



# Bay Area Transit & Transportation Survey

Metropolitan Transportation Commission  
*March 2023*  
*Executive Summary*

# Methodology

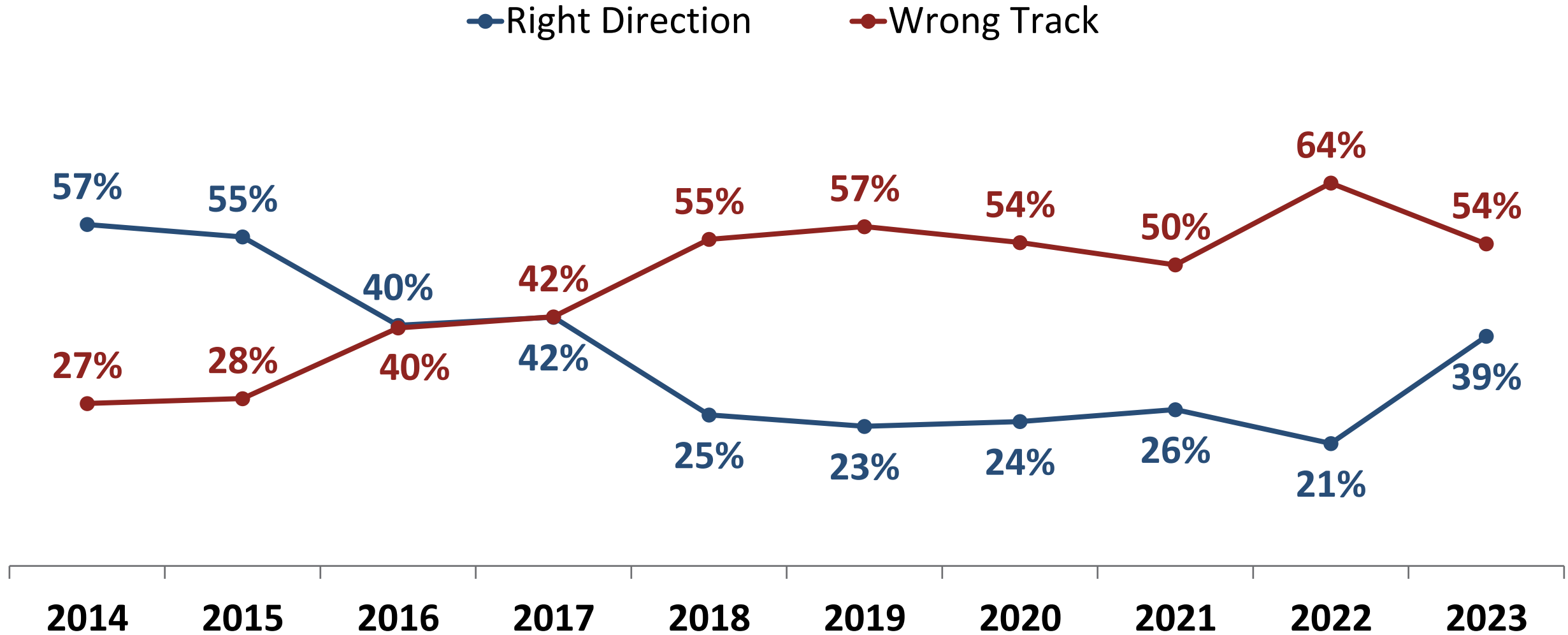
- ▶ Survey of 9-County Bay Area registered voters
- ▶ Conducted March 14-23, 2023
- ▶ 1,800 total responses
- ▶ Overall margin of error  $\pm 2.31$  percentage points at the 95% confidence interval
- ▶ Conducted via a hybrid methodology using live telephone interviews and email/text invitations to an online survey.
- ▶ Available in English, Spanish, and Chinese
- ▶ Telephone interviews were conducted by trained, professional interviewers using landlines and mobile phones

Please note that due to rounding, some percentages may not add up to exactly 100%.

# Revenue Measure Questions

- ▶ The poll included two questions to test initial reactions to potential regional ballot measures, but it was **not designed as an in-depth viability** poll.
- ▶ Voters each heard one version of a housing bond measure and one version of a transportation tax measure with the order randomized.
- ▶ The poll is reflective of attitudes **today**, more than 18 months before the November 2024 election and years away from 2026.
- ▶ There are a number of factors that could **significantly impact** future measures including:
  - legislation to revise AB-195 (Oberholte);
  - the Taxpayer Protection November 2024 proposition;
  - The overall economy and issue environment; and,
  - a potential measure to lower the threshold for affordable housing bonds.

