A FASTER Bay Area

A Seamless Transportation System Based On:

Freedom
Affordability
Speed
Transparency
Equity
Reliability
Research Process

1. Qualitative Focus Groups of nine-county Bay Area
2. Quantitative Survey on Transportation Attitudes
3. Quantitative Survey on Ballot Measure Viability
Focus Groups Findings

- Transportation challenges impact all aspects of life in the Bay Area.
  - Life is planned around the flow of traffic. Activities are diminished because dealing with transportation is too much effort.

- Almost all believe **we are behind where we should be today** and the future should bring **more transit** and **decreased use of single occupancy cars**.

- **No single project or idea** was identified as the perfect solution to the Bay Area’s transportation needs.
  - Instead they talked about what they valued in an improved transportation system: Freedom, Access, Reliability, Quality, and Trust.

- **Technology** and how we **live/work in the future** are perceived as likely to bring **radical change** to the type of transportation system we will need.
There is a **willingness to support a major investment** in transportation – potentially some kind of large revenue measure.

- **The problem is just too big to do nothing.**

- When talking about major transportation investments, dollar amounts in the high billions (including up to $500 billion) **did not seem unrealistic.**

“I put down 100 billion... I have no idea.”
- Sandra, Fremont pro-transit woman

Scott: “All you guys are thinking kind of small. I’m saying 100 billion.”
Moderator: “Does 100 billion sound crazy?”
Devin: “No...”
- Fremont non-transit men
Two-thirds of Bay Area voters are willing to consider a tax increase to modernize the Bay Area’s transportation network.

We need a modern transportation network in the Bay Area, even if it means raising taxes.

We need a faster and more reliable transit system in the Bay Area, even if it means raising taxes.

I would support investing in major Bay Area transit improvements, even if it means raising taxes.

The Bay Area should have a rail network that goes around the bay, even if it means raising taxes.

A 2019 poll found that 71% of Bay Area voters supported a one-cent sales tax for regional transportation.
Initial Support for the Bay Area Transportation Plan

The Bay Area Transportation Plan concept is well-supported when tested in a general question about outcomes. Note there was no description of tax types or rates.

A group of policy, government, business, and transportation experts are creating a plan to revolutionize the Bay Area’s transportation system to make it seamless, faster, reliable, predictable, affordable, and accessible. This Bay Area Transportation Plan would fund major transportation improvements throughout the nine county Bay Area with a combination of new taxes and federal funding.

Support
73%

Somewhat 31%

Strongly 42%

Oppose
20%

Somewhat 7%

Strongly 13%

(Don’t know)
6%