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**METROPOLITAN
TRANSPORTATION
COMMISSION**



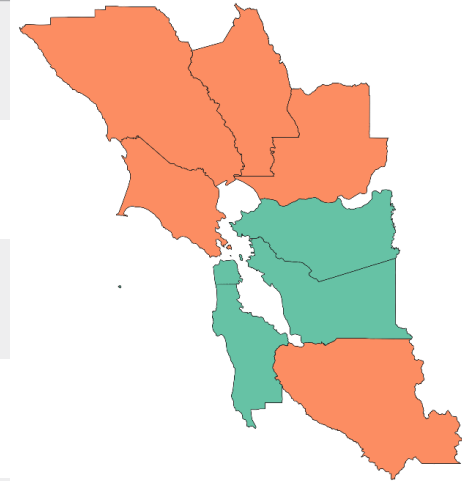
**Bay Area Regional Transportation Measure
Voter Survey Report**
Metropolitan Transportation Commission
February 2025

Likely November 2026 voters, conducted January 14-30, 2025
Multimodal: live telephone interviewing and email/text invitations to an online survey
Three-way split-sample methodology
Available in English, Spanish, and Chinese

1A: 1/2 Cent Sales Tax - 4-County (n=850, MoE ±3.4) To prevent increased traffic congestion; avoid major cuts to BART, Caltrain, AC Transit, Muni and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety/ cleanliness; advance climate protection; reduce air pollution; prevent station closures; and maintain public transportation service for those who need it; shall the measure enacting a ½ cent sales tax for 10 years generating at least \$560,000,000 annually, with required public audits and accountability/ transparency provisions, be adopted?	Hybrid: 1/2 Cent + Parcel Taxes - 9-County (n=1,350, MoE ±2.7) To prevent increased traffic congestion; maintain BART, Caltrain, AC Transit, Muni, and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety/ cleanliness; advance climate protection; reduce air pollution; repair potholes/ sidewalks; upgrade highways; and enhance bike access; shall the measure enacting a ½ cent sales tax and \$0.09 per building square-foot parcel tax for 30 years generating at least \$1,300,000,000 annually, with required public audits and accountability/ transparency provisions, be adopted?	Variable: 1/2-7/8 Cent Sales Tax - 4-County (n=850, MoE ±3.4) To prevent increased traffic congestion; maintain BART, Caltrain, AC Transit, Muni, and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety and cleanliness; advance climate protection; reduce air pollution; and prevent station closures shall the measure enacting a ¾ cent (San Francisco) and a ½ cent (Alameda, Contra Costa, San Mateo counties) sales tax for 11 years generating at least \$640,000,000 annually, with required public audits and accountability/ transparency provisions, be adopted?
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Sampling Approach

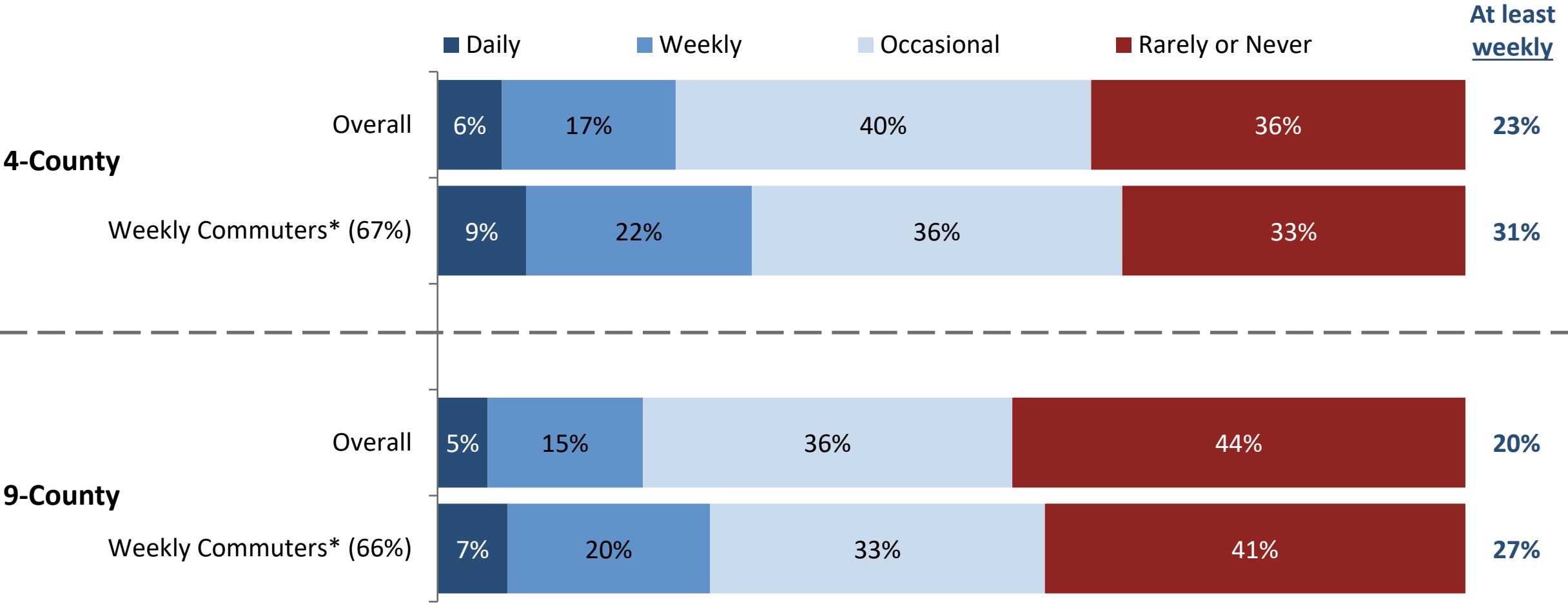
Number of Interviews <i>MoE in pct pts</i>	1A: 4-County Region <i>MoE in pct pts</i>	Hybrid: 9-County Region <i>MoE in pct pts</i>	Variable: 4-County Region <i>MoE in pct pts</i>	Total Interviews <i>MoE in pct pts</i>
Alameda	250 ± 6.2	250 ± 6.2	250 ± 6.2	750 ± 3.6
Contra Costa	200 ± 6.9	200 ± 6.9	200 ± 6.9	600 ± 4.0
San Francisco	200 ± 6.9	200 ± 6.9	200 ± 6.9	600 ± 4.0
San Mateo	200 ± 6.9	200 ± 6.9	200 ± 6.9	600 ± 4.0
Santa Clara		300 ± 5.7		300 ± 5.7
North Bay (Napa, Marin, Solano, Sonoma)		200 ± 6.9		200 ± 6.9



*Data weighted to actual voter
distribution by county*

Self-Reported Transit Usage

Combined usage frequency of BART, trains, and public bus, light rail, or ferry.



* Commute defined as a trip to work, school, or other regular destination.

Key Findings

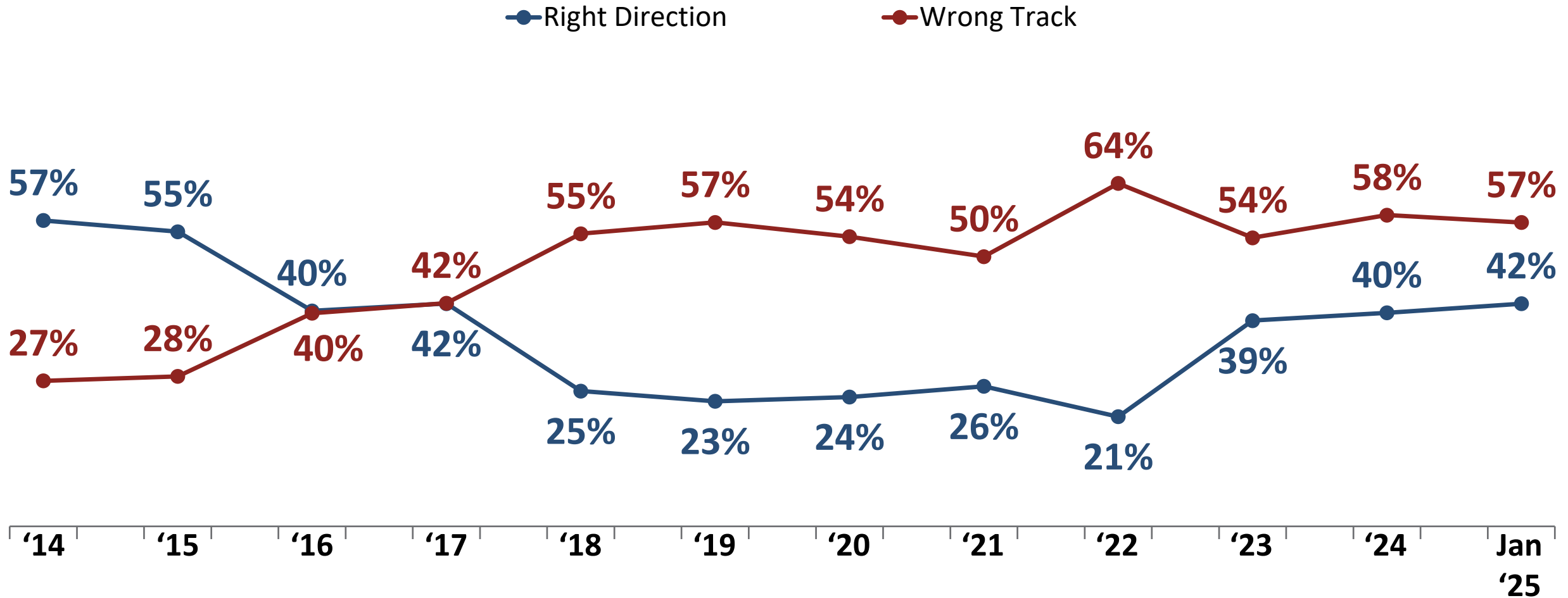
- ▶ **Overall mood** in the Bay Area is **improving** but affordability is still a widespread concern.
- ▶ There is significant desire for transit and transportation **improvements**.
- ▶ When thinking about transit, many mention **funding challenges** and **safety issues**. However, recent **improvements** are noted by many, especially in the Peninsula/South Bay.
- ▶ Support for the 1A and Variable rate measures **exceeds a majority**, but falls far short of the two-thirds threshold, indicating the likely path for a transit measure would be via a citizen initiative.
- ▶ The hybrid measure with two taxes has weaker support.
- ▶ Overall framing and details of the measures **do little** to build support.
- ▶ Although there is interest in **preventing cuts** to transit, voters are simply **hesitant to raise taxes** and **lack trust** that more money is the solution.



Issue Environment

Direction of the Bay Area – 9-County

While over half of Bay Area voters feel pessimistic about how things are going, optimism among has returned to pre-pandemic levels.

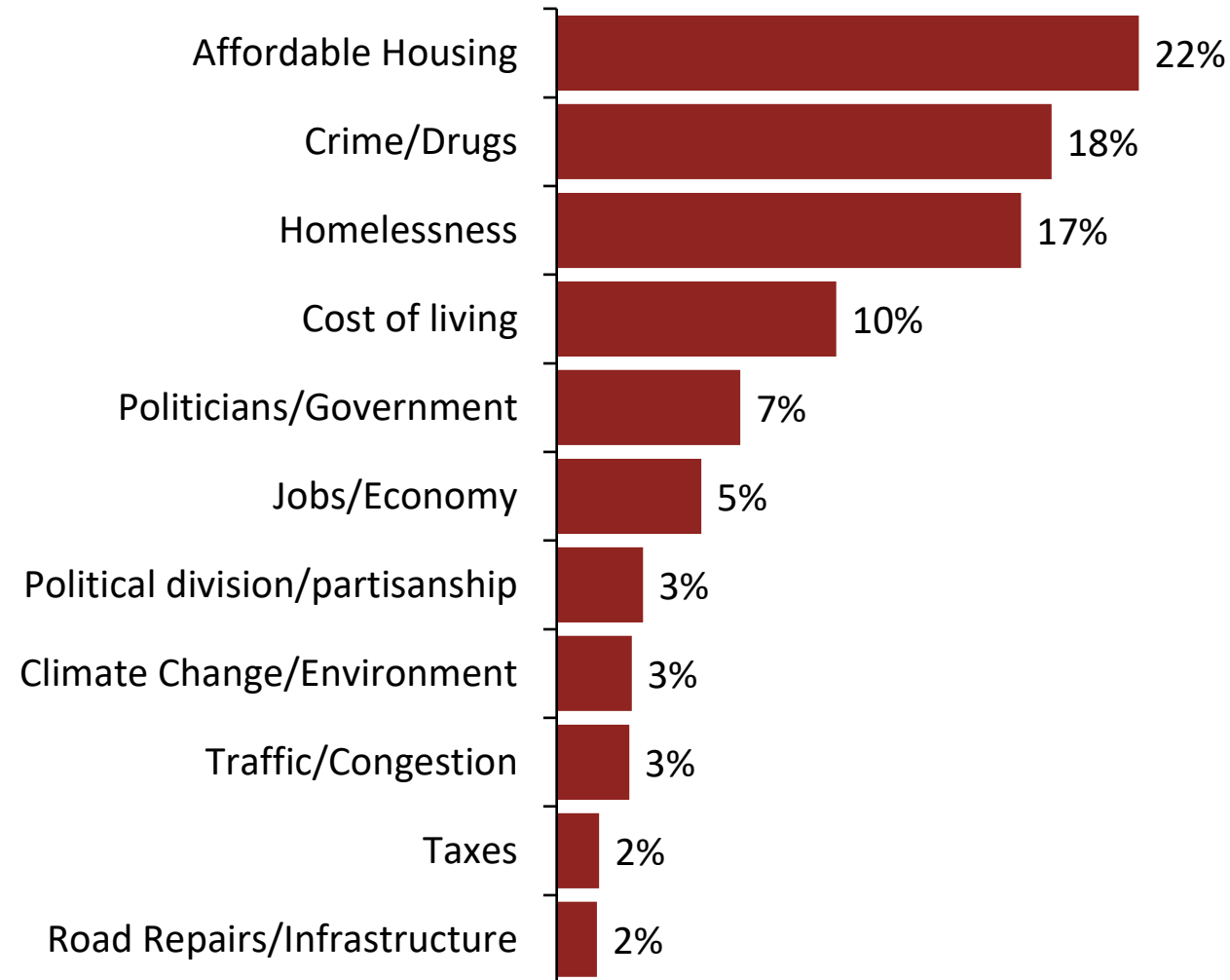


Q3. Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Most Important Problem – 9-County

