



Meeting Notice

1111 Broadway, Suite 800, Oakland, CA 94607

• 510.208.7400

• www.AlamedaCTC.org

Commission Chair

Supervisor Scott Haggerty, District 1

Commission Vice Chair

Councilmember Rebecca Kaplan,
City of Oakland

AC Transit

Director Elsa Ortiz

Alameda County

Supervisor Richard Valle, District 2
Supervisor Wilma Chan, District 3
Supervisor Nate Miley, District 4
Supervisor Keith Carson, District 5

BART

Director Thomas Blalock

City of Alameda

Mayor Marie Gilmore

City of Albany

Mayor Peggy Thomsen

City of Berkeley

Councilmember Laurie Capitelli

City of Dublin

Mayor Tim Sbranti

City of Emeryville

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City of Fremont

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City of Hayward

Councilmember Marvin Peixoto

City of Livermore

Mayor John Marchand

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Councilmember Luis Freitas

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Vice Mayor Larry Reid

City of Piedmont

Mayor John Chiang

City of Pleasanton

Mayor Jerry Thorne

City of San Leandro

Councilmember Michael Gregory

City of Union City

Mayor Carol DuTra-Vernaci

Executive Director

Arthur L. Dao

Transportation Expenditure Plan Steering Committee

Thursday, March 27, 2014, 1:30 p.m.

**1111 Broadway, Suite 800
Oakland, CA 94607**

Mission Statement

The mission of the Alameda County Transportation Commission (Alameda CTC) is to plan, fund, and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County.

Public Comments

Public comments are limited to 3 minutes. Items not on the agenda are covered during the Public Comment section of the meeting, and items specific to an agenda item are covered during that agenda item discussion. If you wish to make a comment, fill out a speaker card, hand it to the clerk of the Commission, and wait until the chair calls your name. When you are summoned, come to the microphone and give your name and comment.

Recording of Public Meetings

The executive director or designee may designate one or more locations from which members of the public may broadcast, photograph, video record, or tape record open and public meetings without causing a distraction. If the Commission or any committee reasonably finds that noise, illumination, or obstruction of view related to these activities would persistently disrupt the proceedings, these activities must be discontinued or restricted as determined by the Commission or such committee (CA Government Code Sections 54953.5-54953.6).

Reminder

Please turn off your cell phones during the meeting. Please do not wear scented products so individuals with environmental sensitivities may attend the meeting.

Glossary of Acronyms

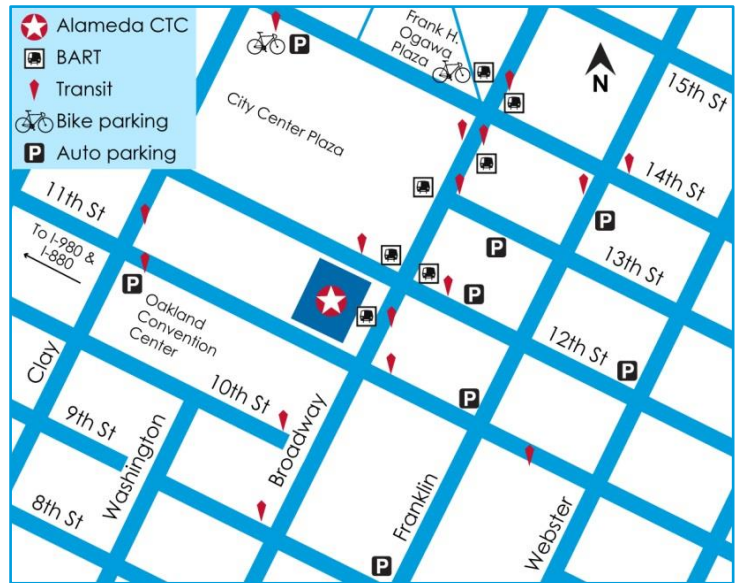
A glossary that includes frequently used acronyms is available on the Alameda CTC website at www.AlamedaCTC.org/app_pages/view/8081.

Location Map

Alameda CTC

1111 Broadway, Suite 800
Oakland, CA 94607

Alameda CTC is accessible by multiple transportation modes. The office is conveniently located near the 12th Street/City Center BART station and many AC Transit bus lines. Bicycle parking is available on the street and in the BART station as well as in electronic lockers at 14th Street and Broadway near Frank Ogawa Plaza (requires purchase of key card from bikelink.org).



