



PUBLIC OUTREACH and PARTICIPATION PROGRAM

Volume 4

Phase Four: Draft Plan Bay Area (2013)

September 2013

APPENDIX D:

What We Heard — Public Opinion Poll



**METROPOLITAN
TRANSPORTATION
COMMISSION**



**Association of
Bay Area Governments**

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700

(510) 817-5700
info@mtc.ca.gov
www.mtc.ca.gov
510.817.5769

phone
e-mail
web
TDD/TTY

(510) 464-7900
info@abag.ca.gov
www.abag.ca.gov

PROJECT STAFF

Ann Flemer

MTC Deputy Executive Director, Policy

Bradford Paul

ABAG Deputy Executive Director

Patricia Jones

ABAG Assistant Executive Director
(Retired May 2013)

Randy Rentschler

Director, MTC Legislation and Public Affairs

Ellen Griffin

Manager, MTC Public Engagement

**Catalina Alvarado, Pam Grove,
Leslie Lara, Terry Lee, Craig Noble,
Ursula Vogler**

MTC Outreach Team

**Joe Curley, John Goodwin,
Brenda Kahn, Georgia Lambert**

MTC Public Information Officers

Kathleen Cha

ABAG Senior Communications Officer

JoAnna Bullock

ABAG Senior Regional Planner

ACKNOWLEDGEMENT

Consultant assistance from
MIG, Inc. (Berkeley, California) and
Davis & Associates Communications
(San Francisco, California).



Public Outreach and Participation Program

Phase Four: Draft Plan Bay Area (2013)

NOTE: Appendix D is bound separately from the rest of the report.

Appendix D. What We Heard— Public Opinion Poll

Appendix D documents can be found immediately following this cover sheet, or online at: <http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>



PLAN BAY AREA SURVEY

Summary Report

PREPARED FOR

Metropolitan Transportation Commission (MTC)

PREPARED BY

Corey, Canapary & Galanis Research

June 2013

Table of Contents

Background and Methodology	3
Key Findings – Management Summary	4
Key Findings – Summary and Charts	6
Plan Bay Area Initial Reaction	6
Importance of Key Components	8
Regional vs. Local Development	9
Reducing Driving/Decreasing Greenhouse Gas Emissions	11
Greenhouse Gas Reduction Strategies	12
Additional Express Lanes	13
Funding Priorities	14
Tradeoffs & Attitudinal Statements.....	15
Residents’ Perception of Key Issues in Bay Area	16
 Detailed Results	17
Detailed Results by Area Type	18
Detailed Results by Selected Demographics.....	42
Selected Detailed Results by County	92
Demographics	107
 Report Appendix	113
Survey Questionnaire.....	114
 Under Separate Cover Statistical Tables	

Background and Methodology

Background and Purpose

On behalf of the Bay Area Metropolitan Transportation Committee (MTC), Corey, Canapary & Galanis (CC&G) undertook a study of Bay Area residents. The primary goal of this study was to assess public opinion concerning attitudes, preferences, priorities, and trade-offs on key regional environmental and transportation issues.

Methodology

This study was conducted as 4 focus groups and telephone interviews with 2,516 Bay Area residents. The survey was conducted in English, Spanish, and Cantonese. Questions asked on the survey were developed by staff from MTC and Corey, Canapary & Galanis Research.

The field interviewing was done between March 13 and May 11, 2013. Residents were randomly contacted from a mixed sample of listed, Random Digit Dial (RDD), and cell phone numbers, in an attempt to reach a goal of 2,500 interviews. Interviewers made a minimum of three to four attempts for each contact. Once contacted, the respondent was given the opportunity to participate in the study by completion of a short telephone survey. Interviews were categorized by the home zip code of the respondent. This was used to ensure that sample was drawn to represent a geographically representative sample. Following the telephone interviewing, data from the survey was collated and open-ended responses analyzed and coded. All data was then processed and statistical tables generated.

Reporting

The report begins with Key Findings. The next section, Detailed Results, presents this data on a question by question basis. This is followed by a breakout by demographic grouping, then by county. The final section is the Appendix which includes the questionnaire. Crosstabulated tables are included under a separate cover.

Percentages may not add up to 100% due to rounding.

Key Findings – Management Summary

Plan Bay Area Initial Reaction

- After hearing a brief description of Plan Bay Area, a large share of residents feels that this type of plan is important to the region. 84% rate it as very or somewhat important.
 - Across counties, this rating is relatively constant. No county is lower than 77%.
 - Younger residents and transit users rate the importance even higher than others.
- Three key components of the plan were initially highlighted – improving the local economy, providing access to housing and transportation for everyone, and reducing driving and greenhouse gases.
 - Improving the local economy was considered the most important part of the plan for many (40%);
 - Providing access to housing and transportation was equally important (40%);
 - Reducing driving and greenhouse gases was lowest (18%).
- By county, providing access to housing and transportation was ranked more important among respondents from San Mateo, San Francisco, Santa Clara, and Alameda counties.

Reducing Driving / Decreasing Greenhouse Gas Emissions

- Despite ranking lowest of the three key components of Plan Bay Area, reducing driving as a way to decrease greenhouse gas emissions (as a stand-alone issue) is actually supported by two-thirds (67%) of respondents. Respondents seem to support this goal even though it does not resonate as strongly as the economy or housing/transportation in general.
- Urban residents were most likely to support the reduction of greenhouse gas emissions, and were generally more favorable towards the various measures being considered to reach greenhouse gas reduction goals.

Regional vs. Local Development

- Residents are split on who should guide housing and commercial development in the Bay Area. This appears to be a particularly divisive issue surrounding the plan. Overall, slightly more than half of residents (53%) think this development should be done locally, while 44% think this should be part of a regional plan.
 - Among counties, San Francisco has the highest percentage supporting a regional plan (48%), while Napa has the highest percentage supporting local (75%).
- Some of the key reasons that respondents oppose a regional plan for development include:
 - Local government knows the needs of its own citizens better.
 - Unrealistic/Too difficult to get counties to agree.
- Some also indicate local control should stay – but local agencies/decision-makers should be able to work together to address regional issues.

Attitudinal Statements

- The most highly rated attitudinal statements were (*percent who agree shown in parenthesis*):
 - Government agencies should play an active role in attracting jobs and promoting the economy in the Bay Area (80%);
 - I would take public transit more often if it took less time than driving (78%);
 - There should be a focus on walking and biking rather than having to rely on a car (70%);
 - Changes will be needed to maintain the quality of life in the Bay Area for future generations (70%);
 - In general, warnings about greenhouse gas emissions causing climate changes are valid (70%)

Funding Priorities

- Among the transportation related issues tested, the ones that were considered the highest priority for funding include:
 - Extend commuter rail, such as BART and Caltrain, throughout the Bay Area;
 - Maintain highways and local roads, including fixing potholes;
 - Providing more frequent public transit service.

Greenhouse Gas Reduction Strategies

- Among the greenhouse gas reduction strategies, the most strongly supported strategy was: building more housing near public transit designed for residents who want to drive less, with 65% of respondents supporting this measure strongly (rating it a '4' or '5').
- The strategy opposed by most residents was: charging drivers a new fee based on the number of miles driven. More than half of respondents (64%) said they oppose this idea (rated a '1' or '2'), with nearly half (46%) strongly opposing.

Residents' Perception of Key Issues in Bay Area

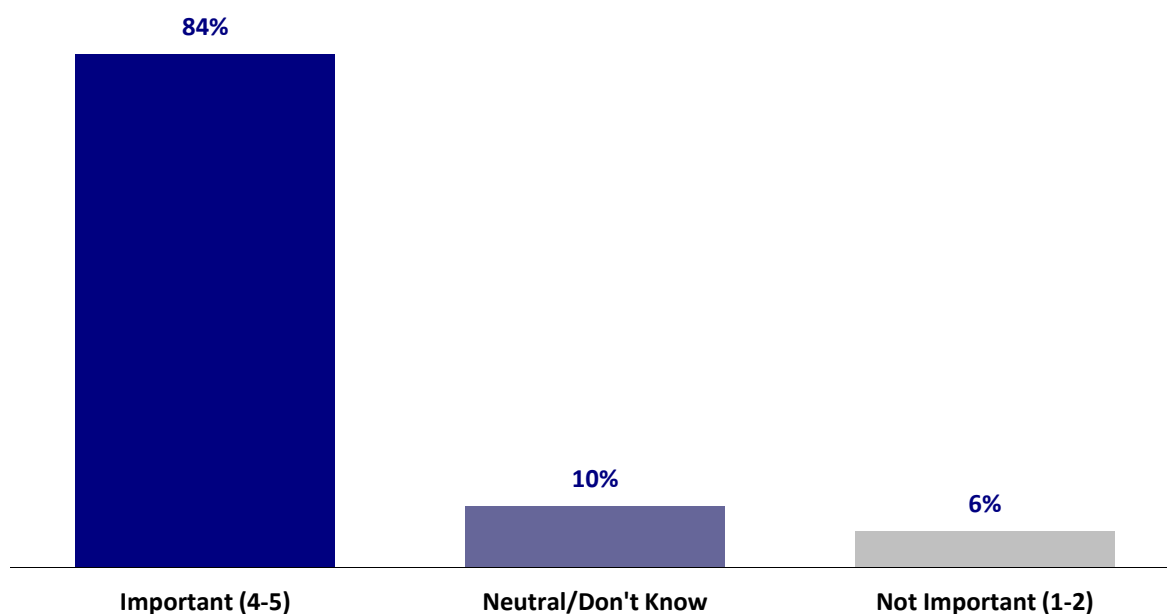
- Residents rate the Bay Area highly on open space preservation and air quality, but lower on other key issues asked about.
- When asked, "How are we doing now?," residents rate the Bay Area as follows:
 - Preservation of open space and parks (64% excellent/good);
 - Air quality (58% excellent/good);
 - Economic growth and prosperity (51% excellent/good);
 - Quality of public transit (37% excellent/good);
 - Upkeep and repair of local roads and freeways (26% excellent/good);
 - Availability of affordable housing (10% excellent/good).
- The above ratings vary some depending on the area. For example, those in the outer Bay Area rate availability of affordable housing more highly; but suburban and urban residents rate economic growth and prosperity more highly than those in the outer Bay Area.

Key Findings – Summary and Charts

Plan Bay Area Initial Reaction

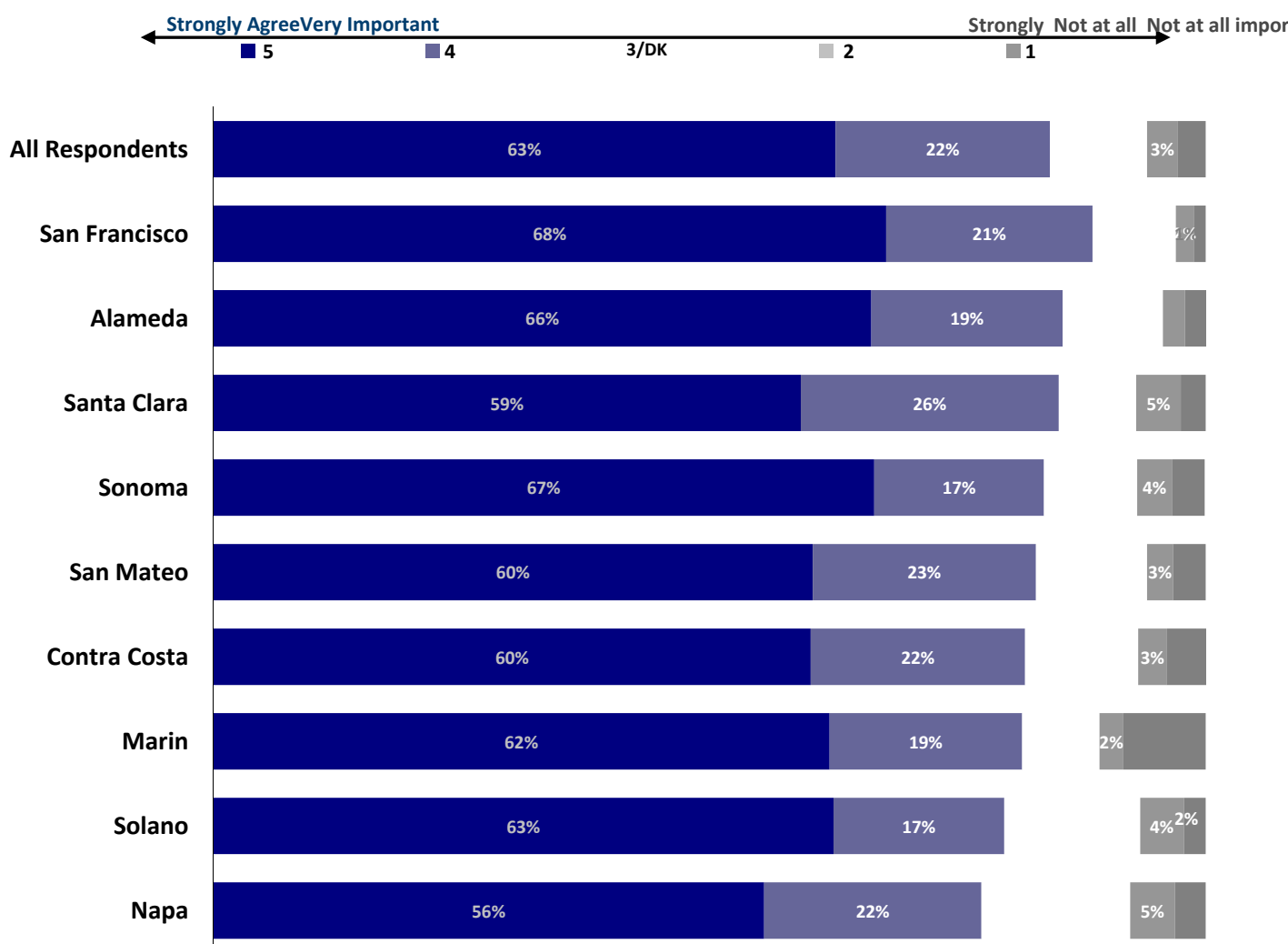
When asked for an initial assessment, 84% of respondents believe a regional plan like Plan Bay Area is important,

In general, how important do you think it is to establish this type of a regional plan? Use a 5-point scale where '5' is Very Important and '1' is Not at all Important.



Level of importance by individual county remains fairly high as well, ranging from 89% (in San Francisco) to 77% (in Napa).

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?