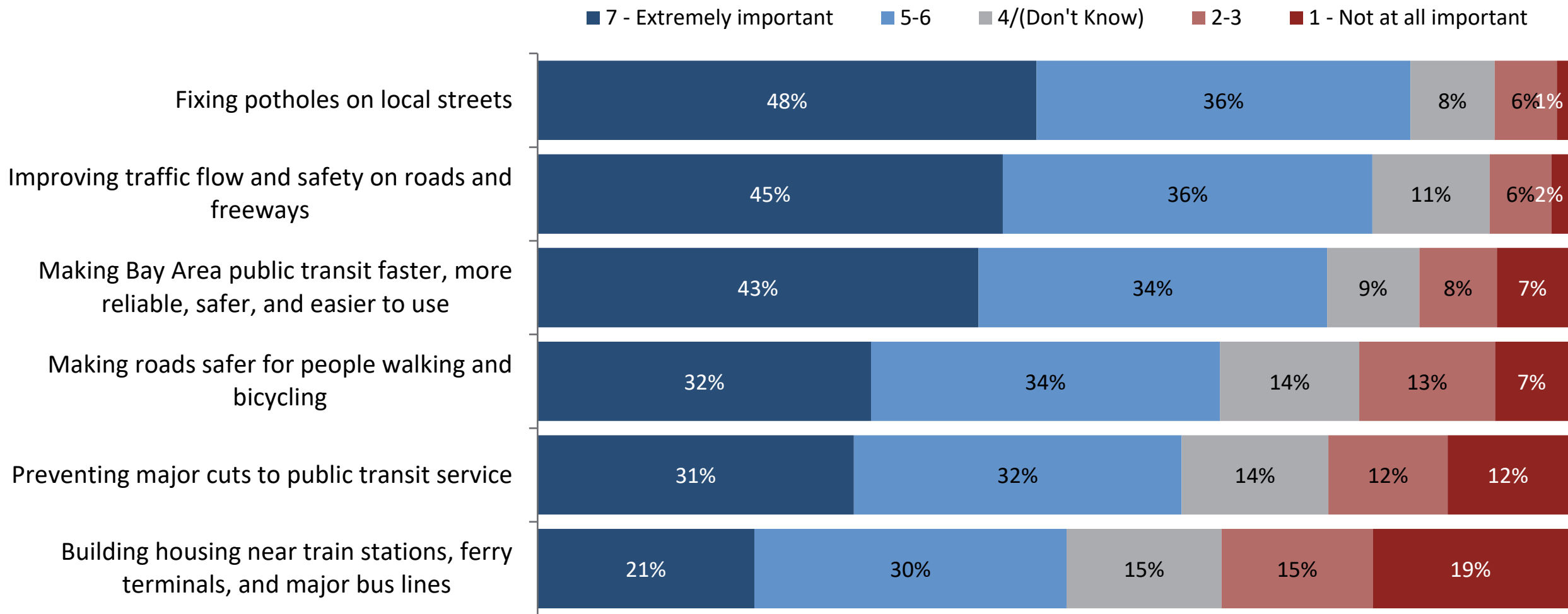
Affordability, crime, and homelessness continue to be the most significant concerns of local voters.

What do you think is the most important problem facing the Bay Area today?



Transportation Issue Importance – 9-County

Voters see improvements to transit and transportation as important.



Q8-13. Thinking about the Bay Area’s transportation needs, on a scale from one to seven, where one is not at all important and seven is extremely important, please tell me how important each of the following is to you.

Transit Focus – Forced Choice

Most prioritize improvements over simply keeping transit running.

Statement A:

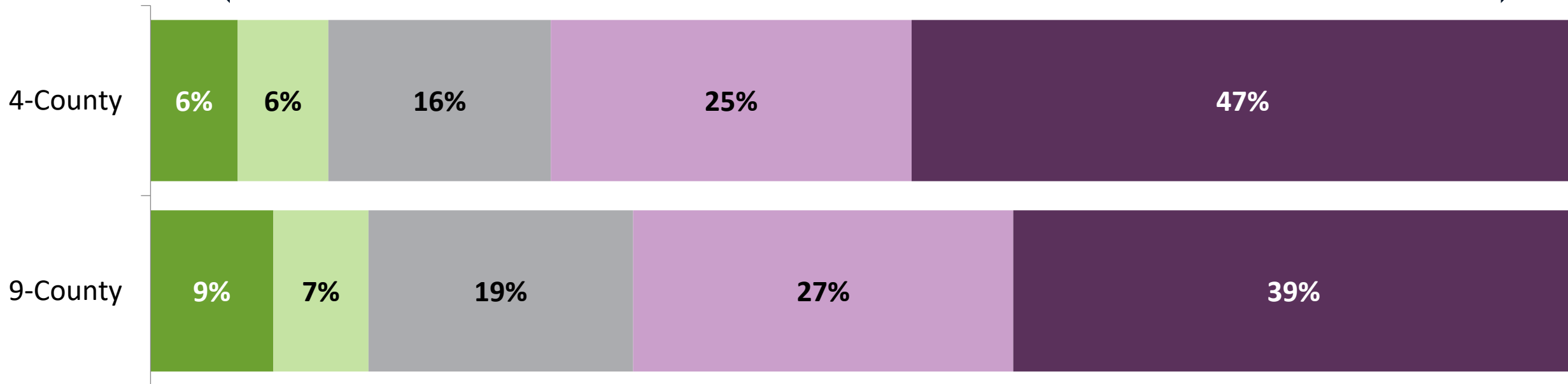
We should focus on **keeping public transit running in the short term**

Statement B:

We should focus on **improving public transit services in the long term**

*Agree more with
Statement A*

*Agree more with
Statement B*



Public Transit Awareness

Recall about recent transit information is high, with funding challenges, safety issues, and upgrades mentioned most frequently.

65% of voters (68% in the 4-county area) have heard or seen something recently about public transit.

“What have you heard or seen?”

(Open end; verbatim responses coded into categories below)

Response % among those that have heard something recently	4-County	9-County
Lack of funds/Cuts	26%	21%
Safety concerns	24%	18%
Improvements	18%	25%
Toll increases/High prices	16%	11%
General negative (Low ridership/Delays/Unclean)	12%	15%
TV ads/News/Articles	4%	5%
Schedule Changes	4%	5%
Frequently rides transit	2%	2%

“Caltrain electrified, the agencies are syncing schedules”

“They’re experiencing a funding crisis so they want a guaranteed funding stream.”

“That the BART is unsafe and many people do not pay.”

“The desire to ‘sync’ disparate transit systems with each other for seamless transit across them.”

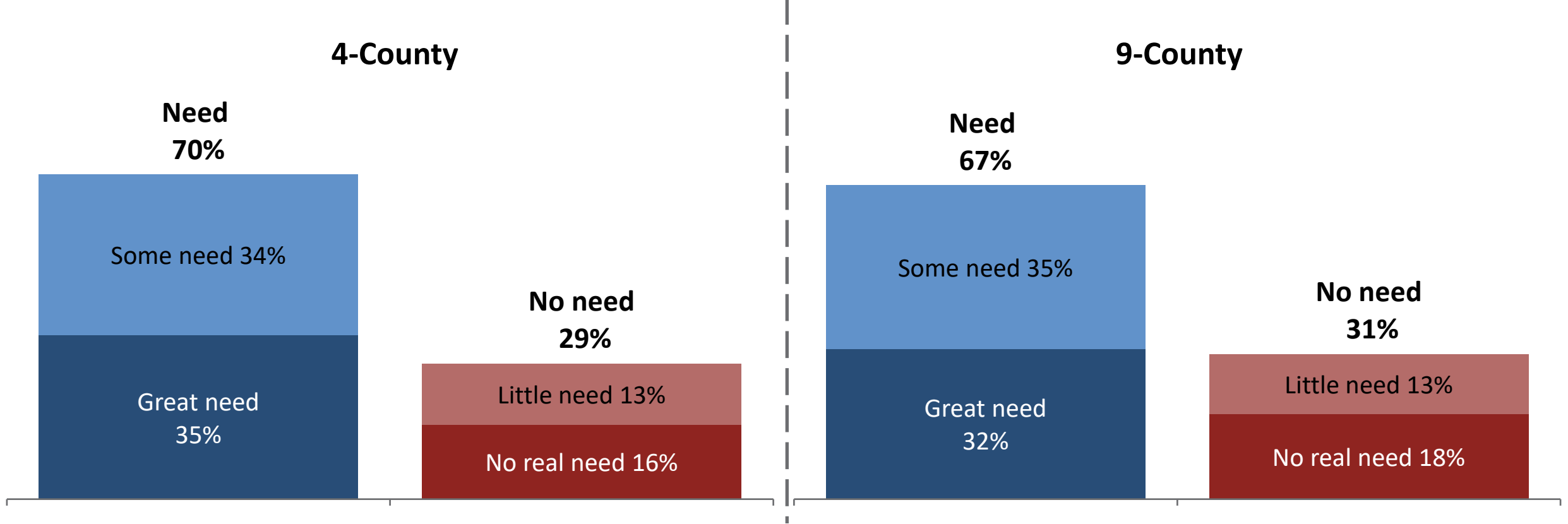
“New BART stations coming soon to San José.”

(Select Verbatim Responses)

Need for Transit Funding

Awareness of funding needs is high, although not intense.

Would you say that public transit in the Bay Area has a great need for more money, some need for more money, little need for more money, or no real need for more money?

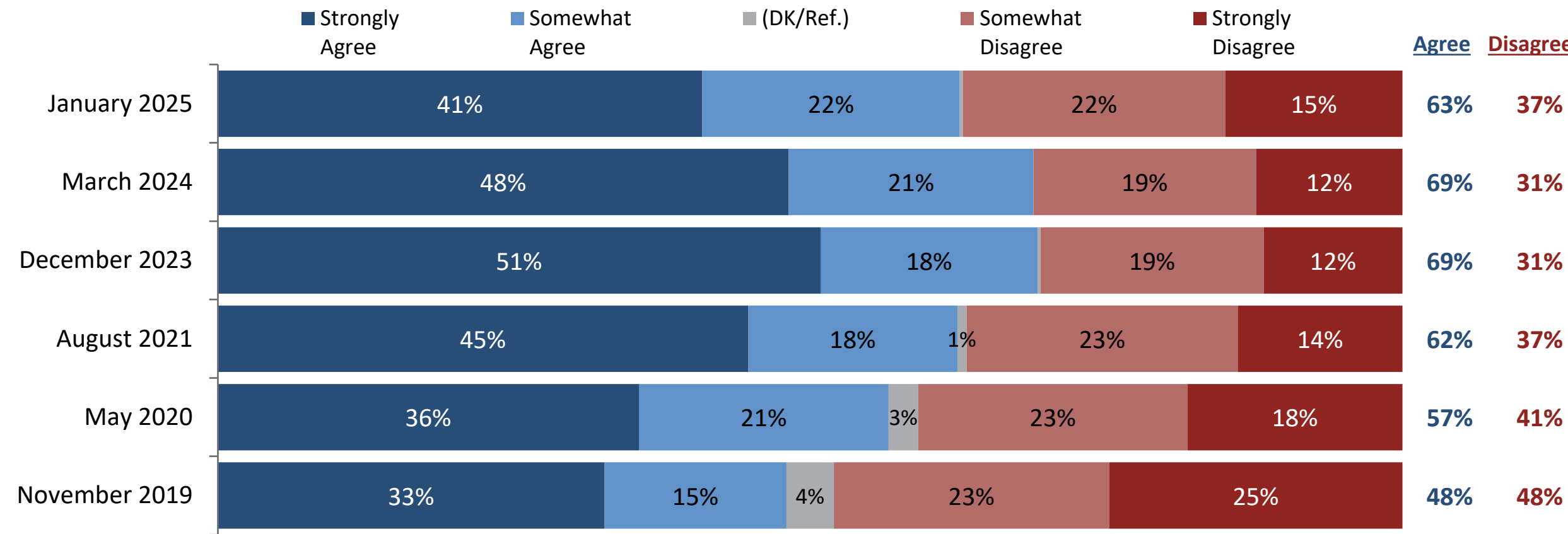


MoE ranges from ±2.4 to ±2.7
Q7.