Garage parking is located beneath City Center, accessible via entrances on 14th Street between 1300 Clay Street and 505 14th Street buildings, or via 11th Street just past Clay Street. To plan your trip to Alameda CTC visit www.511.org.

Accessibility

Public meetings at Alameda CTC are wheelchair accessible under the Americans with Disabilities Act. Guide and assistance dogs are welcome. Call 510-893-3347 (Voice) or 510-834-6754 (TTD) five days in advance to request a sign-language interpreter.



Meeting Schedule

The Alameda CTC meeting calendar lists all public meetings and is available at www.AlamedaCTC.org/events/upcoming/now.

Paperless Policy

On March 28, 2013, the Alameda CTC Commission approved the implementation of paperless meeting packet distribution. Hard copies are available by request only. Agendas and all accompanying staff reports are available electronically on the Alameda CTC website at www.AlamedaCTC.org/events/month/now.

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Transportation Expenditure Plan Steering Committee Meeting Agenda Thursday, March 27, 2014, 1:00 p.m.

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Chair: Supervisor Scott Haggerty,
Alameda County, District 1
Vice Chair: Councilmember Rebecca Kaplan,
City of Oakland
Commissioners: Ruth Atkin, Tom Blalock, Laurie
Capitelli, Keith Carson, Michael Gregory, Bill
Harrison, John Marchand, Nate Miley, Elsa Ortiz,
Marvin Peixoto, Tim Sbranti
Executive Director: Arthur L. Dao
Clerk: Vanessa Lee

1.	Pledge of Allegiance		
2.	Roll Call		
3.	Public Comment	Page	A/I*
4.	Steering Committee Meeting Minutes	1	A
	Recommendation: Approve the February 27, 2014 Transportation Expenditure Plan (TEP) Steering Committee Meeting Minutes.		
5.	Discussion and Provide Input on Draft Polling Questions		
	5.1. Draft April 2014 TEP Polling Questions	5	I
6.	Update on City Council Approvals and Schedule		I
7.	Update on TEP Communications Materials and Educational Outreach Opportunities		I
8.	Next Steps		I
9.	Member Reports (Verbal)		I
10.	Adjournment		

Next Meeting: April 24, 2014 at 11:30 a.m.

All items on the agenda are subject to action and/or change by the Commission.

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Transportation Expenditure Plan Steering Committee Meeting Minutes Thursday, February 27, 2014, 11:30 p.m.

4.0

1111 Broadway, Suite 800, Oakland, CA 94607

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www.AlamedaCTC.org

1. Pledge of Allegiance

2. Welcome and Roll Call

Chair Scott Haggerty called the meeting to order. The Clerk conducted a roll call and confirmed a quorum. All Steering Committee members were present, except the following: Commissioner Keith Carson.

3. Public Comment

There were no public comments.

4. Steering Committee Minutes

Commissioner Atkin requested to change the word "City" to "Emeryville Property Owners Association" in the first paragraph on page 2 of the minutes.

Commissioner Kaplan moved to approve the January 23, 2014 minutes with the above change. Commissioner Ortiz seconded the motion. The motion passed unanimously (Sbranti absent).

5. Update on City Council Approvals

Tess Lengyel gave an update on city council approvals of the Transportation Expenditure Plan (Plan). She mentioned that Alameda CTC prepared fact sheets for every city, and that information is on Alameda CTC's webpage, along with a calendar of city council presentations of the Plan for approval. Tess stated that all cities are scheduled with the exception of Alameda and Newark. She informed the committee that Fremont and Hayward unanimously approved the Plan, and supporters of the 2014 Plan came out to the meetings to testify in support.

Tess explained to the committee that the packet before them contains:

- City-specific Plan fact sheets for each city
- A two-page write-up of the 2014 Plan summary of changes from the 2012 Plan
- A list of planned Alameda CTC public outreach activities from March through November 2014
- A calendar with dates the Alameda CTC will present the Plan to city councils
- A letter from the Alameda Labor Council

The Steering Committee members discussed changes to the fact sheets to create a better educational tool and to attract the attention of residents in local jurisdictions. The committee provided the following input and suggestions:

- Move the city-specific information to the front of the fact sheet.
- AC Transit buses should not be on the fact sheets for the Tri-Valley cities (Dublin, Livermore, and Pleasanton) and Union City; the pictures should be the actual transit buses for those areas.

