

FINAL TOPLINES
MTC PLAN BAY AREA SURVEY
April 2011

N=1069; MARGIN OF ERROR: ± 3.00%

Introduction

Hello, I'm _____ calling on behalf of the Metropolitan Transportation Commission. We are conducting an important survey with Bay Area residents. The results will be used to help make future planning decisions in the region.

(INTERVIEWER NOTES: If necessary, explain:

- *The Metropolitan Transportation Commission (MTC) is the transportation planning, coordinating and financing agency for the nine-county San Francisco Bay Area*
- *The survey should take between 12-14 minutes to administer*
- *No selling is involved*
- *Responses will be treated in confidence*
- *If Spanish or Chinese monolingual household, flag for callback.)*

BASE (All Respondents) N = 1069

1) About how long have you lived in the Bay Area? *(Read list if necessary)*

1	Less than one year	2%
2	One – five years	8%
3	Six – ten years	9%
4	Eleven – twenty years	18%
5	Over twenty years	63%
6	Don't know (do not read)	<1%
	MEAN	20 Years

2) Which county do you live in? *(Read list if necessary)*

3	Santa Clara	23%
1	Alameda	20%
2	Contra Costa	14%
4	San Francisco	11%
5	San Mateo	10%
9	Sonoma	6%
8	Solano	6%
6	Marin	5%
7	Napa	5%
10	Other county outside Bay Area (thank and terminate)	
11	Don't know / Refused (thank and terminate)	

BASE (All Respondents) N = 1069**Note: Questions with a (T) are tracking from previous RTP telephone surveys.****Perceptions - General Issues**

Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?

	Excellent 5	4	3	2	Poor 1	Don't know	MEAN
7) Preservation of open space and parks	20%	41%	26%	9%	3%	1%	3.68
3) Air quality.....	14%	43%	34%	7%	2%	1%	3.60
4) Quality of public transit services	7%	29%	35%	17%	8%	5%	3.10
9) Availability of job opportunities.....	4%	16%	36%	26%	13%	5%	2.70
6) Maintenance of roads and freeways	4%	19%	32%	25%	20%	<1%	2.63
5) Traffic flow on roads and freeways	2%	14%	41%	28%	14%	1%	2.62
8) Availability of affordable housing^.....	4%	7%	23%	34%	29%	3%	2.21

^Affordable housing = Housing that is actually affordable for a working Bay Area resident with limited income.

BASE (All Respondents) N = 1069

Specific Policy Issues

In the Bay Area, roughly forty percent of greenhouse gas emissions come from transportation sources, mostly from cars and trucks. Several strategies are being considered to reduce greenhouse gas emissions in the Bay Area. Indicate whether you would support or oppose each of the following strategies. Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.

	Support Strongly		Oppose Strongly			Don't know	MEAN
	5	4	3	2	1		
<u>Climate Protection Strategies</u>							
11) Require employers to offer a plan which allows their employees to pay for the cost of commuting by public transit, vanpooling, or bicycling with pre-tax dollars	36%	25%	20%	7%	11%	1%	3.69
13) Charge for parking where it is currently free to discourage commuters from driving and parking, and to make more short term parking spaces available ...	11%	12%	25%	24%	28%	1%	2.52
12) Charge higher parking rates during busy periods to make more parking spaces available, and reduce the need to circle the block.....	8%	15%	25%	21%	30%	1%	2.50
10) Reduce maximum speed to 55 miles per hour on Bay Area freeways.....	14%	11%	18%	20%	37%	<1%	2.43

^ Locations may include – on-street spaces, public parking garages owned by cities and private parking garages used by employees. Will not include residential parking nor parking garages for shopping malls.

Financial Incentives

14) Cities that allow more multi-unit^^ housing to be built near public transit should get more regional transportation dollars	22%	31%	28%	7%	9%	2%	3.51
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^^Includes apartments, condos and townhouses

BASE (All Respondents) N = 1069**Attitudinal Statements**

Next I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree.

