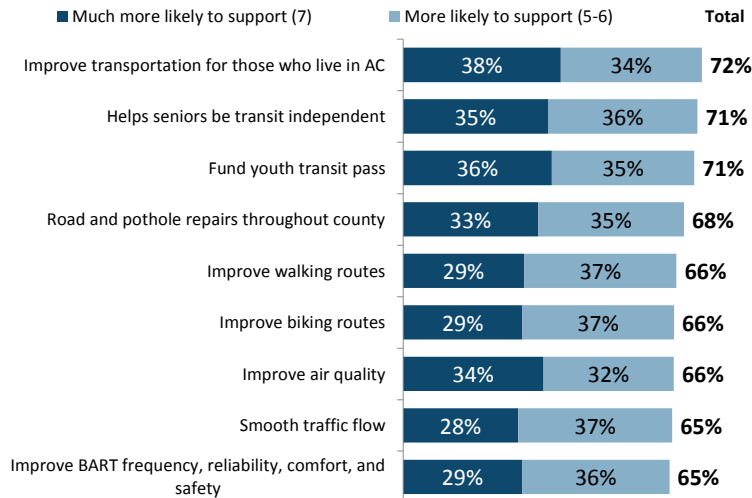
Overall*



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Measure Information

Elements of the expenditure plan are well supported.



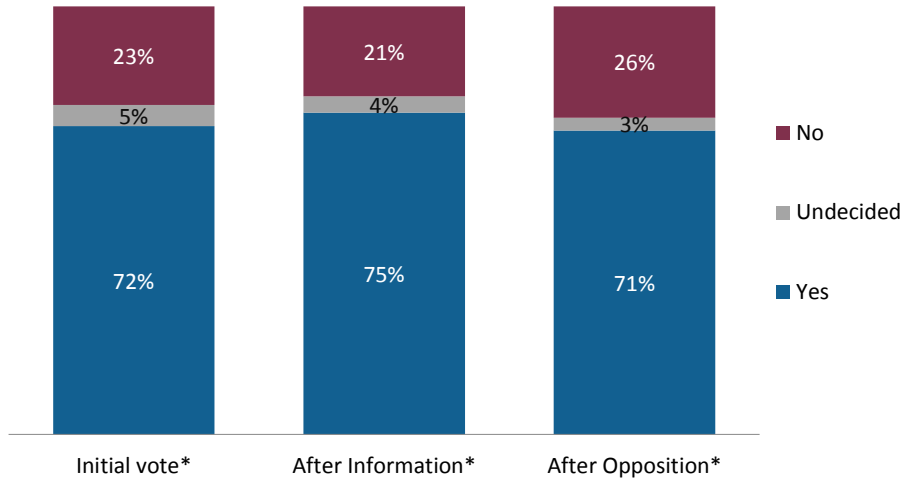
I'm going to read you some things people might say about the transportation sales tax ballot measure. After each statement, please tell me if it would make you less likely or more likely to support this measure...(Q38-54). (April 2014)



