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Telephone Survey of Alameda County Voters
Conducted for: Alameda County Transportation Commission
April 3rd –April 14th, 2014
n=803; Margin of Error: \pm 3.5 percentage points
EMC 14-5206

*All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100*

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.

Region From Sample (Assigned by Zip) <i>*Note: Quotas were set by Region*</i>	# of interviews	Margin of Error (\pm)	Weighted % of Population
Central Alameda County	177	7.4	21
East Alameda County	154	7.9	15
North Alameda County	307	5.6	45
South Alameda County	165	7.6	18

- SEX (Record from observation)**

Male	46
Female	54

- Are you registered to vote in Alameda County?

Yes \rightarrow CONTINUE	100
No ----- \rightarrow TERMINATE	

- 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?

	<u>Mar-11</u>	<u>Oct-11</u>	<u>Sept-13</u>	<u>Apr-14</u>
Right Direction	41	40	49	51
Wrong Track	36	38	28	26
(Don't Know)	22	21	23	23

4. What is the most important problem facing Alameda County today? (**OPEN END, 1 response, insert precode list**)

	<u>Mar-11</u>	<u>Oct-11</u>	<u>Sept-13</u>	<u>Apr-14</u>
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
Economical 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
Over crowded	-	-	1	1
Environmental issues	-	-	0	1
Labor issues/strikes/BART strike/AC	-	-	1	0
Transit strike	-	-	1	0
Other mentions	5	7	3	3
Don't know	13	8	11	11
No Answer	-	1	-	0

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?

Great need	39
Some need	39
Little Need	7
No need	9
(Don't Know)	5

**(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 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.

(END SAMPLE A)

(SAMPLE B)

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

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.

(END SAMPLE B)

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?)

	<u>Question-led</u> <u>(Sample A)</u>		<u>Objective-led</u> <u>(Sample B)</u>		<u>Overall</u>	
Definitely yes	39		34		36	
Probably yes	30		34		32	
(Lean yes)	3	→72	4	→72	3	→72
Definitely no	16		13		15	
Probably no	8		6		7	
(Lean no)	2	→26	1	→21	1	→23
(Undecided/Don't know)	2		7		5	

(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.

(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?)

SCALE:	Very low priority 1	2	3	4	5	6	Very high priority 7	(Don't know)	Mean
(RANDOMIZE LIST)									
8.	Expanding BART in Alameda County.								
	10	6	9	9	20	14	29	2	4.86
9.	Improving transit connections to jobs and schools.								
	5	3	8	11	21	18	32	1	5.30
10.	Fixing roads.								
	4	3	5	11	22	16	37	1	5.47
11.	Improving highways.								
	5	4	8	14	23	16	28	1	5.09
12.	Increasing bicycle and pedestrian safety.								
	7	6	9	12	21	15	30	1	4.99
13.	Reducing traffic congestion.								
	4	5	6	10	22	15	38	1	5.38
14.	Improving air quality.								
	6	4	8	10	19	14	39	1	5.29
15.	Keeping senior, student, and disabled fares affordable.								
	4	2	4	8	19	16	46	1	5.70
(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?)

(RANDOMIZE Q16-Q29)

EVERY RESPONDENT IS ASKED EVERY QUESTION FROM Q16--Q29

Question number	Item 1	Item 2	Item 3	Item 4
16.	BART expansion (26%)	Transit connections (12%)	Fixing roads (40%)	Bike and pedestrian safety (23%)
17.	Transit connections (13%)	Fixing roads (33%)	Improving highways (15%)	Keeping fares affordable (38%)
18.	Transit connections (17%)	Improving highways (26%)	Bike and pedestrian safety (27%)	Traffic congestion (30%)
19.	BART expansion (20%)	Fixing roads (28%)	Air quality (23%)	Keeping fares affordable (28%)
20.	BART expansion (28%)	Fixing roads (36%)	Improving highways (11%)	Traffic congestion (25%)
21.	Improving highways (18%)	Traffic congestion (24%)	Air quality (26%)	Keeping fares affordable (32%)
22.	BART expansion (26%)	Transit connections (16%)	Improving highways (27%)	Air quality (31%)
23.	Fixing roads (29%)	Bike and pedestrian safety (19%)	Traffic congestion (23%)	Keeping fares affordable (30%)
24.	BART expansion (22%)	Improving highways (24%)	Bike and pedestrian safety (20%)	Keeping fares affordable (34%)
25.	Transit connections (15%)	Fixing roads (31%)	Traffic congestion (25%)	Air quality (29%)
26.	BART expansion (23%)	Bike and pedestrian safety (20%)	Traffic congestion (30%)	Air quality (26%)
27.	Transit connections (18%)	Bike and pedestrian safety (18%)	Air quality (29%)	Keeping fares affordable (35%)
28.	Fixing roads (34%)	Improving highways (16%)	Bike and pedestrian safety (21%)	Air quality (29%)
29.	BART expansion (23%)	Transit connections (9%)	Traffic congestion (29%)	Keeping fares affordable (39%)

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?)