- Change “county” to “city” wherever appropriate.
- The first paragraph of the fact sheet should contain the name of the city.
- In the blue box on the back, place the investments for the city in level of importance for the local jurisdiction instead of in alphabetical order.
- Create fact sheets for the unincorporated areas, particularly Castro Valley and San Lorenzo.

Alameda CTC staff agreed to work with Supervisor Miley on generating the fact sheets for the unincorporated cities and will work with the local jurisdictions to determine which investments are important for their city. Tess stated that staff is scheduled to go the City of San Leandro City Council on March 3rd and to the City of Oakland City Council on March 4th. Alameda CTC will update the fact sheets for both cities and bring them to the city council meetings.

6. Outreach Update

Tess Lengyel introduced Tom Clifford of Clifford Moss who the Commission hired to assist Alameda CTC on Plan communications. Tom provided an outreach update on the Plan and discussed engaging the Commissioners and key stakeholders in supporting the Plan. He also discussed developing issue and area messaging, as well as using the same message theme in every area of Alameda County.

Tom mentioned his meetings with the League of Women Voters, the Sierra Club, and community organizations to continue to receive their support as well as to utilize these groups to help educate the residents of Alameda County. He mentioned that he’s spoken to most Commissioners to schedule meetings to discuss key stakeholders in their cities and opportunities for performing education and outreach.

Tom updated the committee on meetings with Alameda CTC partners, the “B-Together” group that includes the follow organizations:

- Alliance of Californians for Community Empowerment
- Amalgamated Transit Union
- Bike East Bay (formerly known as East Bay Bicycle Coalition)
- Genesis
- League of Conservation Voters

He noted that the group named itself and is working with Alameda CTC to review the Plan messages. All of the groups Tom has met with speak directly to the community and will help to get the message out and assist in educating the voters about the ballot measure.

Tess stated that labor unions are another important partner, and they are pleased that the Plan incorporates jobs. Tess stated that staff met with the Alameda Labor Council on February 21st to review Plan messages and receive input. She noted a letter from the Alameda Labor Council is in the packet, which requests the Alameda Labor Council continue to work with Alameda CTC and the Commission on defining what good quality jobs mean. The Alameda Labor Council is concerned that quality jobs support appropriate wages, etc., and has its own endorsement process for the Plan. Tess shared

that the Alameda Labor Council wants to partner with Alameda CTC and the Commission to move the Plan forward.

Commissioner Blalock shared that a no-strike provision with the Service Employees International Union (SEIU) was on the BART Board agenda for discussion for tonight (February 27, 2014). Commissioner Haggerty noted that if BART supports this clause during this time, the SEIU will put all of its time and resources into defeating it and not into supporting the Alameda CTC Transportation Expenditure Plan.

The committee discussed reaching out to the SEIU and/or contacting the BART Board to reiterate Alameda CTC concerns. The committee agreed that the Commission and Alameda CTC will continue to reach out by working with stakeholders, partners, and the community.

Tom summarized the messaging postcards and discussed the strategy to educate the public about the benefits of the Plan. The committee stated that Alameda CTC needs to make sure the transit vehicle pictures on the postcard are correct for the appropriate planning area.

Tess reviewed the calendar that shows Alameda CTC public outreach activities from now through November 2014. Tess encouraged the Commissioners to participate in the outreach events, noting that Commissioners' participation in local events has been very effective in the past.

The Commissioners agreed to participate and attend outreach events. Tess offered to provide materials for any events the Commissioners attend without Alameda CTC staff. The Commissioners will provide Tess with upcoming events in their areas that they will cover. Members noted events not on the schedule, such as the 2014 Art and Soul Festival on August 2-3, 2014 and Livermore Rodeo on June 14-15, 2014.

7. Transportation Expenditure Plan Communications

This agenda item was covered under agenda items 5 and 6.

8. Next Steps

Tess Lengyel informed the committee that Alameda CTC is developing the public information pieces (fact sheets and postcards) and will finalize and distribute them in March. She also mentioned the Commission has approved performing another poll, and EMC Research, Inc. will bring an update to the Steering Committee in March. Tess stated that Alameda CTC will continue to acquire city council approval, seek support from our partners and stakeholders, and perform extensive agency outreach.