Tax Sensitivity Over Time – 9-County

Tax aversion has declined somewhat since last year.

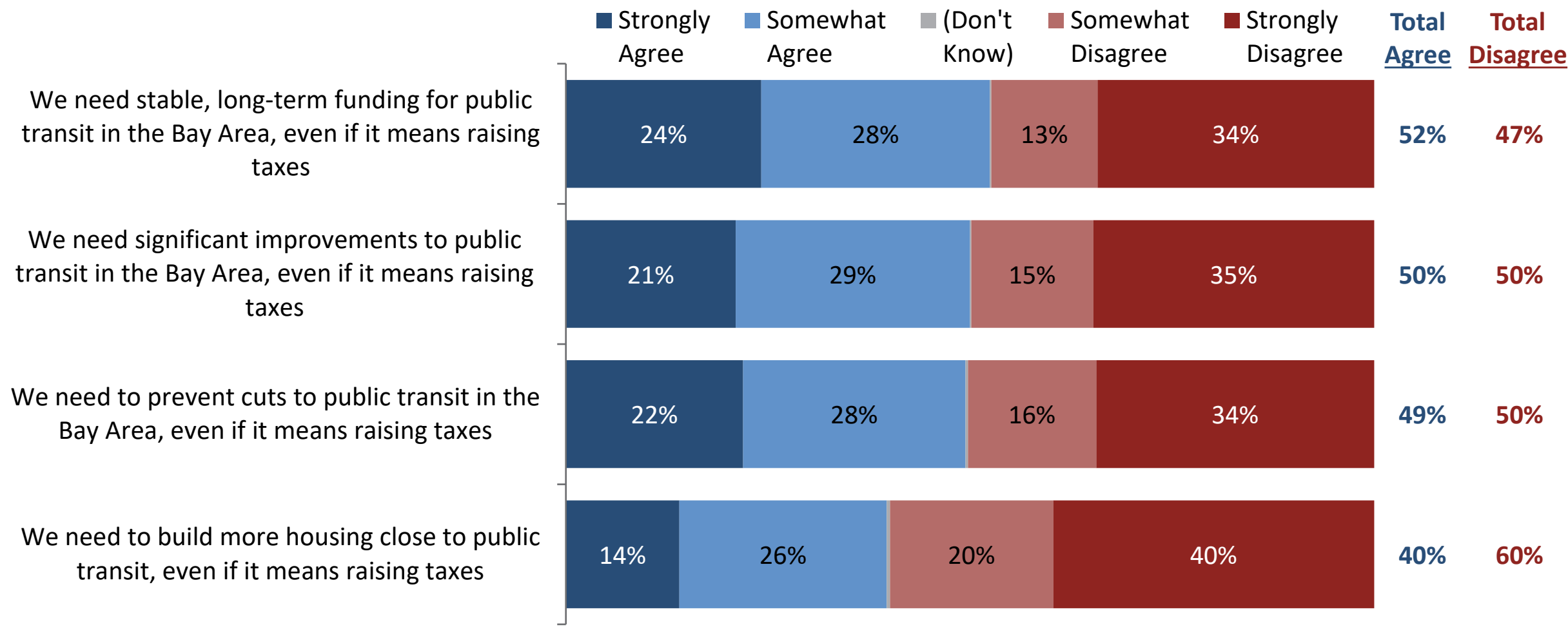
Taxes in the Bay Area are high enough, I will vote against any tax increase



Q18. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Framing a Tax Increase – 9-County

Conceptual support for a transportation tax increase sits right around 50%.



Scope of Measure - Forced Choice

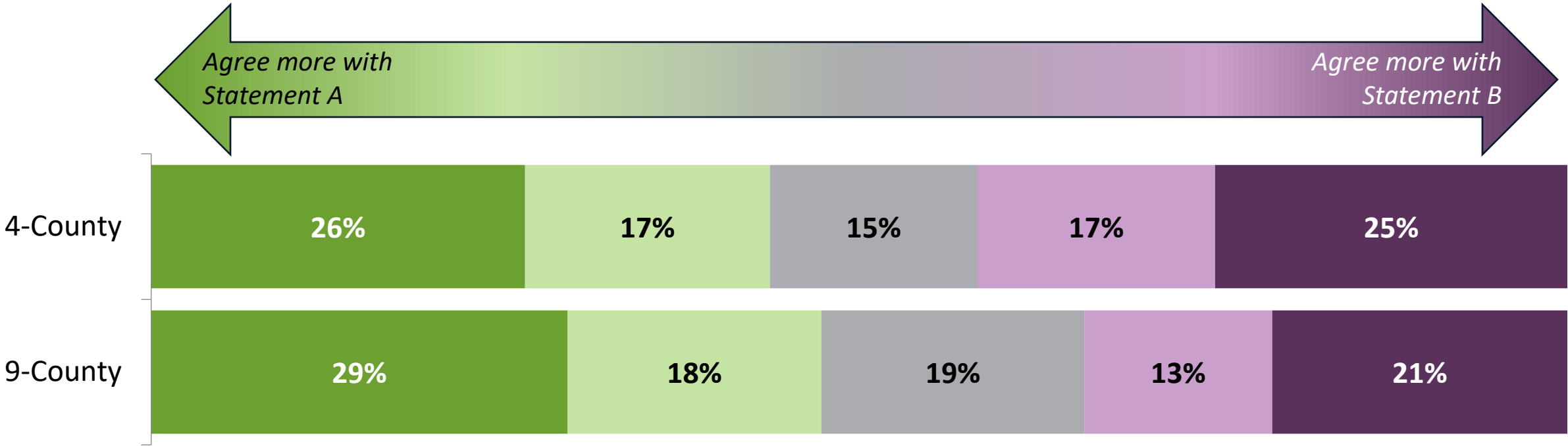
Voters are divided on how to use transportation funding.

Statement A:

Funds from this measure should be **split between public transit services, roads, freeways, and improvements for people walking and bicycling**

Statement B:

Funds from this measure should focus **on protecting and improving public transit services**





Potential Regional Transportation Revenue Measure

Initial Vote

The measures start above a majority, but the 9-county two-tax Hybrid is weaker.

1A: ½ Cent Sales Tax
(4-county)

Yes
57%

No
43%

Hybrid: ½ Cent Sales + Parcel Taxes
(9-county)

Yes
51%

No
49%

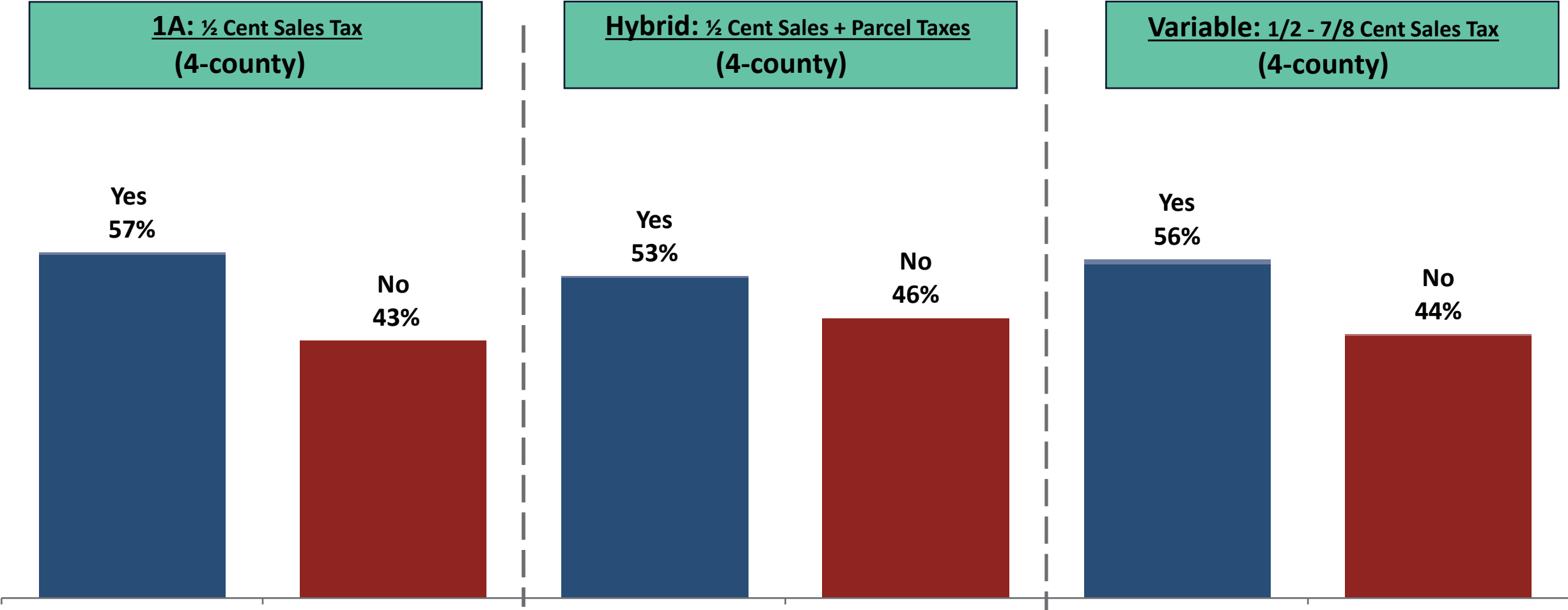
Variable: 1/2 - 7/8 Cent Sales Tax
(4-county)

Yes
56%

No
44%

Initial Vote: 4-County Compared

Support for the Hybrid version improves when 5 counties are removed, but it is still lower than the others.



MoE ranges from ±2.7 to ±3.4
Q14.

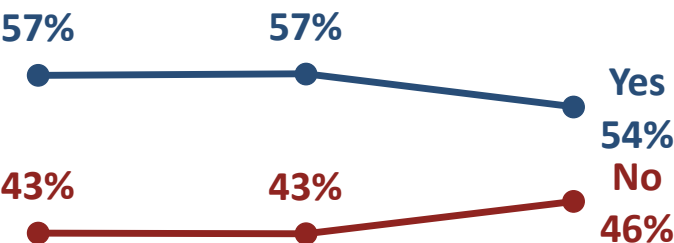
Initial Support by County

Table shows percent “Yes”	1A: <u>½ Cent Sales Tax</u> 57% Yes 4-County	Hybrid: <u>½ Cent Sales + Parcel Taxes</u> 51% Yes 9-County	Variable: <u>1/2 - 7/8 Cent Sales Tax</u> 56% Yes 4-County
Alameda <i>MoE ±6.2 p.p. for each model</i>	61%	55%	59%
Contra Costa <i>MoE ±6.9 p.p. for each model</i>	53%	51%	54%
San Francisco <i>MoE ±6.9 p.p. for each model</i>	55%	54%	58%
San Mateo <i>MoE ±6.9 p.p. for each model</i>	59%	53%	52%
Santa Clara <i>MoE ±5.7 p.p.</i>		50%	
North Bay (Napa, Marin, Solano, Sonoma) <i>MoE ±6.9 p.p.</i>		44%	

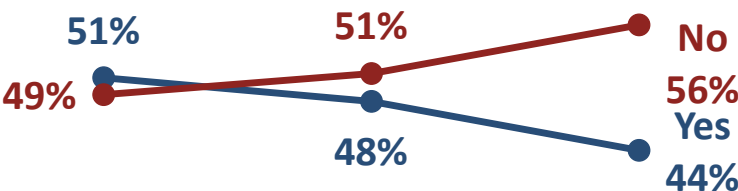
Support Progression

Additional information through the survey does not build support for the measures.