Plan Bay Area – Importance of Key Components

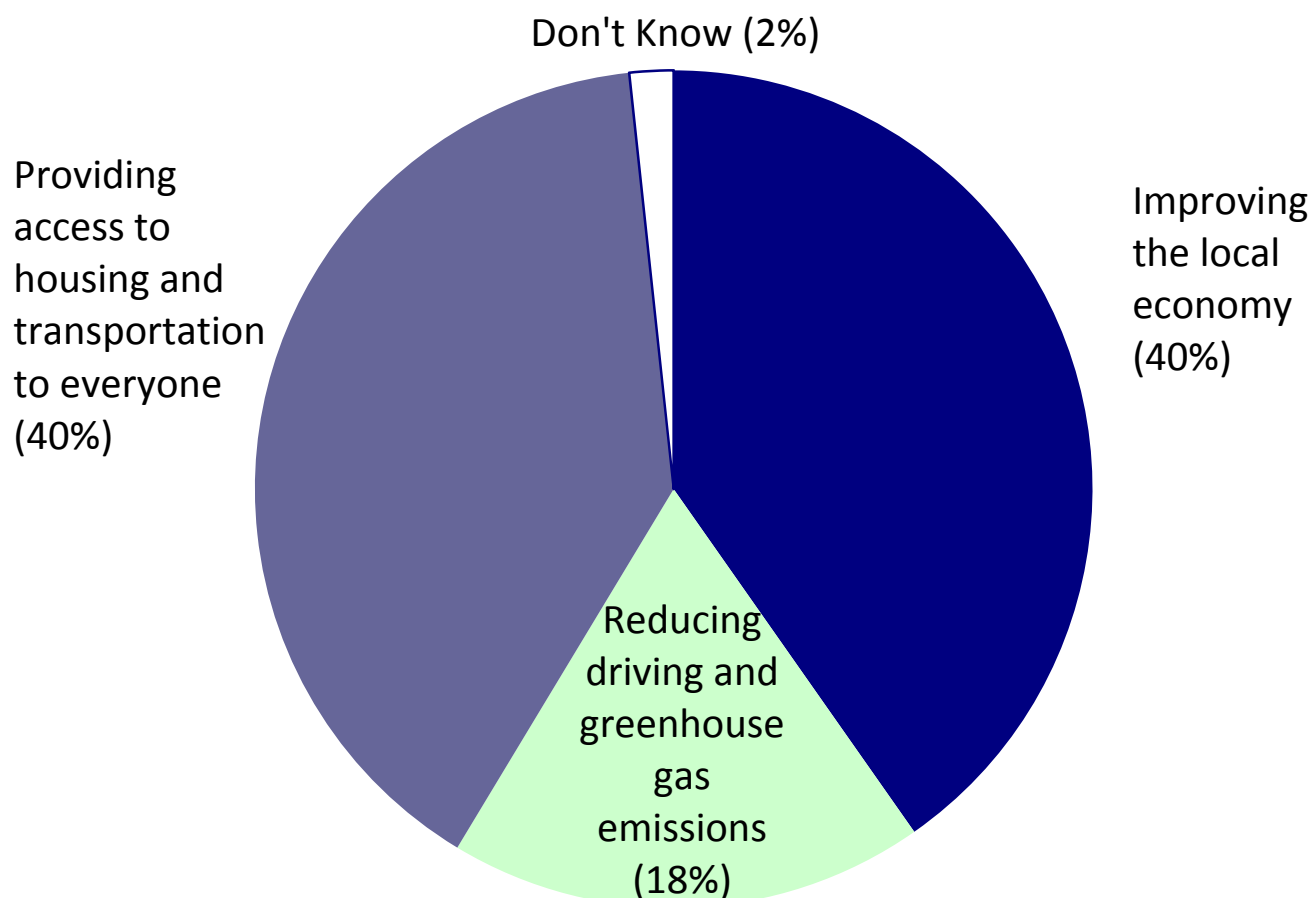
Three key components of Plan Bay Area were initially highlighted – improving the local economy, providing access to transportation for everyone, and reducing driving and greenhouse gases.

- Improving the local economy was considered the most important part of the plan for most (40%);
- Providing access to housing and transportation for everyone was next most important (40%);
- Reducing driving and greenhouse gases was lowest (18%).

Five counties indicated improving the local economy was the most important part of the plan; however, residents in San Mateo, San Francisco, Santa Clara, and Alameda counties said providing access to housing and transportation for everyone was most important.

Marin County showed the strongest support for reducing greenhouse gases as a priority, at 28%, while Solano County showed the weakest support, with just 11% of respondents from that county saying it was most important.

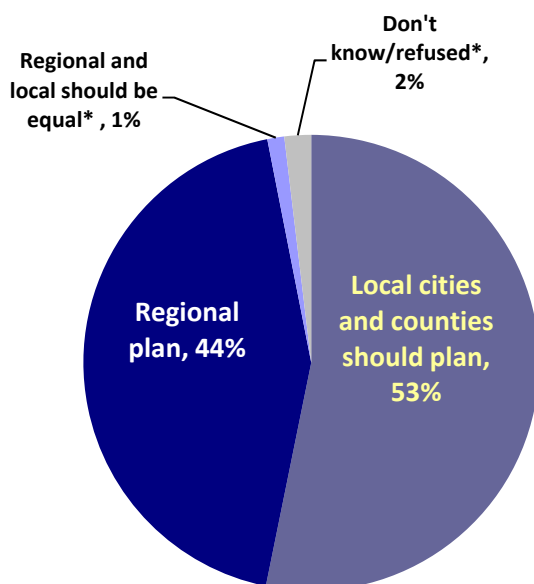
Which part of the plan is most important to the Bay Area's future . . . ?



Regional vs. Local Development

Which statement do you agree with more?

- 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.
- Residents are split on who should guide housing and commercial development in the Bay Area. This appears to be a particularly divisive issue surrounding the plan. Overall, slightly more than half of residents (53%) think this development should be done locally, while 44% think this should be part of a regional plan.



* These options were not read to respondents.

- Among counties, San Francisco has the highest percentage supporting a regional plan (48%), while Napa has the highest percentage supporting local (75%).

	Local Cities & Counties	A Regional Plan	A Mix
By County			
Napa	75%	22%	1%
Sonoma	63%	35%	2%
Marin	58%	38%	2%
Solano	58%	41%	1%
Contra Costa	53%	46%	-
San Mateo	52%	44%	2%
Santa Clara	52%	46%	1%
Alameda	51%	43%	1%
San Francisco	49%	48%	1%

- Some of the key reasons that respondents oppose a regional plan for development include:
 - Local government knows the needs of its own citizens better.
 - Unrealistic/Too difficult to get counties to agree.
 - Some also indicate local control should stay – but local agencies/decision-makers should be able to work together to address regional issues.

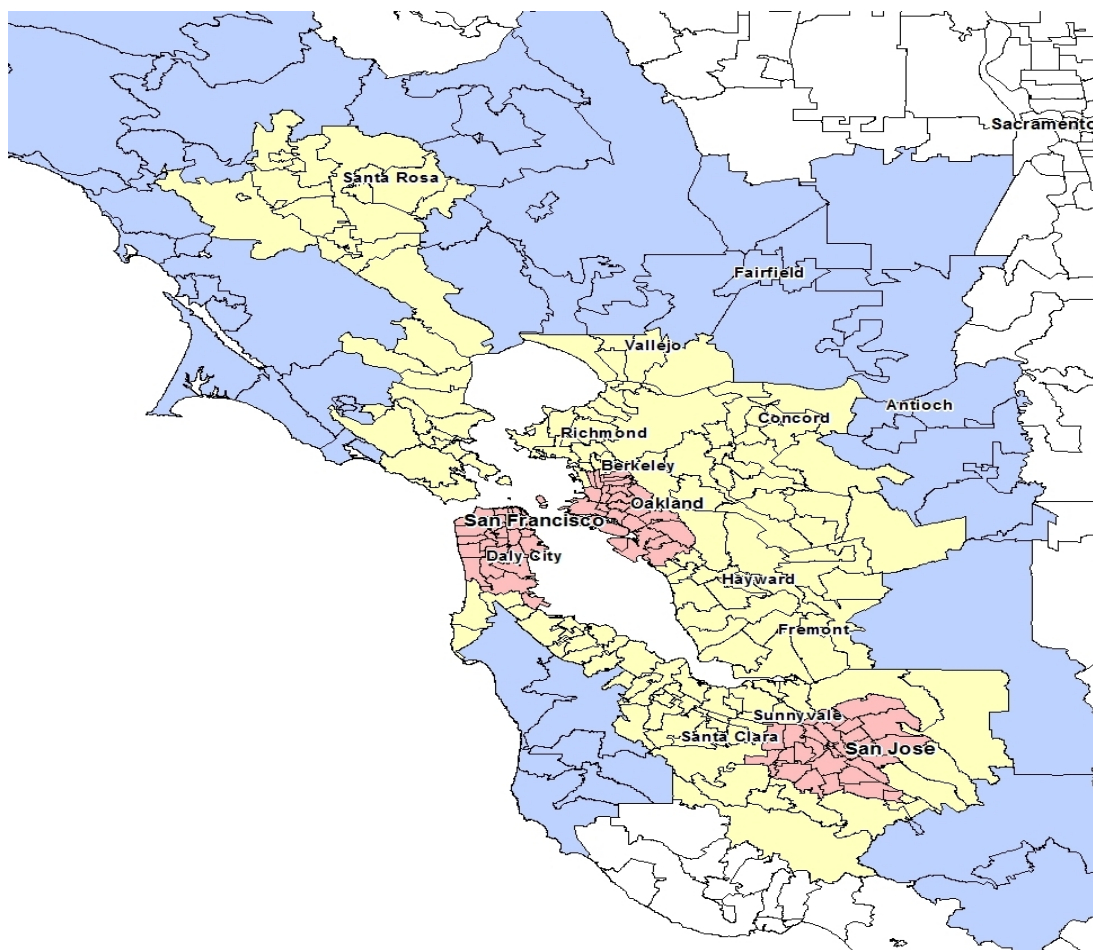
In the Bay Area map at right, red areas are urban, yellow areas are Suburban, and blue areas are Outer Suburban. White areas are outside of the Bay Area counties.

The definitions used are:

Urban – Primarily the urban areas of San Francisco, Oakland, and San Jose

Suburban – Areas immediately outside urban areas

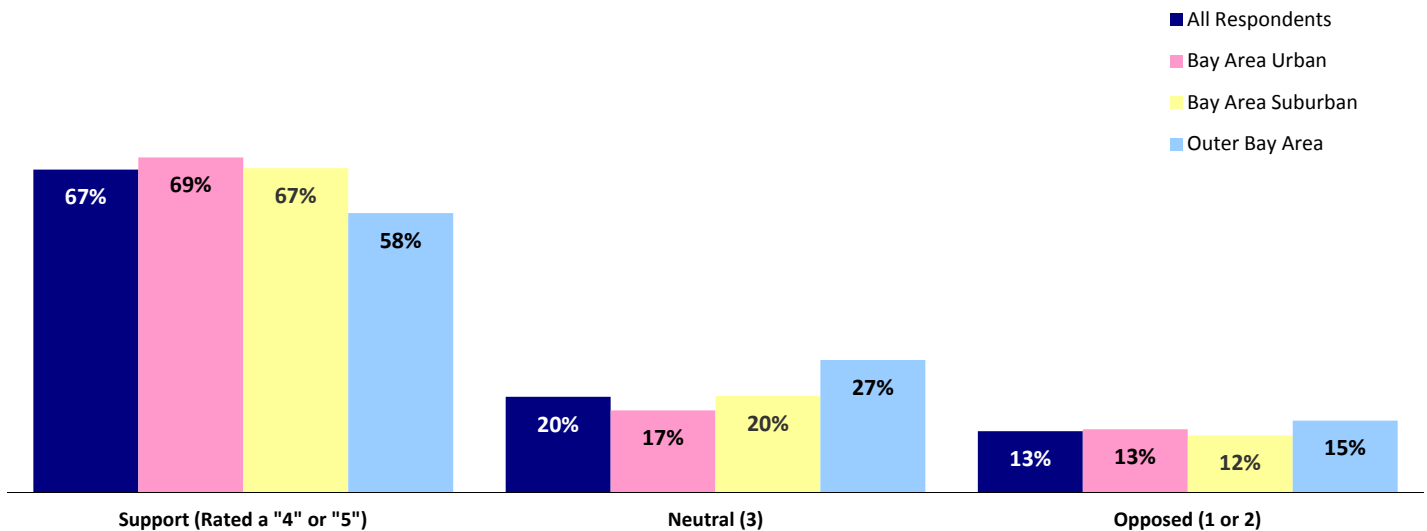
Outer Suburban – The outer geographic band of the Bay Area, including areas such as northwest Marin County, eastern Alameda County, and southern Santa Clara County



	Local Cities & Counties	A Regional Plan	A Mix
By Area Type (Based on ZIP Code)			
Urban	53%	44%	1%
Suburban	52%	45%	2%
Outer Suburban	63%	35%	1%

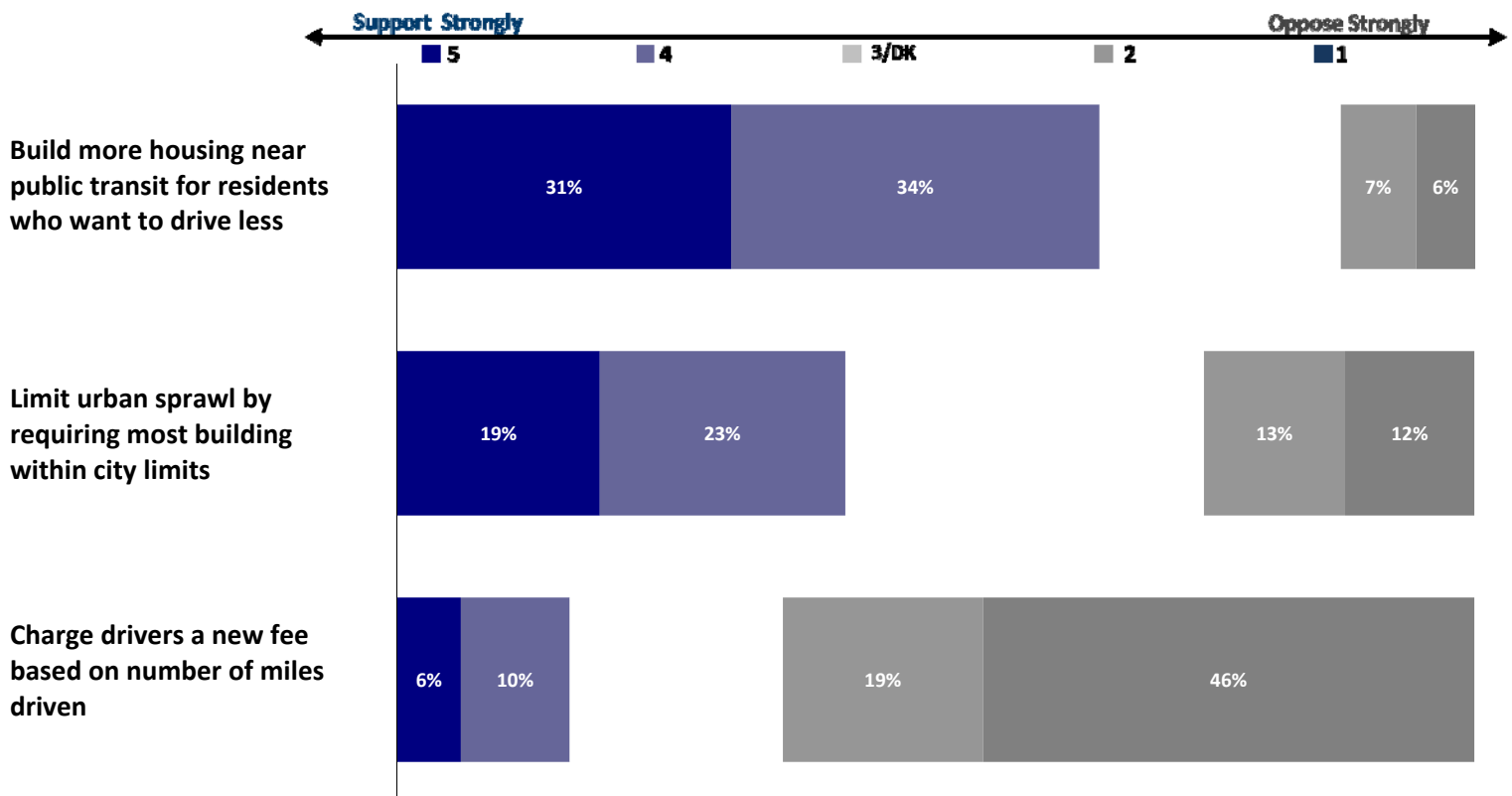
Reducing Driving / Decreasing Greenhouse Gas Emissions

- Despite ranking lowest of the three key components of Plan Bay Area, reducing driving as a way to decrease greenhouse gas emissions (as a stand-alone issue) is actually supported by two-thirds (67%) of respondents. Respondents seem to support this goal even though it does not resonate as strongly as the economy or housing/transportation in general.
- Urban residents were most likely to support the reduction of greenhouse gas emissions, and were generally more favorable towards the various measures being considered to reach greenhouse gas reduction goals.