9. Member Reports

Commissioner Ortiz reported that on February 28th AC Transit agreed not to place a measure to reauthorize the parcel tax on the November 2014 ballot. She mentioned that the poll results for the parcel tax reauthorization were very good; however, some of the AC Transit Board members realized that this measure would compete with the sales tax measure on the 2014 ballot. Commissioner Ortiz noted that 2016 is an absolute deadline

for the parcel tax reauthorization to go before voters and is hopeful that AC Transit will receive support from the city councils and labor organizations in 2016. Commission members thanked Commissioner Ortiz and AC Transit for going in 2016.

Commissioner Haggerty stated that Commissioner Thorne said in his State of the City address (in Pleasanton) he supports the reauthorization of Measure B.

The Steering Committee questioned the intent of the letter from the Alameda Labor Council. The Committee suggested speaking with building and trade labor partners to address the letter.

10. Adjournment

The meeting adjourned at 12:50 p.m. The next meeting is scheduled for March 27, 2014 at 11:30 a.m. at the Alameda CTC offices.

Telephone Survey of Alameda County Voters**EMC 14-5206**

n=800

DRAFT 3/21/14*(T) Denotes a question tracked from a prior survey.***QA. SAMPLE SPLIT**

1. A
2. B

QB. AGE FROM SAMPLE

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

QC. REGION FROM SAMPLE (Assigned by zip)

1. Central (n=175)
2. East (n=150)
3. North (n=300)
4. South (n=175)

QD. LANGUAGE OF INTERVIEW

1. English
2. Spanish
3. Chinese

QUESTIONNAIRE

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 Alameda County 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.

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. (T) 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. (T) What is the most important problem facing Alameda County today? **(OPEN END, 1 response, insert precode list)**
5. 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?
1. Great need
 2. Some need
 3. Little Need
 4. No need
 5. (Don't Know)

(SPLIT SAMPLE)**(SAMPLE A)**

6. The following measure may be on the ballot this year in Alameda County:

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 will benefit local residents.

If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

(IF YES/NO: Would you say you would definitely vote yes/no, or probably vote yes/no?)

(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)

1. Definitely yes
2. Probably yes
3. (Lean yes)
4. Definitely no
5. Probably no
6. (Lean no)
7. (Undecided/Don't know)

(SAMPLE B)

7. The following measure may be on the ballot this year in Alameda County:

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; 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.

If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

(IF YES/NO: Would you say you would definitely vote yes/no, or probably vote yes/no?)

(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)

1. Definitely yes
2. Probably yes
3. (Lean yes)
4. Definitely no
5. Probably no
6. (Lean no)
7. (Undecided/Don't know)

(RESUME ASKING EVERYONE)

I am now going to read you a brief description of several different types of projects and programs that could be funded under this ballot measure. For each one, please tell me how high a priority you think that should be for funding. Use a scale from 1 to 7, where 1 means a very low priority and 7 means a very high priority. You may use any number from 1 to 7.

SCALE:

1. very low priority
- 2.
- 3.
- 4.
- 5.
- 6.
7. very high priority
8. Don't know

(IF NEEDED after Item: Using a scale from 1 to 7, where 1 means a very low priority and 7 means a very high priority, how high a priority do you think that should be for funding?)

(RANDOMIZE LIST)

8. Expanding BART in Alameda County.
9. Improving transit connections to jobs and schools.
10. Fixing roads.
11. Improving highways.

- 12. Increasing bicycle and pedestrian safety.
- 13. Reducing traffic congestion.
- 14. Improving air quality.
- 15. Keeping senior, student, and disabled fares affordable.

(END RANDOMIZE)

TEXT INTRO TO SECTION: Now I am going to read you those same items again in groups of four. For **EACH SET** of four items I read you, please tell me which **ONE ITEM** would be **YOUR** highest priority to increase funding for in Alameda County. You may hear some items repeated as we progress through this section and you are free to choose those items each time, but for **EACH particular SET** of four items I read you, you may only choose one.

Each question: One, <<insert item>>, two, <<insert item>>, three, <<insert item>>, or four, <<insert item>>.

(AS NEEDED: The first list is.../The next list is...)

(AS NEEDED: Of the four things I just read you, which one would be your highest priority to increase funding for in Alameda County?)