# Direction of the Bay Area

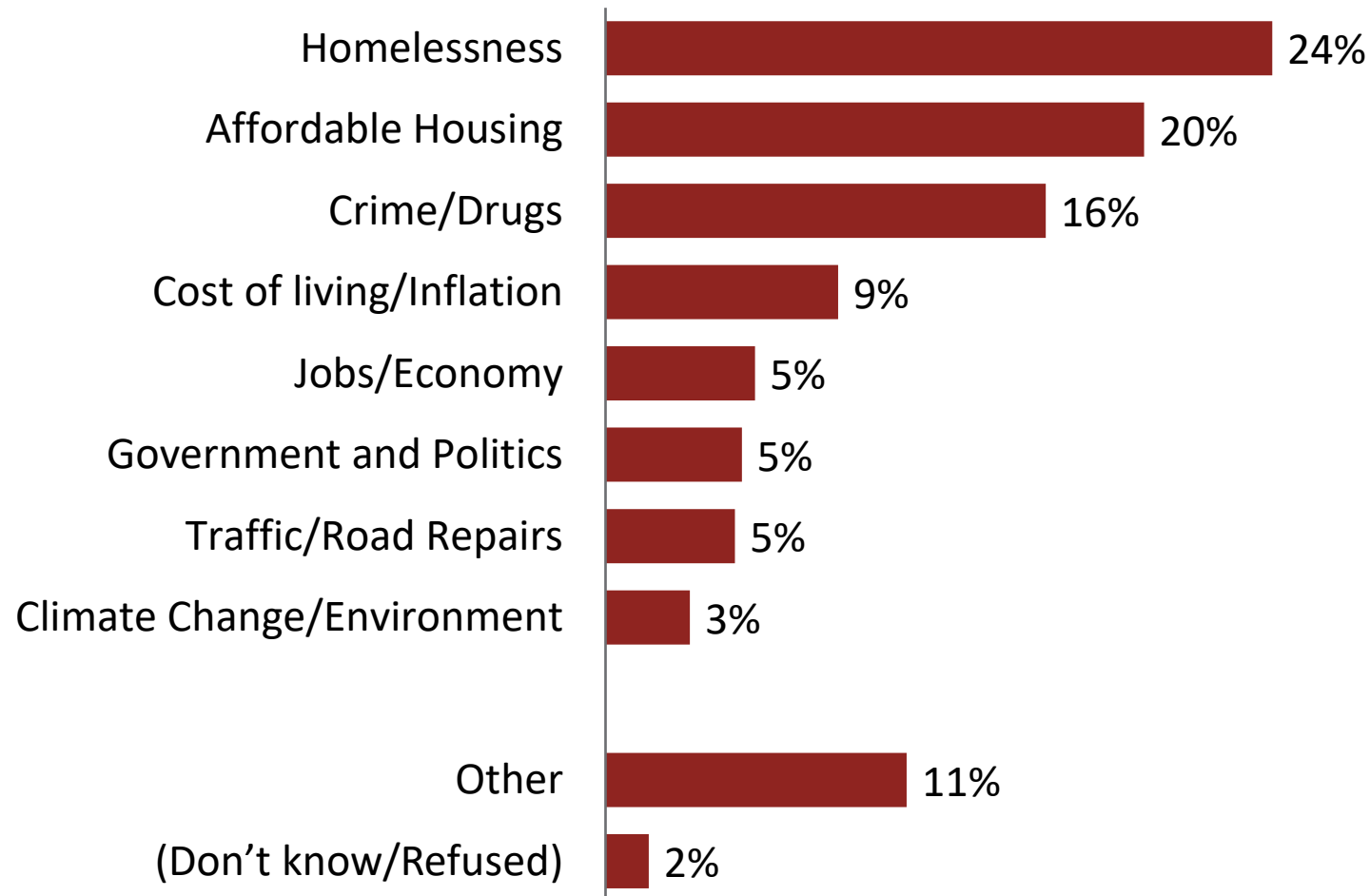


Q3. Do you feel things in the Bay Area are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

\*Trend source: Bay Area Council, Bay Area Poll

# Most Important Problem

*Homelessness and housing affordability are the most commonly-mentioned problems facing the Bay Area.*



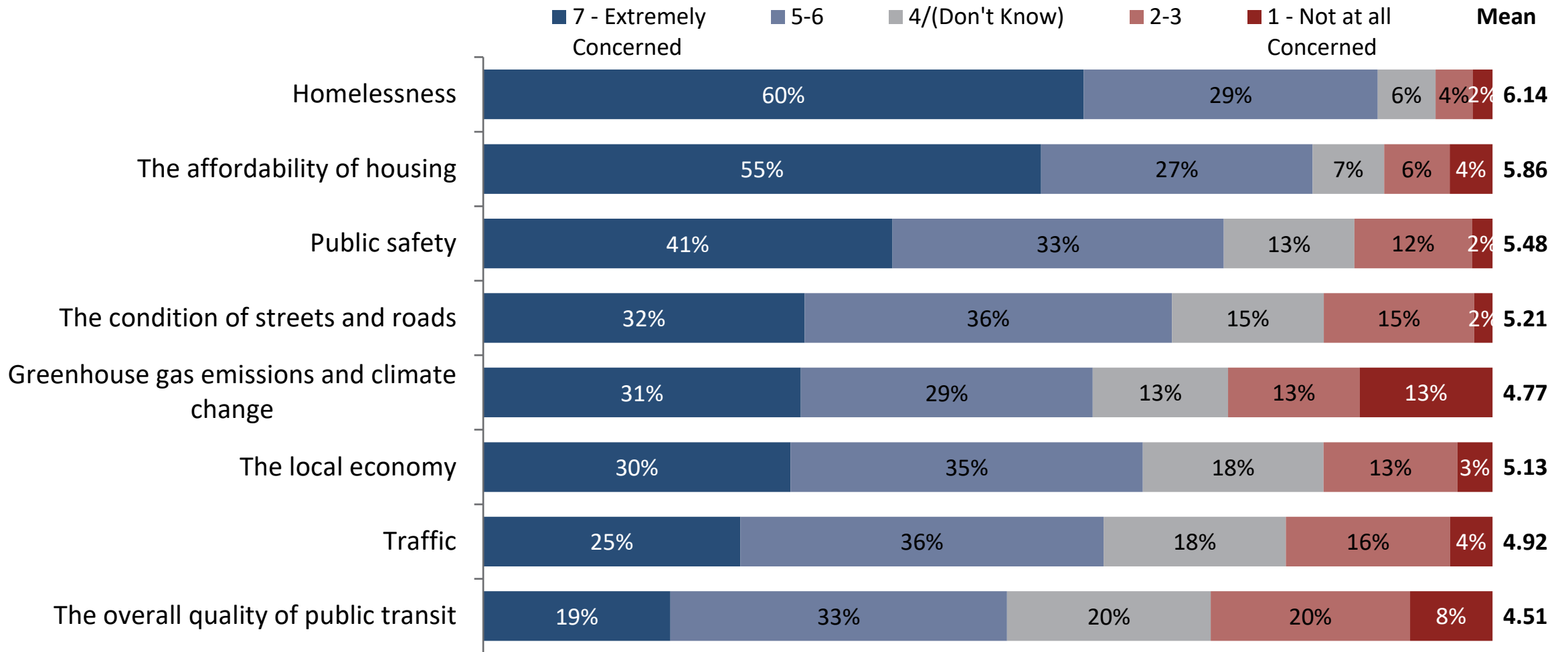
2019 (Pre-COVID)	%
Housing	34
Traffic/Roads	18
Homelessness	13
Cost of living	7
Crime	2

Q4. What do you think is the most important problem facing the Bay Area today?

\*2019 source: Bay Area Council, Bay Area Poll (March 2019)

# Issue Concern

*Voters rate a number of issues as concerning - with especially high intensity about homelessness, housing and public safety.*



Q5-12. On a scale from 1 to 7 where 1 is not at all concerned and 7 is extremely concerned, how concerned are you about each of the following in the Bay Area?

# Perception of Need: Housing

*Voters perceive a need for funding to address housing affordability.*

**Please tell me if you think there is a great need for more money, some need for more money, little need for more money, or no real need for more money to address housing affordability?**

**Total Need**  
69%

Some need 20%

Great need 49%

**Total No Need**  
30%

Little need 10%

No real need 19%

# Potential Housing Bond

Support for a housing bond is above 55% both with and without including the estimated levy.

## Full Detail

To address housing affordability/homelessness by providing: stable housing for homeless children/families; housing with mental health/substance abuse services; and local housing that is affordable for vulnerable people including seniors, veterans, and persons with disabilities; shall the measure by the Bay Area Housing Finance Authority issuing up to \$10,000,000,000 in general obligation bonds with an estimated levy of 35 cents/\$1,000 of assessed value (generating \$670,000,000 annually) while bonds are outstanding, subject to oversight and audits, be adopted? **(75 words)**

Yes  
58%

No  
40%

(Undecided)  
2%

## Excluding AB195 Required Detail

To address housing affordability/homelessness by providing: stable housing for homeless children/families; housing with mental health/substance abuse services; and local housing that is affordable for vulnerable people including seniors, veterans, and persons with disabilities; shall the measure by the Bay Area Housing Finance Authority issuing up to \$10,000,000,000 in general obligation bonds, subject to oversight and audits, be adopted? **(57 words)**