	<u>Question-led</u> <u>(Sample A)</u>		<u>Objective-led</u> <u>(Sample B)</u>		<u>Overall</u>	
Definitely yes	41		40		40	
Probably yes	30		30		30	
(Lean yes)	0	→71	3	→74	2	→72
Definitely no	15		14		14	
Probably no	11		8		9	
(Lean no)	-	→26	1	→22	0	→24
(Undecided/Don't know)	3		4		4	

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:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	(Don't know)
(RANDOMIZE LIST)					
31.	Taxes are already high enough; I'll vote against any increase in taxes;				
2014	27	18	25	28	2
2013	31	19	21	25	3
32.	It is crucial to have high quality roads and public transit, even if it means raising taxes;				
2014	34	36	13	16	1
2013	31	34	14	17	3
33.	Between federal funding and the gas tax, there should already be plenty of money to maintain our roads and transit systems;				
2014	41	24	19	12	5
2013	41	28	14	9	8
34.	Extending BART should be a top priority for the Bay Area;				
2014	38	29	17	14	2
2013	43	29	15	11	3
35.	Fixing potholes and reducing traffic should be our highest transportation priority, even if it means putting off other transportation projects and improvements;				
	33	29	21	15	2
36.	It is important to improve BART and other public transportation so seniors and the disabled can get where they need to go independently;				
	58	29	8	4	1
37.	Reducing the cost of youth transit reduces the burden on working families while helping at risk kids stay in school;				
	49	31	9	7	4

(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.

(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?)

SCALE:	1	2	3	4	5	6	7	No diff	(Don't know)	Mean
	Much <u>Less</u> Likely to Support Measure				Much <u>More</u> Likely to Support Measure					
(RANDOMIZE)										
38.	This measure requires an independent watchdog committee to review all financial records and audits and report their findings directly to the public;									
	9	3	6	9	17	17	34	3	2	5.19
39.	This measure requires that the money collected be spent on local transportation improvements according to a specific detailed plan, which is on a website so anyone can review it;									
	6	3	4	10	18	17	36	4	2	5.40
40.	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;									
2014	7	3	6	8	17	19	37	3	0	5.37
2013	7	4	4	8	14	17	42	3	1	5.48
41.	All money raised by this measure will be spent to improve transportation for the people who live in Alameda County;									
2014	7	3	4	9	18	17	38	3	1	5.38
2013	7	2	5	9	20	17	31	5	3	5.25
42.	This measure will help fund the youth transit pass program, helping kids get to school affordably and reducing transportation costs for working families;									
	7	4	6	8	17	17	36	4	1	5.32
43.	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;									
	5	3	6	11	19	17	35	3	1	5.36
44.	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;									
	8	4	5	11	19	15	34	4	1	5.21
45.	This measure will improve local air quality by making public transit more reliable and easier to use;									
	7	5	8	10	18	13	34	3	1	5.12

SCALE:	1	2	3	4	5	6	7	No diff	(Don't know)	Mean
	Much <u>Less</u> Likely to Support Measure				Much <u>More</u> Likely to Support Measure					
46.	This measure is a continuation of a local transportation improvement program that's been in effect since 1986;									
	11	6	8	11	19	9	20	10	5	4.53
47.	This measure will make it easier for people in Alameda County to get where they need to go;									
	7	4	5	12	19	17	32	3	1	5.20
48.	This measure will smooth traffic flow on roads and highways throughout Alameda County;									
	7	5	7	11	22	16	28	4	2	5.04
49.	This measure will improve sidewalks, crosswalks, and paths to make walking an attractive option for more people;									
	9	5	6	10	20	17	29	4	1	5.05
50.	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;									
	9	5	8	9	21	16	29	3	1	4.98
51.	This measure will repair potholes and road surfaces on streets and roads in every city and all parts of the county;									
	7	4	7	10	18	17	33	4	1	5.21
52.	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;									
	7	6	7	13	22	15	25	4	1	4.91
53.	This measure will create thousands of high-quality jobs right here in Alameda County;									
	7	5	5	10	16	15	38	3	1	5.30
54.	This measure will help BART improve frequency, reliability, comfort, and safety;									
	9	5	6	12	20	16	29	3	1	5.00

(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 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.