EVERY RESPONDENT IS ASKED EVERY QUESTION FROM QXX-QXX

Question number (RANDOMIZE QXX-QXX)	Item 1	Item 2	Item 3	Item 4
16. (RANDOMIZE ORDER OF ITEMS)	1	2	3	5
17. (RANDOMIZE ORDER OF ITEMS)	2	3	4	8
18. (RANDOMIZE ORDER OF ITEMS)	2	4	5	6
19. (RANDOMIZE ORDER OF ITEMS)	1	3	7	8
20. (RANDOMIZE ORDER OF ITEMS)	1	3	4	6
21. (RANDOMIZE ORDER OF ITEMS)	4	6	7	8
22. (RANDOMIZE ORDER OF ITEMS)	1	2	4	7
23. (RANDOMIZE ORDER OF ITEMS)	3	5	6	8
24. (RANDOMIZE ORDER OF ITEMS)	1	4	5	8
25. (RANDOMIZE ORDER OF ITEMS)	2	3	6	7
26. (RANDOMIZE ORDER OF ITEMS)	1	5	6	7
27. (RANDOMIZE ORDER OF ITEMS)	2	5	7	8
28. (RANDOMIZE ORDER OF ITEMS)	3	4	5	7
29. (RANDOMIZE ORDER OF ITEMS)	1	2	6	8

ITEM LIST:

- 1. *BART expansion*
- 2. *Transit connections*
- 3. *Fixing roads*
- 4. *Improving highways*
- 5. *Bike and pedestrian safety*
- 6. *Traffic congestion*
- 7. *Air quality*
- 8. *Keeping fares affordable*

(END RANDOMIZE)

30. 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?

(IF YES/NO: Would you say you would definitely vote yes/no, or probably vote yes/no?)

(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)

1. Definitely yes
2. Probably yes
3. (Lean yes)
4. Definitely no
5. Probably no
6. (Lean no)
7. (Undecided/Don't know)

Do you agree or disagree with each of the following statements? **(IF AGREE/DISAGREE: Would you say you strongly agree/disagree, or somewhat agree/disagree with that statement?)**

(AFTER EACH STATEMENT AS NEEDED: Do you agree or disagree with that statement?)

SCALE: 1. Strongly agree 2. Somewhat agree
 3. Somewhat disagree 4. Strongly disagree 5. Don't know

(RANDOMIZE LIST)

31. (T) Taxes are already high enough; I'll vote against any increase in taxes; *(2013: 50% agree; 31% strongly)*
32. (T) It is crucial to have high quality roads and public transit, even if it means raising taxes; *(2013: 65% agree; 31% strongly)*
33. (T) Between federal funding and the gas tax, there should already be plenty of money to maintain our roads and transit systems; *(2013: 69% agree; 41% strongly)*
34. (T) Extending BART should be a top priority for the Bay Area; *(2013: 72% agree; 43% strongly)*
35. Fixing potholes and reducing traffic should be our highest transportation priority, even if it means putting off other transportation projects and improvements;
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;

(END RANDOMIZE)

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, on a scale from 1 to 7, where 1 means **much less likely to support it** and 7 means **much more likely to support it**. You may use any number on that scale. If the statement makes no difference in your support, please just say so.

- SCALE:**
1. Much **less** likely to support measure
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 7. Much **more** likely to support measure
 8. No difference
 9. (Don't know)

(AFTER EACH QUESTION, AS NEEDED: On a scale from 1 to 7, where 1 means much less likely to support and 7 means much more likely to support, how does that statement affect your support of the transportation sales tax measure?)

(RANDOMIZE)

38. (T) This measure requires annual independent audits to show voters that their money is being spent according to the approved plan; *(2013: 74% more likely to support)*
39. This measure requires an independent watchdog committee to review all financial records and audits and report their findings directly to the public;
40. This measure requires that the money collected be spent on local transportation improvements according to a specific detailed plan;
41. (T) With the increasing cost of gas, we need to invest in making BART and other public transit systems frequent, reliable, affordable, and safe, so Alameda County residents can get where they need to go; *(2013: 73% more likely to support)*
42. (T) All money raised by this measure will be spent to improve transportation for the people who live in Alameda County; *(2013: 69% more likely to support)*
43. This measure will help fund the youth transit pass program, helping kids get to school affordably and reducing transportation costs for working families;
44. This measure helps Alameda County's seniors and the disabled get where they need to go independently by improving transit accessibility and increasing the frequency and reliability of public transit services.
45. If this measure passes, every community in Alameda County will benefit with improvements to local roads, highways, BART, ferries, buses, and bike and pedestrian routes;
46. This measure will improve local air quality by making public transit more reliable and easier to use;
47. This measure is a continuation of a local transportation improvement program that's been in effect since 1986;
48. This measure will make it easier for people in Alameda County to get where they need to go;
49. This measure will smooth traffic flow on roads and highways throughout Alameda County;

