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Mixed Mode Telephone/Email- and Text-to-Web Survey
Nine County Bay Area Residents
18 minutes
1000n
FINAL 04/15/21
EMC Research #21-8062

(T*) Indicates questions asked in prior EMC Research polls in the Bay Area

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?
INTERVIEWER: NOL ONLY
INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about issues in the Bay Area. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

LANGUAGE OF INTERVIEW
1. English
2. Spanish
3. Chinese
4. Vietnamese

1. What county do you live in?
   1. Alameda County
   2. Contra Costa County
   3. Marin County
   4. Napa County
   5. San Francisco County
   6. San Mateo County
   7. Santa Clara County
   8. Solano County
   9. Sonoma County
   10. Other/(Refused) → **TERMINATE**

2. (T*, Aug. 2020) 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?
   1. Right Direction
   2. Wrong Track
   3. (Don't Know/Refused)

3. (T*, Aug. 2020) What do you think is the most important problem facing the Bay Area today? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**

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4INT. Now I'd like to ask you some questions about public transit in the Bay Area including BART, buses, Caltrain, light rail, and ferries.

4. Overall, how important is public transit for the Bay Area? Please use a scale from 1 to 7, where 1 means not at all important and 7 means very important.
   1. 1 – Not at all important
   2. 2
   3. 3
   4. 4
   5. 5
   6. 6
   7. 7 – Very important
   8. (Don't know/Refused)

5INT. And thinking back to your experiences and perceptions from **before** the COVID-19 pandemic, please tell me how well you feel each of the following describes public transit in the Bay Area **before** the pandemic. Please use a scale from 1 to 7 where 1 means does not describe at all, and 7 means describes very well.
(PROMPT IF NECESSARY: How well does that describe public transit in the Bay Area **before** the pandemic, on a scale from 1 to 7 where 1 means does not describe at all, and 7 means that describes very well?**)**

SCALE:

1. 1 – Does not describe at all
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Describes very well
8. (Don't know/Refused)

(RANDOMIZE)

5. Safe

6. Affordable

7. Reliable

8. Convenient

9. Easy to use

(END RANDOMIZE)

10INT. Now I'd like you to think about the future of public transit following the COVID-19 pandemic. For each of the following words or phrases, please tell me how important they are to the future of the Bay Area's public transit system. Please use a scale from 1 to 7 where 1 means not at all important and 7 means very important.

(PROMPT IF NECESSARY: How important is it that public transit in the Bay Area is **QX**, using a scale from 1 to 7 where 1 means not at all important and 7 means very important?**)**

SCALE:

1. 1 – Not at all important
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Very important
8. (Don't know/Refused)

(RANDOMIZE)

10.   Safe

11.   Affordable

12.   Reliable

13.   Convenient

14.   Easy to use

(END RANDOMIZE)

15.   What specific improvements to public transit in the Bay Area do you think we should make today that future generations will thank us for tomorrow? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**

16.   A bill has been introduced in the state legislature called the **Bay Area Seamless and Resilient Transit Act**. This bill would coordinate all of the public transit systems in the Bay Area to operate as one seamless, multimodal transit system, including consistent mapping and signage to make transit easier to navigate, regional fares so riders pay one fare for their entire trip even if they have to transfer, and real-time vehicle location data so riders know when a bus, train, or ferry will arrive.

Given what you just heard, do you have support or oppose the **Bay Area Seamless and Resilient Transit Act**?

(If Support/Oppose: Is that strongly support/oppose or somewhat support/oppose?**)**

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. (Don't Know/Refused)

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17INT. Now I'm going to read you some of the things that would result from the **Bay Area Seamless and Resilient Transit Act**. After each one, please tell me if that is very important, somewhat important, not too important, or not at all important to you.
(PROMPT IF NECESSARY: Is that very important, somewhat important, not too important, or not at all important to you?**)**

SCALE:

        1. Very important
        2. Somewhat important
        3. Not too important
        4. Not at all important
        5. (Don't know/Refused)

(RANDOMIZE)

17.   One set of fares, passes, discounts, and transfer policies for the whole Bay Area transit system

18.   A single mobile app for planning, schedules, and information about public transit throughout the Bay Area

19.   Real-time information on wait times and vehicle locations for all public transit in the Bay Area

20.   More direct service, fewer transfers, and shorter wait times for public transit throughout the Bay Area

21.   A single fare policy for the whole Bay Area transit system so there is only one payment even with transfers

22.   Dedicated travel lanes along key transit routes for buses, carpools, and vanpools

23.   Easy to use and uniform transit maps and signage throughout the Bay Area transit systems

24.   Improved public transit service in the areas with more transit dependent and lower-income residents

25.   Improved public transit services for seniors and disabled populations

26.   Improved public transit to community services, such as schools, grocery stores, hospitals, and libraries

27.   More frequent public transit service

28.   More overnight public transit service

29.   A regional transit network that has the ability to set fares, align routes and schedules, and set service and information standards for the whole Bay Area transit system

(END RANDOMIZE)

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30INT. Next I'd like to read you statements from people who **support** the Bay Area Seamless and Resilient Transit Act. After each, please tell me how convincing that statement is to you using a scale from 1 to 7, where 1 means not at all convincing and 7 means very convincing.
(PROMPT IF NECESSARY: How convincing is that statement to you, using a 1 to 7 scale, where 1 means not at all convincing and 7 means very convincing?**)**

SCALE:

1. 1 – Not at all convincing
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Very convincing
8. (Don't know/Refused)

(RANDOMIZE)

30.   **[SEAMLESS]** This bill would make public transit work as one seamless, connected, and convenient network across the entire Bay Area, with coordinated routes and schedules, effortless transfers, transparent fares, and consistent mapping and trip planning tools for the entire region.