1A
(4-county)

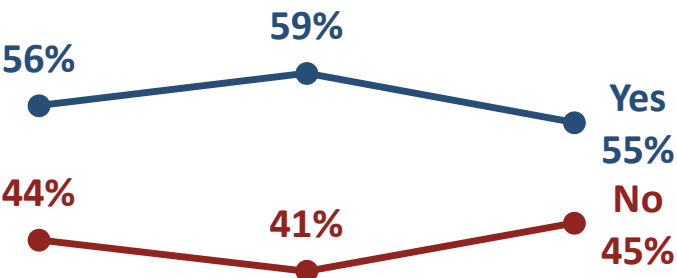


Hybrid
(9-county)



Hybrid Yes vote progression (4-county):
53% 51% 47%

Variable Rate
(4-county)



Initial Vote

After Info

After Opp.

Initial Vote

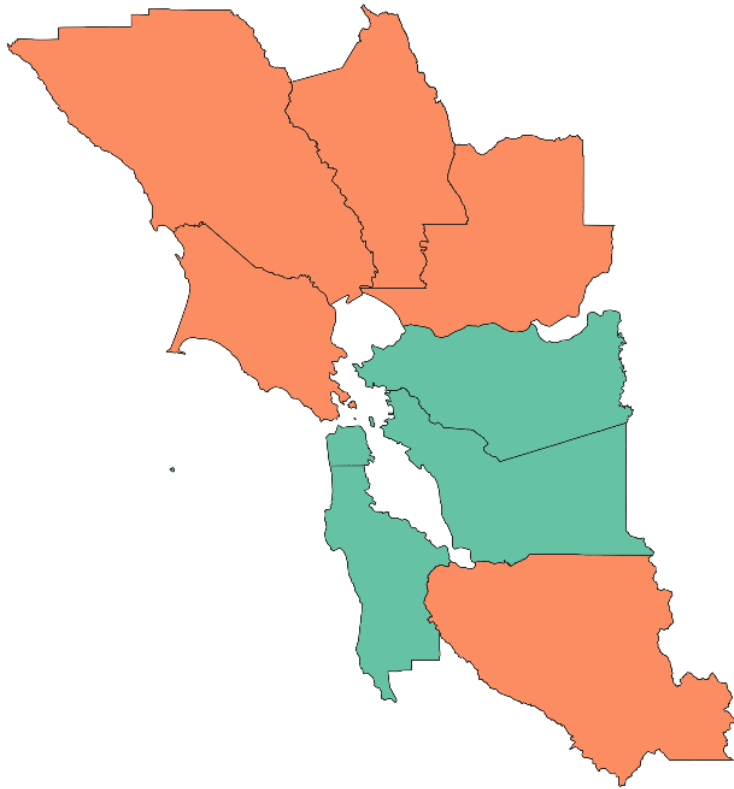
After Info

After Opp.

Initial Vote

After Info

After Opp.



Measure 1A: Half Cent Sales Tax 4-County Region

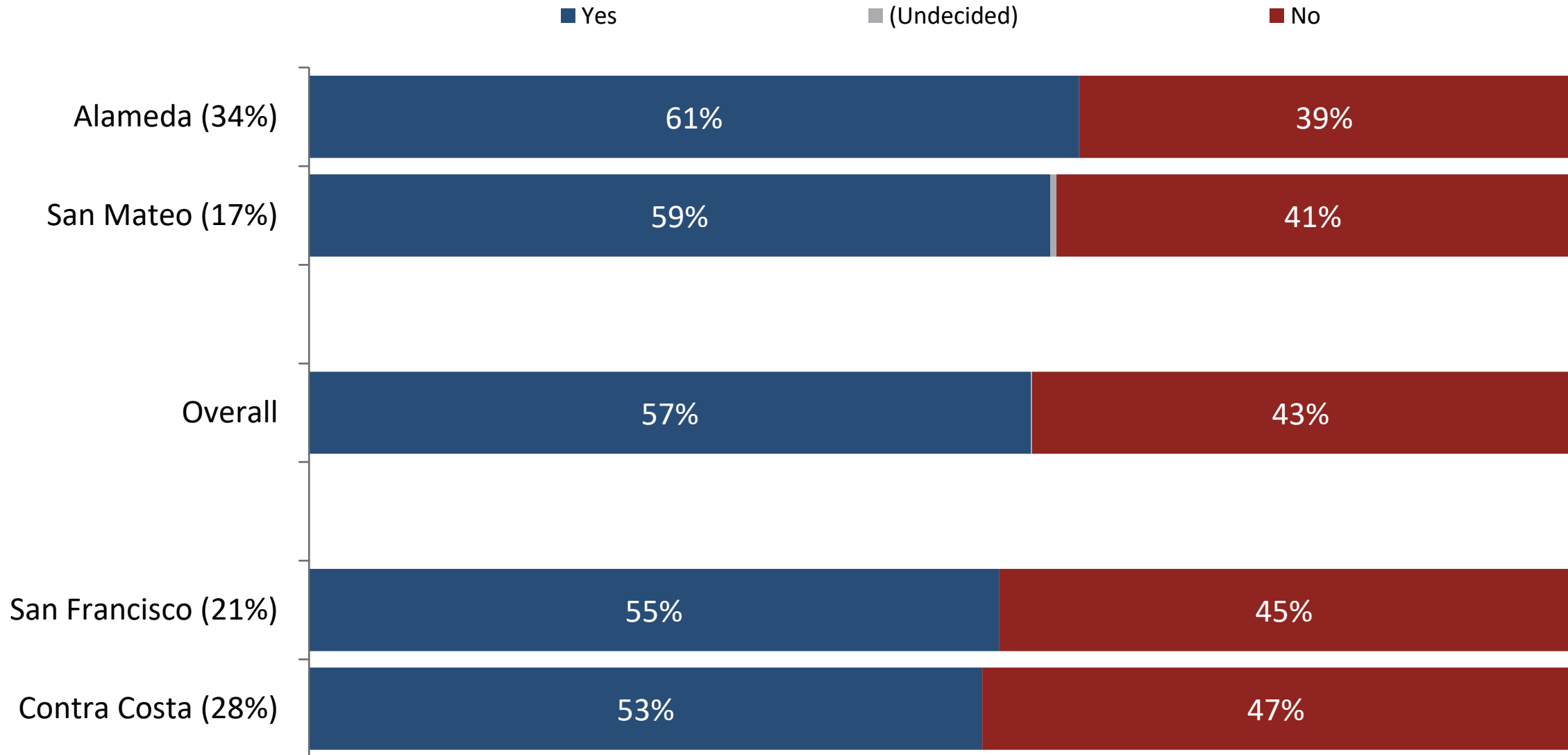
850 interviews

Margin of error $\pm$ 3.4 percentage points

Measure Text

*To prevent increased traffic congestion; avoid major cuts to BART, Caltrain, AC Transit, Muni and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety/ cleanliness; advance climate protection; reduce air pollution; prevent station closures; and maintain public transportation service for those who need it; shall the measure enacting a **½ cent sales tax for 10 years generating at least \$560,000,000 annually**, with required public audits and accountability/ transparency provisions, be adopted?*

1A – Support by County



1A – Reasons to Oppose

Primary Reasons to Oppose Measure 1A

- ✓ Concerns about financial burden (high cost of living, regressive taxation).
- ✓ Distrust in government's ability to manage funds effectively.
- ✓ A belief that existing resources should be better utilized before raising taxes.
- ✓ Skepticism about whether additional funding will lead to tangible improvements.

"Sales taxes are regressive and penalize the poor. consider a bond or property tax."

"Money will not be used for the purposes stated, nothing will change."

"Enforce fare collection first."

"Utilize the budget you have now, better."

"Poor management of existing resources."

"Lots of talk with zero substance. No viable common sense plan."

"Cost of living too high."

(Select Verbatim Responses)

1A – Reasons to Support

Primary Reasons to Support Measure 1A

- ✓ Necessity of public transit funding
- ✓ Traffic reduction & infrastructure improvement
- ✓ Environmental benefits & climate change
- ✓ Equity & accessibility
- ✓ Public safety & cleanliness
- ✓ Economic growth & job creation
- ✓ Fairness & shared responsibility

“It keeps jobs and supports the system.”

“It’s necessary.”

“Public transportation is a service more people should have easy access to and use it.”

“Concerns about traffic and climate change.”

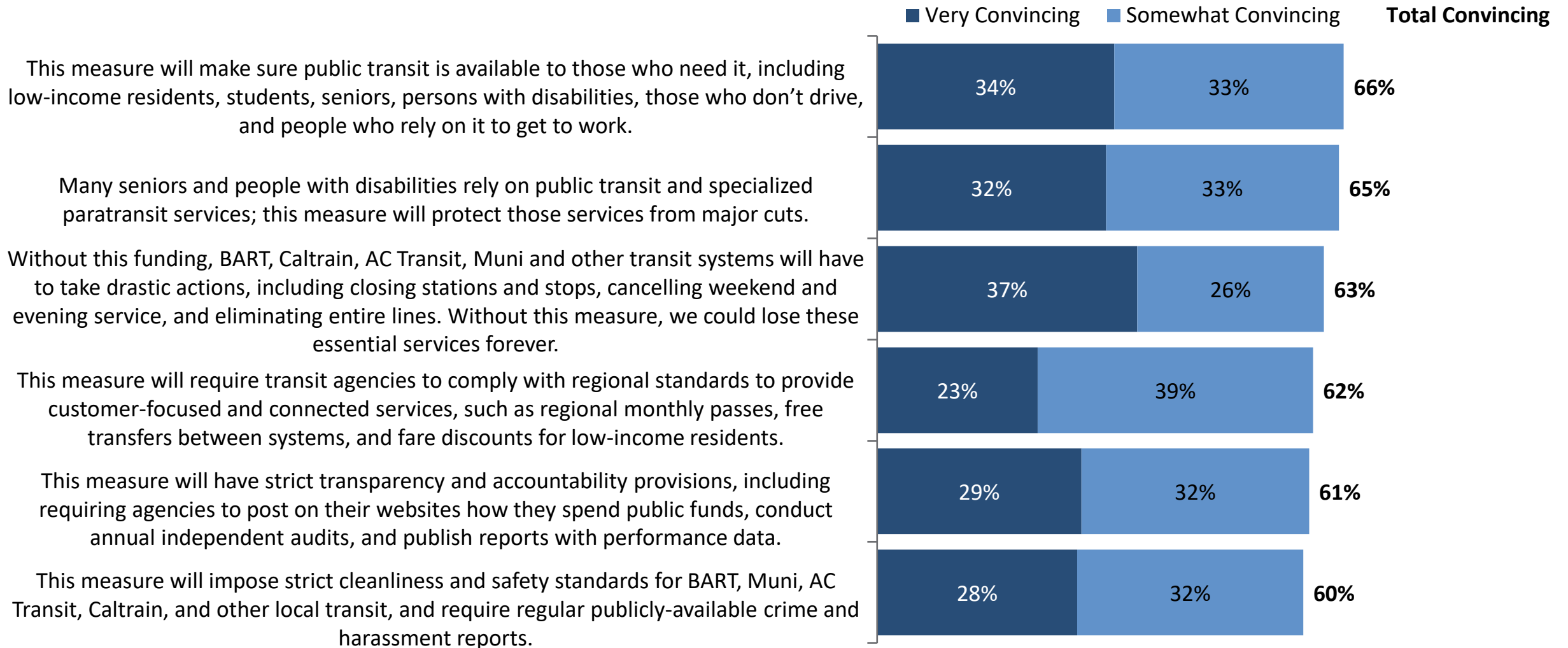
“To increase safety on public transit.”

“It appears be a fair way of raising needed funds.”