Yes  
65%

No  
33%

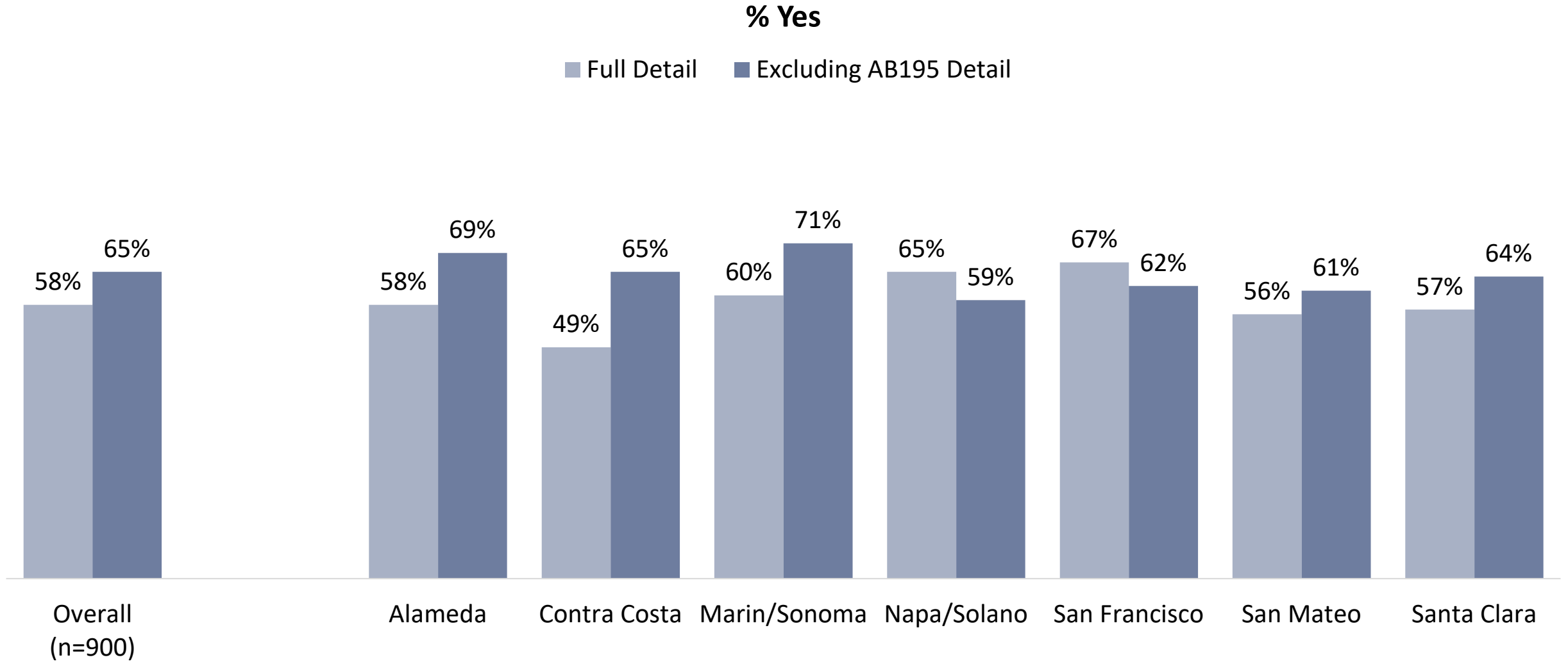
(Undecided)  
2%

Q17-18. If the election were held today, would you vote yes to approve or no to reject this measure?

\*Sample size for each ballot question = 900n, with a margin of error of ±3.3 percentage points



# Housing Bond by County/Sub-region

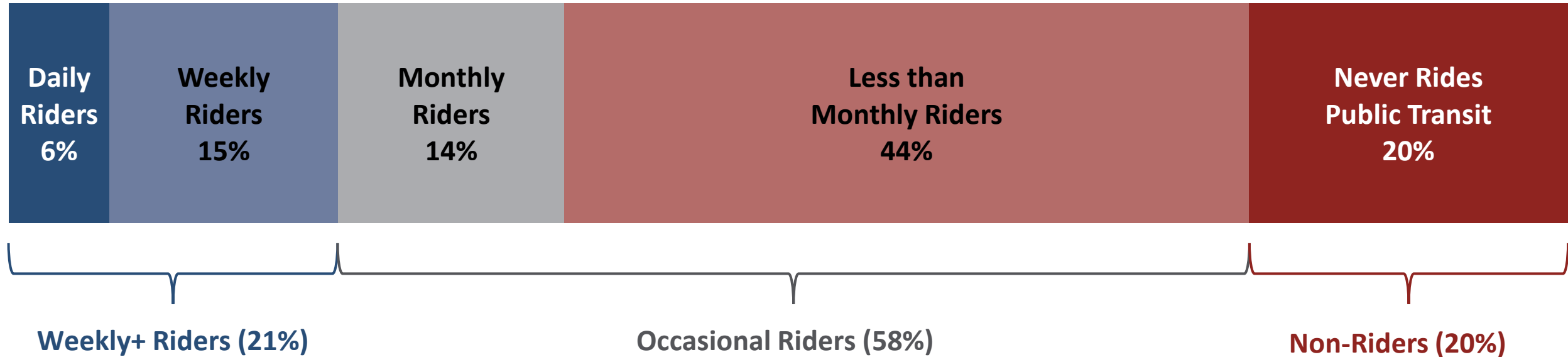


\*Margin of error for each subgroup shown ranges from ±6.9 to 11.5 percentage points