31.   **[FARES]** This bill would reduce fares for many transit riders, especially those that need it the most. Right now, many workers are traveling long distances and paying multiple fares when transferring from trains to buses. This will make one set of passes and discounts that work everywhere in the Bay Area.

32.   **[CLIMATE CHANGE]** The Bay Area should be a leader in addressing climate change by taking more steps to reduce greenhouse gas emissions. By making our public transit system more connected and easier to use, public transit can be a real option that helps to reduce the number of cars on our streets.

33.   **[FUTURE]** With fewer people riding transit right now because of the COVID-19 pandemic, this is the opportunity we needed to create the modern, efficient transit system the Bay Area deserves. It's not enough to just go back to the fragmented system we had before.

34.   **[EQUITY]** Many of the Bay Area's lowest income communities have no choice but to rely on public transit to get everywhere. This bill will create more consistent and affordable fares and help make transit more efficient and convenient for those who need it most.

35.   **[REAL-TIME INFORMATION]** This bill would require the Bay Area's public transit systems to create one consistent standard for real-time tracking of transit vehicles so everyone can see when the next bus, train, or ferry is arriving.

36.   **[REGIONAL]** This bill would allow regional transportation planners to look at how people get around the entire Bay Area and make decisions about transit routes, schedules, connections, and transit vehicle priority on roads so that transit is faster, more reliable, and more predictable throughout the Bay Area.

(END RANDOMIZE)

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37.   Sometimes people change their minds in a survey like this. Given what you've heard, do you support or oppose the **Bay Area Seamless and Resilient Transit Act** which would coordinate all of the public transit systems in the Bay Area to operate as one seamless, multimodal transit system, including consistent mapping and signage to make transit easier to navigate, regional fares so riders pay one fare for their entire trip even if they have to transfer, and real-time vehicle location data so riders know when a bus, train, or ferry will arrive?

(If Support/Oppose: Is that strongly support/oppose or somewhat support/oppose?**)**

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. (Don't Know/Refused)

38INT. Next I'd like to read you statements from people who **oppose** the Bay Area Seamless and Resilient Transit Act. After each, please tell me how convincing that statement is to you using a scale from 1 to 7, where 1 means not at all convincing and 7 means very convincing.
(PROMPT IF NECESSARY: How convincing is that statement to you, using a 1 to 7 scale, where 1 means not at all convincing and 7 means very convincing?**)**

SCALE:

1. 1 – Not at all convincing
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Very convincing
8. (Don't know/Refused)

(RANDOMIZE)

38.   **[LOCAL AGENCIES]** This proposal would take decisions out of the hands of local planners and give that power to regional transit planners. Local transit agencies know their communities best and should be able to control the decisions that impact their local riders.

39.   **[CHARACTER]** This proposal would make all of the transit agencies in the Bay Area look and feel the same by introducing things like standard paint colors, signs, and features. This will destroy the unique local character and connection riders have with their local neighborhood transit services.

40.   **[DECLINE]** Transit use has been in decline for years, and with the pandemic, nobody will want to get back on crowded buses and trains anytime soon. We should not be making significant investments in a system nobody is going to want to ride.

41.   **[LIFELINE SERVICES]** This bill is focused on improvements that make it easier for tourists and white collar commuters to ride transit while ignoring the needs of transit-dependent communities like seniors, people with disabilities, and low-income populations who rely on public transit to survive.

42.   **[REVENUES]** By setting one set of regional fares, this bill will significantly reduce the amount of money transit agencies bring in from riders, meaning cuts in service, less maintenance, and reduced cleaning on transit vehicles.

43.   **[NOT THE TIME]** Our local transit agencies need to spend all of their time and attention right now on keeping transit clean and safe for riders during this pandemic. This is not the time to make them change everything they are doing.

(END RANDOMIZE)

44.   And finally, given everything you've heard, do you support or oppose the **Bay Area Seamless and Resilient Transit Act**?

        (If Support/Oppose: Is that strongly support/oppose or somewhat support/oppose?**)**

        1.   Strongly support
        1.   Somewhat support
        2.   Somewhat oppose
        3.   Strongly oppose
        4.   (Don't Know/Refused)

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DEMOS. My last questions are for statistical purposes only.

45.   **Before the COVID-19 pandemic**, in a typical week how many days **did** you take public transit? **(READ LIST IF NECESSARY)**
    1. 5 or more days per week
    2. 3 or 4 days per week
    3. 1 or 2 days a week
    4. A few times a month
    5. A few times a year
    6. Never
    7. (Refused)

[IF Q45.=1 thru 5, ask Q46.]