(Select Verbatim Responses)

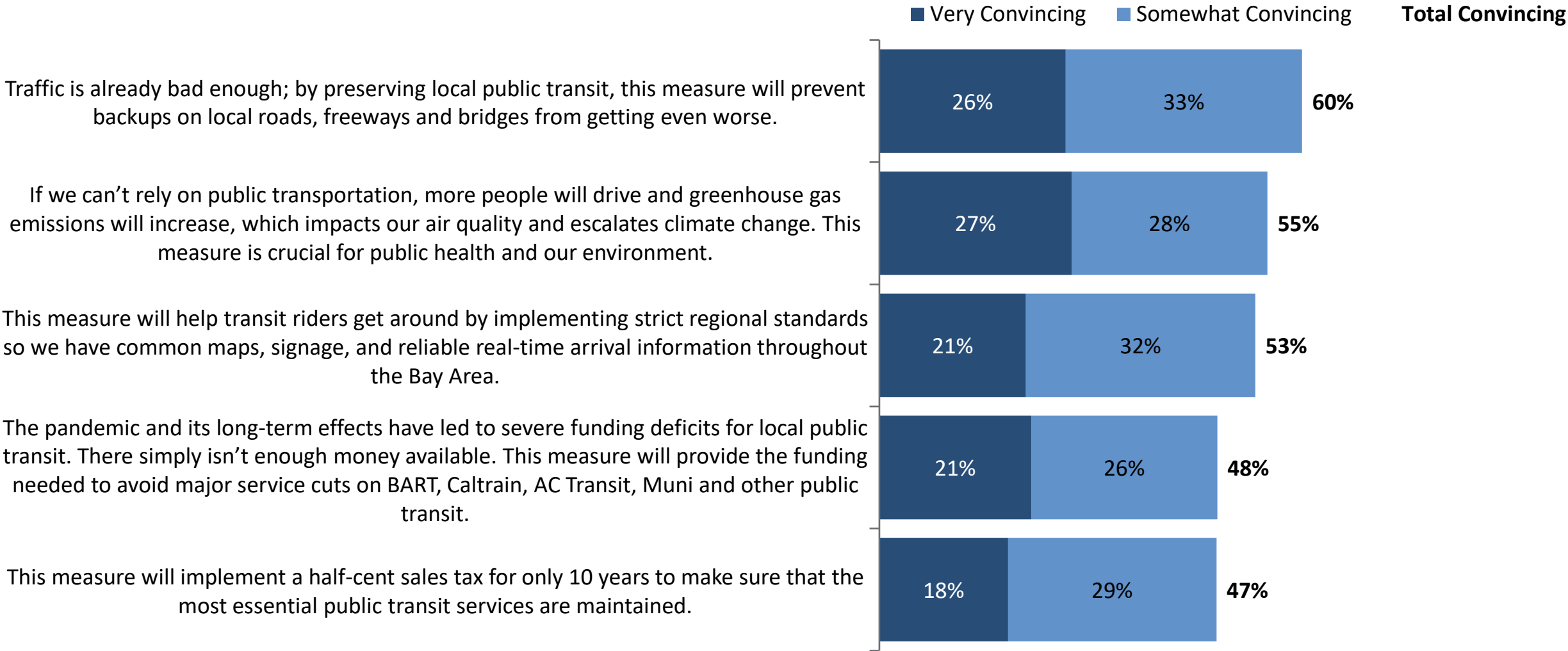
1A – Additional Information

Risk of cuts and system standards are themes that resonate with most, but with low intensity.



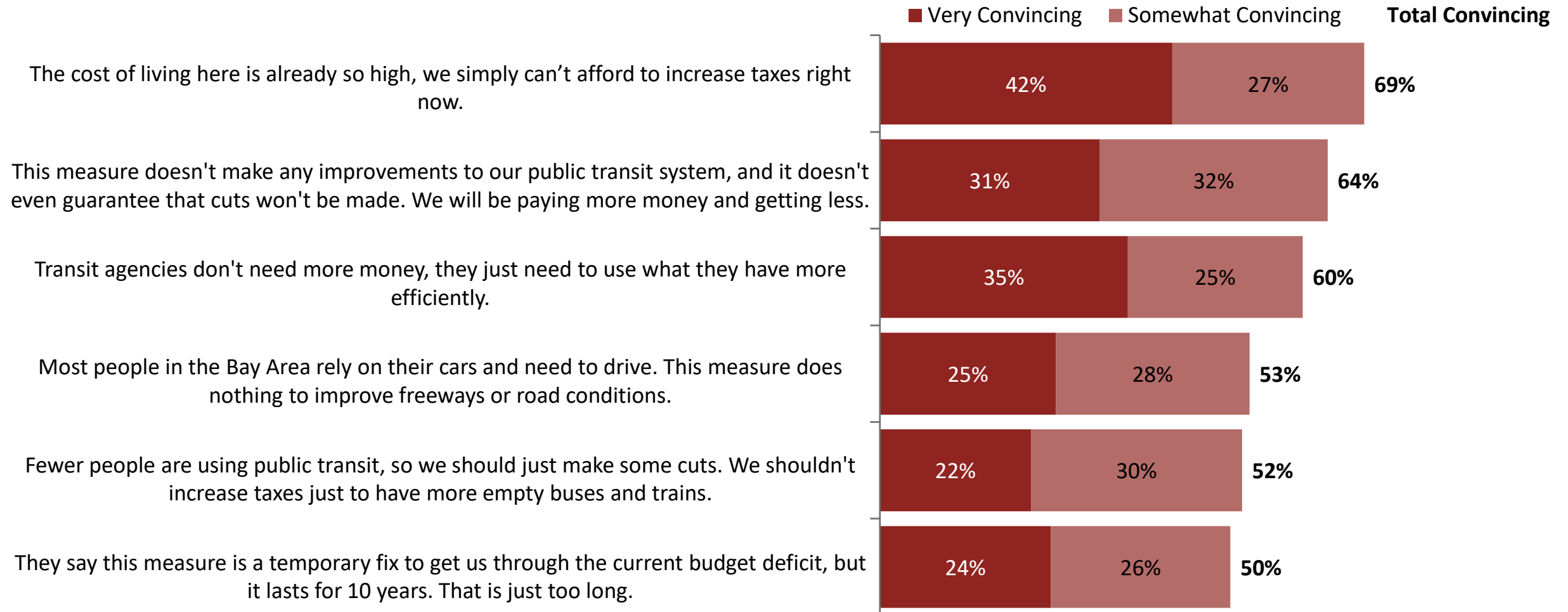
1A – Additional Information

The threats of increased traffic and impact on climate are soft concerns as well.



1A – Opposition Messages

Arguments against the measure resonate, especially tax fatigue and paying more for no improvements.



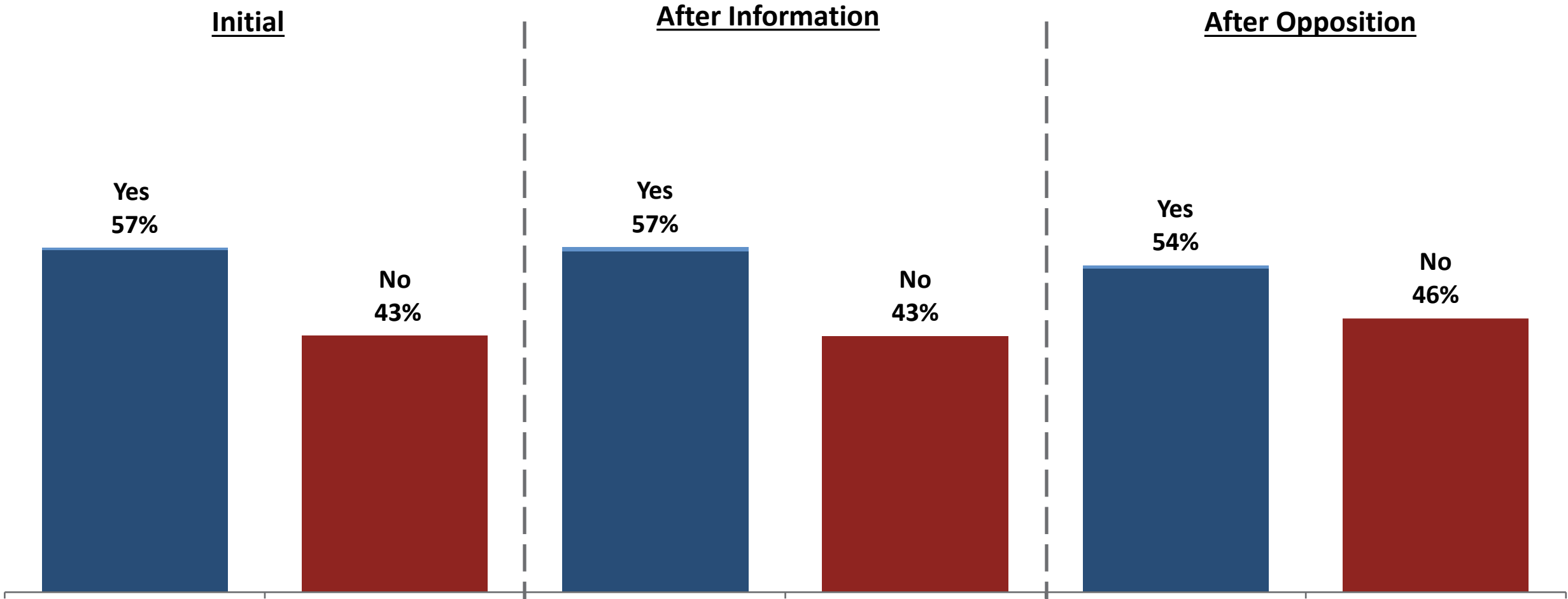
1A – Vote Progression

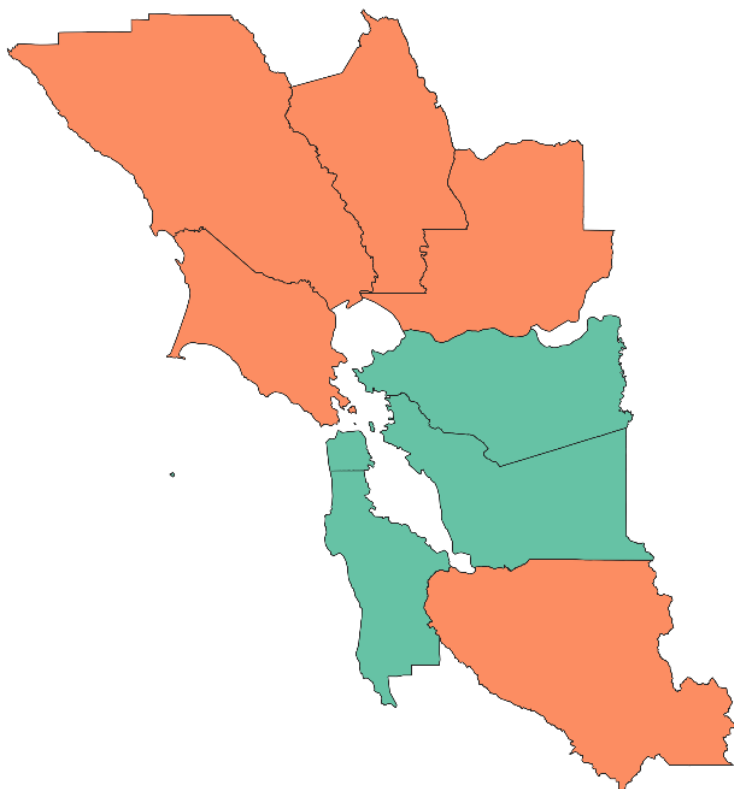
Support for the ½-cent sales tax is fairly steady, with a slight drop in support following opposition messaging.