## **Transit Attitudes**

# Current Public Transit Usage

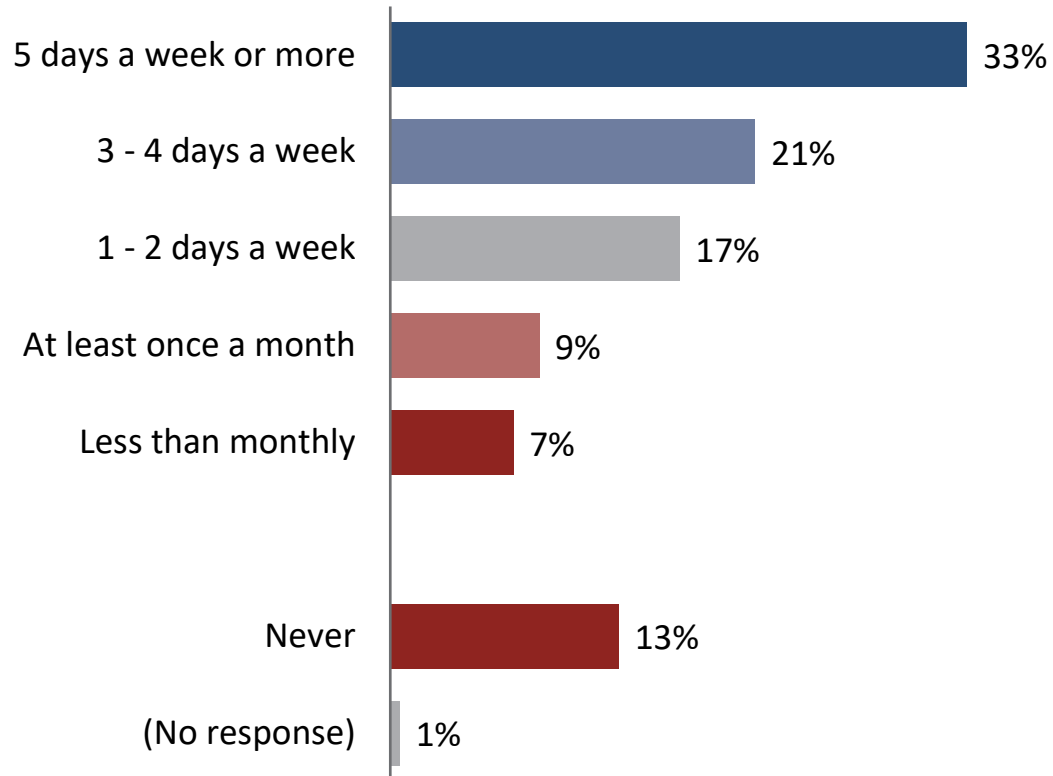


**Daily Riders:** Rides any public transit service 5+ times a week  
**Weekly Riders:** Rides any public transit service at least once a week  
**Monthly Riders:** Rides any public transit service at least once a month  
**Less than Monthly Riders:** Rides any public transit service less than monthly  
**Never Rides:** Never rides on any public transit service

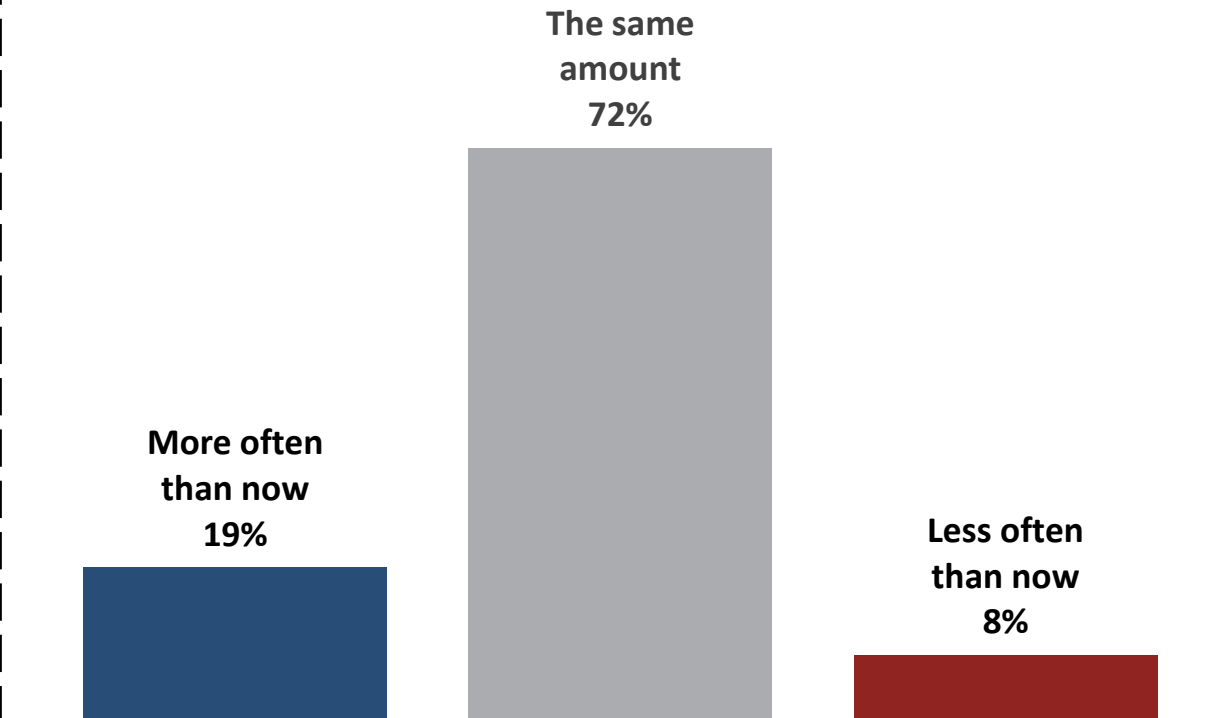
# Physical Commute Expectations

*Most have reached their new normal of commute frequency.*

**Please indicate how often you make a physical commute trip to work, school, or another regular destination**



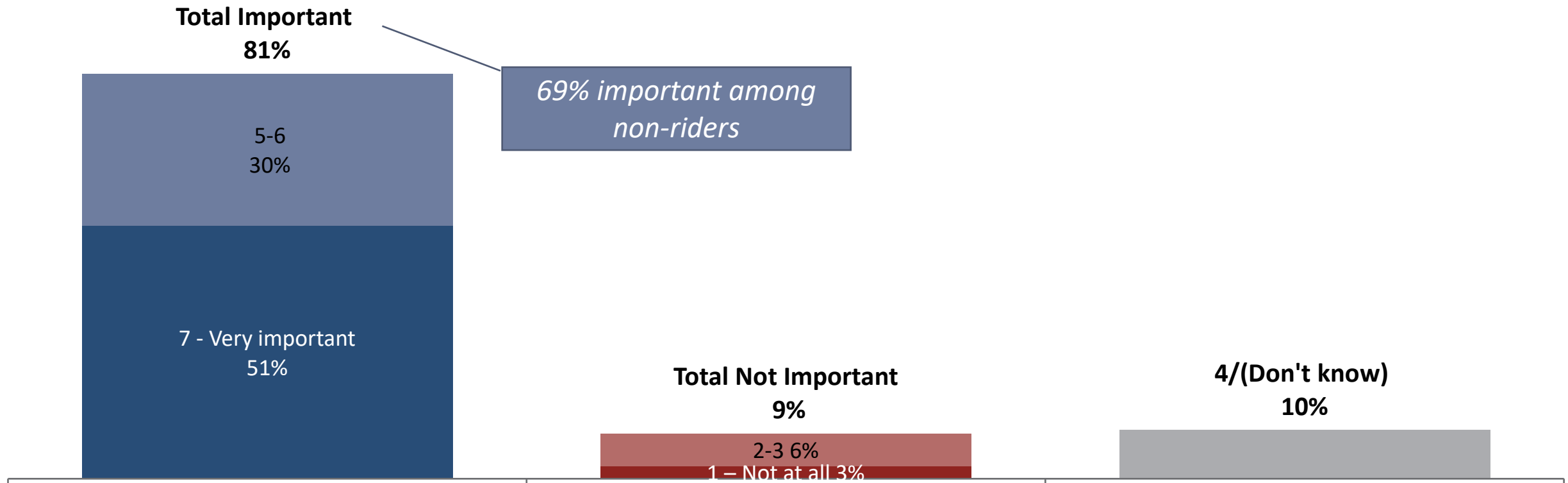
**And in the next few months, do you think you will make physical commute trips more often, less often, or about the same amount as you do now?**



