

Transportation Revenue Measure Select Committee

August 26, 2024

Agenda Item 2a (Attachment 5)

Overview of Findings from Bay Area Community Transportation Survey

Subject:

Results from the Community Survey on Bay Area Transportation.

Background:

MTC staff have conducted a community survey to better understand the public's priorities about the future of Bay Area Transportation to help inform the Select Committee's discussions around the future transportation revenue measure. The survey, offered in English, Chinese and Spanish, was conducted July 23-August 20, 2024. It is important to note that the survey was a "self-selection" survey so should not be viewed as representative of all Bay Area residents. Nonetheless, staff made sure the survey was widely disseminated through the MTC e-newsletter, encouraged partner agencies (and the Select Committee members) to distribute it through their own channels, and promoted it on social media through organic social media posts on Twitter/X, Facebook, LinkedIn, Instagram Stories and Discord, as well as paid, multilingual posts on Facebook and Instagram, which collectively got over 500,000 impressions and over 3,000 link clicks to the survey. That said, the responses are not representative of the population distribution in the region as a whole and responses skewed male and college educated. This memo provides a high level overview while staff is still analyzing the data, but further information will be made available in the coming weeks on the open-ended comments.

Who did we hear from?

A total of 1,671 respondents participated in the survey.

- More men than women completed the survey
 - 60% male, 33.5% female, 6.5% other alternatives
- Respondents covered a range of ages
 - 2% Under 18
 - 7% 18-24
 - 22% 25-34
 - 21% 35-44
 - 13% 45-54
 - 15% 55-64
 - 20% 65+
- 80% have a Bachelor's or Graduate degree
- 91% stated that they are employed or retired

- Nearly three-quarters of respondents live in San Francisco or Alameda County.
 - 40% live in San Francisco
 - 30% live in Alameda County
 - 10% live in Santa Clara County
 - 10% live in Contra Costa County
 - 6% live in San Mateo County
 - 5% live in Sonoma, Marin, Solano and Napa counties (combined)

How do they get around?

- Nearly 80% of survey respondents leave home to travel to work, school or another regular destination at least 3 days/week.
- 69% of respondents use public transit daily or weekly.

What other travel modes do they use regularly? (respondents were allowed to select multiple modes)

- 75% use transit
- 58% walk
- 50% drive alone
- 32% bike
- 17% use taxi-rideshare
- 13% carpool

What do they care about most when it comes to the Bay Area's transportation system?

The survey began with an open-ended question asking participants to provide comment on what they care about most when it comes to the Bay Area's transportation system. Staff are conducting an analysis of those comments and will have the results available soon.

Thinking about the Bay Area's transportation needs, respondents rated the importance of following priorities, listed in descending order:

- **Making Bay Area transit faster, more reliable and easier to use**
Over 90% rated this somewhat or extremely important
- **Preventing major cuts to public transit service**
Nearly 90% rated this as somewhat or extremely important
- **Repairing and maintaining buses, trains and transit infrastructure**
Nearly 90% rated this as somewhat or extremely important
- **Making roads safer for bicycles and pedestrians**
Nearly 80% rated this as somewhat or extremely important

- **Fixing potholes on local streets in my neighborhood**
Nearly 50% rated this as somewhat or extremely important
- **Making freeway driving times more predictable**
Over 20% rated this as somewhat or extremely important

Public transit improvements

When asked this question, survey participants were given a list of transit improvements and asked to choose the one that is most important to them. The results were as follows:

- 23% Increased frequency
- 17% Expanding transit to more places
- 14% Improved safety & security
- 13% Faster travel times
- 10% Improved reliability
- 9% Improved connections between systems
- 6% Other
- 4% Fare affordability
- 3% Improved cleanliness

There were notable differences in the English responses to this question compared to that of the Chinese and Spanish versions of the survey:

- Both the Chinese and Spanish language respondents selected “improved safety & security” as **the most important** transit improvement.
- “Increased frequency” was the second most common choice for Spanish language respondents, while that option was one of the least common selections among Chinese language respondents.

Disabilities affect mobility

12 percent of survey respondents said they have a disability which affects their mobility. This survey question included the option for people with disabilities to share what their top concern is when it comes to transportation. Staff are compiling that information and will make it available.

The threat of transit service cuts

80 percent of respondents think it would be an extremely or very serious problem for the Bay Area if BART and other transit agencies had to cancel lines and reduce service frequencies because of funding shortfalls due to decreased ridership.