Initial

After Information

After Opposition





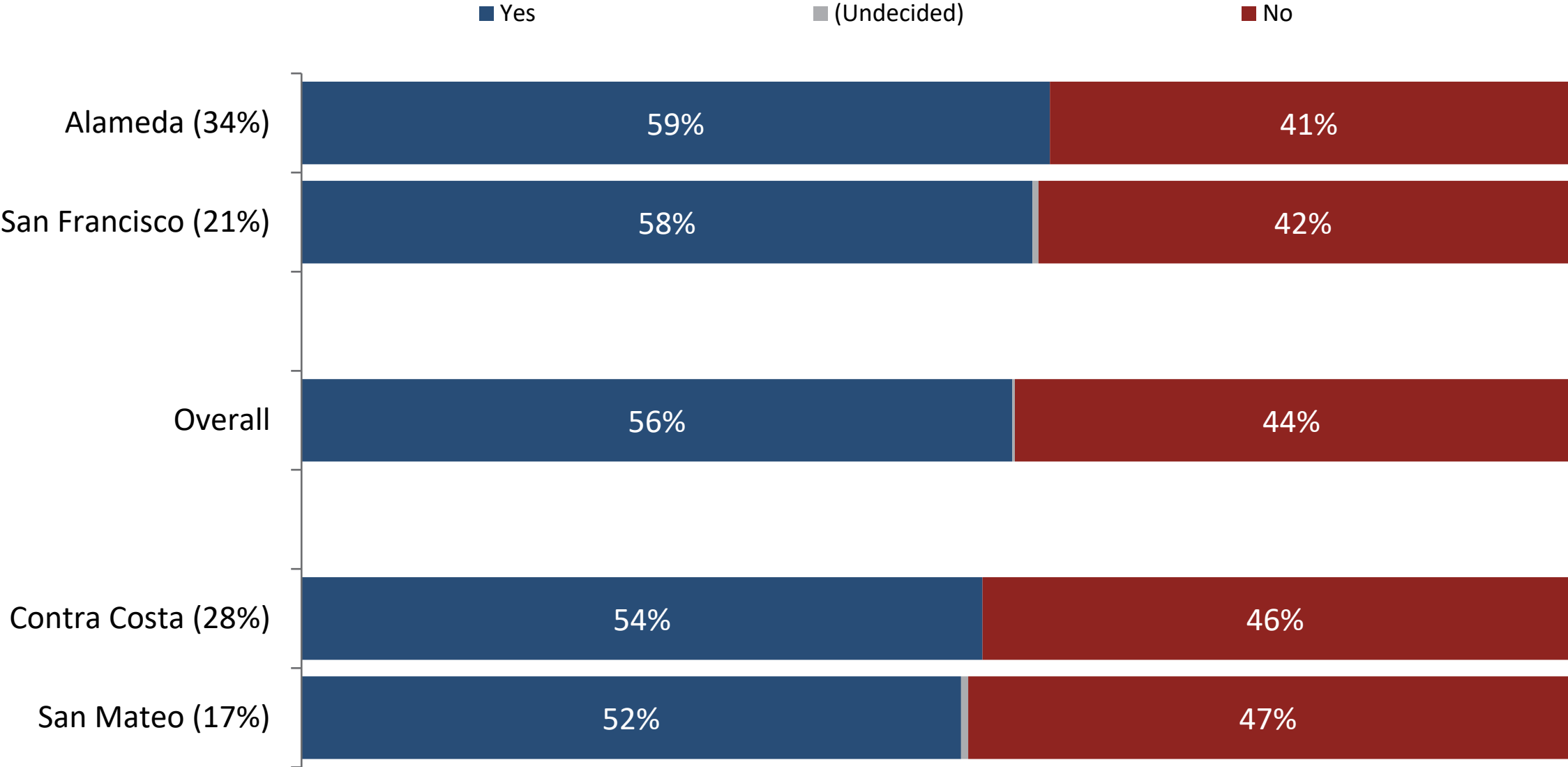
Measure: Variable Rate Sales Tax 4-County Region

n=850, MoE ± 3.4 percentage points

Measure Text

To prevent increased traffic congestion; maintain BART, Caltrain, AC Transit, Muni, and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety and cleanliness; advance climate protection; reduce air pollution; and prevent station closures shall the measure enacting a $\frac{7}{8}$ cent (San Francisco) and a $\frac{1}{2}$ cent (Alameda, Contra Costa, San Mateo counties) sales tax for 11 years generating at least \$640,000,000 annually, with required public audits and accountability/ transparency provisions, be adopted?

Variable Rate – by County



MoE ranges from ±6.2 to ±6.9
Q14.

Variable Rate - Reasons to Oppose

Primary Reasons to Oppose Variable Rate Tax

- ✓ Government mismanagement & lack of accountability
- ✓ Concerns of financial burden (cost of living concerns)
- ✓ Public transit safety & operational inefficiencies
- ✓ Lack of tangible results from previous taxes
- ✓ Negative impact on homeowners & businesses
- ✓ Desire for alternative funding methods

"Lack of accountability."

"I'm tired of paying increases when rich people dodge taxes."

"We keep paying higher taxes but nothing is done, instead we are asked to pay even more."

"Too much waste already."

"Unless crime is stopped, public transportation systems will collapse no matter how much money is spent."

"Distrust of how state and county governments are managing money."

(Select Verbatim Responses)

Variable Rate - Reasons to Support

Primary Reasons to Support Variable Rate Tax

- ✓ Necessity of public transit funding & desire for systemic transit improvements
- ✓ Environmental benefits & climate change
- ✓ Traffic reduction & infrastructure improvement
- ✓ Public safety & cleanliness
- ✓ Equity and accessibility
- ✓ Cost vs. benefit perspective
- ✓ Personal use & experience

“Climate change should be taken more seriously.”

“Because transit is critical for connecting people to economic opportunity.”

“Our transit system is lacking and needs to be modernized.”

“The benefits far outweigh the costs to individuals.”

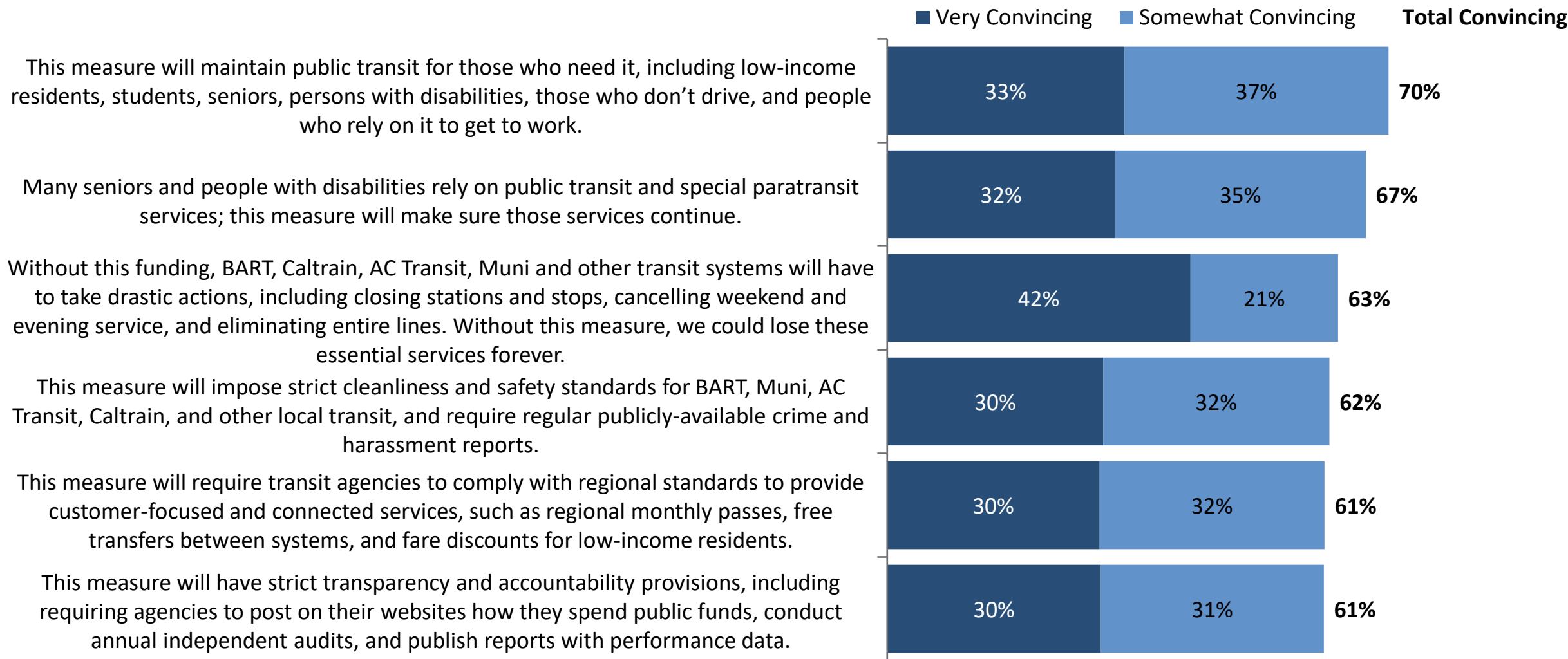
“Safe transportation is good for the community.”

“7/8 cent per sale seems like a good deal to support public transit.”

(Select Verbatim Responses)

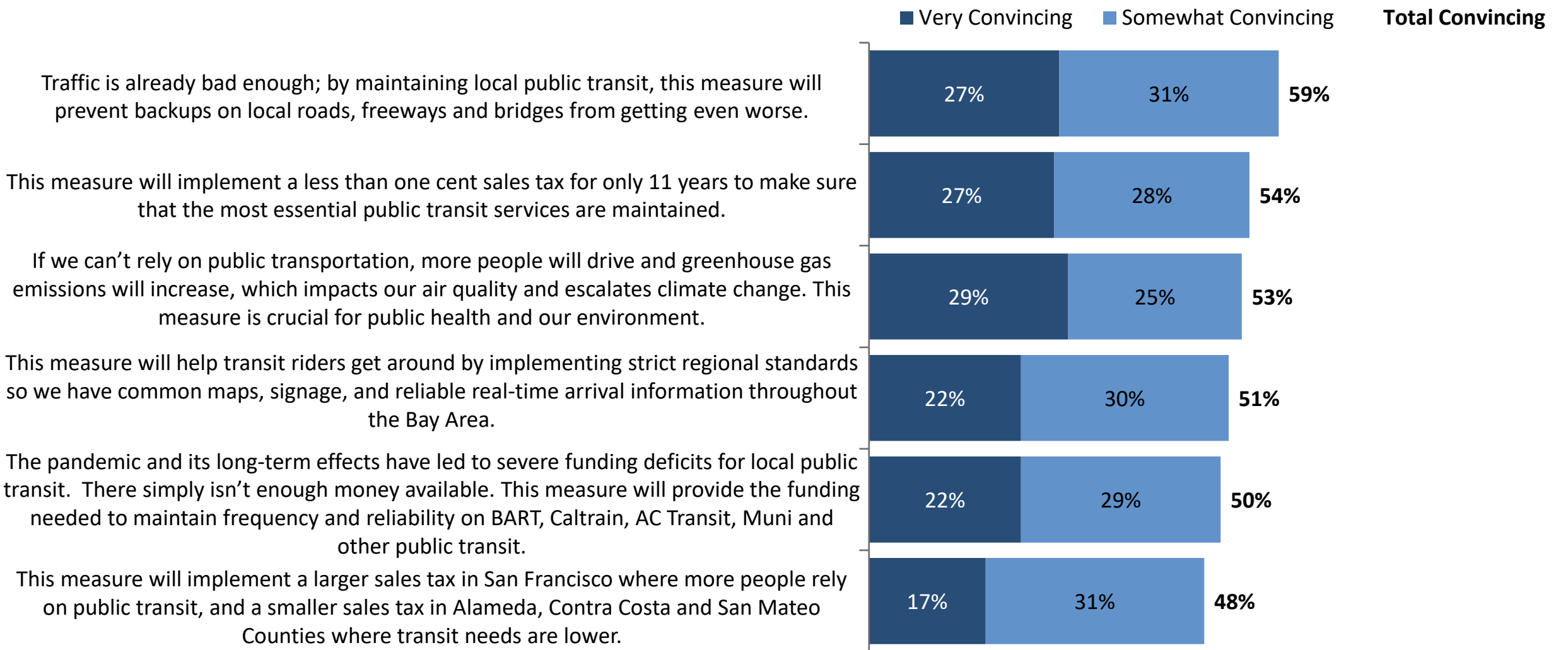
Variable Rate – Additional Information

Risk of specific transit service cuts resonate with some intensity.



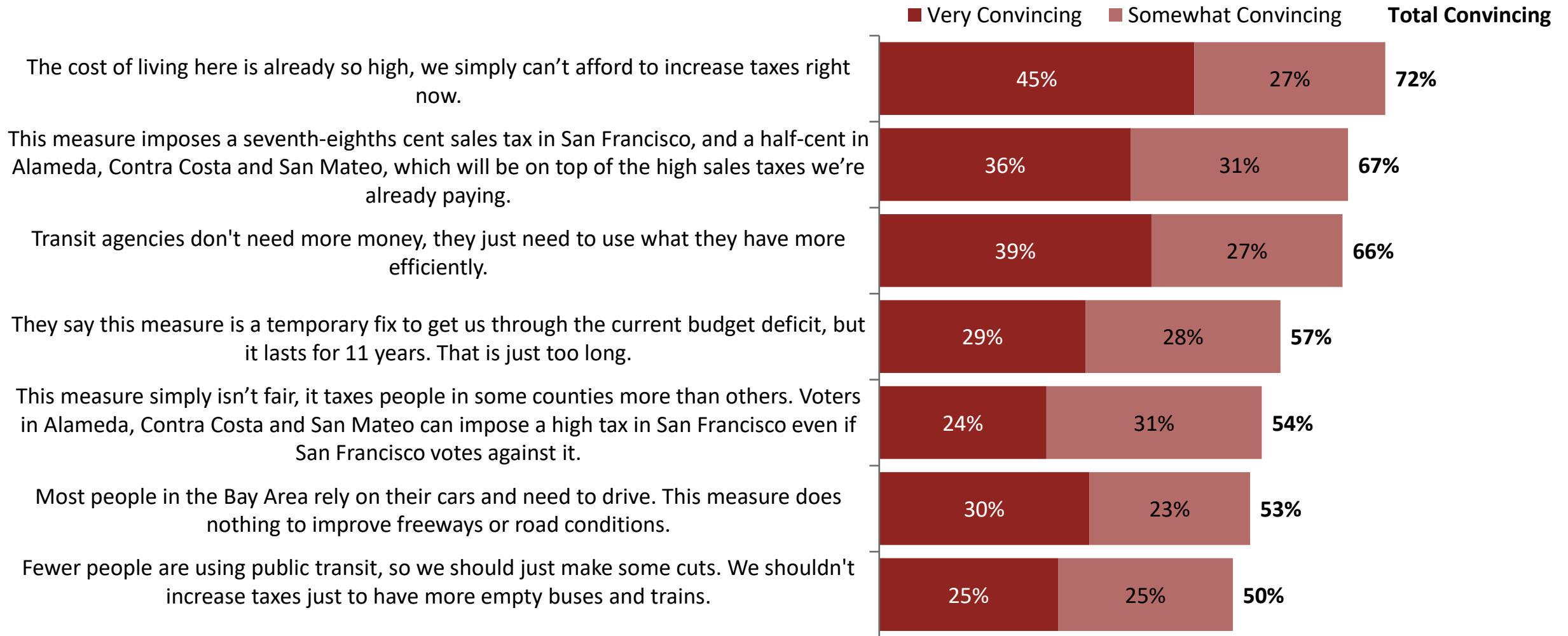
Variable Rate – Additional Information

Other information resonates with many voters, but with low intensity.