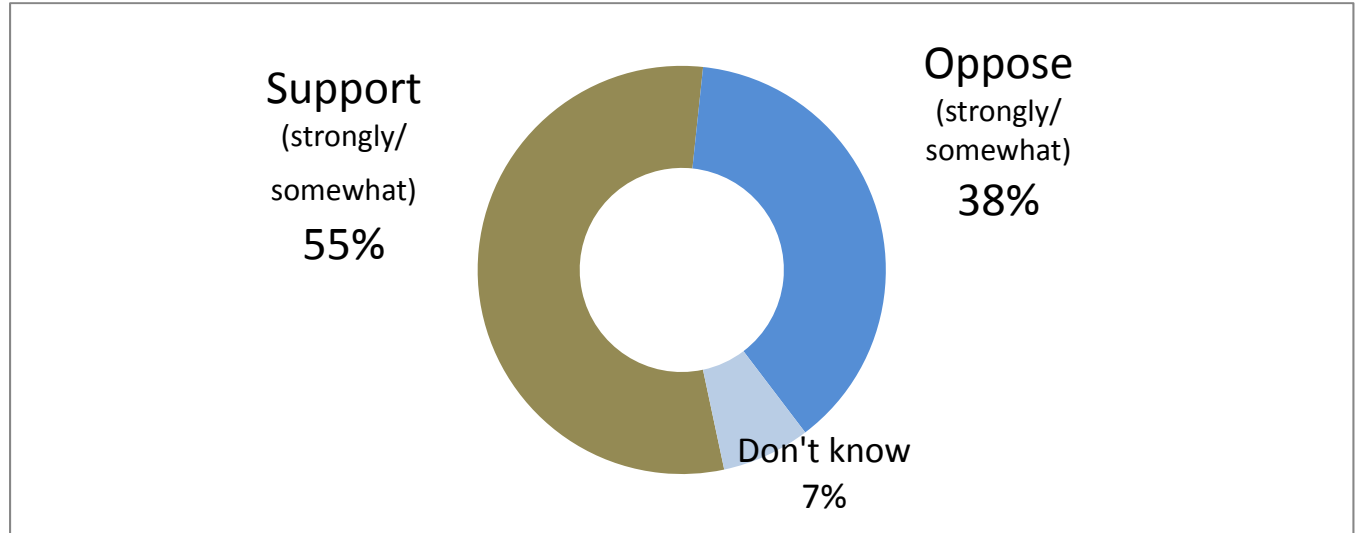
Greenhouse Gas Reduction Strategies

- Among the greenhouse gas reduction strategies, the most strongly supported strategy was: building more housing near public transit designed for residents who want to drive less, with 65% of respondents supporting this measure strongly (rating it a '4' or '5').
- The strategy opposed by most residents was: charging drivers a new fee based on the number of miles driven. More than half of respondents (64%) said they oppose this idea (rated a '1' or '2'), with nearly half (46%) strongly opposing.



Additional Express Lanes

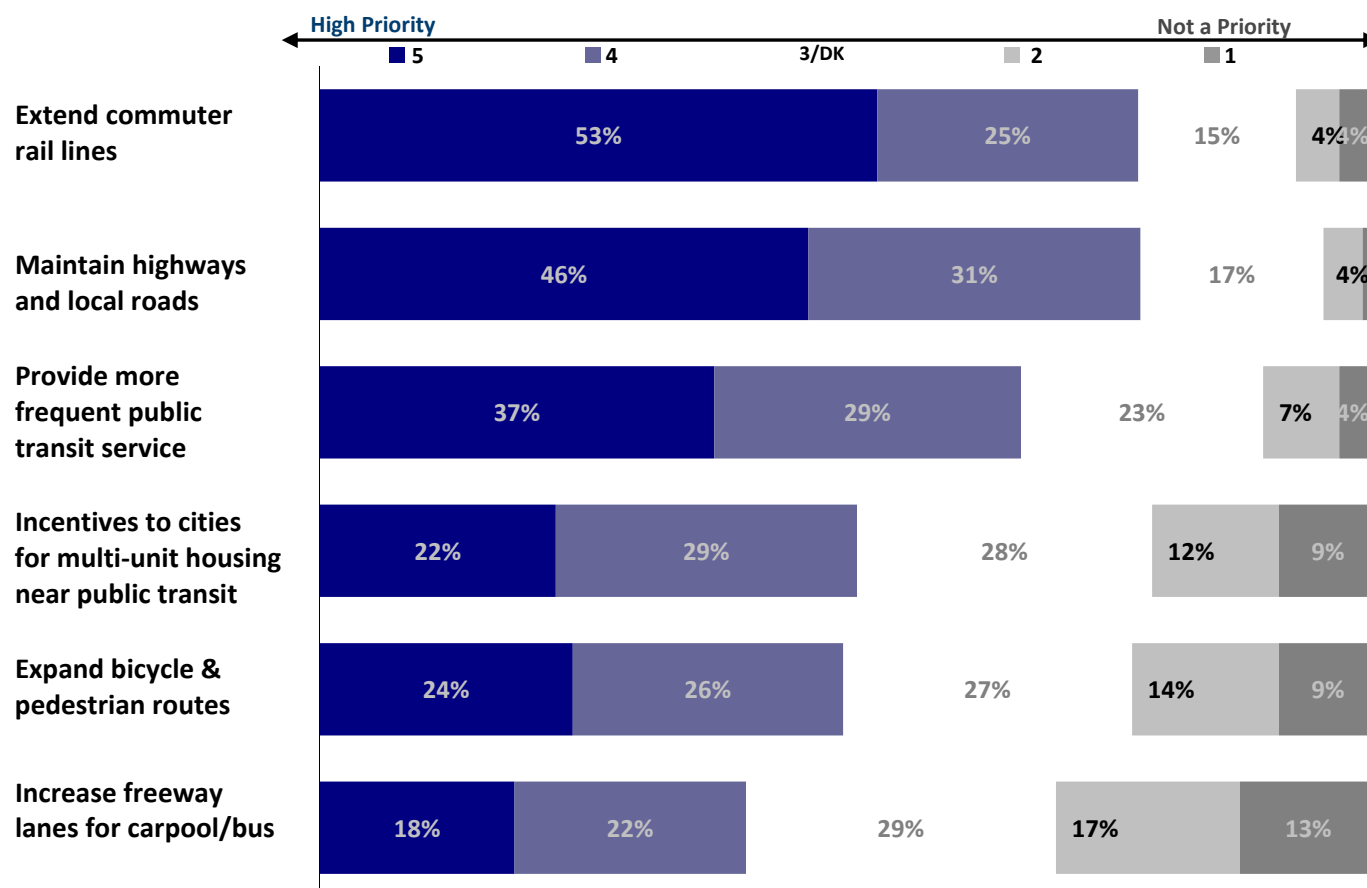
Do you support or oppose the idea of establishing additional express lanes on Bay Area freeways?



- Over half of respondents (55%) supported the idea of establishing additional express lanes.
 - Respondents from suburban areas were the most likely to support these lanes.
 - Respondents making \$150K or more were the most likely to support the express lanes, respondents making between \$25K and \$75K were the least likely.
 - Respondents from Santa Clara County were the most likely to support these lanes, respondents from Marin County the least.

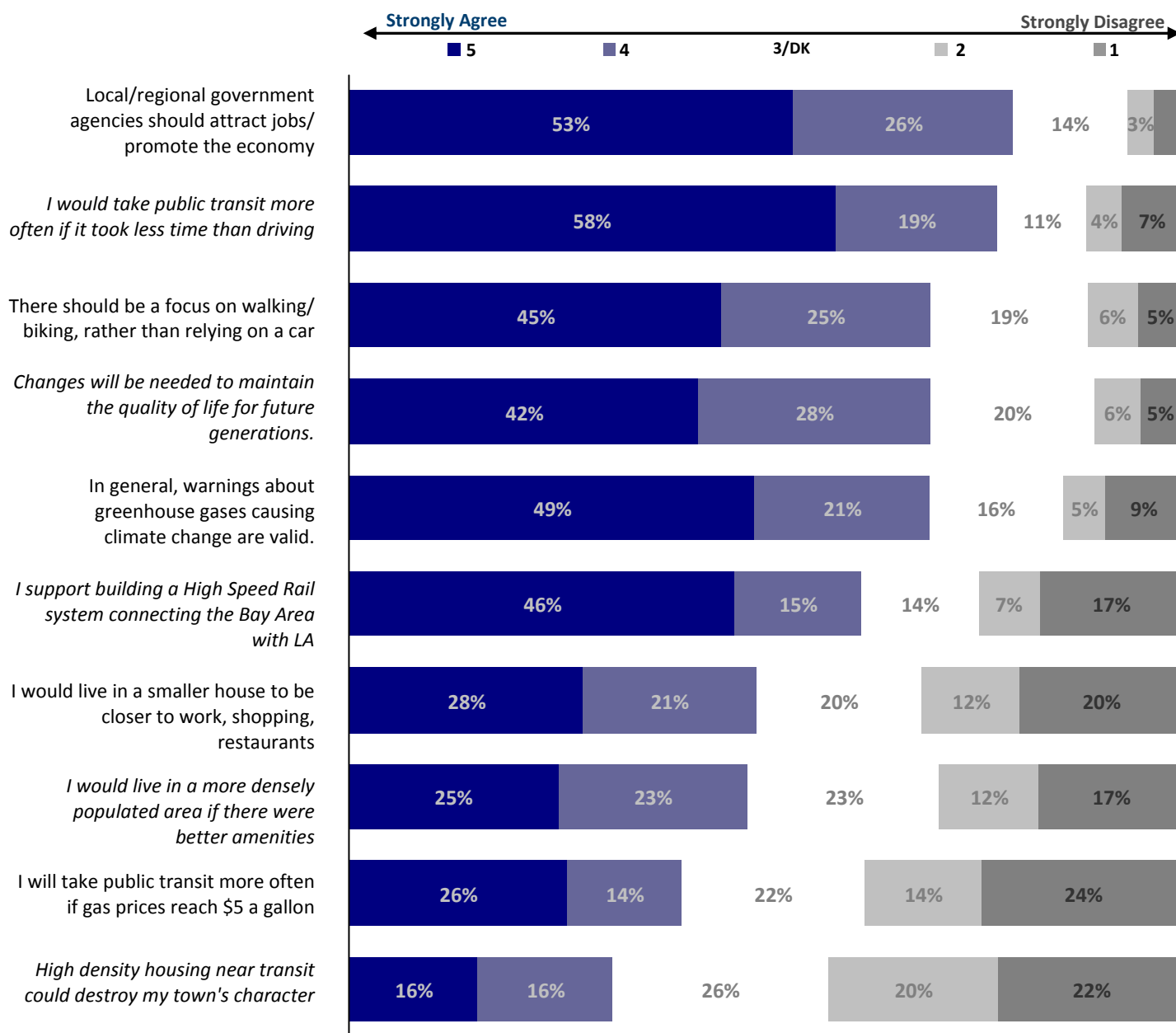
Funding Priorities

- Among the transportation related issues tested, the ones that were considered the highest priority for funding include:
 - Extend commuter rail, such as BART and Caltrain, throughout the Bay Area;
 - Maintain highways and local roads, including fixing potholes;
 - Providing more frequent public transit service.



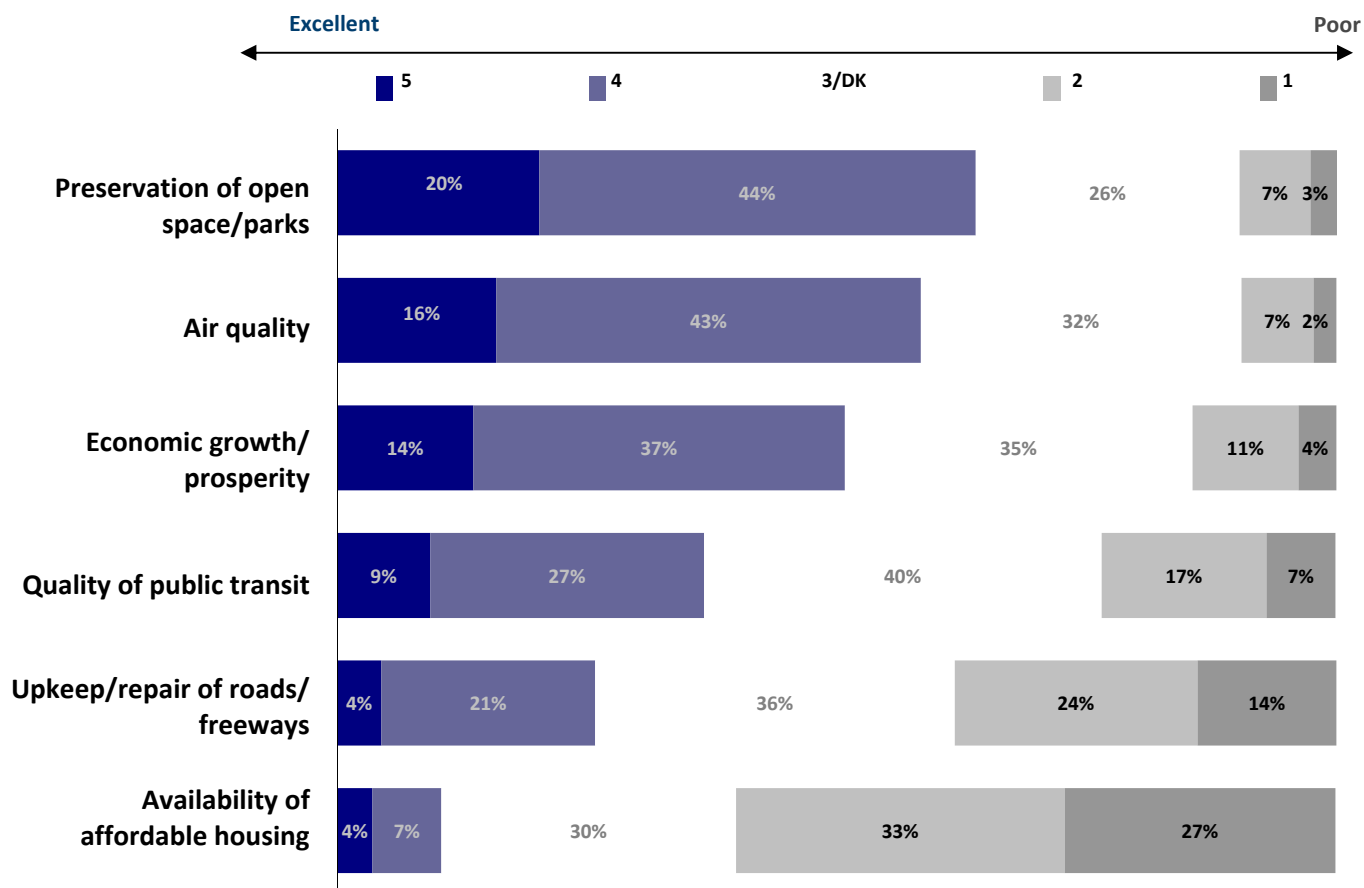
Trade-offs and Attitudinal Statements

- The most highly rated attitudinal statements were (*percent who agree shown in parenthesis*):
 - Government agencies should play an active role in attracting jobs and promoting the economy in the Bay Area (80%);
 - I would take public transit more often if it took less time than driving (78%);
 - There should be a focus on walking and biking rather than having to rely on a car (70%);
 - Changes will be needed to maintain the quality of life in the Bay Area for future generations (70%);
 - In general, warnings about greenhouse gas emissions causing climate changes are valid (70%)



