



**Hybrid Telephone/Email-to-Web Survey of Bay Area Residents
(400+ each in Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, Marin/Sonoma, and
Napa/Solano Counties)
Conducted July 22nd – August 7th, 2020
n=2,997; Margin of Error \pm 1.79 percentage points
EMC Research #20-7619**

***All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.***

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.

1.	Gender (FROM OBSERVATION FOR QUOTA PURPOSES ONLY)	
	Male	51
	Female	49
2.	What county do you live in?	
	Alameda County	21
	Contra Costa County	14
	Marin County	5
	Napa County	3
	San Francisco County	12
	San Mateo County	10
	Santa Clara County	24
	Solano County	4
	Sonoma County	6
	Other/(Refused) → TERMINATE	-

3.	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?	
	Right Direction	42
	Wrong Track	51
	(Don't Know/Refused)	7
4.	What do you think is the most important problem facing the Bay Area today? (OPEN ENDED, CODED RESPONSES SHOWN, ONE RESPONSE ACCEPTED)	
	Public Health/COVID-19	27
	Affordable Housing	17
	Homelessness	14
	Jobs/Economy	8
	Politicians/Government/Partisanship	6
	Racial Inequality/Policing	5
	Cost of living	4
	Traffic/Transit/Infrastructure	4
	Crime/Drugs	3
	Education	2
	Climate Change/Environment	1
	Other	6
	None/Don't know/No opinion	3

5INT. 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 right now?

		Not at all concerned			Extremely concerned			(Don't know)	Mean	
SCALE:		1	2	3	4	5	6	7		
(RANDOMIZE)										
5.	Traffic	8	9	10	16	18	14	25	0	4.69
6.	The local economy	4	4	8	14	20	16	34	1	5.28
7.	The reliability of public transit	14	10	13	18	17	10	14	3	4.03
8.	The condition of streets and roads	5	8	12	18	21	14	21	0	4.68
9.	Air pollution	8	9	12	17	20	13	22	0	4.57
10.	Greenhouse gas emissions and climate change	11	6	8	11	17	13	32	1	4.87
11.	The safety of riding public transit during a pandemic	9	5	7	11	15	15	34	3	5.04
12.	Homelessness	3	2	4	4	18	17	51	1	5.91
13.	The availability of housing	6	4	6	11	15	15	41	1	5.38
14.	Racism	10	5	7	10	14	14	38	1	5.10
15.	Public health	4	3	5	10	15	17	45	1	5.60
16.	Income inequality	10	4	6	10	14	17	38	1	5.18
(END RANDOMIZE)										

17. Have you heard or seen anything recently about something called "Plan Bay Area"? **(IF YES)** Have you heard a lot about it or just a little?
- | | | |
|----------------------|----|-----|
| Yes, a lot | 2 | →11 |
| Yes, a little | 9 | |
| No, haven't heard | 89 | |
| (Don't know/Refused) | 1 | |
18. **[IF Q17=1-2, ASK Q18; n=335]** What have you heard or seen? **(OPEN ENDED, CODED RESPONSES SHOWN, ONE RESPONSE ACCEPTED)**
- | | | |
|--|----|--|
| Ad's/Commercials/Newspapers/Radio | 25 | |
| Infrastructure Improvements/Traffic Relief | 11 | |
| Nothing/Not Much | 11 | |
| Public Transit Improvements | 9 | |
| Developing Affordable Housing | 8 | |
| Other | 23 | |
| Don't know/No opinion | 12 | |
19. **[IF Q17=1-2, ASK Q19; n=335]** Do you have a favorable or unfavorable opinion of Plan Bay Area? **(If Favorable/Unfavorable: Is that strongly favorable/unfavorable or somewhat favorable/unfavorable?)**
- | | | |
|----------------------|----|-----|
| Strongly Favorable | 18 | →60 |
| Somewhat Favorable | 43 | |
| Somewhat Unfavorable | 12 | →27 |
| Strongly Unfavorable | 14 | |
| (Don't Know/Refused) | 13 | |

(RESUME ASKING ALL)

20. As you may know, Plan Bay Area is a comprehensive strategy for the Bay Area’s future on issues like transportation, housing, the environment, and the economy in the nine-county San Francisco Bay Area, and is updated every 4 years. The plan is a joint effort of the Metropolitan Transportation Commission and the Association of Bay Area Governments, which are led by elected officials from around the region. The goal of Plan Bay Area is to make the region more affordable, connected, diverse, healthy, and vibrant for all.

Given what you’ve heard, do you have a favorable or unfavorable opinion of Plan Bay Area?

(If Favorable/Unfavorable: Is that strongly favorable/unfavorable or somewhat favorable/unfavorable?)