	Agree Strongly			Disagree Strongly		Don't know	MEAN
	5	4	3	2	1		
<u>Bay Area Region Statements</u>							
16) Transit agencies should spend money more efficiently before taxpayers invest additional funds for transit improvements	49%	24%	18%	5%	2%	2%	4.15
19) Throughout the Bay Area, there should be a focus on making it easier to walk or bike, rather than having to rely on a car	45%	27%	17%	6%	5%	<1%	4.01
15) Transit agencies should consolidate certain functions, such as purchasing buses (and other equipment), sharing maintenance yards, and marketing	38%	29%	23%	5%	3%	3%	3.97
18) Transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit services (T)	34%	28%	22%	8%	6%	1%	3.77
17) There should be a focus on reducing tailpipe emissions and encouraging drivers to drive less, not on improving our ability to drive more easily around the Bay Area	26%	24%	28%	13%	9%	1%	3.45
<u>Individual Statements</u>							
20) Economic growth and prosperity are more important than environmental issues	10%	9%	29%	24%	27%	1%	2.50

BASE (All Respondents) N = 1069

Choosing Place to Live - Trade Offs

Now, I want to ask you about choosing a place to live.

Many people say they face tradeoffs when choosing a place to live – meaning that they have to give up some things in order to have other things. How do you feel about the following tradeoffs? Other things being equal: rate each of the following as individual statements using the same scale...

	Agree Strongly			Disagree Strongly		Don't know	MEAN
	5	4	3	2	1		
22) I would live in a smaller house to have a shorter commute (T)	33%	29%	18%	10%	10%	1%	3.64
21) I would live in a more densely populated area if there were better public transit and better neighborhood amenities	29%	28%	20%	11%	11%	<1%	3.53
24) I would be willing to accept an increase in the number of homes and traffic in my community, if it helped protect open space and air quality in the Bay Area (T)	22%	30%	30%	10%	7%	2%	3.51
23) I would accept a longer commute to live in a larger house	9%	11%	21%	25%	33%	1%	2.38

BASE (All Respondents) N = 1069**Transportation Funding Priorities**

Now I want to ask you about transportation priorities in the Bay Area. For each, please indicate whether or not it should be a high investment priority for our region. Use a 5 point scale where 5 means a High Priority and 1 means it is Not a Priority (you may also use any numbers in between).

	High Priority			Not a Priority		Don't know	MEAN
	5	4	3	2	1		
27) Maintain state highways, including fixing potholes.....	59%	27%	11%	2%	1%	<1%	4.42
31) Maintain local streets and roads, including fixing potholes.....	58%	28%	12%	2%	1%	<1%	4.41
34) Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area.....	60%	24%	9%	3%	3%	<1%	4.35
30) Provide more frequent public transit service	49%	28%	16%	4%	2%	1%	4.18
33) Expand ferry service across the bay (T)	31%	24%	28%	9%	6%	3%	3.68
32) Expand the network of bicycle lanes (T)	33%	23%	23%	11%	9%	<1%	3.61
25) Improve traffic flow on freeways using ramp metering lights.....	20%	27%	34%	10%	8%	2%	3.40
28) Increase the number of freeway lanes for carpoolers and bus riders (T)	24%	26%	24%	16%	10%	1%	3.38
26) Widen freeways (T)	23%	20%	27%	19%	11%	<1%	3.24
29) Allow solo drivers the opportunity to use carpool lanes if they are willing to pay a fee (T)	26%	19%	16%	14%	25%	1%	3.05

BASE (All Respondents) N = 1069**Funding Ratio**

Next I want to ask about transportation funding in the Bay Area.

35) First, I want to ask about how much transportation money should go to public transit versus freeways and roads. The Bay Area currently spends **two-thirds** of its transportation money on public transit, and **one-third** on freeways and roads. In the future, should the region continue to spend its money on transportation projects in these same proportions, or spend more for public transit, or more for freeways and roads?

1	Keep the same proportions	32%
2	More for public transit	28%
3	More for freeways and roads	38%
4	Don't know (<i>do not read</i>)	2%
5	Refused (<i>do not read</i>)	<1%

36) Now I want to ask how much transportation money should go to maintenance versus expansion. The Bay Area spends 80 percent of its transportation moneys on maintaining and operating the existing transportation system which includes public transit, freeways, and local roads. The remaining 20 percent goes toward expansion of public transit, freeways and local roads. In the future should the region continue to spend its money on transportation projects in these same proportions, or spend more for maintenance and operation, or more for expansion?

1	Keep the same proportions	35%
2	More for maintenance and operation	28%
3	More for expansion	33%
4	Don't know (<i>do not read</i>)	4%
5	Refused (<i>do not read</i>)	<1%

Bicycling

37) Do you own a bicycle or have regular access to one?