Residents' Perception of Key Issues in Bay Area

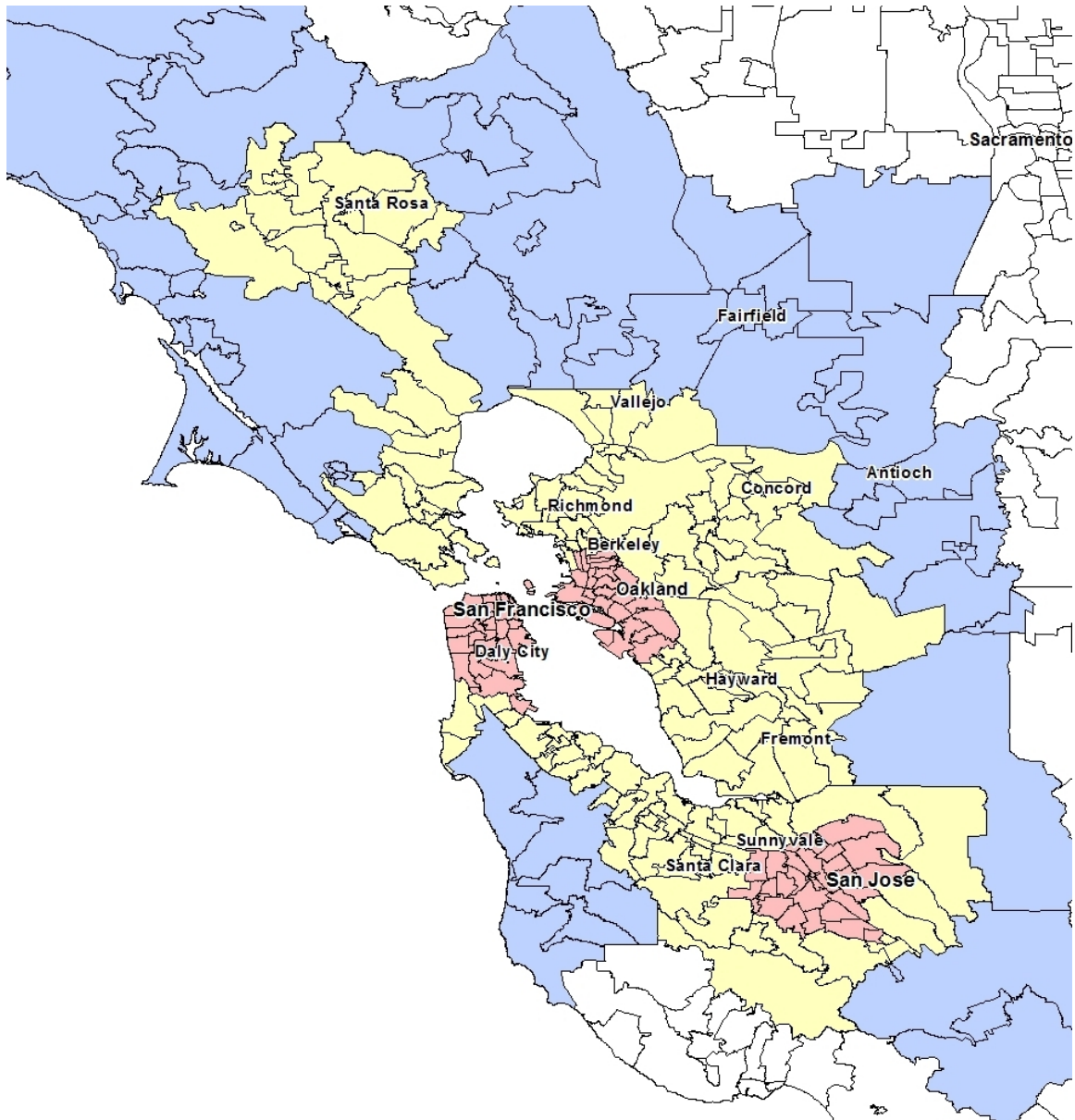
- Residents rate the Bay Area highly on open space preservation and air quality, but lower on other key issues asked about.
- When asked, "How are we doing now?," residents rate the Bay Area as follows:
 - Preservation of open space and parks (64% excellent/good);
 - Air quality (58% excellent/good);
 - Economic growth and prosperity (51% excellent/good);
 - Quality of public transit (37% excellent/good);
 - Upkeep and repair of local roads and freeways (26% excellent/good);
 - Availability of affordable housing (10% excellent/good).
- The above ratings vary some depending on the area. For example, those in the outer suburban area rate availability of affordable housing more highly; but suburban and urban residents rate economic growth and prosperity more highly than those in the outer suburban area.



Detailed Results

Results By Area Type

Respondent zip codes were plotted on a zip code map and colored by area type. On the following map: red is Urban areas, yellow is Suburban areas, blue areas are Outer Suburban, and white areas are outside of the Bay Area.



The definitions used are:

Urban – Primarily the urban areas of San Francisco, Oakland, and San Jose

Suburban – Areas immediately outside the urban areas

Outer Suburban – The outer geographic band of the Bay Area, including areas such as northwest Marin County, eastern Alameda County, and southern Santa Clara County.

Perception Of General Issues (Overview)

Overall, two thirds of respondents (64%) rated preservation of open space excellent or good (5 or 4). Only 10% rated the availability of affordable housing similarly.

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?

	ALL RESPONDENTS	URBAN	SUBURBAN	OUTER SUBURBAN
Base	2,516	858	1,279	316
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Preservation of open space	64	61	68	58
Air quality	58	57	61	54
Economic growth/prosperity	51	51	55	37
Quality of public transit	37	40	34	41
Upkeep of roads and freeways	26	24	27	26
Availability of affordable housing	10	10	10	14

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Perception Of General Issues (Detail)

Overall, preservation of open space was rated most highly among respondents (3.73), while the availability of affordable housing was rated the lowest (2.24).

The rating for availability of affordable housing increased the further from the urban area the respondent was. Notably, the ratings for preservation of open space, air quality, and upkeep and repair of local roads and freeways were highest among suburban respondents, while outer suburban residents rated the quality of public transit nearly as high as respondents from urban areas, who rated this attribute the highest of the three subgroups.

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				Poor	Don't Know	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
	%	%	%	%	%	%	#
Overall, how would you rate preservation of open space and parks in the Bay Area?							
All Respondents.....	20	44	25	7	3	2	3.73
Urban	18	43	25	7	5	2	3.64
Suburban.....	22	46	23	7	2	1	3.80
Outer Suburban	20	38	31	8	2	1	3.66
Overall, how would you rate air quality in the Bay Area?							
All Respondents.....	16	43	32	7	2	<1	3.63
Urban	16	40	34	7	2	<1	3.61
Suburban.....	16	45	30	7	2	1	3.66
Outer Suburban	15	40	34	8	3	<1	3.54
Overall, how would you rate economic growth/prosperity in the Bay Area?							
All Respondents.....	14	37	33	11	4	1	3.47
Urban	14	38	34	10	4	1	3.48
Suburban.....	15	40	31	9	4	2	3.55
Outer Suburban	7	31	44	14	4	1	3.23

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				Poor	Don't Know	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Overall, how would you rate quality of public transit in the Bay Area?

All Respondents.....	9	27	34	17	7	5	3.17
Urban	10	30	36	15	4	5	3.27
Suburban	8	25	35	18	9	5	3.07
Outer Suburban	11	29	29	16	7	8	3.24

Overall, how would you rate upkeep and repair of local roads and freeways in the Bay Area?

All Respondents.....	4	21	36	24	14	<1	2.78
Urban	6	18	34	28	14	1	2.74
Suburban	3	23	38	22	14	<1	2.81
Outer Suburban	5	21	32	28	13	<1	2.76

Overall, how would you rate availability of affordable housing in the Bay Area?

All Respondents.....	4	7	26	33	27	4	2.24
Urban	4	6	22	35	30	3	2.17
Suburban	3	7	25	33	28	4	2.21
Outer Suburban	4	10	34	29	19	4	2.50

Perception Of Plan's Importance

Overall, 84% of respondents rated the need for a regional plan at least a four out of five. Urban respondents rated the importance of the plan the highest at 4.47 out of 5.00.

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

		ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base		%	%	%	%
Very Important	(5).....	63	67	61	61
	(4).....	22	19	23	21
	(3).....	9	9	9	11
	(2).....	3	3	3	4
Not at all important	(1).....	3	2	3	3
Don't know	1	1	<1	<1
		100	100	100	100
MEAN (Out of 5.00)		4.39	4.47	4.37	4.33

RECAP

		ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base		%	%	%	%
Important (4 or 5)		84	86	84	82
Neutral (3)		9	9	9	11
Not important (2 or 1).....		6	5	6	7
Don't know		1	1	<1	<1
		100	100	100	100

Why is that? (Rated plan as important)*

	ALL RESPONDENTS 2,119	URBAN 735	SUBURBAN 1,078	OUTER SUBURBAN 259
Base (Rated Plan Importance 4 or 5)				
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better	27	28	26	28
General positive comment (It's important, We need it, etc.)	18	19	18	15
Need a regional plan to make sure goals are met/avoid inefficiency/problems/allocate funds properly/have accountability	17	15	19	14
Lack of affordable housing/People can't afford to live near their work, school .	16	18	14	17
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.)	14	16	13	15
Better transportation system/planned housing would help economic growth	7	7	7	9
Roads/highways are too congested/In bad repair/no parking	6	5	7	9
Need to maintain/improve the quality of life in the area	5	5	5	5
Need to move away from car-based transportation/Need to make it possible to live without owning a car/use electric cars/carpooling/bikepaths	4	4	3	4
Need a way to reduce commute times/sprawl/Redevelop land	3	5	2	3
The Bay Area is too expensive/Middle/Working class being squeezed out	3	4	3	2

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Why is that? (Rated plan as unimportant)*

	ALL RESPONDENTS 150	URBAN 42	SUBURBAN 81	OUTER SUBURBAN 21^
Base (Rated Plan Importance 1 or 2)				
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Lack of affordable housing/people can't afford to live near work/school	11	2	13	20
Need a regional plan to make sure goals are met/avoid inefficiency/problems/allocate funds properly/have accountability	11	18	9	11
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.).....	11	10	10	18
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better	10	6	12	3
General positive comment (It's important, We need it, etc.)	9	5	11	14
Don't like/trust the government	9	13	8	3
Don't see a problem/Things are good as they Are/Plan is unnecessary.....	8	2	9	9
Don't like/trust a central planning agency/ Would prefer more local control	6	11	4	8
Plan is too broad/Not an achievable goal	6	9	7	-
Better transportation system/planned housing would help economic growth	6	2	10	<1
Government can't afford it/Don't want my taxes/prices raised to pay for it/What is cost	5	4	6	6
Too much government regulation/Government will take people's houses/force people to live in apartments or condensed housing/take public transit/drive electric cars.....	5	9	3	9

*Only responses stated by 5% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

^ Caution-Low base

What Should Be The Plan's Focus?

Overall, respondents rated improving the local economy as the highest priority and providing access to housing and transportation for everyone as the second highest priority for the plan.

Both suburban and Outer suburban respondents felt that improving the local economy should be the plan's priority; however, urban respondents felt the plan's focus should be on providing access to housing and transportation for everyone

Which part of the plan is most important to the Bay Area's future...improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone? (select one).

	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base	%	%	%	%
Improving the local economy	40	35	41	49
Providing access to housing and transportation for everyone	40	46	37	34
Reducing driving and greenhouse gas emissions	18	17	19	16
Don't know	2	1	2	1
	100	100	100	100

Which is next most important? (select one).

	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base	%	%	%	%
Providing access to housing and transportation for everyone	40	38	39	44
Improving the local economy	29	33	26	30
Reducing driving and greenhouse gas emissions	29	26	32	23
Don't know	3	3	3	3
	100	100	100	100

Plan Bay Area Funding Priorities (Overview)

Overall, three quarters of respondents (78% and 77% respectively) felt that the maintenance of highways and local roads and expanding of commuter rail lines should be funding priorities for the plan. One third (39%) felt that funding should be allotted to Increase the number of freeway lanes for carpoolers and bus riders.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	ALL RESPONDENTS	URBAN	SUBURBAN	OUTER SUBURBAN
Base	2,516	858	1,279	316
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Maintain highways and roads	78	76	78	83
Extend commuter rail lines	77	75	80	76
More frequent public transit service	66	70	66	59
Financial incentives for multi-units	51	56	50	42
Expand ped. and bicycle routes	50	50	51	42
Increase freeway lanes	40	38	42	40

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Plan Bay Area Funding Priorities

Overall, respondents felt the expanding of commuter rail lines and the maintenance of highways and local roads should be funding priorities for the plan. They felt expanding bicycle and pedestrian routes and increasing the number of freeway lanes for carpoolers and bus riders to be the least important funding priorities.

Public transit related priorities tended to rate lower the further the respondent was from the urban area and road and highway maintenance and improvement priorities tended to rate higher the further the respondent was from the urban area.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	High Priority				Not a Priority	Don't Know []	MEAN SCORE (5 Pt. Scale)
	5	4	3	2	1		
	%	%	%	%	%	%	#
Maintain highways and local roads, including fixing potholes							
All Respondents.....	46	31	17	4	1	<1	4.17
Urban	45	32	18	5	1	<1	4.13
Suburban.....	45	32	18	3	2	<1	4.17
Outer Suburban	53	30	15	2	<1	<1	4.33
Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area							
All Respondents.....	53	25	14	4	4	1	4.20
Urban	51	24	16	5	2	1	4.18
Suburban.....	54	25	13	3	3	1	4.24
Outer Suburban	53	23	12	6	7	1	4.10
Provide more frequent public transit service							
All Respondents.....	37	29	22	7	4	1	3.91
Urban	42	28	20	6	3	1	4.01
Suburban.....	36	31	22	7	4	1	3.88
Outer Suburban	34	25	24	11	5	2	3.74

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	High Priority			Not a Priority		Don't Know	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
	%	%	%	%	%	%	#
Provide financial incentives to cities to build more multi-unit housing near public transit							
All Respondents.....	22	29	28	12	9	<1	3.43
Urban	27	29	28	10	7	<1	3.59
Suburban.....	21	29	27	13	10	1	3.38
Outer Suburban	16	26	30	15	12	1	3.19
Expand bicycle and pedestrian routes							
All Respondents.....	24	26	27	14	9	1	3.41
Urban	24	27	26	13	10	1	3.41
Suburban.....	25	26	26	14	8	<1	3.46
Outer Suburban	20	22	31	16	10	<1	3.26
Increase the number of freeway lanes for carpoolers and bus riders							
All Respondents.....	18	22	28	17	13	1	3.15
Urban	17	21	31	17	13	2	3.12
Suburban.....	18	24	28	17	13	1	3.17
Outer Suburban	23	17	28	18	14	<1	3.19

Support Of Reducing Driving To Decrease Greenhouse Gas Emissions

Overall, two thirds (67%) of respondents supported reducing driving to reduce greenhouse gas emissions, however, the further from an urban area the respondent was, the less likely the respondent was to support this.