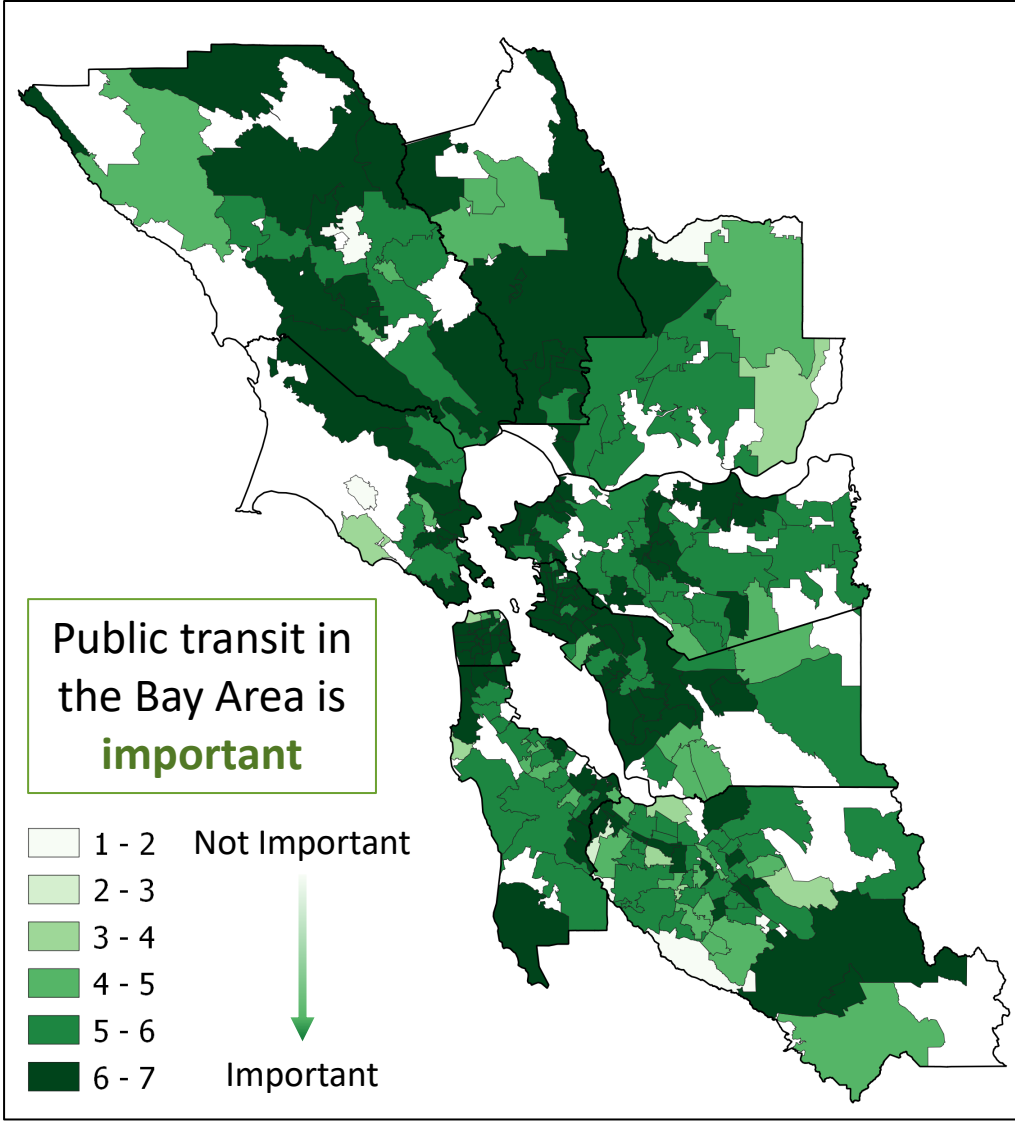
# Importance of Public Transit

There is widespread belief that public transit is important for the Bay Area, *even among those who do not ride transit.*

How important would you say public transit is for the Bay Area?



# Transit Importance by Geography



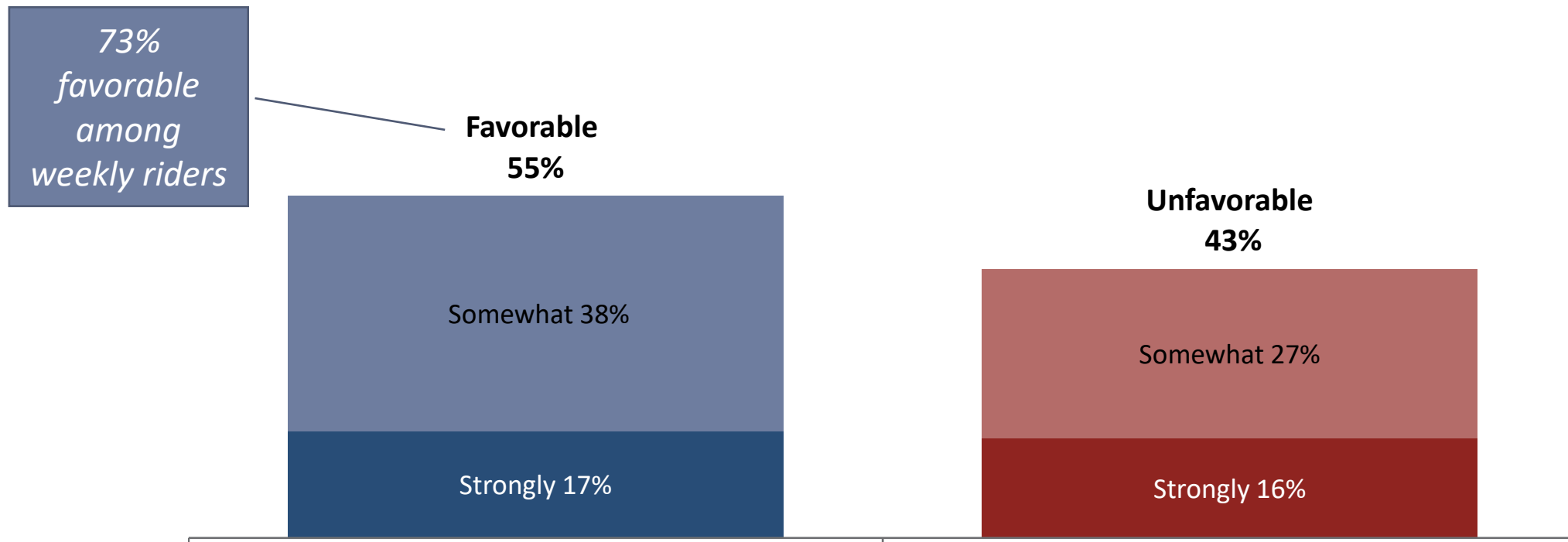
Q19. How important would you say public transit is for the Bay Area?

\*Responses grouped by zip code, subgroup sizes vary but carry a larger margin of error than overall

# Public Transit Favorability

Overall opinions of Bay Area public transit are mixed, but those who use it have generally positive opinions.