Strongly Favorable	35	→76
Somewhat Favorable	41	
Somewhat Unfavorable	8	→16
Strongly Unfavorable	8	
(Don't Know/Refused)	8	

[RANDOMIZE Q21-Q22]

21. Now I'd like to read you a pair of statements. Please tell me which one you agree with more.

(RANDOMIZE)

There should be a regional plan guiding housing and commercial development in the Bay Area

Local cities and counties on their own should plan housing and commercial development in their area

(END RANDOMIZE)

Regional plan	51
Local plan	44
(Both)	3
(Neither)	1
(Don't Know/Refused)	2

22. Now I'd like to read you a pair of statements. Please tell me which one you agree with more.

(RANDOMIZE)

There should be a regional plan guiding all transportation improvements in the Bay Area

Transportation planning should be done by individual counties and local transportation agencies

(END RANDOMIZE)

Regional plan	71
Local plan	25
(Both)	2
(Neither)	0
(Don't Know/Refused)	2

[END Q21-Q22 RANDOMIZE]

SECTION A-D INT. Now I am going to read you some of the things that could be included in Plan Bay Area.

[RANDOMIZE SECTIONS A, B, C, AND D]

(BEGIN SECTION A)

23INT. **(Next is/We'll begin with)** some of the specific things Plan Bay Area could include to address housing. Please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose each one.

SCALE:	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	(Don't know)	Total Support	Total Oppose
23.	Incentives to build housing on underutilized land like aging shopping malls, office parks, and unused government property						
	51	35	7	5	2	85	12
24.	Reduced fees and streamlined approval for new housing built near major transit and job centers						
	46	37	8	6	3	83	14
25.	Building more housing that is permanently affordable						
	59	25	6	7	2	84	14
26.	Preventing low income or affordable housing from being converted to market rate housing						
	45	27	13	12	3	72	25
27.	Requirements to make some of the units in any new housing development to be affordable to low-income households						
	50	29	8	12	1	79	19
28.	Limiting residential rent increases to the rate of inflation each year						
	48	27	10	13	2	74	24

(END RANDOMIZE)

(END SECTION A)

(BEGIN SECTION B)

29INT. **(Next is/We'll begin with)** some of the specific things Plan Bay Area could include to address transportation. Please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose each one.

SCALE:	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	(Don't know)	Total Support	Total Oppose
(RANDOMIZE)							
29.	Requirements for Bay Area public bus and train agencies to coordinate schedules, fare structures and payment systems throughout the Bay Area						
	54	34	5	3	4	88	8
30.	Reducing the number of public bus and train agencies in the Bay Area by consolidating agencies and services						
	28	35	20	11	6	63	31
31.	Implementing a per-mile fee for drivers on high-traffic freeways where transit options are available						
	14	21	23	39	3	35	62
32.	Building improved sidewalks, crosswalks, and bike lanes						
	52	35	6	4	1	88	11
33.	Improving bus service by increasing frequency and building more rapid transit lines along major corridors						
	48	37	8	5	3	85	12
34.	Lowering speed limits on local streets to improve safety						
	28	33	22	15	2	61	37
35.	Building more express lanes for toll-paying vehicles, carpools, and express buses						
	27	35	19	17	3	62	35
36.	Reducing bottlenecks on freeways by rebuilding interchanges						
	41	42	9	4	4	83	13
37.	Modernizing and expanding the regional rail network, including BART and Caltrain						
	56	30	5	5	3	87	10

(END RANDOMIZE)**(END SECTION B)**

(BEGIN SECTION C)

38INT. **(Next is/We'll begin with)** some of the specific things Plan Bay Area could include to address the economy. Please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose each one.

SCALE:	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	(Don't know)	Total Support	Total Oppose	
(RANDOMIZE)								
38.	Childcare subsidies to assist low income households by paying up to 50% of the cost of preschool or childcare for young children							
	51	29	9	9	2	81	17	
39.	Mentoring and financial assistance to support new businesses in disadvantaged communities							
	54	34	5	5	2	88	10	
40.	Incentives to prevent industrial and manufacturing businesses from being converted to other uses							
	21	37	23	10	9	58	33	
41.	Incentives to encourage commercial development near public transit stops							
	36	45	10	6	3	81	15	
42.	Increased fees on new office development to provide funding for housing and transportation improvements							
	37	34	13	13	3	70	26	
43.	Job training programs to prepare workers for quality jobs							
	67	26	3	3	1	93	6	

(END RANDOMIZE)

(END SECTION C)

(BEGIN SECTION D)

44INT. **(Next is/We'll begin with)** some of the specific things Plan Bay Area could include to address climate change and the environment. Please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose each one.

SCALE:	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	(Don't know)	Total Support	Total Oppose
(RANDOMIZE)							
44.	Incentives for residential property owners to do earthquake and sea level rise protection retrofitting						
	39	39	11	9	3	77	19
45.	Building levees and seawalls to protect communities and businesses at risk from sea level rise						
	39	39	10	9	3	77	19
46.	Incentives that help reduce vehicle emissions, such as encouraging the purchase and use of electric vehicles						
	43	34	10	11	2	77	21
47.	Protecting agricultural lands and open spaces from development						
	59	29	7	3	2	87	11
48.	Requiring employers to limit in-person office work when telecommuting or working from home is possible						
	45	31	10	11	3	76	22
49.	Limiting speeds to 55 miles per hour on Bay Area freeways to improve safety and reduce emissions						
	17	22	24	34	2	39	58

(END RANDOMIZE)

(END SECTION D)

[END SECTIONS A, B, C, AND D RANDOMIZE]



50. Now, given everything you've heard, do you have a favorable or unfavorable opinion of "Plan Bay Area"?

(If Favorable/Unfavorable: Is that strongly favorable/unfavorable or somewhat favorable/unfavorable?)