The Bay Area plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

Base		ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
		%	%	%	%
Support strongly	(5).....	39	41	40	36
	(4).....	27	29	28	22
	(3).....	20	17	20	27
	(2).....	6	6	5	6
Oppose strongly	(1).....	7	7	6	9
Don't know		1	1	1	<1
		100	100	100	100
MEAN (Out of 5.00)		3.87	3.90	3.89	3.70

RECAP

Base		ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
		%	%	%	%
Support (4 or 5).....		67	69	67	58
Neutral (3).....		20	17	20	27
Oppose (2 or 1)		13	13	12	15
Don't know		1	1	1	<1
		100	100	100	100

Support of Other Policies to Reduce Use of Cars and Decrease Greenhouse Gas Emissions (Overview)

Overall, two thirds of respondents (65%) supported the idea of building more housing near public transit. Only 16% supported the idea of charging drivers a new fee based on the number of annual miles driven.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (5 Support Strongly and 1 Oppose strongly).

	ALL RESPONDENTS	URBAN	SUBURBAN	OUTER SUBURBAN
Base	2,516	858	1,279	316
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
More housing near transit	65	71	63	60
Require building in city limits	42	44	41	40
Fee based upon miles driven	16	18	17	7

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Support Of Other Policies To Reduce Use Of Cars And Decrease Greenhouse Gas Emissions

Overall, respondents most supported building more housing near public transit, rating the measure 3.79.

As might be expected, the further from the urban core, the less likely the respondent was to be in favor of a miles driven fee, but all respondents strongly opposed charging drivers a new fee based on the number of annual miles driven, with a rating of 2.11 and only 16% of respondents saying they would support the measure.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (5 is Support Strongly and 1 is Oppose Strongly)

	Support Strongly			Oppose Strongly		Don't Know	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
	%	%	%	%	%	%	#
Build more housing near public transit for residents who want to drive less							
All Respondents.....	31	34	22	7	6	<1	3.79
Urban	36	35	19	5	5	<1	3.91
Suburban	30	34	24	7	6	1	3.74
Outer Suburban	25	34	25	10	5	<1	3.65
Limit urban sprawl by requiring most additional housing and commercial buildings to be built within current city or town limits							
All Respondents.....	19	23	32	13	12	2	3.24
Urban	19	25	34	10	10	2	3.32
Suburban	19	22	30	14	13	2	3.21
Outer Suburban	19	21	31	14	14	1	3.16
Charge drivers a new fee based on the number of annual miles driven							
All Respondents.....	6	10	19	19	46	1	2.11
Urban	7	11	21	18	43	1	2.21
Suburban	6	11	20	18	44	1	2.16
Outer Suburban	3	4	12	21	59	1	1.70

Regional Planning Vs. Local Planning

Overall, half of respondents (53%) felt that local cities and counties, instead of a regional agency should plan. Only 1% felt that regional and local agencies should be equal. Outer suburban respondents overwhelmingly favored planning by local cities and counties, with 63% favoring local planning and only 35% favoring regional planning, urban and suburban residents were split more evenly.

Which statement do you agree with more:

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

OR

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

Base	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
	%	%	%	%
Local cities and counties should plan	53	53	52	63
Regional plan.....	44	44	45	35
Regional and local should be equal.	1	1	2	1
Don't know/Refused	2	2	2	2
	100	100	100	100

Why is that? (Favor regional planning)*

Base (Regional Preferred)	ALL RESPONDENTS 1,098	URBAN 379	SUBURBAN 579	OUTER SUBURBAN 109
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Bay Area counties/cities interconnected/ interdependent.....	15	17	16	7
Collaborative effort/Work together/ Share knowledge/information.....	15	18	13	12
Comprehensive/Long-term planning/ Broad perspective.....	12	11	12	8
Benefits whole Bay Area/Common good/Fairness/Avoids conflict & abuse	11	11	12	9
Local government is ineffective/has narrow focus/negative results/selfish/ puts own interests first/crooked/ doesn't have resources/Don't trust....	9	8	8	16
Effective/Efficient planning/Provide direction/expertise/authority.....	9	6	10	12
Regional plan will get better results/ Centrally controlled/More knowledge/ Integrated/Makes sense.....	7	9	6	8
Regional plan avoids politics/special interests/corruption/more organized/ regulated funds.....	7	4	10	4
Consistency/Continuity/Uniformity/ Coordinated/cohesive results.....	7	6	8	7
Improve transportation/traffic congestion/traffic issues.....	6	8	5	4
Cost effective/Makes financial sense/ Financial control	5	5	5	6
Provides balance between big picture/ overall plan and local needs/issues	5	5	4	5
Improve housing/Make affordable housing/housing development/Land use issues/closer to work & transit	3	1	3	2

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Why is that? (Favor local planning)*

	ALL RESPONDENTS 1,341	URBAN 454	SUBURBAN 660	OUTER SUBURBAN 200
Base (Local Preferred)				
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Local knowledge/Locals know community needs/issues/resources better	31	31	31	33
Local community/government capable/effective/should have say/make own plan/get it done faster/balance budget/control money/makes sense	29	27	32	26
One plan doesn't fit all/Communities have unique qualities/different needs	12	11	12	14
Control own destiny/future/Make own decisions/Take responsibility	10	8	10	10
Don't trust government/regional committees/Don't want to be told what to do/Implications	8	5	9	8
Regional government is ineffective/doesn't consider enough/selfish/puts own interests first/crooked/too broad/complacent/imposes limits	4	5	4	5
Big government bureaucracy/interference/regulation/biases/laws..	3	3	3	3
One agency can't have control over everything in the Bay Area/Bay Area too big to govern the entire area	3	3	2	3
Community involvement/input/live in/vote in community	2	2	2	5
Local plan avoids politics/special interests/corruption/better priorities	2	2	3	1
General positive comment/Makes sense/Is obvious/Need a plan	2	3	2	1
Collaborative effort/Work together/Share knowledge/information.....	2	1	2	1

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Tradeoffs (Overview)

Overall, three quarters of respondents (78%) would take public transit more if it took less time than driving. Nearly half (49% and 48% respectively) would live in a smaller house or a more densely populated neighborhood if it meant more neighborhood amenities.

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

	ALL RESPONDENTS	URBAN	SUBURBAN	OUTER SUBURBAN
Base	2,516	858	1,279	316
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Public transit - if took less time	78	80	80	68
Smaller house	49	53	48	43
More densely populated	48	55	46	38
Public transit – if high gas prices	40	47	36	39

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Tradeoffs

Respondents further from the urban core are less likely to live in a smaller house or more densely populated area, even if it meant better amenities. They are also less likely to use public transit despite time savings, although outer suburban residents would be slightly more likely than suburban residents to use public transit if it meant a monetary savings.

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 SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
	%	%	%	%	%	%	#

I would take public transit more often if it took less time than driving.

All Respondents.....	58	19	10	4	7	1	4.18
Urban	63	17	9	3	7	<1	4.26
Suburban	57	22	9	4	7	1	4.19
Outer Suburban	51	17	14	8	10	1	3.92

I would live in a smaller house to be closer to work, shopping, and restaurants.

All Respondents.....	28	21	19	12	20	1	3.26
Urban	30	23	18	10	17	1	3.39
Suburban	27	20	18	14	20	1	3.21
Outer Suburban	25	17	23	10	24	<1	3.10

I would live in a more densely populated area if there were better neighborhood amenities (restaurants, shops, etc.)

All Respondents.....	25	23	22	12	17	1	3.27
Urban	30	25	21	10	13	2	3.50
Suburban	24	22	22	13	18	1	3.20
Outer Suburban	16	22	25	11	24	1	2.94

I would take public transit more often if gas prices reach \$5 a gallon.

All Respondents.....	26	14	19	14	24	3	3.04
Urban	30	17	21	9	20	3	3.29
Suburban	23	13	20	16	27	2	2.90
Outer Suburban	26	14	16	16	27	1	2.95

Attitudinal Statements (Overview)

Overall, 80% of respondents felt that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area. Only a third (32%) felt that encouraging high density housing would change their neighborhood's character.

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

	ALL RESPONDENTS	URBAN	SUBURBAN	OUTER SUBURBAN
Base	2,516	858	1,279	316
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Agencies Should Attract Jobs/ Promote Economy	80	81	78	84
Bike/Walk Focus	70	73	69	64
Gas emissions & climate change	70	74	70	60
Changes will be needed in community	70	72	70	66
High speed rail	61	69	58	56
Encouraging high density housing	32	26	35	31

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Attitudinal Statements

Generally, the further from the urban core the respondent was, the less likely they were to agree with the statement. The exceptions to this was: “*Encouraging high density housing near public transit could destroy the character of my city or town,*” where the further the respondent was from the urban core the more likely they were to agree, and “*Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area,*” where outer suburban respondents were the most likely to agree.

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 SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area

All Respondents.....	53	26	13	3	3	1	4.23
Urban	55	26	13	3	3	-	4.28
Suburban.....	51	27	14	4	4	1	4.18
Outer Suburban	59	24	11	3	2	<1	4.36

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 for every trip

All Respondents.....	45	25	19	6	5	<1	3.98
Urban	49	25	17	5	5	1	4.08
Suburban.....	44	26	19	6	6	<1	3.96
Outer Suburban	39	25	21	8	6	<1	3.82

In general, warnings about greenhouse gas emissions causing climate change are valid

All Respondents.....	49	21	15	5	9	1	3.96
Urban	51	22	12	4	8	2	4.07
Suburban.....	50	20	15	5	9	1	3.98
Outer Suburban	40	21	17	8	14	2	3.65

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 SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
	%	%	%	%	%	%	#
Changes will be needed in my community to maintain the quality of life in the Bay Area for future generations							
All Respondents.....	42	28	18	6	5	1	3.97
Urban	47	26	18	4	4	1	4.08
Suburban.....	38	31	18	7	5	1	3.92
Outer Suburban	45	22	22	4	8	1	3.92
I support building a high speed rail system connecting the Bay Area with the Los Angeles Area							
All Respondents.....	46	15	13	7	17	2	3.67
Urban	52	16	12	5	13	1	3.90
Suburban.....	44	14	13	9	19	1	3.56
Outer Suburban	40	16	14	6	22	1	3.46
Encouraging high density housing near public transit could destroy the character of my city or town							
All Respondents.....	16	16	25	20	22	1	2.82
Urban	14	12	27	22	24	1	2.70
Suburban.....	16	19	21	20	23	1	2.86
Outer Suburban	17	14	31	19	18	1	2.94

Support Of Additional Express Lanes

Overall, half (55%) of respondents supported additional express lanes. Respondents from suburban areas were the most likely to support these lanes.

The Express lanes are currently in use in Alameda and Contra Costa counties. They are designed to reduce commute times. Based on congestion, they would allow solo drivers to use the carpool lanes for a fee while carpoolers and bus riders continue to use the lanes for free.

Do you support or oppose the idea of establishing additional express lanes on Bay Area freeways?

		ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base		%	%	%	%
Support strongly	(4).....	28	29	28	29
	(3).....	27	27	28	24
	(2).....	17	17	17	19
Oppose strongly	(1).....	21	20	22	23
Don't know		6	7	6	5
		100	100	100	100
MEAN (Out of 4.00)		2.67	2.71	2.65	2.62

RECAP

		ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base		%	%	%	%
Support (3 or 4).....		55	56	55	53
Oppose (2 or 1)		38	37	39	42
Don't know		6	7	6	5
		100	100	100	100

Why is that?*

Base	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Support if charge those willing to pay/ offer the option	12	12	12	11
Would help reduce traffic/congestion	11	12	10	9
Unfair to low income people/favors the rich (pay to play).....	9	9	9	7
Don't want to pay more/Already pay for roads	7	6	7	10
Commute too long/would put more cars on the road/more congestion/carpool lanes too slow	7	6	6	8
Carpool lanes should only be for multiple people/defeats purpose of lanes.....	6	5	8	6
Can use revenue from fee to make Improvements/infrastructure/public transit	6	6	6	4
Convenient/Good idea (general)/Seen it work other places/Something needs to be done.....	6	7	5	4
Should improve access to public transit/ carpooling/reducing greenhouse gases	5	5	6	5
Already enough lanes/people don't use them enough	5	3	5	6
Would promote carpooling/public transit usage.....	5	5	5	3
Depends on price/design/Need more info.....	4	5	4	2
Stop burden shifting/Everyone should pay the same or no one pays/free access to all	3	3	3	4
Don't drive/use the highways/Doesn't affect me.....	3	3	3	2
Don't need added government control Government money grab/Extortion ...	3	2	3	2

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Results By Selected Demographics

Results by voting propensity,* age, transit use, income, and home ownership.

*Likely voters have voted in at least three of the last five elections. Unlikely voters are not registered to vote, or have voted in fewer than three of the last five elections

Perception of General Issues - Overview

Overall, preservation of open space was rated most highly among respondents, while the availability of affordable housing was rated the lowest.

To some degree, respondent knowledge/use of a particular attribute may have contributed to rating differences. For example, those who used transit in the past two months rated the quality of public transit higher than those who did not. Similarly, lower income respondents rated the preservation of open space lower, than high-income respondents – possibly because lower-income residents find it more difficult to access open space areas.

Notably, unlikely voters tended to rate attributes higher than likely voters. This may be, in part, due to the percentage of 18-34 year olds in the unlikely voter subgroup, who also tended to rate attributes higher.

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?

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%
Preservation of open space	64	65	62	64	63	67	65	64
Air quality	58	57	61	64	56	56	60	58
Economic growth/prosperity	51	52	48	55	49	48	45	54
Quality of public transit	37	34	43	43	33	35	42	34
Upkeep of roads and freeways	26	21	38	37	22	19	31	23
Availability of affordable housing	10	9	13	12	8	11	10	11

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%
Preservation of open space	64	53	60	65	73	66	60
Air quality	58	53	59	58	60	59	57
Economic growth/prosperity	51	35	46	54	64	54	46
Quality of public transit	37	50	40	35	29	40	31
Upkeep of roads and freeways	26	33	31	23	20	28	23
Availability of affordable housing	10	17	12	7	8	10	11

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Perception of General Issues – Preservation of Open Space and Parks in the Bay Area

Overall, respondents rated the preservation of open space and parks 3.73 out of 5.00 (with 5.00 being “Excellent”). Higher income respondents, voters, transit users, and those 55 years of age and older were more likely to rate the preservation of open space more favorably.

Overall, how would you rate preservation of open space and parks in the Bay Area?

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
Base			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
		%	%	%	%	%	%	%	
Excellent	(5)	20	20	20	19	20	22	21	20
	(4)	44	45	41	45	44	44	44	44
	(3)	25	25	25	25	27	21	23	26
	(2)	7	7	8	7	6	8	7	7
Poor	(1)	3	2	3	3	3	3	3	3
Don't know		2	1	3	1	1	2	2	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.73	3.74	3.70	3.71	3.72	3.77	3.74	3.72

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
Base			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
		%	%	%	%	%	%	%
Excellent	(5)	20	21	19	21	21	20	21
	(4)	44	32	42	44	52	46	39
	(3)	25	27	28	25	18	24	27
	(2)	7	11	8	7	7	7	8
Poor	(1)	3	5	2	3	2	3	3
Don't know		2	4	2	1	<1	1	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.73	3.56	3.68	3.74	3.84	3.75	3.68

Perception of General Issues – Air Quality in the Bay Area

Respondents overall rated air quality 3.63 (out of 5). Younger respondents and those with higher incomes tended to rate this attribute higher.