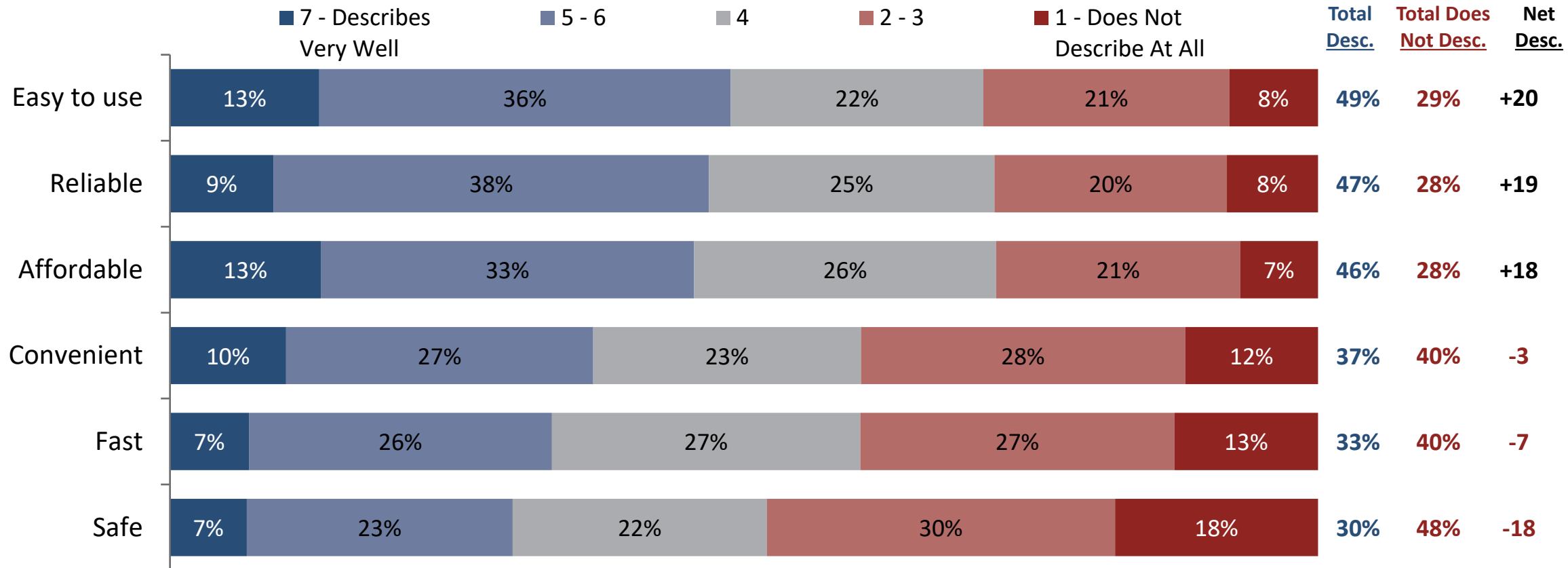
In general, would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of public transit in the Bay Area?



# Public Transit Attributes

*Bay Area public transit receives net positive ratings on ease of use, reliability, and affordability.*

**Now I'd like to ask you some more questions about public transit in the Bay Area – meaning BART, buses, Muni, Caltrain, light rail, and ferries.**



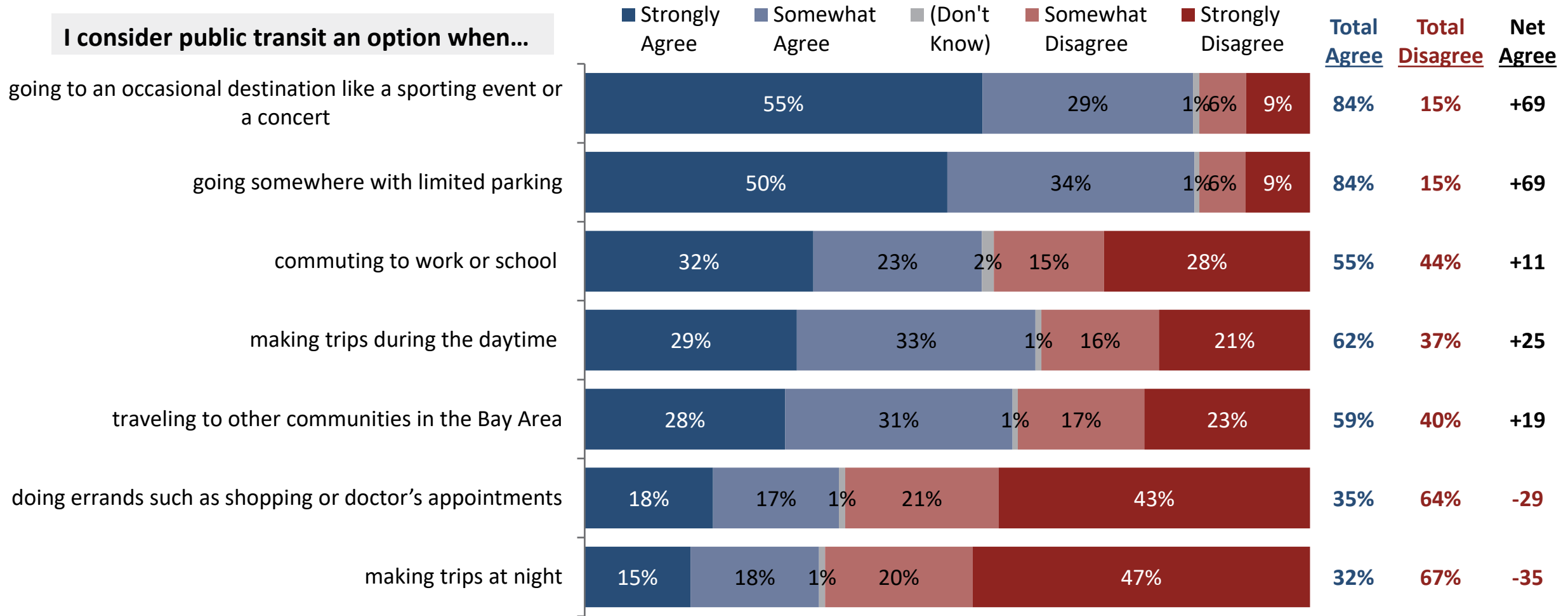
Q22-27. How well do you feel each of the following describes public transit in the Bay Area?

\*Respondents answering “Don’t know” total less than 2% and are shown in the middle point (4).



# Public Transit Scenarios

Most say they **consider** transit in many circumstances.



Q48-54. Even if you don't currently ride public transit, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

# Transit Investment Attitudes

We need to maintain the public transit service we have to make sure it is there for people who depend on it.

**87%**

Having high-quality, reliable public transit in the Bay Area benefits everyone, even people who don't ride it.

**79%**

We need to invest in real improvements to our public transit system to make it a better option for more people in the Bay Area instead of driving.

**74%**

We need to reduce public transit service now that that fewer people are using it by cutting routes, reducing frequency, and shortening service hours.

**10%**

Having high-quality, reliable public transit in the Bay Area really only benefits those who ride it.

