



## TRANSIT RECOVERY TASK FORCE

TO: Blue Ribbon Transit Recovery Task Force Members

DATE: May 24, 2021

FR: Randy Rentschler and Ursula Vogler, MTC Staff

### RE: Transit Recovery & Transformation: Summary of Opinion Research

As a follow-up to last month's research and engagement update, EMC Research will present results of recently completed opinion poll and focus group research. This research focused on the elements of the Blue Ribbon Transit Recovery Task Force's (Task Force) transit transformation effort (e.g., identification of transit challenges and improvements) and reflected opinions of current transit riders, pre-pandemic transit riders and non-riders.

### Opinion Research Overview

#### 1. Community Focus Groups with Transit Riders

In late April and early May, MTC and EMC Research held five focus groups with four target participant groups (English-speakers, Spanish-speakers, Cantonese-speakers and persons with disabilities). MTC requested assistance from community-based organizations to recruit the participants, and the organizations were paid \$250 each for their help. The 23 participants were paid \$150 each for their time. The input from the focus groups was included in the overall research results.

#### 2. Public Opinion Poll

EMC Research conducted a resident survey in the nine-county Bay Area between April 15 – 21, 2021. They conducted 1,000 total interviews and used a mixed-mode methodology, which included surveys administered via landline phones and cell phones, plus text invites to an online option. The poll was conducted in English, Chinese, Spanish and Vietnamese and had a margin of error of +3.1 percentage points.

### Research Results

The results of both the poll and the focus groups indicated that public transit is still very valued in the Bay Area, even among those who are currently not riding transit due to the Covid-19 pandemic. Participants also wanted to see improvements to transit's reliability, frequency and ease-of-use. Improvements to personal safety on transit, both related to the Covid-19 pandemic and physical safety, and improved service for those dependent on transit, were also desired by a majority of respondents. EMC Research will present a summary of results at the May 24, 2021 Blue Ribbon meeting.

## Information Session: Review of Transit Recovery and Transformation Opinion Polling Research

MTC has scheduled a special information meeting on May 27<sup>th</sup> at 1 pm to provide a deeper dive into the research completed to-date, including the opinion poll, focus groups and employer surveys. Via Zoom, EMC Research and Bay Area Council will be presenting the detailed results, and will be on-hand to answer questions. The Blue Ribbon Transit Recovery Task Force members are invited to attend and the meeting is open to all including agency staff and the public. Please invite your staff to attend.

Zoom meeting logistics:

- Date: Thursday, May 27<sup>th</sup> from 1:00 – 2:00 pm
- Zoom link: <https://bayareametro.zoom.us/j/85190240716>
- Passcode: 787158
- Phone: (408) 638-0968 or (888) 788-0099 US Toll-free
- Meeting ID: 851 9024 0716