

FASTER

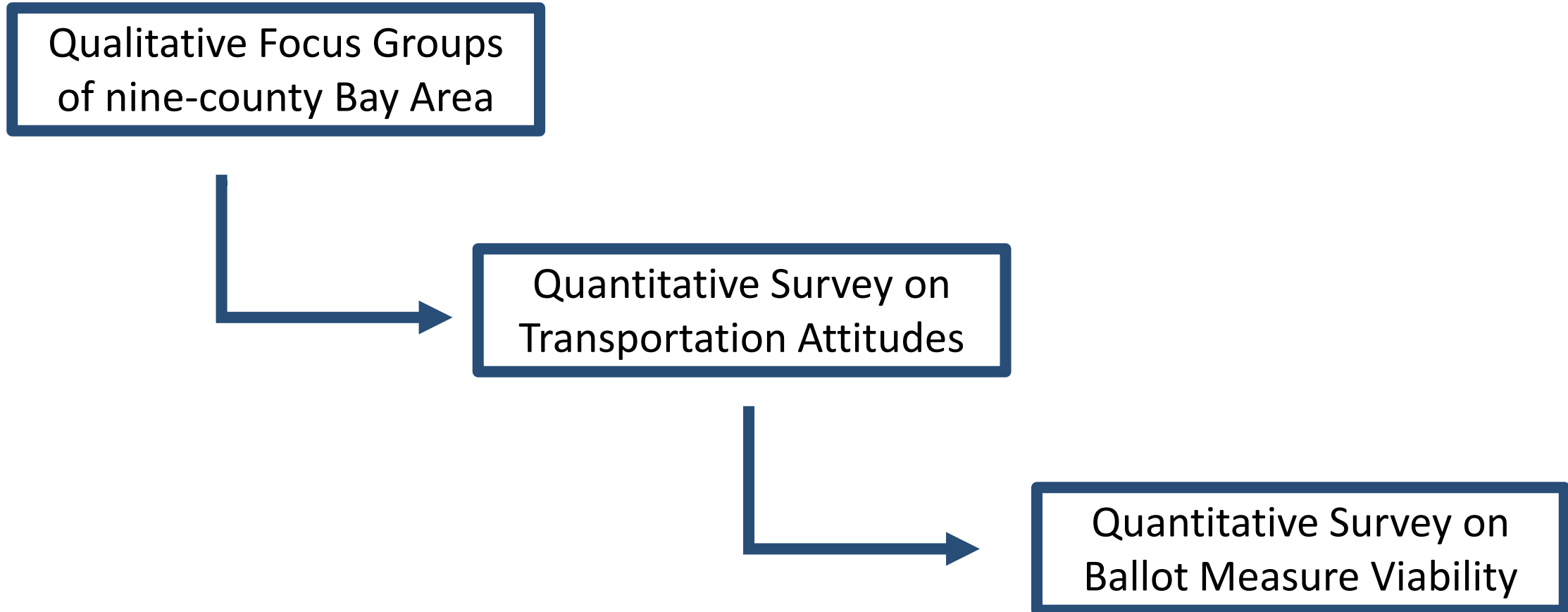
A FASTER Bay Area

A Seamless Transportation System Based
On:

- F**reedom
- A**ffordability
- S**peed
- T**ransparency
- E**quity
- R**eliability



Research Process



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.

Willing to Support a Major Transportation Investment

There is a **willingness to support a major investment** in transportation – potentially some kind of large revenue measure.

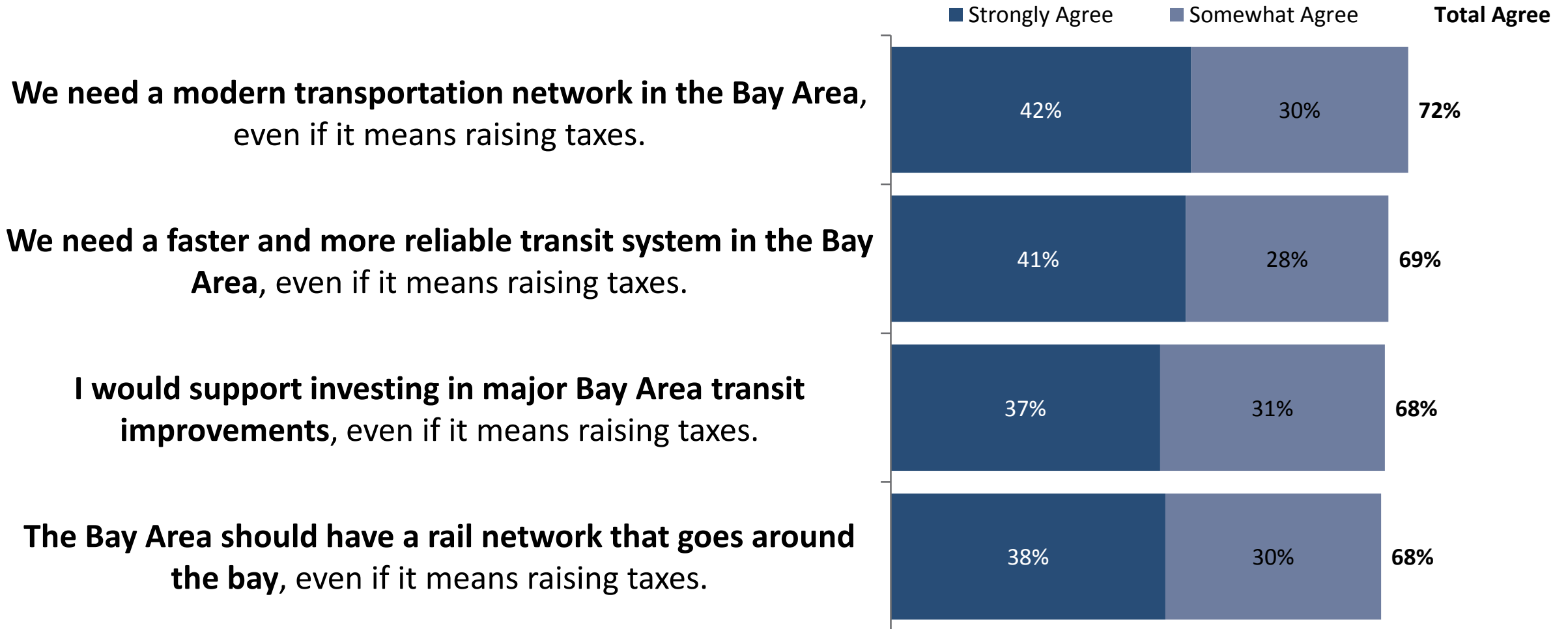
- ▶ **The problem is just too big to do nothing.**
- ▶ When talking about major transportation investments, dollar amounts in the high billions (including up to \$500 billion) **did not seem unrealistic.**

“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

Transportation and Taxes

Two-thirds of Bay Area voters are willing to consider a tax increase to modernize the Bay Area's transportation network.



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.*