46.   **Before the COVID-19 pandemic,** which modes of public transit **did** you use for any purpose including commuting to school or work, or running errands? **(READ LIST IF NECESSARY, ACCEPT MULTIPLE RESPONSES)**
    1. BART
    2. Buses
    3. Light rail
    4. Trains (ACE, Caltrain, Amtrak)
    5. Ferry
    6. Other (specify)
    7. **(Don't know/Refused)**

[RESUME ASKING ALL]

47.   And **currently**, how many days per week **do** you take public transit? **(READ LIST IF NECESSARY)**
    1. 5 or more days per week
    2. 3 or 4 days per week
    3. 1 or 2 days a week
    4. A few times a month
    5. A few times a year
    6. Never
    7. (Refused)

48.   In the future, **after the COVID-19 pandemic ends**, how many days per week **do you think you will** take public transit? **(READ LIST IF NECESSARY)**
    1. 5 or more days per week
    2. 3 or 4 days per week
    3. 1 or 2 days a week
    4. A few times a month
    5. A few times a year
    6. Never
    7. (Refused)

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49.   What is your employment status? **(READ LIST IF NECESSARY)**
      1.   Employed full time
      2.   Employed part time
      3.   Unemployed
      4.   Retired
      5.   Student
      6.   Homemaker
      7.   (Other)
      8.   (Don't Know/Refused)

[ASK IF Q49.=1, 2, 5, or 7]

50.   **Before** the pandemic, roughly how many days per week did you **[IF Q49=1, 2, 7:** commute or go in to a workplace**; IF Q49=5**: commute to school**]**? **(RECORD NUMBER; ACCEPT NUMBERS FROM 0-7)**

51.   **Right now**, roughly how many days per week do you **[IF Q49=1, 2, 7:** commute or go in to a workplace**; IF Q49=5**: commute to school**]**? **(RECORD NUMBER; ACCEPT NUMBERS FROM 0-7)**

52.   **And after the COVID-19 pandemic ends**, roughly how many days per week do you anticipate that you will **[IF Q49=1, 2, 7:** commute or go in to a workplace**; IF Q49=5**: commute to school**]**? **(RECORD NUMBER; ACCEPT NUMBERS FROM 0-7)**

[RESUME ASKING ALL]

53.   Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?
      1.   Own/buying
      2.   Rent/lease
      3.   Live with family
      4.   No stable housing
      5.   (Don't Know/Refused)

54.   What is the last grade you completed in school?
      1.   Some grade school
      2.   Some high school
      3.   Graduated High School
      4.   Technical/Vocational
      5.   Some College/Less than 4 year degree
      6.   Graduated College/4 year degree (B-A, Bachelor)
      7.   Graduate/Professional (M-A, Master, P-h-D, M-B-A, Doctorate)
      8.   (Don't Know/Refused)

55.   Do you identify as male, female, non-binary, or another gender identity?
      1.   Male
      2.   Female
      3.   Non-binary
      4.   Another gender identity
      5.   (Refused)

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56. Do you consider yourself to be African American or Black, Chinese, Native Hawaiian or Other Pacific Islander, Other Asian, American Indian or Alaska Native, Hispanic or Latinx, White, or something else?
    1. African American or Black
    2. Chinese
    3. Native Hawaiian or Other Pacific Islander
    4. Other Asian
    5. American Indian/Alaska Native
    6. Hispanic or Latinx
    7. White
    8. Something else (please describe)
    9. (Refused)

57. What was your total household income before taxes for 2020? Was it **(READ OPTIONS)**
    1. Less than $25,000
    2. $25,000 to less than 50,000
    3. $50,000 to less than 75,000
    4. $75,000 to less than 100,000
    5. $100,000 to less than 150,000
    6. $150,000 and over
    7. (Don't Know/Refused)

58. In what year were you born? **(DO NOT READ CATEGORIES; CODE AS APPROPRIATE)**
    1. 1946 or earlier
    2. 1947-1951
    3. 1952-1956
    4. 1957-1961
    5. 1962-1966
    6. 1967-1971
    7. 1972-1976
    8. 1977-1981
    9. 1982-1986
    10. 1987-1991
    11. 1992-1996
    12. 1997-2003
    13. (Refused)

58B. **[AGE RANGE - CODE FROM PREVIOUS QUESTION]**
    [IF Q58=1997 thru 2003 Q58B=1]
    [IF Q58=1987 thru 1996 Q58B=2]
    [IF Q58=1977 thru 1986 Q58B=3]
    [IF Q58=1967 thru 1976 Q58B=4]
    [IF Q58=1957 thru 1966 Q58B=5]
    [IF Q58=1956 or earlier Q58B=6]
    (IF REFUSED THEN ASK FOLLOWUP: "Which age group are you in? **(READ LIST)**…"**)**
    1. 18-24
    2. 25-34
    3. 35-44
    4. 45-54

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5. 55-64
6. 65+
7. (Refused)

THANK YOU!