**18%**

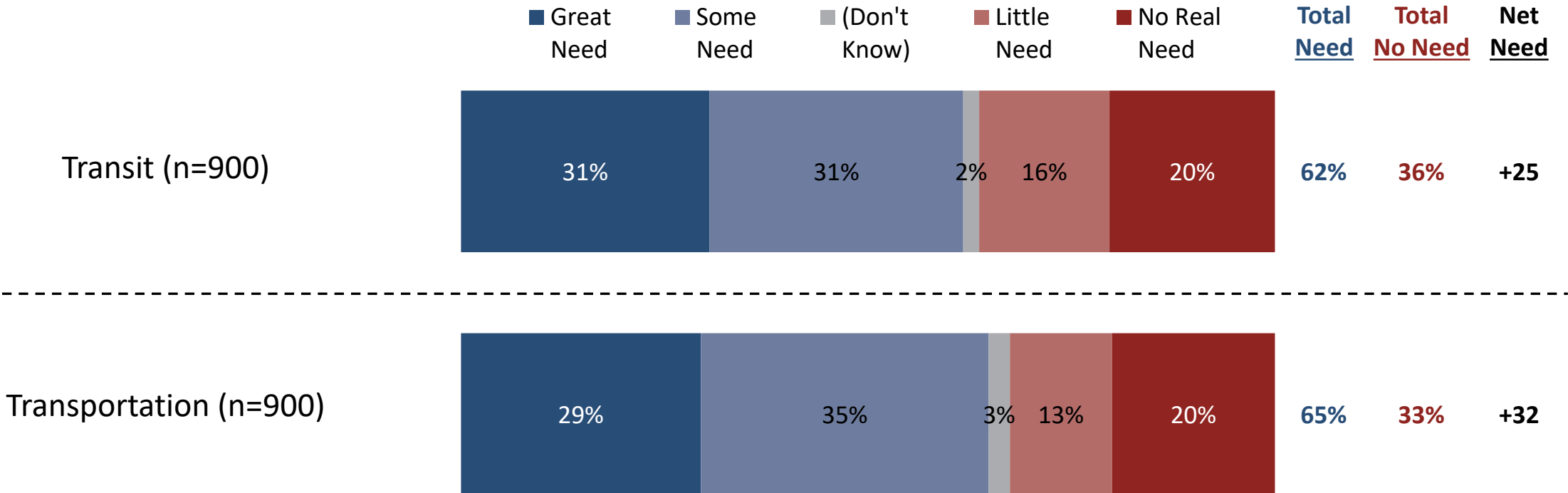
We should stop trying to improve a transit system that only a few residents use, and focus investments on other improvements that help people get around.

**22%**

# Perception of Need: Transportation

*Just under two-thirds of voters see a need for additional funding to address transit/transportation*

Please tell me if you think there is a great need for more money, some need for more money, little need for more money, or no real need for more money to address...



# Potential Transportation Tax

*Both transportation measures have strong majority support, but fall short of two-thirds.*

## Transit Only

To address the Bay Area's transportation needs, reduce greenhouse gases and decrease traffic congestion by: providing reliable, affordable and connected BART, train, ferry, and bus service; improving access to public transit for seniors and persons with disabilities; reducing transit wait times; and improving rider safety; shall the measure enacting a half-cent sales tax for 30 years generating at least \$816,000,000 annually, subject to oversight and audits, be adopted? **(69 words)**

**Yes  
59%**

**No  
39%**

**(Undecided)  
2%**

## Transit + Transportation

To address the Bay Area's transportation needs, reduce greenhouse gases and decrease traffic congestion by: providing reliable, affordable and connected BART, train, ferry, and bus service; improving pedestrian, bike and transit rider safety; repairing potholes; adding carpool lanes; and protecting transportation networks from sea level rise; shall the measure enacting a half-cent sales tax for 30 years generating at least \$816,000,000 annually, subject to oversight and audits, be adopted? **(70 words)**

**Yes  
63%**

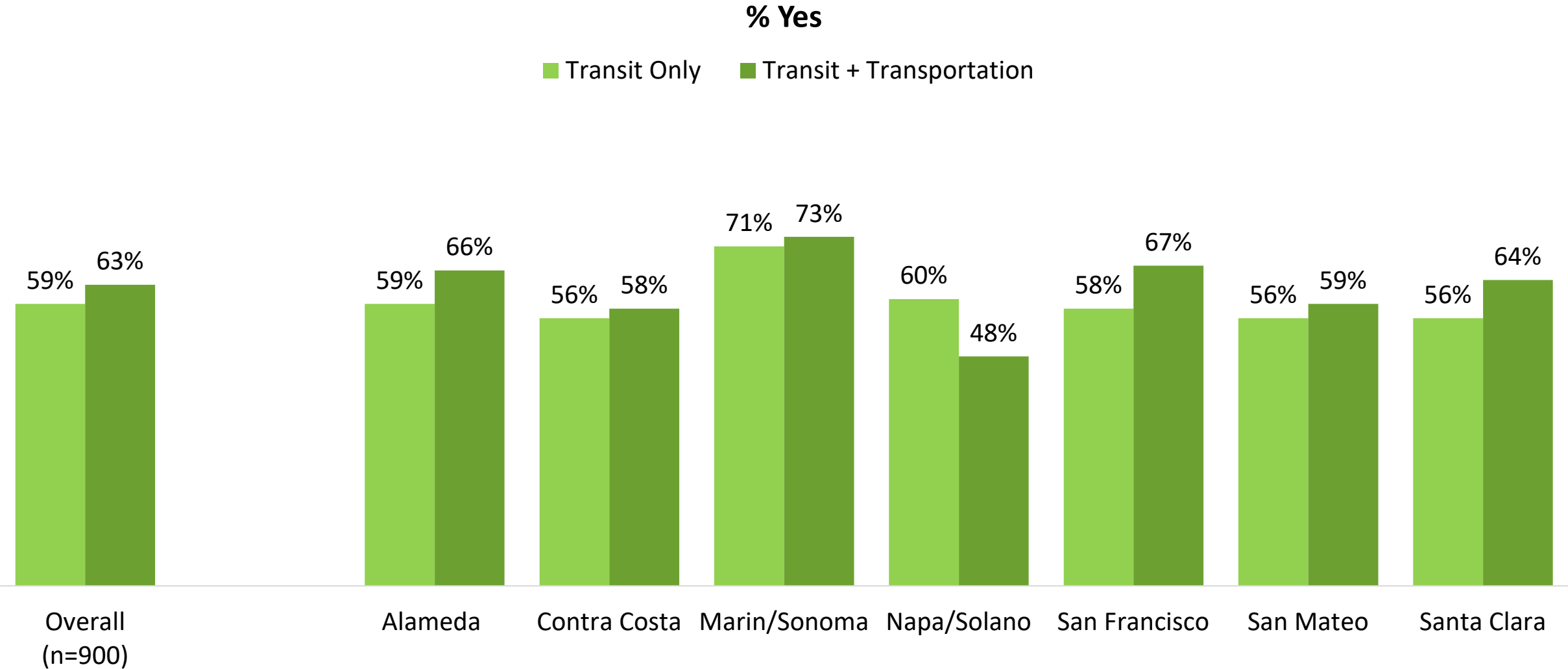
**No  
36%**

**(Undecided)  
1%**

Q15-16. If the election were held today, would you vote yes to approve or no to reject this measure?