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Vote Progression

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

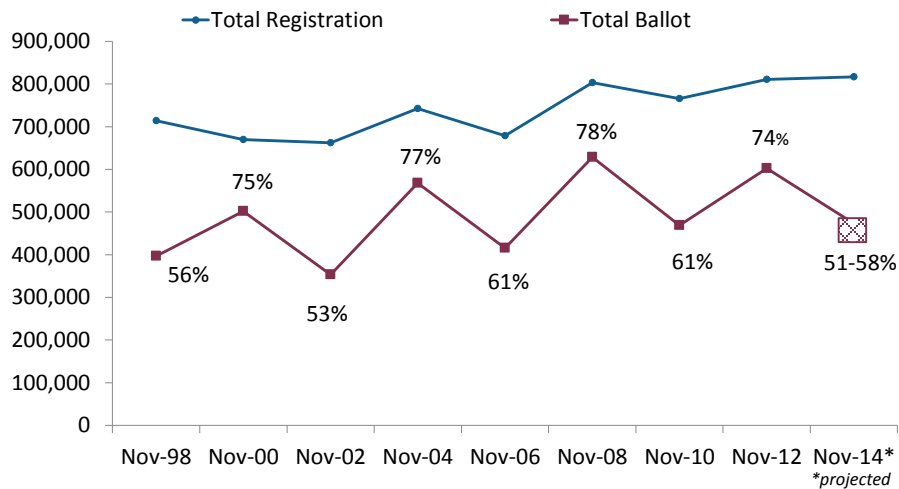


* Combined votes from Samples A & B.

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November General Elections Turnout Over Time

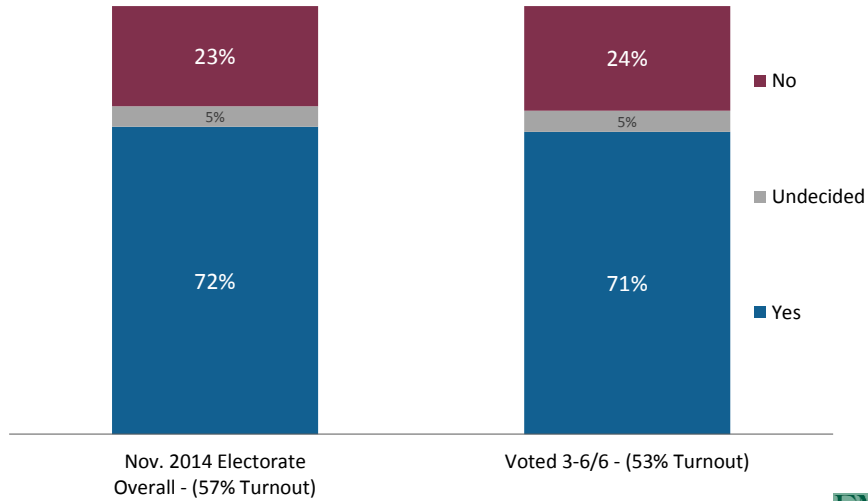
Turnout has edged up over the decade, but was lower in 2012 than in 2000.



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Initial Vote by Turnout Scenarios

There is a 1 point difference in measure support between a 57% voter turnout election and a more conservative 53% turnout election.



Combined initial vote.

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A Closer Look at the Ballot Question

Additional Research Looked at Question Wording

Proposed Ballot Question

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; and
- Keep senior, student, and disabled fares affordable?

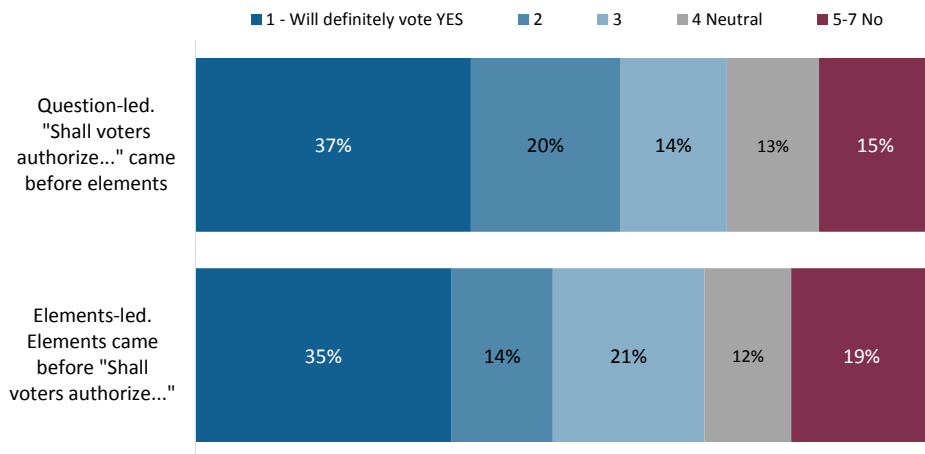
Approval augments by ½ cent and extends the existing County sales tax, with independent oversight and audits. All money will benefit local residents.