Overall, how would you rate air quality in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
Base			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Excellent	(5)	16	15	18	19	13	16	17	15
	(4)	43	42	43	44	43	41	42	43
	(3)	32	33	28	27	34	34	30	33
	(2)	7	7	7	7	8	6	8	7
Poor	(1)	2	2	3	2	2	4	2	2
Don't know		<1	<1	1	1	<1	<1	1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.63	3.61	3.66	3.73	3.58	3.58	3.65	3.61

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
Base			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
		%	%	%	%	%	%	%
Excellent	(5)	16	14	16	17	15	16	16
	(4)	43	39	43	42	45	44	41
	(3)	32	33	29	33	33	32	32
	(2)	7	9	10	7	5	7	7
Poor	(1)	2	5	3	2	1	2	3
Don't know		<1	-	-	1	-	<1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.63	3.48	3.60	3.65	3.67	3.64	3.60

Perception of General Issues – Economic Growth/Prosperity in the Bay Area

Respondents overall rated economic prosperity 3.47 (out of 5). Not surprisingly, those with higher incomes tended to rate this attribute higher.

Overall, how would you rate economic growth/prosperity in the Bay Area?

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Excellent	(5)	14	14	13	15	13	12	11	15
	(4)	37	38	35	40	36	36	34	39
	(3)	33	33	34	30	35	35	36	32
	(2)	11	10	12	10	10	12	12	10
Poor	(1)	4	4	3	2	5	4	6	3
Don't know		1	1	3	2	1	1	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.47	3.49	3.43	3.57	3.44	3.40	3.34	3.54

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
Excellent	(5)	14	12	13	12	18	15	11
	(4)	37	23	34	41	46	39	35
	(3)	33	34	36	32	27	32	37
	(2)	11	19	13	10	7	10	12
Poor	(1)	4	11	3	4	2	4	4
Don't know		1	1	2	1	<1	1	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.47	3.06	3.40	3.49	3.71	3.52	3.38

Perception of General Issues – Quality of Public Transit in the Bay Area

Overall, respondents rated the quality of public transit 3.17. Those who said they have used public transit in the past two months (3.19) rated the quality of public transit higher than those who have not used public transit in the past two months (3.12). Those with the lowest incomes, as well as younger respondents (both sub-groups more likely to have used transit recently) also rated the quality of public transportation higher. Notably, respondents more likely to vote rated the quality of public transit much lower than those who are unlikely to vote (3.10 vs. 3.32)

Overall, how would you rate quality of public transit services in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Excellent	(5)	9	8	13	12	8	8	11	8
	(4)	27	26	31	31	25	26	31	26
	(3)	34	36	30	34	36	34	34	35
	(2)	17	18	13	15	18	17	15	17
Poor	(1)	7	7	6	4	8	7	6	8
Don't know		5	5	7	3	5	8	4	6
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.17	3.10	3.32	3.34	3.06	3.13	3.29	3.10

		ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
Excellent	(5)	9	17	12	7	6	10	9
	(4)	27	33	29	28	24	30	22
	(3)	34	28	31	36	40	34	35
	(2)	17	11	16	16	18	18	15
Poor	(1)	7	6	7	7	8	7	7
Don't know		5	5	6	5	5	2	12
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.17	3.48	3.22	3.13	3.01	3.19	3.12

Perception of General Issues – Upkeep and Repair of Local Roads and Freeways in the Bay Area

Overall, respondents rated the upkeep and repair of Bay Area roads at 2.78. Respondents 55 years of age and older rated upkeep and repair the lowest, followed by those likely to vote, those making over \$150K, and those who have not used transit in the past two months (and are more likely to be drivers).

Overall, how would you rate the upkeep and repair of local roads and freeways in the Bay Area?

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Excellent	(5)	4	3	8	8	3	3	6	4
	(4)	21	18	30	29	19	17	25	20
	(3)	36	35	38	39	36	31	37	35
	(2)	24	28	17	17	26	30	20	27
Poor	(1)	14	17	7	7	15	19	11	15
Don't know		<1	<1	1	<1	1	1	1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		2.78	2.62	3.16	3.13	2.68	2.53	2.94	2.70

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
Excellent	(5)	4	10	6	2	3	4	5
	(4)	21	23	25	20	17	23	18
	(3)	36	32	36	36	38	37	33
	(2)	24	18	23	27	28	22	28
Poor	(1)	14	14	10	15	14	13	16
Don't know		<1	2	<1	<1	-	1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		2.78	2.98	2.94	2.68	2.66	2.84	2.67

Perception of General Issues – Availability of Affordable Housing in the Bay Area

Overall, respondents rated the availability of affordable housing 2.24 (out of 5.00) – the lowest rating given to any of the attributes asked.

Newer residents may be finding it easier to find housing. Renters rated this attribute much lower than did home owners (2.16 vs. 2.28), indicating that there may be difficulty obtaining affordable housing for rent. However, younger respondents and those in lower income brackets (who may be newer to the area) rated availability higher than did older and more affluent respondents.

Overall, how would you rate availability of affordable housing in the Bay Area?

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base		%	%	%	%	%	%	%	
Excellent	(5)	4	3	4	3	3	4	3	4
	(4)	7	6	9	10	5	7	7	7
	(3)	26	24	30	30	22	27	26	26
	(2)	33	35	29	31	35	34	28	36
Poor	(1)	27	28	24	21	33	25	34	24
Don't know		4	4	4	5	2	4	2	4
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		2.24	2.18	2.39	2.38	2.08	2.29	2.16	2.28

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base								
		%	%	%	%	%	%	%
Excellent	(5)	4	3	4	3	3	3	4
	(4)	7	14	8	4	5	7	8
	(3)	26	32	29	25	20	25	28
	(2)	33	25	30	37	38	34	32
Poor	(1)	27	25	27	29	32	28	25
Don't know		4	2	3	2	3	4	4
		100	100	100	100	100	100	100
MEAN (out of 5.00)		2.24	2.45	2.29	2.14	2.07	2.20	2.31

Perception of Plan's Importance

Overall, respondents rated the need for a regional plan at 4.39 (out of 5.00). Those with the lowest income rated the need for a plan the highest.

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Very important	(5)	63	61	67	68	62	57	69	60
	(4)	22	21	22	21	23	20	20	23
	(3)	9	10	8	8	9	11	8	10
	(2)	3	4	2	2	3	6	2	4
Not at all important	(1)	3	4	1	1	3	6	1	4
Don't know		1	<1	1	1	<1	1	1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.39	4.33	4.53	4.56	4.41	4.17	4.54	4.32

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
Very important	(5)	63	73	69	61	59	66	57
	(4)	22	14	18	23	27	21	23
	(3)	9	8	8	10	7	8	11
	(2)	3	2	3	3	3	3	4
Not at all important	(1)	3	2	1	4	4	2	4
Don't know		1	1	1	<1	<1	1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		4.39	4.57	4.54	4.35	4.35	4.46	4.26

Why is that? (Rated plan as important)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Rated Plan Importance 4 or 5)	2,119	1,456	666	682	843	537	723	1,377
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better.....	27	27	27	25	28	29	24	28
General positive comment (It’s important, We need it, etc.)	18	17	20	19	16	18	19	17
Need a regional plan to make sure goals are met/avoid inefficiency/problems/ allocate funds properly/have accountability	17	17	15	13	17	20	14	18
Lack of affordable housing/People can’t afford to live near their work, school .	16	16	16	15	16	17	15	16
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.).....	14	14	16	16	14	13	15	14
	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS		
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO	
Base (Rated Plan Importance 4 or 5)	2,119	192	504	630	433	1,413	707	
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better.....	27	22	27	27	29	27	26	
General positive comment (It’s important, We need it, etc.)	18	27	19	16	14	17	20	
Need a regional plan to make sure goals are met/avoid inefficiency/problems/ allocate funds properly/have accountability	17	10	13	19	20	17	15	
Lack of affordable housing/People can’t afford to live near their work, school .	16	10	15	16	18	17	12	
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.).....	14	11	19	14	12	15	14	

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Why is that? (Rated plan as important)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Rated Plan Importance 4 or 5)	2,119	1,456	666	682	843	537	723	1,377
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Better transportation system/planned housing would help economic growth	7	7	6	7	7	7	6	7
Roads/highways are too congested/In bad repair/no parking.....	6	7	3	4	7	6	4	7
Need to maintain/improve the quality of life in the area.....	5	5	6	5	6	4	5	5
Need to move away from car-based transportation/Need to make it possible to live without owning a car/use electric cars/carpooling/bikepaths.....	4	4	4	3	4	5	3	4
Need a way to reduce commute times/sprawl/Redevelop land.....	3	3	3	3	4	2	4	3
The Bay Area is too expensive/Middle/Working class being squeezed out	3	3	3	3	3	3	3	3

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Rated Plan Importance 4 or 5)	2,119	192	504	630	433	1,413	707
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Better transportation system/planned housing would help economic growth	7	3	9	8	7	7	7
Roads/highways are too congested/In bad repair/no parking.....	6	3	4	7	8	5	7
Need to maintain/improve the quality of life in the area.....	5	6	4	6	5	5	5
Need to move away from car-based transportation/Need to make it possible to live without owning a car/use electric cars/carpooling/bikepaths.....	4	3	4	3	5	3	5
Need a way to reduce commute times/sprawl/Redevelop land.....	3	4	2	2	6	4	2
The Bay Area is too expensive/Middle/Working class being squeezed out	3	2	2	4	3	3	3

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Why is that? (Rated plan as unimportant)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Rated Plan Importance 2 or 1)	150	133	18^	16^	51	79	22^	123
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Lack of affordable housing/people can't afford to live near work/school	11	12	5	6	9	14	1	14
Need a regional plan to make sure goals are met/avoid inefficiency/problems/allocate funds properly/have accountability	11	11	11	-	13	11	9	12
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.).....	11	12	2	12	10	12	12	11
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better.....	10	10	7	18	15	5	17	9
General positive comment (It's important, We need it, etc.)	9	9	10	4	12	9	-	11

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Rated Plan Importance 2 or 1)	150	8^	20^	50	34	79	71
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Lack of affordable housing/people can't afford to live near work/school	11	-	18	7	8	9	13
Need a regional plan to make sure goals are met/avoid inefficiency/problems/allocate funds properly/have accountability	11	-	11	5	16	16	6
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.).....	11	-	9	12	14	11	10
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better.....	10	41	5	7	14	12	7
General positive comment (It's important, We need it, etc.)	9	-	5	6	18	14	5

*Only responses stated by 5% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

^ Caution-Low base

Why is that? (Rated plan as unimportant)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Rated Plan Importance 2 or 1)	150	76	8^^	16^	51	79	22^	123
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Don't like/trust the government	9	7	18	8	7	10	17	7
Don't see a problem/Things are good as they Are/Plan is unnecessary.....	8	8	7	9	8	7	-	8
Don't like/trust a central planning agency/ Would prefer more local control	6	6	9	10	4	8	13	6
Plan is too broad/Not an achievable goal	6	7	-	5	<1	10	10	6
Better transportation system/planned housing would help economic growth	6	6	4	10	5	7	-	7
Government can't afford it/Don't want my taxes/prices raised to pay for it/What is cost	5	6	-	3	11	2	7	5
Too much government regulation/Government will take people's houses/force people to live in apartments or condensed housing/take public transit/drive electric cars.....	5	6	-	-	5	6	7	5

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Rated Plan Importance 2 or 1)	150	8^	20^	50	34	79	71
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Don't like/trust the government	9	20	15	8	5	8	9
Don't see a problem/Things are good as they Are/Plan is unnecessary.....	8	15	4	11	3	9	6
Don't like/trust a central planning agency/ Would prefer more local control	6	-	<1	14	5	3	10
Plan is too broad/Not an achievable goal	6	-	8	4	14	1	12
Better transportation system/planned housing would help economic growth	6	-	16	6	-	4	9
Government can't afford it/Don't want my taxes/prices raised to pay for it/What is cost	5	-	13	7	5	5	6
Too much government regulation/Government will take people's houses/force people to live in apartments or condensed housing/take public transit/drive electric cars.....	5	20	1	5	-	5	5

*Only responses stated by 5% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

^ Caution-Low base

What Should Be the Plan's Focus?

Respondents overall felt the highest priority of the plan should be to improve the local economy.

Which part of the plan is most important to the Bay Area's future...improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone? (select one).

Base	ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
		LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
	%	%	%	%	%	%	%	%
Improving the local economy	40	42	36	38	40	44	37	42
Providing access to housing and transportation for everyone	40	38	43	43	39	37	45	36
Reducing driving and greenhouse gas emissions	18	18	19	19	19	16	16	20
Don't know	2	2	1	<1	1	3	1	2
	100	100	100	100	100	100	100	100

Base	ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
	%	%	%	%	%	%	%
Improving the local economy	40	40	37	41	42	37	47
Providing access to housing and transportation for everyone	40	41	45	39	38	43	34
Reducing driving and greenhouse gas emissions	18	18	17	18	18	19	18
Don't know	2	1	1	1	2	2	2
	100	100	100	100	100	100	100

What Should Be the Plan's Focus? (continued)

Respondents overall felt the second priority of the plan should be providing access to housing and transportation for everyone.

Which is next most important (select one)?

	ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
		LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base	%	%	%	%	%	%	%	%
Providing access to housing and transportation for everyone	40	41	36	38	40	41	38	41
Improving the local economy	29	27	33	32	29	25	32	27
Reducing driving and greenhouse gas emissions	29	28	30	30	29	27	28	29
Don't know	3	4	1	1	2	6	2	3
	100	100	100	100	100	100	100	100

	ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base	%	%	%	%	%	%	%
Providing access to housing and transportation for everyone	40	41	38	38	39	39	41
Improving the local economy	29	34	30	31	25	30	27
Reducing driving and greenhouse gas emissions	29	24	31	27	33	29	28
Don't know	3	1	2	3	3	3	4
	100	100	100	100	100	100	100

Plan Bay Area Funding Priorities (Overview)

Overall, respondents felt that expanding BART and Caltrain, as well as maintaining and repairing the current infrastructure should be priorities. Respondents felt that increasing freeway lanes and expanding pedestrian and bicycle routes should have the least priority. As might be expected, transit priorities fared better with transit riders and road/highway priorities fared better with non-transit riders.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%
Maintain highways and roads	78	79	74	74	77	84	74	79
Extend commuter rail lines	77	77	78	78	80	74	75	79
More frequent public transit service	66	65	70	69	66	64	71	64
Financial incentives for multi-units	51	48	57	55	49	49	61	46
Expand ped. and bicycle routes	50	48	53	55	50	43	51	49
Increase freeway lanes	40	37	48	45	38	36	44	39

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%
Maintain highways and roads	78	84	79	75	75	75	82
Extend commuter rail lines	77	77	77	80	80	82	68
More frequent public transit service	66	74	72	66	63	71	58
Financial incentives for multi-units	51	54	59	49	49	56	42
Expand ped. and bicycle routes	50	54	53	50	47	52	44
Increase freeway lanes	40	44	40	42	37	39	44

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Plan Bay Area Funding Priorities – Maintain Highways and Roads

Overall, respondents rated maintaining highways and local roads 4.17, one the two highest ratings among the funding options. Older respondents, non-transit users, and voters were more likely to rate this priority highly.