Variable Rate – Opposition Messages

Arguments against the measure resonate, especially tax fatigue, the rate, and the perceived lack of need.



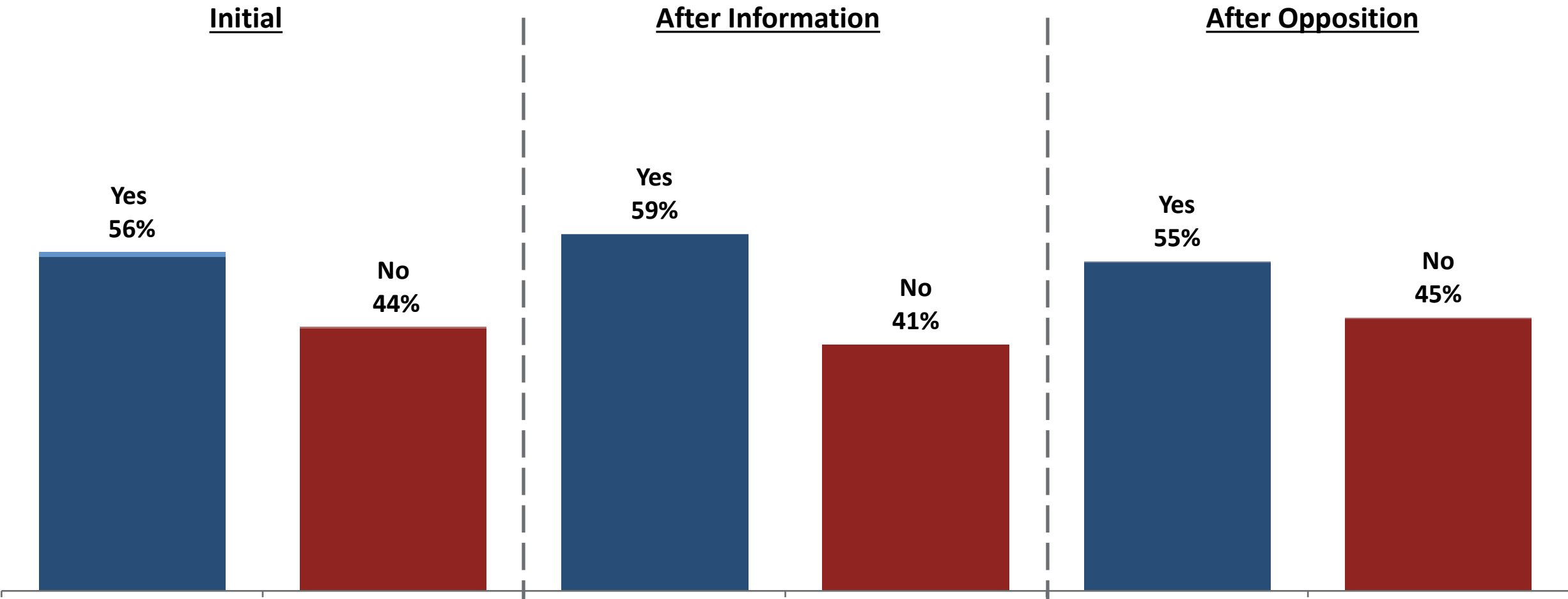
Variable Rate – Vote Progression

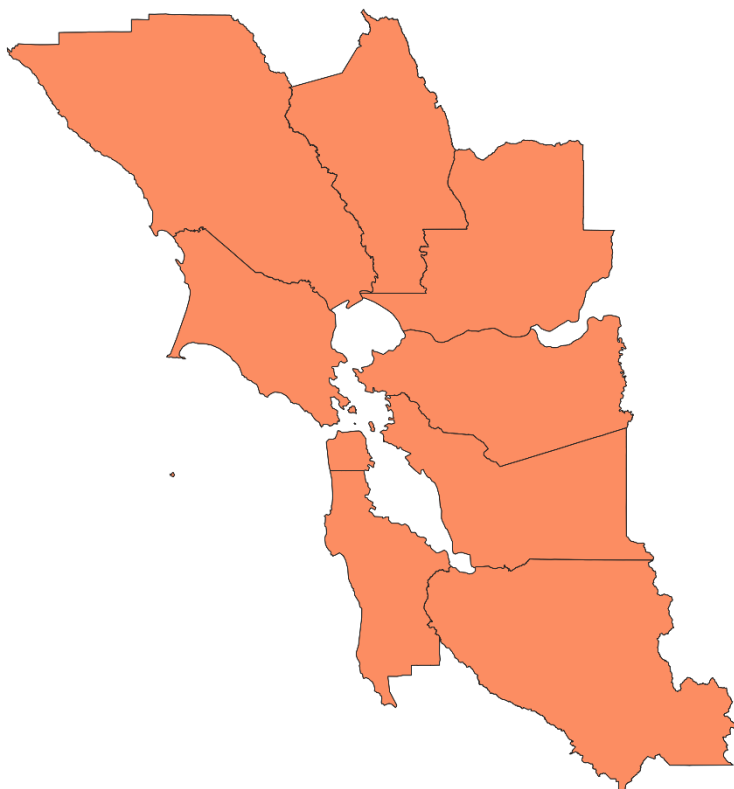
The variable rate measure stays above a majority throughout the survey, but far below two-thirds.

Initial

After Information

After Opposition





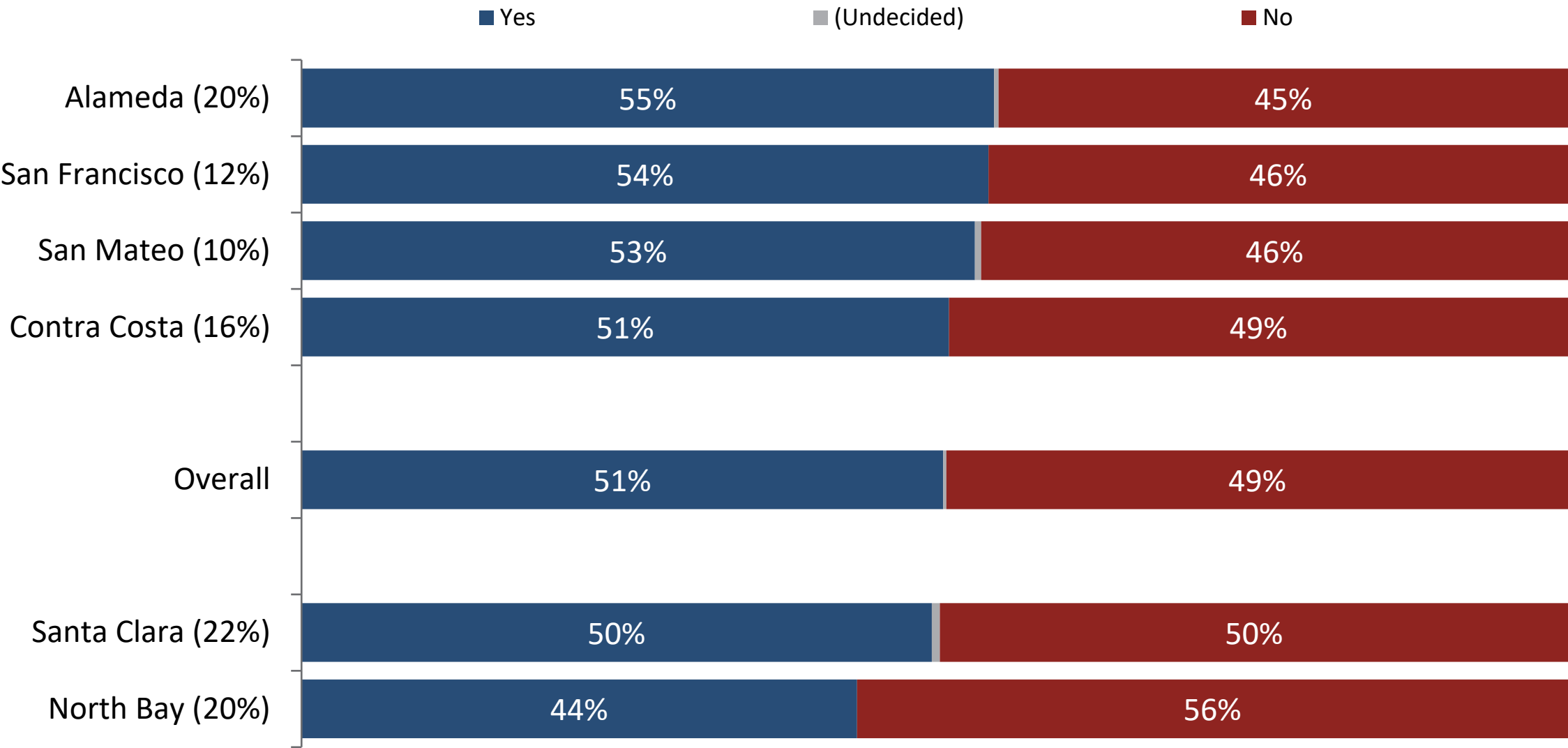
Measure: Hybrid Sales and Parcel Taxes 9-County Region

n=1,350, MoE ± 2.7 percentage points

Measure Text

*To prevent increased traffic congestion; maintain BART, Caltrain, AC Transit, Muni, and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety/ cleanliness; advance climate protection; reduce air pollution; repair potholes/ sidewalks; upgrade highways; and enhance bike access; shall the measure enacting **a ½ cent sales tax and \$0.09 per building square-foot parcel tax for 30 years generating at least \$1,300,000,000 annually**, with required public audits and accountability/ transparency provisions, be adopted?*

Hybrid – Support by County



MoE ranges from ±5.7 to ±6.9
Q14.

Hybrid – Reasons to Oppose

Primary Reasons to Oppose Hybrid Tax

- ✓ Distrust in government's ability to manage funds effectively.
- ✓ Government agencies need to be held accountable before demanding more funding.
- ✓ Concerns about financial burden (high cost of living)
- ✓ Public transit's biggest issues are safety and management, not lack of funding.
- ✓ Alternative funding methods should be explored instead of blanket tax increases.
- ✓ Concerns over bundled measures and perceived lack of project specificity.

"Our taxes keep getting raised and nothing gets better. What about the gas taxes? What about the increase in toll fares? Why haven't the millions and millions of dollars that have been raised from taxes in the past shown any measurable improvement?"

"We paid too much for too little services already."

"Two different ways of adding taxes is too much to ask."

"Stop overspending."

"I would like the funding to come from more targeted taxation, rather than a general population sales tax."

"This measure ridiculously tries to bundle together completely different objectives in one place."

(Select Verbatim Responses)

Hybrid – Reasons to Support

Primary Reasons to Support Hybrid Tax

- ✓ Necessity of public transit funding
- ✓ Environmental benefits & climate change
- ✓ Traffic reduction & infrastructure improvement
- ✓ Equity & accessibility
- ✓ Public safety & cleanliness
- ✓ Economic growth & quality of life
- ✓ Balanced taxation approach

“To help repair and maintain our transportation infrastructure.”

“Improve current traffic problems.”

“Transportation needs to be safe for everyone.”

“It sounds like it's for the public good: public transit, equity, climate solutions.”

“Spreads costs over large group.”

“Non-regressive tax.”

