

TO: Metropolitan Transportation Commission
FROM: EMC Research, Inc.
RE: Key findings from revenue measure poll
DATE: November 3, 2025

The following findings come from a recent survey completed by EMC Research among likely November 2026 voters in the five-county Bay Area to assess opinions regarding a potential sales tax measure to support transportation and transit in the region.

Conclusion: Support for a revenue measure today is **above a majority** but **short of the two-thirds threshold**. There is very high support for the outcomes of the measure.

Overall optimism in the Bay Area has improved.

In the five-county Bay Area, over half of voters (55%) feel things in the Bay Area are going in the right direction, and 44% feel things are off on the wrong track. This is significantly improved from polling in 2024 showing a net negative voter mood, and comes despite (or possibly because of) the national environment.

Public transit is important to voters, and perceptions of regional transit have improved.

The vast majority (84%) of voters say public transit is important to the region, up from 79% in 2023. Intensity has increased as well, with 58% indicating it is **very important** today, compared with 47% two years ago. Perceptions of public transit have also improved since the 2023 survey, with 61% of voters in the region holding a favorable opinion of Bay Area public transit, up from 53% in 2023. These ratings are positive in each of the five counties.

County	Transit Important to Bay Area	Favorable Rating of Transit
Alameda (25% of electorate)	87%	64%
Contra Costa (20% of electorate)	84%	61%
San Francisco (15% of electorate)	92%	71%
San Mateo (12% of electorate)	85%	63%
Santa Clara (28% of electorate)	76%	53%

Support for the sales tax is above a majority, but short of two-thirds.

Voters were asked about potential five-county measure:

To prevent major service cuts to BART and other transit, avoid increased traffic, and reduce pollution by:

- Preserving BART, Caltrain, VTA, SamTrans, AC Transit, Muni, other transit for everyone, including workers, students, seniors, persons with disabilities;
- Supporting transit safety, cleanliness, affordability, reliability;
- Repairing roads/potholes;
- Requiring financial transparency, oversight, accountability;

shall the measure enacting a 0.5% (Alameda, Contra Costa, San Mateo, Santa Clara counties) and 1% (San Francisco) sales tax for 14 years generating approximately \$980,000,000 annually, be adopted?

Yes	56%
No	44%

Additional analysis around the phrase "repairing targeted roads and potholes" showed no statistical difference in measure support.

Support varies somewhat by County.

Support does not reach two-thirds in any of the five counties, but is at or above a majority in each:

County	% Yes
Alameda	60%
Contra Costa	55%
San Francisco	59%
San Mateo	57%
Santa Clara	50%

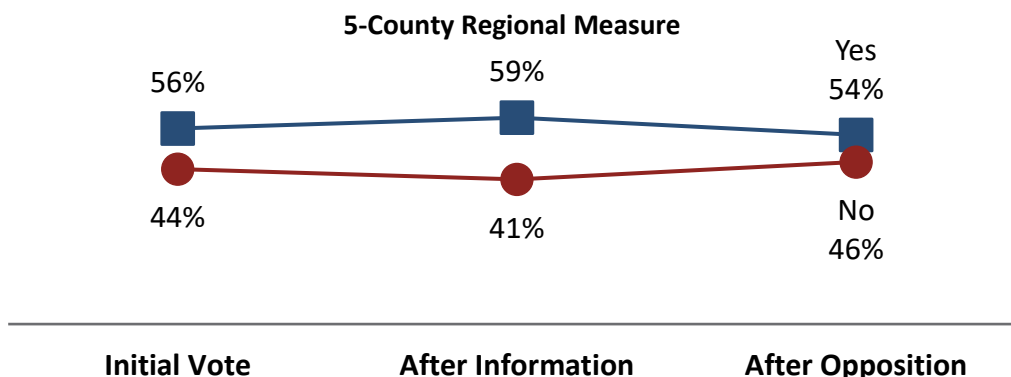
Voters rate outcomes of the potential measure as important.

Respondents were asked to rate a series of measure outcomes; all of them are rated as important by at least 70% of voters in the region, including:

- Provide strict oversight of how the money is spent, including transparent spending plans and publicly available detailed reporting (94% important)
- Provide targeted pothole repair and road maintenance (*not asked in San Francisco*) (93% important)
- Provide strict oversight of cleanliness and safety on public transit (92% important)
- Make sure reliable public transit is available for people who need it to get to school, work, and other activities (90% important)
- Prevent increased traffic congestion (88% important)
- Require transit agencies to run more efficiently and cut costs (87% important)
- Provide a faster and more connected public transit system (85% important)
- Protect specialized paratransit service for seniors and people with disabilities (85% important)
- Modernize transit system technology to improve safety and prevent service outages (85% important)
- Protect against drastic cuts to public transit, like closing stations and stops, canceling weekend and evening service, and eliminating entire lines (81% important)
- Protect public transit service, with no major cuts to frequency or routes (80% important)

Support for the measure remains fairly consistent throughout the poll.

While there is some movement in the vote as respondents are given additional information and opposition messaging, support for the measure remains above a majority and below two-thirds.



Methodology

This memo reflects results from a mixed-mode (live telephone, email-to-web, and text-to-web) survey of 2,800 likely November 2026 voters in Alameda, Contra Costa, San Mateo, San Francisco and Santa Clara Counties. The survey was conducted October 6 – 21, 2025. The overall margin of error is ± 2.3 percentage points.