Maintain highways and local roads, including fixing potholes

Base		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
		%	%	%	%	%	%	%	%
High Priority	(5)	46	46	47	42	44	54	44	47
	(4)	31	33	27	32	33	29	30	32
	(3)	17	16	20	20	18	12	20	16
	(2)	4	3	5	4	4	2	4	4
	(1)	1	2	1	2	1	2	2	1
Not a Priority	(1)	1	2	1	2	1	2	2	1
Don't know		<1	<1	<1	-	<1	<1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.17	4.19	4.14	4.08	4.14	4.33	4.12	4.20

Base		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
		%	%	%	%	%	%	%
High Priority	(5)	46	57	48	44	41	41	56
	(4)	31	28	31	31	34	34	26
	(3)	17	13	14	21	20	19	14
	(2)	4	2	4	3	4	4	3
	(1)	1	1	2	1	1	1	2
Not a Priority	(1)	1	1	2	1	1	1	2
Don't know		<1	1	<1	-	-	<1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		4.17	4.38	4.19	4.14	4.09	4.10	4.32

Plan Bay Area Funding Priorities – Extend Commuter Rail Lines

Overall, respondents rated extending commuter lines 4.20, one the two highest ratings among the funding options. Transit users and home owners were more likely to rate this priority highly.

Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
High Priority	(5)	53	53	52	52	54	52	49	54
	(4)	25	24	26	26	26	22	25	25
	(3)	14	15	13	15	13	14	16	13
	(2)	4	4	4	3	3	6	5	4
Not a Priority	(1)	4	4	4	3	3	5	3	4
Don't know		1	<1	2	1	1	1	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.20	4.19	4.22	4.21	4.26	4.11	4.14	4.22

		ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
High Priority	(5)	53	49	53	55	53	57	44
	(4)	25	28	24	26	27	25	24
	(3)	14	14	15	12	13	12	18
	(2)	4	4	5	4	4	3	7
Not a Priority	(1)	4	4	2	4	4	2	6
Don't know		1	1	1	<1	<1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		4.20	4.16	4.23	4.23	4.22	4.33	3.95

Plan Bay Area Funding Priorities – More Frequent Public Transit Service

Overall, respondents rated providing more frequent public transit 3.91 out of 5.00. Lower income respondents, transit users, and renters were more likely to rate this priority higher.

Provide more frequent public transit service

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
High Priority	(5)	37	36	41	41	36	35	41	36
	(4)	29	29	29	28	30	30	30	29
	(3)	22	23	18	20	22	23	18	24
	(2)	7	7	7	8	7	7	7	8
Not a Priority	(1)	4	4	3	2	4	4	3	4
Don't know		1	1	3	1	1	2	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.91	3.86	4.02	3.99	3.88	3.86	4.02	3.85

		ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
High Priority	(5)	37	49	42	36	33	42	28
	(4)	29	25	30	30	30	29	30
	(3)	22	14	18	22	25	19	26
	(2)	7	6	7	8	8	7	9
Not a Priority	(1)	4	4	2	4	3	3	5
Don't know		1	2	2	<1	<1	1	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.91	4.10	4.05	3.85	3.81	4.02	3.69

Plan Bay Area Funding Priorities – Financial Incentives for Multi-units

Overall, respondents rated this priority 3.43 out of 5.00. Not surprisingly, transit users and renters rated this priority higher than did non-transit users and home owners.

Provide financial incentives to cities to build more multi-unit housing near public transit

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	%	%	%	%	%	%	%	%
High Priority (5)	22	20	27	25	20	22	31	18
(4)	29	28	30	30	29	27	30	28
(3)	28	28	27	29	29	24	25	29
(2)	12	13	9	10	12	14	8	14
Not a Priority (1)	9	11	6	6	9	13	5	11
Don't know	<1	<1	1	1	<1	1	1	<1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.43	3.34	3.63	3.59	3.39	3.30	3.73	3.28

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
	%	%	%	%	%	%	%
High Priority (5)	22	34	27	20	19	26	16
(4)	29	21	31	30	31	30	26
(3)	28	27	25	30	25	25	32
(2)	12	12	9	11	17	11	14
Not a Priority (1)	9	5	7	10	10	8	11
Don't know	<1	1	<1	<1	<1	<1	1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.43	3.67	3.63	3.38	3.32	3.55	3.21

Plan Bay Area Funding Priorities – Expand Ped. And Bicycle Routes

Overall, respondents rated increasing bicycle and pedestrian routes 3.41 (out of 5.00). Lower income, younger, renters, and those who have used transit in the last months rate this priority higher than do other respondents.

Expand bicycle and pedestrian routes

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
High Priority	(5)	24	22	28	27	26	19	27	23
	(4)	26	26	25	27	25	25	24	27
	(3)	27	26	30	27	25	29	28	26
	(2)	14	16	10	13	14	16	13	14
Not a Priority	(1)	9	10	7	5	10	12	7	11
Don't know		1	<1	1	<1	1	<1	1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.41	3.34	3.57	3.59	3.42	3.23	3.51	3.36

		ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
High Priority	(5)	24	27	27	22	24	25	21
	(4)	26	26	26	27	23	27	23
	(3)	27	26	27	26	28	26	29
	(2)	14	11	12	14	16	13	15
Not a Priority	(1)	9	8	8	10	8	8	11
Don't know		1	1	<1	<1	1	1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.41	3.55	3.53	3.37	3.39	3.48	3.28

Plan Bay Area Funding Priorities – Increase Freeway Lanes

Overall, respondents rated increasing freeway lanes 3.15 out of 5.00. This was the lowest rated priority.

This priority was the most popular with lower income and younger respondents, as well as those who had not used transit in the past two months.

Increase the number of freeway lanes for carpoolers and bus riders

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
High Priority	(5)	18	15	26	22	18	14	22	17
	(4)	22	22	22	24	21	22	22	22
	(3)	28	30	25	28	29	30	26	30
	(2)	17	19	14	15	19	19	17	18
Not a Priority	(1)	13	14	10	12	13	14	11	14
Don't know		1	1	2	-	1	2	2	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.15	3.05	3.40	3.29	3.11	3.05	3.29	3.09

		ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
High Priority	(5)	18	25	21	16	17	17	21
	(4)	22	19	20	26	20	21	23
	(3)	28	27	28	27	33	31	24
	(2)	17	18	16	18	18	18	17
Not a Priority	(1)	13	7	15	14	12	12	15
Don't know		1	4	1	<1	1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.15	3.39	3.16	3.12	3.12	3.14	3.17

Support of Reducing Driving to Decrease Greenhouse Gas Emissions

Overall, two thirds (67%) of respondents supported this strategy, rated it 3.87 (out of 5.00). Younger respondents, renters, and those who earned between \$25K and \$75K, transit users were most likely to support the strategy.

The Bay Area plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	%	%	%	%	%	%	%	%
Support strongly (5)	39	38	42	43	38	37	41	39
(4)	27	27	28	29	28	25	26	28
(3)	20	20	19	19	21	18	20	20
(2)	6	6	6	5	5	7	6	6
Oppose strongly (1)	7	8	4	4	7	12	6	8
Don't know	1	1	1	1	1	1	1	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.87	3.81	4.01	4.04	3.86	3.69	3.93	3.85

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
	%	%	%	%	%	%	%
Support strongly (5)	39	41	43	41	38	42	34
(4)	27	28	27	26	30	29	25
(3)	20	21	20	19	20	18	23
(2)	6	2	5	6	5	5	7
Oppose strongly (1)	7	8	5	8	7	5	11
Don't know	1	<1	1	1	<1	1	1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.87	3.93	3.98	3.87	3.87	3.99	3.64

Support of Other Policies to Reduce Use of Cars and Decrease Greenhouse Gas Emissions (Overview)

Overall, respondents felt that building new housing near public transit for residents without cars who depend on public transit was the best alternative strategy for decreasing greenhouse gas emissions. The fee for miles driven was, by far, the least popular option.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (5 Support Strongly and 1 Oppose strongly).

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%
More housing near transit	65	64	67	71	63	63	72	62
Require building in city limits	42	41	43	40	41	43	44	40
Fee based upon miles driven	16	16	16	15	17	16	17	16

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%
More housing near transit	65	65	70	66	66	69	58
Require building in city limits	42	45	48	41	43	43	39
Fee based upon miles driven	16	12	16	15	22	16	16

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Potential Car Use/Greenhouse Gas Reduction Strategies – More Housing Near Transit

Overall, respondents rated this strategy 3.79. It was most popular with renters and respondents between 18 and 34 years of age.

Build more housing near public transit for residents without cars who want to drive less.

Base	ALL RESPONDENTS 2,516 %	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
		1,767 %	752 %	766 %	983 %	699 %	821 %	1,670 %
Support strongly (5)	31	30	34	34	29	31	36	28
(4)	34	34	34	38	34	32	35	34
(3)	22	22	22	19	24	22	18	24
(2)	7	7	7	7	6	7	7	7
Oppose strongly (1)	6	7	3	2	6	7	3	7
Don't know	<1	<1	1	<1	1	1	1	<1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.79	3.74	3.90	3.93	3.73	3.73	3.95	3.71

Base	ALL RESPONDENTS 2,516 %	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
		219 %	575 %	754 %	504 %	1,637 %	879 %
Support strongly (5)	31	36	36	29	28	34	25
(4)	34	29	33	37	38	35	33
(3)	22	20	21	22	20	20	26
(2)	7	11	5	7	6	6	9
Oppose strongly (1)	6	2	5	5	7	5	7
Don't know	<1	1	<1	<1	1	1	<1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.79	3.88	3.92	3.78	3.75	3.88	3.61

Potential Car Use/Greenhouse Gas Reduction Strategies – Require Building in City Limits

Respondents overall rated this strategy 3.24. It was most popular with respondents whose income was between \$25K and \$75K, respondents between 18 and 34 years of age, and renters.

Limit urban sprawl by requiring most additional housing and commercial buildings to be built within current city or town limits.

	ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
		LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base	%	%	%	%	%	%	%	%
Support strongly (5)	19	18	20	18	19	21	19	19
(4)	23	23	23	22	23	22	25	22
(3)	32	30	36	38	30	29	33	31
(2)	13	15	10	14	14	11	12	14
Oppose strongly (1)	12	14	9	8	13	16	9	14
Don't know	2	1	3	1	2	1	2	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.24	3.18	3.36	3.29	3.21	3.20	3.34	3.19

	ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base	%	%	%	%	%	%	%
Support strongly (5)	19	20	22	20	17	20	17
(4)	23	25	26	21	25	23	22
(3)	32	30	31	33	27	32	31
(2)	13	10	12	12	15	14	12
Oppose strongly (1)	12	12	8	13	14	10	16
Don't know	2	3	1	1	1	2	2
	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.24	3.32	3.44	3.22	3.17	3.30	3.11

Potential Car Use/Greenhouse Gas Reduction Strategies – Fee Based Upon Miles Driven

Respondents overall rated this strategy 2.10 – the lowest-rated strategy among any of those asked about in this group of car use/greenhouse reduction strategies.

Those making more than \$150K and renters rated this strategy higher than did other subgroups.

Charge drivers a new fee based on the number of annual miles driven.

Base	ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
		LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
	%	%	%	%	%	%	%	%
Support strongly (5)	6	6	6	4	7	6	7	6
(4)	10	10	10	10	10	9	11	10
(3)	19	19	20	21	16	20	21	18
(2)	19	18	20	20	18	18	17	19
Oppose strongly (1)	46	47	43	43	48	45	44	46
Don't know	1	1	2	1	1	1	1	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	2.11	2.10	2.16	2.12	2.10	2.13	2.17	2.09

Base	ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
	%	%	%	%	%	%	%
Support strongly (5)	6	4	6	5	8	6	6
(4)	10	9	10	9	14	11	10
(3)	19	20	19	19	18	20	17
(2)	19	18	19	19	16	21	15
Oppose strongly (1)	46	47	45	47	43	43	51
Don't know	1	2	1	1	1	1	1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	2.11	2.01	2.12	2.06	2.27	2.16	2.03

Regional Planning Vs. Local Planning

Overall, half of respondents (53%) felt that local cities and counties, instead of a regional agency should plan.

Which statement do you agree with more:

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

OR

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

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	%	%	%	%	%	%	%	%
Local cities and counties should plan	53	53	53	53	52	55	52	54
Regional plan	44	44	43	45	44	42	45	43
Regional and local should be equal	1	2	<1	1	1	2	1	1
Don't know/Refused	2	1	4	1	3	1	3	1
	100	100	100	100	100	100	100	100

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
	%	%	%	%	%	%	%
Local cities and counties should plan	53	58	55	53	49	49	61
Regional plan	44	38	44	44	49	47	37
Regional and local should be equal	1	<1	1	2	1	1	1
Don't know/Refused	2	4	1	2	<1	2	2
	100	100	100	100	100	100	100

Why is that? (Prefer regional planning)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Regional Preferred)	1,098	774	326	345	430	297	366	725
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Bay Area counties/cities interconnected/ interdependent.....	15	18	9	12	16	18	14	16
Collaborative effort/Work together/ Share knowledge/information.....	15	15	14	12	18	14	16	14
Comprehensive/Long-term planning/ Broad perspective.....	12	13	10	9	13	12	12	11
Benefits whole Bay Area/Common good/Fairness/Avoids conflict & abuse	11	11	11	13	10	10	12	11
Local government is ineffective/has narrow focus/negative results/selfish/ puts own interests first/crooked/ doesn't have resources/Don't trust	9	11	5	8	9	11	8	10
Effective/Efficient planning/Provide direction/expertise/authority.....	9	9	7	7	9	9	8	9

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Regional Preferred)	1,098	83	250	331	249	771	326
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Bay Area counties/cities interconnected/ interdependent.....	15	9	15	17	18	16	15
Collaborative effort/Work together/ Share knowledge/information.....	15	9	14	20	11	15	14
Comprehensive/Long-term planning/ Broad perspective.....	12	15	10	11	13	13	8
Benefits whole Bay Area/Common good/Fairness/Avoids conflict & abuse	11	7	12	10	12	11	11
Local government is ineffective/has narrow focus/negative results/selfish/ puts own interests first/crooked/ doesn't have resources/Don't trust....	9	5	10	12	7	9	9
Effective/Efficient planning/Provide direction/expertise/authority.....	9	5	9	7	10	8	9

Why is that? (Prefer regional planning)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Regional Preferred)	1,098	774	326	345	430	297	366	725
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Regional plan will get better results/ Centrally controlled/More knowledge/ Integrated/Makes sense.....	7	7	7	8	7	7	8	7
Regional plan avoids politics/special interests/corruption/more organized/ regulated funds.....	7	7	7	5	8	8	5	8
Consistency/Continuity/Uniformity/ Coordinated/cohesive results.....	7	7	6	7	7	7	7	7
Improve transportation/traffic congestion/traffic issues.....	6	6	4	5	6	6	5	6
Cost effective/Makes financial sense/ Financial control	5	5	4	3	7	4	4	5

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Regional Preferred)	1,098	83	250	331	249	771	326
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Regional plan will get better results/ Centrally controlled/More knowledge/ Integrated/Makes sense.....	7	7	9	6	7	9	4
Regional plan avoids politics/special interests/corruption/more organized/ regulated funds.....	7	2	6	7	10	7	7
Consistency/Continuity/Uniformity/ Coordinated/cohesive results.....	7	4	8	8	9	6	11
Improve transportation/traffic congestion/traffic issues.....	6	11	4	5	7	7	2
Cost effective/Makes financial sense/ Financial control	5	2	4	8	3	5	3

Why is that? (Prefer regional planning)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Regional Preferred)	1,098	774	326	345	430	297	366	725
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Provides balance between big picture/ overall plan and local needs/issues	5	6	3	3	6	5	5	5
Improve housing/Make affordable housing/housing development/land Use issues/closer to work & transit....	3	2	4	3	2	2	3	2

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Regional Preferred)	1,098	83	250	331	249	771	326
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Provides balance between big picture/ overall plan and local needs/issues	5	2	5	5	8	5	5
Improve housing/Make affordable housing/housing development/land Use issues/closer to work & transit....	3	2	3	3	1	2	3