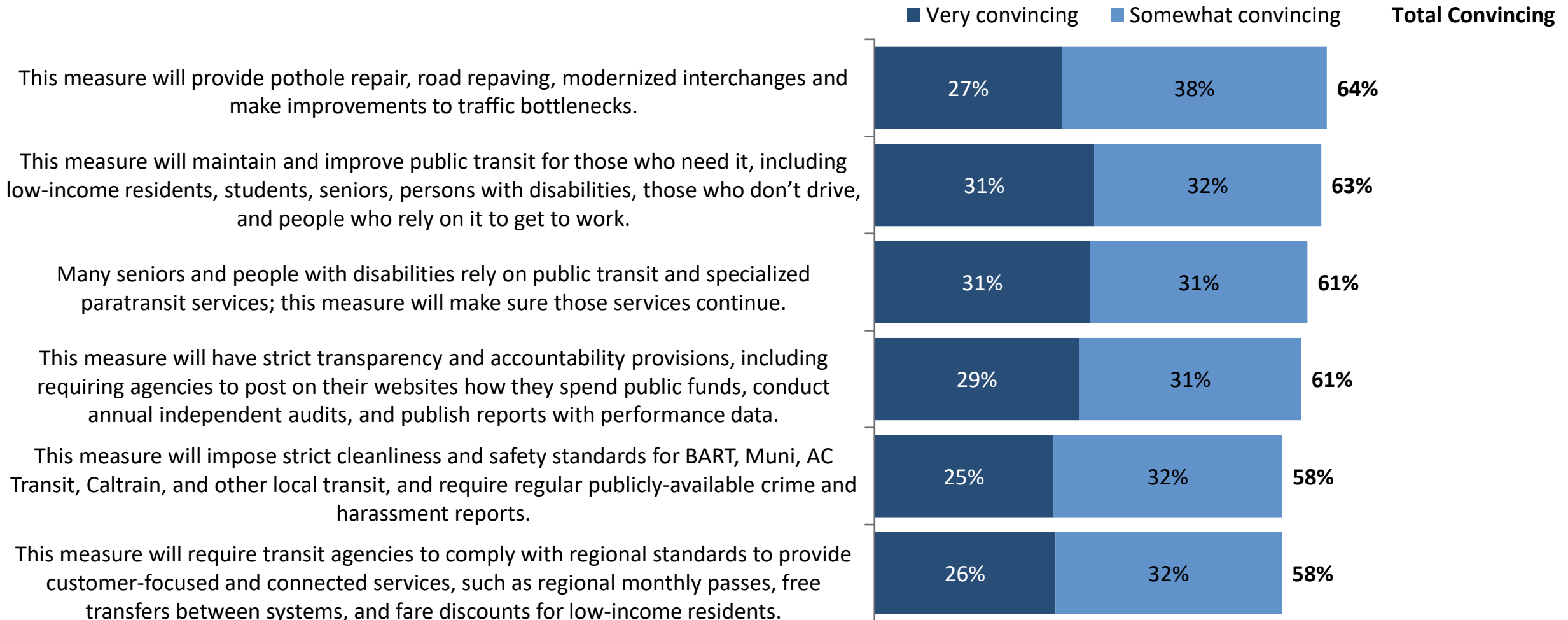
“Good for both the people and the economy.”

“Improves the quality of life.”

(Select Verbatim Responses)

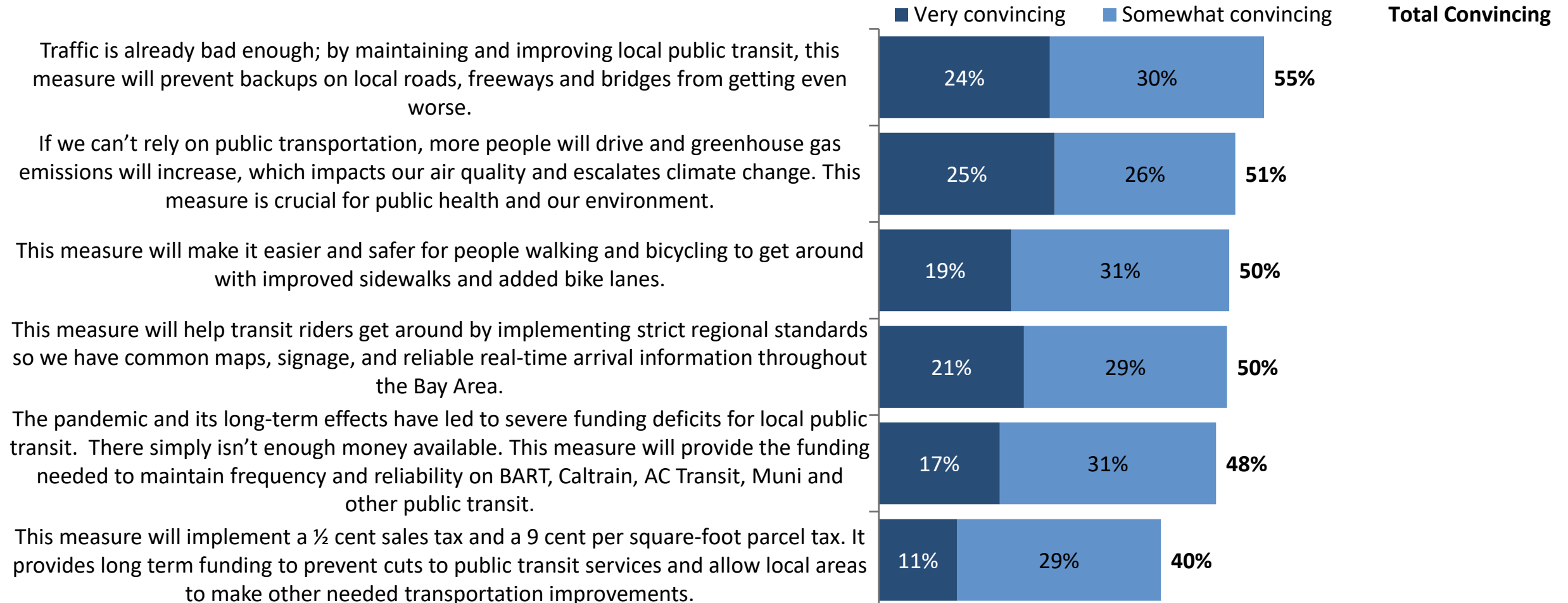
Hybrid – Additional Information

Maintaining transit, transparency and accountability, and regional standards resonate, along with making road improvements, but none with much intensity.



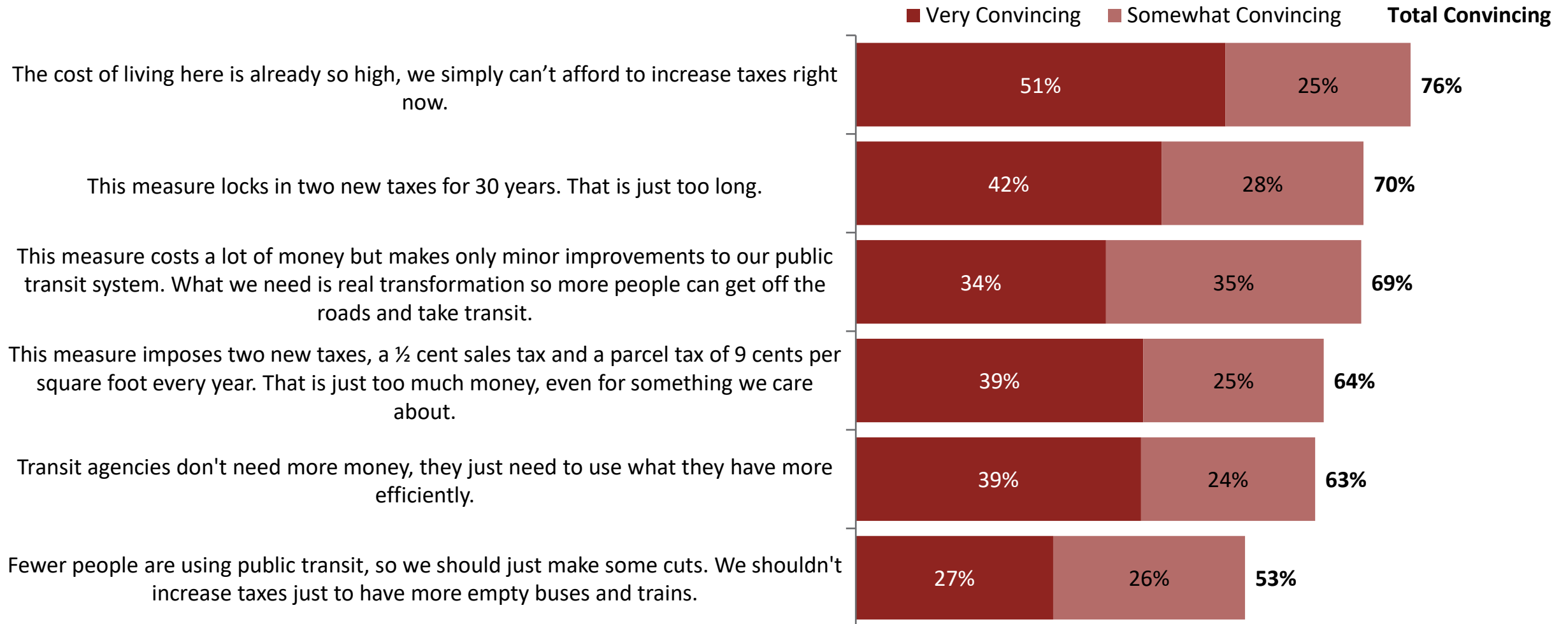
Hybrid – Additional Information

Other information is less compelling.



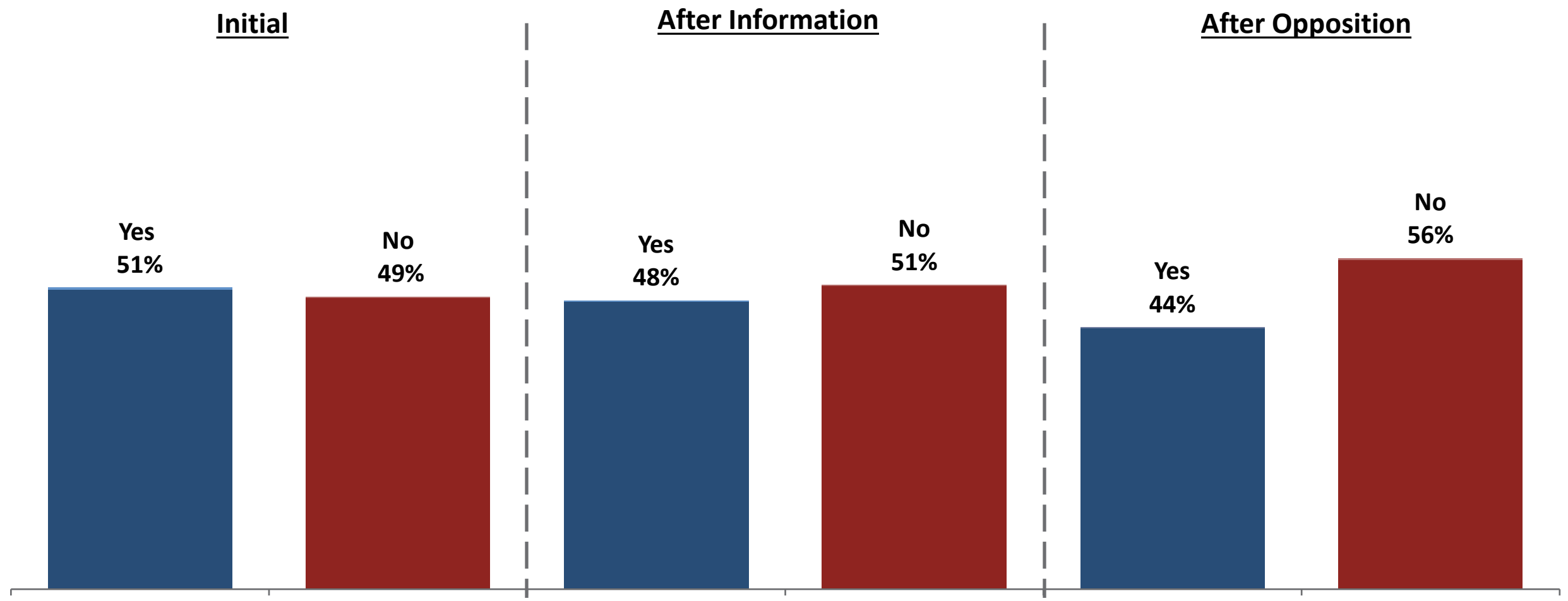
Hybrid – Opposition Messages

Arguments against the measure resonate, especially tax fatigue, the length of the tax, and that it would only make minor improvements.



Hybrid – Vote Progression

Additional information only hurts, not helps, support for the hybrid measure.





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