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Vote by List Placement

Overall, the question-led wording tested stronger than the elements-led wording.



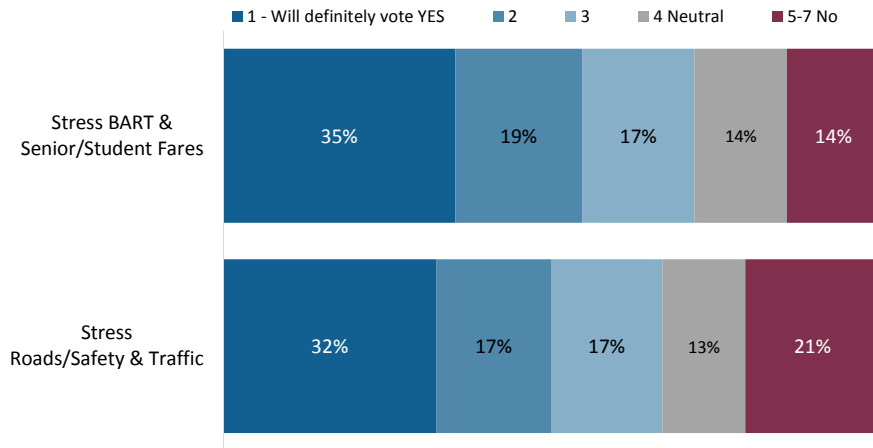
Please indicate how you would vote on the following measure if it were on the ballot today... (V1-V8)



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Vote by Listed Elements Stressed

Reading BART or Senior/Student Fares first tested stronger than reading Roads/Safety or Traffic first.

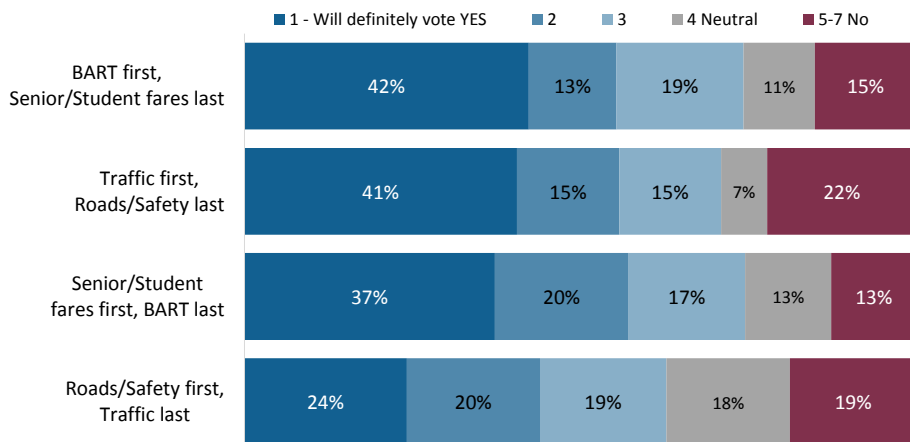


Please indicate how you would vote on the following measure if it were on the ballot today... (V1-V8)

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Vote by Elements Listed First/Last

Leading with BART was the strongest question wording, followed by leading with Traffic. However, leading with Traffic resulted in elevated opposition.



Please indicate how you would vote on the following measure if it were on the ballot today... (V1-V8)

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Conclusions

- ▶ A measure to augment and extend the existing county transportation sales tax is supported by more than two-thirds of Alameda County voters.
- ▶ The proposed ballot question wording is clear and understandable to voters.
- ▶ A privately financed communication effort will help bolster support for a measure.
- ▶ A low turnout scenario is anticipated, was tested for in this research, and should not significantly impact outcome.



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Contacts



Alex Evans

Alex@EMCresearch.com

510-550-8920

Ruth Bernstein

Ruth@EMCresearch.com

510-550-8922

Sara LaBatt

Sara@EMCresearch.com

510-550-8924