(END SAMPLE A)

(BEGIN SAMPLE B)

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

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.

(END SAMPLE B)

55/56 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?)

	<u>Question-led</u> <u>(Sample A)</u>		<u>Objective-led</u> <u>(Sample B)</u>		<u>Overall</u>	
Definitely yes	44		43		44	
Probably yes	28		31		30	
(Lean yes)	2	→73	2	→77	2	→75
Definitely no	12		12		12	
Probably no	11		6		8	
(Lean no)	1	→23	1	→19	1	→21
(Undecided/Don't know)	3		4		4	

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.

(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?)

SCALE:	1	2	3	4	5	6	7	No diff	(Don't know)	Mean
	Much Less Likely to Support Measure					Much More Likely to Support Measure				

(RANDOMIZE)

57. This measure forces Alameda County residents to pay for improvements that will mostly be used by people from other counties;

2014	25	11	12	10	12	5	10	11	2	3.34
2013	20	9	12	14	14	7	10	10	5	3.59

58. With the economy just starting to show signs of improvement, now is not the right time to raise taxes;

2014	19	9	10	11	11	6	22	11	1	4.10
2013	17	7	8	12	13	6	25	10	1	4.27

59. We just can't trust the government to spend our tax dollars wisely;

2014	18	7	8	9	11	9	24	11	2	4.27
2013	18	7	7	11	14	6	25	10	2	4.31

60. Transportation improvements should be paid for by state and federal governments, not by local taxpayers;

	13	7	11	10	16	7	24	9	2	4.44
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61. There are more important things than transportation to spend our tax dollars on, like education, police and fire services, healthcare, and securing our water supply;

	11	5	11	13	16	10	26	7	1	4.65
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62. If this measure passes, it will increase the sales tax rate in some cities in Alameda County to 10%, the highest in the state;

	28	10	12	9	12	6	13	8	1	3.43
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63. 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;

	21	8	13	12	13	6	17	9	2	3.82
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(END RANDOMIZE)

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

64. 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 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.

(END SAMPLE A)

(BEGIN SAMPLE B)

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

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.

(END SAMPLE B)

65/66 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?)

	<u>Question-led</u> <u>(Sample A)</u>		<u>Objective-led</u> <u>(Sample B)</u>		<u>Overall</u>	
Definitely yes	36		36		36	
Probably yes	32		35		34	
(Lean yes)	1	→69	2	→73	1	→71
Definitely no	16		14		15	
Probably no	12		8		10	
(Lean no)	1	→28	2	→24	1	→26
(Undecided/Don't know)	3		4		3	

(RESUME ASKING EVERYONE)

The following question is for statistical purposes only.

66.	Would you consider yourself to be Hispanic or Latino, Black or African American, White, Asian or Pacific Islander, or something else?	
	Hispanic/Latino	9
	Black/African-American	12
	White	53
	Asian or Pacific Islander	14
	(Bi-racial/ Multi-racial)	2
	Something else/ other	7
	(Refused)	3

THANK YOU!**QA. SAMPLE SPLIT**

A	50
B	50

QB. AGE FROM SAMPLE

18-29	10
30-39	11
40-49	16
50-64	33
65+	30
BLANK	-

QC. REGION FROM SAMPLE

Central (n=177)	21
East (n=154)	15
North (n=307)	45
South (n=165)	18

QD. LANGUAGE OF INTERVIEW

English	95
Spanish	1
Chinese	3

PARTY REGISTRATION FROM SAMPLE

Democrat	62
Republican	18
DTS/Other	20

CITY CODE FROM SAMPLE

Alameda	7
Albany	2
Berkeley	11
Dublin	3
Emeryville	0
Fremont	14
Hayward	6
Livermore	6
Newark	2
Oakland	25
Piedmont	1
Pleasanton	6
San Leandro	5
Union City	2
Other/Unincorporated	10

SUPERVISOR DISTRICT FROM SAMPLE

1	19
2	15
3	19
4	22
5	25

VOTE HISTORY

Voted 0-2/4 Elections	36
Voted 3/4 Elections	36
Voted 4/4 Elections	28

PERMANENT ABSENTEE

Yes	58
No	42