1	Yes	65%
2	No	35%
3	No Answer	<1%

38) On average, how often do you bike per week, per month, or per year?

Never	44%
1-11 times/year (<1 time/month)	13%
12-36 times/year (1-3 times/month)	15%
37-60 times/year (3-5 times/month)	10%
61-156 times/year (5-13 times/month)	12%
More than 157 times/year (more than 3 times/week)	7%

BASE (All Respondents) N = 1069

39) What would be the one thing that would motivate you most to ride a bicycle (or ride more often) in the future? (*Interviewer: Probe for single, specific response. Keep brief*)

Demographics

These next few questions are for classification purposes only.

D1) Including yourself, how many people currently live in your household?

1 person	13%
2 people	27%
3 or more people	60%
MEAN	3 people

(*Ask if more than one person in household*)

D2) Is anyone in your household under the age of 18?

1	Yes	41%
2	No	59%
3	Refused	<1%

BASE (At Least One Child in the Household) N = 436

D2a) >>>Record number _____

1 child	42%
2 children	37%
3 or more children	20%
Refused	<1%

BASE (All Respondents) N = 1069

D3) Including yourself, how many of the people in your household work outside the home, either on a full-time or part-time basis?

No one	16%
1 person	32%
2 people	36%
3 or more people	16%
Refused	1%

D4) How many registered vehicles are available to members of your household?

None	3%
1 vehicle	24%
2 vehicles	41%
3 or more vehicles	32%
Refused	1%
MEAN	2 vehicles

D5) Do you own or rent your home?

1	Own	68%
2	Rent	32%
3	Other (specify) _____	<1%
4	Don't know / Refused	1%

D6) Have you used public transit in the past month?

1	Yes	47%
2	No	52%
3	Don't know	<1%

D7) May I ask your approximate age? _____

18 – 24 years old	11%
25 – 34 years old	19%
35 – 44 years old	20%
45 – 54 years old	19%
55 – 64 years old	15%
65 years old and older	15%
Refused	1%
MEAN	45 years old

BASE (All Respondents) N = 1069

D8) What ethnic group do you consider yourself a member of? (*If hesitates, ask*) Are you white, African American, Hispanic/Latino, Asian or some other ethnic or racial background?

(Multiple Responses Accepted)

1	White	55%
3	Hispanic / Latino	17%
4	Asian / Pacific Islander	17%
2	African American	5%
5	Other (specify) _____	5%
6	Refused	3%

D9) What is your approximate annual household income (before taxes)? (*Read responses if necessary*)

1	Under 15,000	5%
2	\$15,000 - \$25,000	8%
3	\$25,001 – \$50,000	15%
4	\$50,001 - \$75,000	15%
5	\$75,001 - \$100,000	13%
6	\$100,001 - \$150,000	15%
7	\$150,001 - \$200,000	8%
8	More than \$200,000	8%
9	Refused	14%
	MEAN	\$93,700

D10) Are you currently registered to vote?

1	Yes	78%
2	No	22%
3	Don't know / Refused	1%

BASE (Registered to Vote) N = 829

D11) In about how many of the past 5 elections have you voted, would you say...(Read List)

5	All 5 of the past 5 elections	69%
4	4 of the past 5 elections	9%
3	3 of the past 5 elections	7%
2	2 of the past 5 elections	6%
1	1 of the past 5 elections	5%
0	None of the past 5 elections	3%
6	Don't know / Refused (<i>Do not read</i>)	1%
	MEAN	4

BASE (Registered to Vote) N = 829D12) Are you registered as a Democrat, a Republican or with some other party?

1	Democrat	52%
2	Republican	18%
3	Decline to State / Independent Registration	14%
5	American Independent	3%
4	Green Party	1%
6	Libertarian	<1%
7	Peace and Freedom	<1%
8	Other party (specify) _____	2%
9	Don't know / Refused	10%

D13) And for validation purposes, may I please have your first name...

Comments

Those are all the questions I have.

Comments (If volunteered)

*Interviewer note: Prompt for comments only if comments mentioned during the interview.*_____

_____**Other**

Focus Group interest (Yes/No/Maybe)

BASE (All Respondents) N = 1069

Record:

D14) Gender (by observation)

1	Male	45%
2	Female	55%

D15) Language

1	English	91%
2	Spanish	7%
3	Chinese	2%