50. This measure will improve sidewalks, crosswalks, and paths to make walking an attractive option for more people;
51. This measure will improve the bike lanes and paths in Alameda County, making them safer and more accessible, so people can use them to get to work, school, and other places they need to go;
52. This measure will repair potholes and road surfaces on streets and roads in every city and all parts of the county;
53. This measure will fund technologies that will help reduce congestion and give people real-time information to help them plan and adjust their travel choices according to traffic conditions and parking availability;
54. This measure will create thousands of high-quality jobs right here in Alameda County;
(END RANDOMIZE)

(SPLIT SAMPLE)
(SAMPLE A)

55. Now I'd like to read you the measure again:

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 will benefit local residents.

If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

(IF YES/NO: Would you say you would definitely vote yes/no, or probably vote yes/no?)

(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)

1. Definitely yes
2. Probably yes
3. (Lean yes)
4. Definitely no
5. Probably no
6. (Lean no)
7. (Undecided/Don't know)

(SAMPLE B)

56. Now I'd like to read you the measure again:

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; 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.

If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

(IF YES/NO: Would you say you would definitely vote yes/no, or probably vote yes/no?)

(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)

1. Definitely yes
2. Probably yes
3. (Lean yes)
4. Definitely no
5. Probably no
6. (Lean no)
7. (Undecided/Don't know)

(RESUME ASKING EVERYONE)

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, on a scale from 1 to 7, where 1 means **much less likely to support it** and 7 means **much more likely to support it**. You may use any number on that scale. If the statement makes no difference in your support, please just say so.

- SCALE:**
1. Much **less** likely to support measure
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 7. Much **more** likely to support measure
 8. No difference
 9. (Don't know)

(AFTER EACH QUESTION, AS NEEDED: On a scale from 1 to 7, where 1 means much less likely to support and 7 means much more likely to support, how does that statement affect your support for the transportation sales tax measure?)

(RANDOMIZE)

57. (T) This measure forces Alameda County residents to pay for improvements that will mostly be used by people from other counties; *(2013: 41% less likely to support)*
58. (T) Alameda County already has one of the highest sales tax rates in the state. We don't need more taxes; *(2013: 34% less likely to support)*
59. (T) With the economy just starting to show signs of improvement, now is not the right time to raise taxes; *(2013: 32% less likely to support)*
60. (T) We just can't trust the government to spend our tax dollars wisely; *(2013: 32% less likely to support)*
61. (T) Transportation improvements should be paid for by state and federal governments, not by our local government; *(2013: 29% less likely to support)*
62. (T) There are more important things than transportation to spend our tax dollars on, like education, police and fire services, and healthcare; *(2013: 25% less likely to support)*
63. If this measure passes, it will increase the sales tax rate in some cities in Alameda County to 10%, the highest in the state;
64. This measure would double the county's transportation sales tax to a whole cent, while also extending it to 2045; this is just too much of a tax increase for Alameda County to bear;

(END RANDOMIZE)

(SPLIT SAMPLE)**(SAMPLE A)**

65. Now I'm going to read you the measure one last time:

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 will benefit local residents.

If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

(IF YES/NO: Would you say you would definitely vote yes/no, or probably vote yes/no?)

(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)

1. Definitely yes
2. Probably yes
3. (Lean yes)
4. Definitely no
5. Probably no
6. (Lean no)
7. (Undecided/Don't know)

(SAMPLE B)

66. Now I'm going to read you the measure one last time:

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; 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.

If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

(IF YES/NO: Would you say you would definitely vote yes/no, or probably vote yes/no?)

(IF UNDECIDED/DON'T KNOW: Which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)

1. Definitely yes
2. Probably yes

3. (Lean yes)
4. Definitely no
5. Probably no
6. (Lean no)
7. (Undecided/Don't know)

(RESUME ASKING EVERYONE)

The following question is for statistical purposes only.

67. 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)

THANK YOU!

PARTY REGISTRATION FROM SAMPLE

Democrat
Republican
Other
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

CITY FROM SAMPLE

SUPERVISOR DISTRICT FROM SAMPLE

1. 1
2. 2
3. 3
4. 4
5. 5