\*Sample size for each ballot question = 900n, with a margin of error of ±3.3 percentage points

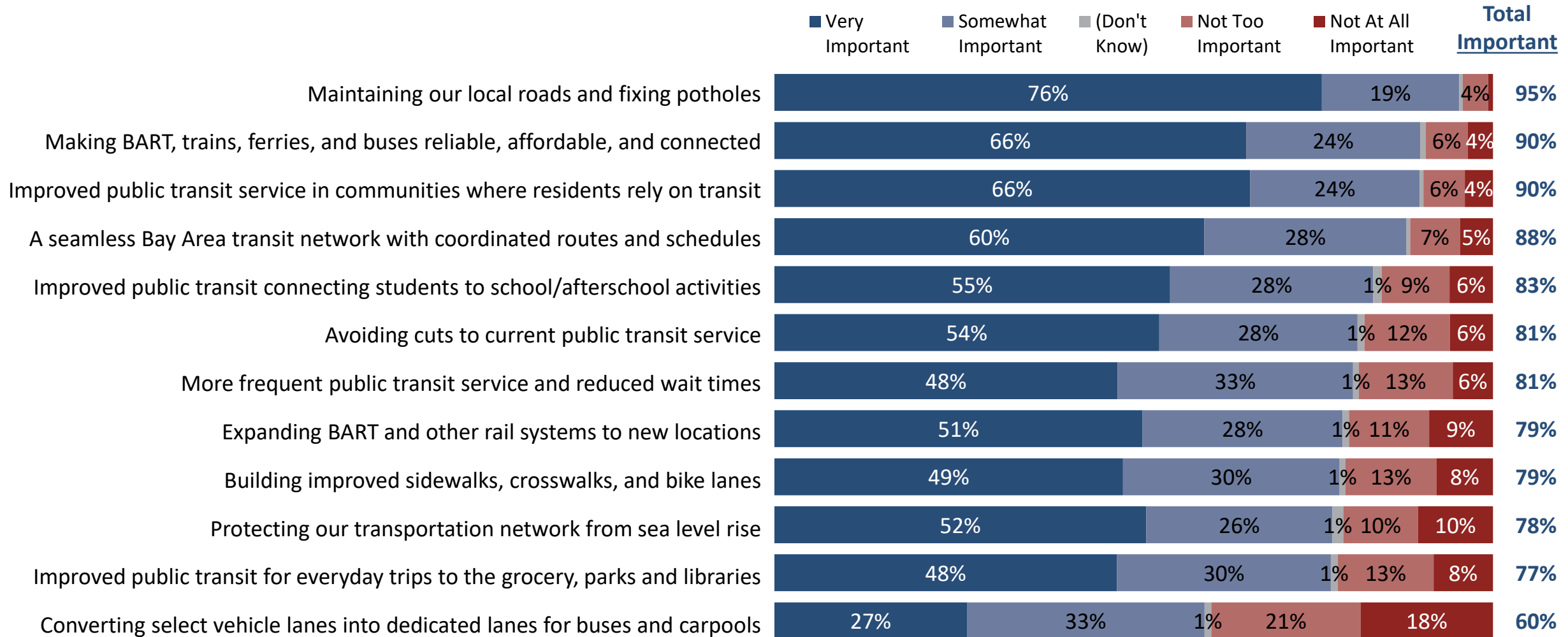
# Transit Measures By County/Sub-region



\*Margin of error for each subgroup shown ranges from ±6.9 to 11.5 percentage points

# Transportation Investments

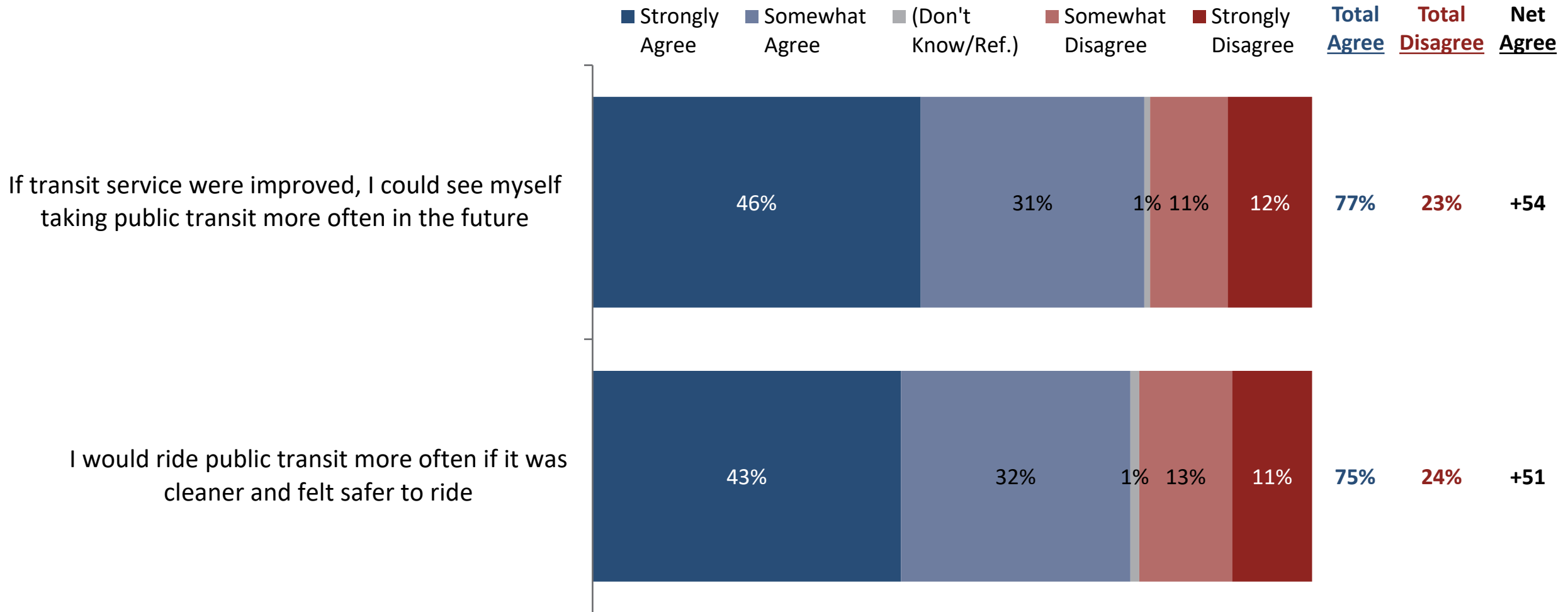
*Voters are supportive of many of the transit improvements tested, but above all want roads to be maintained.*



Q31-42. Now I'm going to read you some potential priorities for future transportation investments. After each one, please tell me if that is very important, somewhat important, not too important, or not at all important to you.

# Transit Usage and Hesitancy

*Most say they would ride public transit more if it improved. Cleanliness and sense of safety are significant factors.*



Q44/46. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.