Strongly Favorable	34	→80
Somewhat Favorable	46	
Somewhat Unfavorable	9	→16
Strongly Unfavorable	7	
(Don't Know/Refused)	5	

[RANDOMIZE Q51-Q52]

51. And now, please tell me which statement you agree with more.

(RANDOMIZE)

There should be a regional plan guiding housing and commercial development in the Bay Area

Local cities and counties on their own should plan housing and commercial development in their area

(END RANDOMIZE)

Regional Plan	53
Local plan	42
(Both)	2
(Neither)	1
(Don't know/Refused)	3

52. And now, please tell me which statement you agree with more.

(RANDOMIZE)

There should be a regional plan guiding all transportation improvements in the Bay Area

Transportation planning should be done by individual counties and local transportation agencies

(END RANDOMIZE)

Regional plan	68
Local plan	26
(Both)	3
(Neither)	0
(Don't know/Refused)	2

[END Q51-Q52 RANDOMIZE]

DEMOS. My last questions are for statistical purposes only.

53. Thinking back to before the COVID-19 pandemic and shelter in place, which modes of transportation did you use at least two to three times per week, for any purpose including commuting to school or work, or running errands? **(READ LIST, ACCEPT MULTIPLE RESPONSES)**
- | | |
|---|----|
| BART | 14 |
| Bike | 10 |
| Driving in a car alone | 74 |
| Driving or riding in a carpool | 22 |
| Employee shuttle bus | 3 |
| Ferry | 3 |
| Public bus/light rail | 14 |
| Ride hail service, like Lyft or Uber | 12 |
| Taxi | 2 |
| Commuter train, like Caltrain, Amtrak, or ACE | 4 |
| Walk | 31 |
| Other (specify) | 2 |
| Not sure (exclusive response) | 1 |
54. 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?
- | | |
|----------------------|----|
| Own/buying | 50 |
| Rent/lease | 34 |
| Live with family | 12 |
| No stable housing | 1 |
| (Don't Know/Refused) | 2 |
55. How many years have you lived in your current home?
- | | |
|----------------------|----|
| Less than 2 years | 16 |
| 2-5 years | 22 |
| 6-10 years | 18 |
| 11-20 years | 19 |
| More than 20 years | 23 |
| (Don't Know/Refused) | 2 |

56.	In terms of your job status, are you employed full time, employed part time, unemployed but looking for work, retired, a student, or a homemaker?	
	Employed full time	52
	Employed part time	9
	Unemployed	9
	Retired	19
	Student	5
	Homemaker	2
	(Other)	3
	(Don't Know/Refused)	2
57.	How many vehicles are owned by people in your household? (RECORD NUMBER)	
	0	6
	1	26
	2	37
	3	17
	4	8
	5+	6
	(Don't Know/Refused)	1
58.	What was your total household income before taxes for 2019? Was it (READ OPTIONS)	
	Less than \$25,000	7
	\$25,000 to less than 50,000	10
	\$50,000 to less than 75,000	15
	\$75,000 to less than 100,000	12
	\$100,000 to less than 150,000	14
	\$150,000 and over	25
	(Don't Know/Refused)	16
59.	What is the last grade you completed in school?	
	Some grade school	1
	Some high school	2
	Graduated High School	10
	Technical/Vocational	3
	Some College/Less than 4 year degree	22
	Graduated College/4 year degree (BA, Bachelor)	2
	Graduate/Professional (M-A, Master, PhD, MBA, Doctorate)	33
	(Don't Know/Refused)	27

60.	Do you consider yourself male, female, or do you describe yourself in another way?	
	Male	47
	Female	49
	I describe myself another way	1
	(Prefer not to respond)	3
61.	Do you consider yourself to be African American or Black, Chinese, Other Asian, Native Hawaiian or Other Pacific Islander, Hispanic or Latinx, White, or something else?	
	African American or Black	5
	Chinese	9
	Other Asian	10
	Native Hawaiian or Other Pacific Islander	1
	American Indian/Alaska Native	0
	Hispanic or Latinx	19
	White	43
	Something else (Please specify)	6
	(Refused)	7
62.	In what year were you born? (YEARS CODED INTO AGE CATEGORIES)	
	18-29 (1991-2002)	16
	30-39 (1981-1990)	17
	40-49 (1971-1980)	19
	50-64 (1956-1970)	26
	65 or over (1955 or earlier)	21
	(Refused)	2

THANK YOU!

LANGUAGE OF INTERVIEW

English	88
Spanish	8
Chinese	4

SAMPLE PARTY/VOTER REGISTRATION

Registered Democrat	37
Registered Republican	11
Registered NPP/Other	20
Non-voter	32