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Why is that? (Prefer local planning)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Local Preferred)	1,341	944	398	404	514	385	425	900
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Local knowledge/Locals know community needs/issues/resources better	31	33	27	32	34	28	29	32
Local community/government capable/effective/should have say/make own plan/get it done faster/balance budget/control money/makes sense	29	29	30	34	25	30	31	28
One plan doesn't fit all/Communities have unique qualities/different needs	12	12	13	17	13	7	13	12
Control own destiny/future/Make own Decisions/Take responsibility	10	10	8	6	12	10	8	11

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Local Preferred)	1,341	126	316	397	249	809	532
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Local knowledge/Locals know community needs/issues/resources better	31	31	30	32	35	31	32
Local community/government capable/effective/should have say/make own plan/get it done faster/balance budget/control money/makes sense	29	31	26	33	26	31	26
One plan doesn't fit all/Communities have unique qualities/different needs	12	8	13	14	16	13	11
Control own destiny/future/Make own Decisions/Take responsibility	10	6	8	12	8	9	11

Why is that? (Prefer local planning)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Local Preferred)	1,341	944	398	404	514	385	425	900
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Don't trust government/regional committees/Don't want to be told what to do/Implications	8	10	2	3	7	13	3	10
Regional government is ineffective/doesn't consider enough/selfish/puts own interests first/crooked/too broad/complacent/imposes limits	4	5	2	3	4	5	2	6
Big government bureaucracy/interference/regulation/biases/laws..	3	3	2	2	3	3	2	3
One agency can't have control over everything in the Bay Area/Bay Area too big to govern the entire area	3	3	2	2	3	3	2	3

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Local Preferred)	1,341	126	316	397	249	809	532
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Don't trust government/regional committees/Don't want to be told what to do/Implications	8	6	7	8	7	6	10
Regional government is ineffective/doesn't consider enough/selfish/puts own interests first/crooked/too broad/complacent/imposes limits	4	2	3	5	7	5	3
Big government bureaucracy/interference/regulation/biases/laws..	3	1	2	4	3	3	2
One agency can't have control over everything in the Bay Area/Bay Area too big to govern the entire area	3	2	1	3	3	3	1

Why is that? (Prefer local planning)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base (Local Preferred)	1,341	944	398	404	514	385	425	900
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Community involvement/input/live in/vote in community	2	2	3	2	2	3	2	2
Local plan avoids politics/special interests/corruption/better priorities	2	3	1	2	3	2	2	3
General positive comment/Makes sense/Is obvious/Need a plan	2	1	4	3	1	3	4	1
Collaborative effort/Work together/Share knowledge/information.....	2	2	1	1	2	2	1	2

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base (Local Preferred)	1,341	126	316	397	249	809	532
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Community involvement/input/live in/vote in community	2	1	5	2	1	2	3
Local plan avoids politics/special interests/corruption/better priorities	2	2	2	3	2	2	3
General positive comment/Makes sense/Is obvious/Need a plan	2	1	2	1	<1	2	2
Collaborative effort/Work together/Share knowledge/information.....	2	1	1	2	3	1	2

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Tradeoffs (Overview)

Overall, respondents indicated that they would be most likely to accept more homes and traffic in their community if it was ensuring a robust and prosperous Bay Area economy. They would be less likely to accept increased housing density if it meant more neighborhood amenities such as restaurants and shops.

In most cases, younger respondents, lower-income respondents, transit riders and renters were the most willing to make the tradeoffs.

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

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%
Public transit - if took less time	78	76	82	86	78	69	81	76
Smaller house	49	48	52	55	49	44	57	45
More densely populated	48	46	54	57	47	40	57	44
Public transit – if high gas prices	40	34	55	54	36	31	50	36

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%
Public transit - if took less time	78	74	79	81	78	83	67
Smaller house	49	58	49	49	49	53	41
More densely populated	48	52	48	45	53	52	40
Public transit – if high gas prices	40	57	50	38	28	45	31

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Tradeoffs – Public Transit – If Took Less Time

At 4.18 (out of 5.00) overall, this was the highest rated tradeoff. Younger respondents, respondents who made between \$25K and \$75K, and renters were the most willing to make this tradeoff.

I would take public transit more often if I took less time than driving.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
Base			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
		2,516	1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Agree strongly	(5)	58	54	67	69	58	47	63	56
	(4)	19	21	15	17	20	22	18	20
	(3)	10	11	8	6	9	15	9	10
	(2)	4	5	4	3	4	6	4	5
Disagree strongly (1)		7	8	5	4	8	9	5	9
Don't know		1	1	2	<1	1	1	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.18	4.09	4.38	4.43	4.17	3.92	4.32	4.11

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
Base			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
		%	%	%	%	%	%	%
Agree strongly	(5)	58	56	63	59	58	65	47
	(4)	19	18	16	22	20	19	20
	(3)	10	13	11	8	10	9	12
	(2)	4	1	4	5	3	3	7
Disagree strongly (1)		7	10	6	7	9	4	13
Don't know		1	2	1	<1	1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		4.18	4.11	4.27	4.22	4.16	4.38	3.81

Tradeoffs – Smaller House

Respondents overall rated this tradeoff 3.26. Lower-income respondents, renters, younger respondents, and transit users were the most willing to make this tradeoff.

I would be willing to live in a smaller house to be closer to work, shopping, and restaurants.

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base		%	%	%	%	%	%	%	
Agree strongly	(5)	28	27	32	31	28	26	33	26
	(4)	21	21	21	24	21	18	24	19
	(3)	19	17	22	18	19	19	20	18
	(2)	12	12	11	14	12	9	10	13
Disagree strongly (1)		20	22	14	13	20	26	13	23
Don't know		1	1	1	<1	1	2	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.26	3.19	3.45	3.45	3.25	3.08	3.55	3.12

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base		%	%	%	%	%	%	
Agree strongly	(5)	28	36	29	26	27	30	24
	(4)	21	22	20	22	22	23	16
	(3)	19	16	21	17	18	19	18
	(2)	12	9	10	15	11	10	15
Disagree strongly (1)		20	15	19	19	22	16	25
Don't know		1	2	1	1	<1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.26	3.56	3.31	3.22	3.21	3.41	3.00

Tradeoffs – More Densely Populated

Respondents overall rated this tradeoff 3.27 out of 5.00. Upper-income respondents, transit riders, renters, and younger respondents were the most willing to make this tradeoff.

I would live in a more densely populated area if there were better neighborhood amenities (restaurants, shops, etc.)

Base		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
			1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Agree strongly	(5)	25	23	29	30	24	21	30	23
	(4)	23	22	24	27	23	19	27	21
	(3)	22	21	22	22	21	21	21	22
	(2)	12	12	11	9	13	13	10	13
Disagree strongly	(1)	17	20	12	11	18	24	11	20
Don't know		1	1	2	1	1	2	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.27	3.17	3.49	3.56	3.21	3.01	3.55	3.13

Base		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
			219	575	754	504	1,637	879
		%	%	%	%	%	%	%
Agree strongly	(5)	25	28	25	22	29	27	22
	(4)	23	24	23	23	24	25	19
	(3)	22	23	23	22	17	22	21
	(2)	12	8	13	12	14	11	14
Disagree strongly	(1)	17	14	16	21	15	14	23
Don't know		1	3	1	1	1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.27	3.45	3.29	3.14	3.40	3.40	3.02

Tradeoffs – Public Transit – If High Gas Prices

Overall, this tradeoff was rated 3.04 by all respondents. Lower-income respondents, renters, younger respondents, and transit users were the most willing to make this tradeoff.

I would take public transit more often if gas prices reach \$5 a gallon.

Base		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
		%	%	%	%	%	%	%	%
Agree strongly	(5)	26	21	38	38	23	18	36	21
	(4)	14	13	16	16	14	13	14	14
	(3)	19	20	19	21	18	19	19	20
	(2)	14	17	7	8	17	15	10	16
Disagree strongly	(1)	24	28	16	16	26	31	18	28
Don't know		3	2	4	1	3	4	4	2
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.04	2.82	3.56	3.51	2.90	2.72	3.41	2.86

Base		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
		%	%	%	%	%	%	%
Agree strongly	(5)	26	42	34	23	17	30	19
	(4)	14	15	17	15	11	15	11
	(3)	19	13	16	18	23	19	20
	(2)	14	7	12	17	17	14	14
Disagree strongly	(1)	24	18	20	26	30	19	34
Don't know		3	6	2	2	2	3	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.04	3.59	3.33	2.93	2.68	3.23	2.68

Attitudinal Statements – Overview

Among all respondents, the idea that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area was the highest rated. The thought that encouraging high density housing near public transit would destroy the character of a neighborhood was the lowest rated.

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

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%
Agencies should attract jobs/ Promote economy	80	79	82	79	81	78	80	80
Bike/Walk focus	70	68	73	75	71	64	73	69
Gas emissions & climate change	70	70	70	71	71	68	71	69
Changes will be needed in community	70	67	76	75	70	64	78	66
High speed rail	61	57	71	75	60	51	68	59
Encouraging high density housing	32	32	31	28	31	35	30	32
	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS		
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO	
Base	2,516	219	575	754	504	1,637	879	
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	
	%	%	%	%	%	%	%	
Agencies should attract jobs/ Promote economy	80	83	80	80	82	79	81	
Bike/Walk focus	70	69	73	69	73	73	64	
Gas emissions & climate change	70	70	74	70	73	73	64	
Changes will be needed in community	70	78	74	70	68	71	67	
High speed rail	61	66	67	62	60	66	54	
Encouraging high density housing	32	38	30	32	31	29	37	

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Attitudinal Statements – Local/Regional Agency Role in Attracting Jobs/Promoting Economy

Among all respondents, 80% agree that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area. Respondents with lower incomes were most likely to agree with the statement and respondents 55 years of age and older were the least likely to agree.

Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area.

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base		%	%	%	%	%	%	%	
Agree strongly	(5)	53	52	55	51	55	52	55	53
	(4)	26	26	27	28	27	26	25	27
	(3)	13	14	12	15	12	13	14	13
	(2)	3	4	2	3	3	4	3	3
Disagree strongly (1)		3	4	3	3	3	4	3	4
Don't know		1	<1	1	<1	1	<1	<1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.23	4.20	4.31	4.22	4.27	4.19	4.26	4.22

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base		%	%	%	%	%	%	
Agree strongly	(5)	53	58	55	53	53	52	55
	(4)	26	24	25	27	29	27	26
	(3)	13	12	13	13	12	14	12
	(2)	3	2	4	3	3	3	3
Disagree strongly (1)		3	3	3	3	2	4	3
Don't know		1	1	<1	<1	1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		4.23	4.35	4.25	4.25	4.29	4.21	4.27

Attitudinal Statements – Bike/Walk Focus

Among all respondents, 70% agree that 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 for every trip. Younger and lower-income respondents were most likely to agree with this and non-transit users were the least likely.

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 for every trip.

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
Base			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
		%	%	%	%	%	%	%	
Agree strongly	(5)	45	42	51	50	45	40	49	43
	(4)	25	26	22	26	26	24	24	26
	(3)	19	19	18	17	17	21	18	19
	(2)	6	7	5	5	6	7	5	6
Disagree strongly	(1)	5	6	4	3	6	7	4	6
Don't know		<1	<1	1	-	1	<1	1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.98	3.92	4.14	4.14	3.99	3.82	4.10	3.93

		ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
Base			<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
		2,516	219	575	754	504	1,637	879
		%	%	%	%	%	%	%
Agree strongly	(5)	45	51	52	41	44	48	39
	(4)	25	18	21	28	29	26	24
	(3)	19	24	18	18	16	17	22
	(2)	6	5	6	7	7	6	7
Disagree strongly (1)		5	2	4	7	4	4	8
Don't know		<1	1	<1	-	<1	<1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.98	4.11	4.11	3.90	4.01	4.07	3.81

Attitudinal Statements – Gas Emissions & Climate Change

Nearly three quarters (70%) of all respondents agree that greenhouse gas emissions warnings are valid. The subgroup most likely to agree with this is those making between \$25K and \$75K a year. The subgroup least likely to agree with this is those who have not used transit in the past month.

In general, warnings about greenhouse gas emissions causing climate changes are valid.

Base			VOTING PROPENSITY		AGE			HOME	
	ALL RESPONDENTS		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
	2,516		1,767	752	766	983	699	821	1,670
		%	%	%	%	%	%	%	%
Agree strongly	(5)	49	50	46	47	49	50	51	48
	(4)	21	20	23	24	22	18	21	21
	(3)	15	14	17	18	14	11	15	14
	(2)	5	6	5	5	6	5	6	5
Disagree strongly	(1)	9	11	6	5	9	14	6	11
Don't know		1	1	3	1	1	2	2	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.96	3.93	4.02	4.04	3.97	3.86	4.06	3.92

Base			HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
	ALL RESPONDENTS		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
	2,516		219	575	754	504	1,637	879
		%	%	%	%	%	%	%
Agree strongly	(5)	49	46	54	49	51	52	42
	(4)	21	25	21	21	22	21	22
	(3)	15	14	14	14	11	15	14
	(2)	5	5	4	6	6	5	5
Disagree strongly	(1)	9	7	8	10	9	6	15
Don't know		1	4	1	<1	1	1	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.96	4.02	4.11	3.93	4.00	4.08	3.73

Attitudinal Statements – Lifestyle Changes

Among all respondents, 70% agree that “Changes will be needed in my community and in my lifestyle to maintain the quality of life in the Bay Area for future generations. Younger and lower income respondents were the most likely to agree.

Changes will be needed in my community to maintain the quality of life in the Bay Area for future generations.

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
Base			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
		%	%	%	%	%	%	%	
Agree strongly	(5)	42	40	47	46	41	39	52	37
	(4)	28	27	30	29	29	25	26	29
	(3)	18	20	16	19	18	19	15	20
	(2)	6	6	4	4	6	7	3	7
Disagree strongly (1)		5	6	2	2	5	8	3	6
Don't know		1	1	2	-	1	2	2	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.97	3.88	4.18	4.13	3.97	3.81	4.24	3.84

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
Base			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
		%	%	%	%	%	%	%
Agree strongly	(5)	42	50	49	42	37	43	39
	(4)	28	29	25	28	31	28	27
	(3)	18	15	18	18	19	17	20
	(2)	6	1	4	7	7	6	6
Disagree strongly (1)		5	2	4	5	5	5	6
Don't know		1	3	1	1	1	1	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.97	4.26	4.13	3.95	3.88	4.01	3.91

Attitudinal Statements – High Speed Rail

Among all respondents, 61% support building a high speed rail system between the Bay and Los Angeles areas. Younger respondents and lower-income respondents were the most likely to support the high speed rail system. Respondents 55 years of age and older were the least likely.

I support building a high speed rail system connecting the Bay Area with the Los Angeles Area.

Base	VOTING PROPENSITY							
	ALL RESPONDENTS 2,516	PROPENSITY		AGE			HOME	
		LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
	%	%	%	%	%	%	%	%
Agree strongly (5)	46	43	54	57	44	39	51	44
(4)	15	14	17	17	16	12	16	15
(3)	13	13	11	12	14	12	13	12
(2)	7	7	7	5	8	9	7	8
Disagree strongly (1)	17	21	9	8	17	27	10	21
Don't know	2	1	2	1	1	2	2	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.67	3.51	4.03	4.12	3.62	3.27	3.93	3.54

Base	HOUSEHOLD INCOME						USED TRANSIT IN PAST 2 MONTHS	
	ALL RESPONDENTS 2,516						YES	NO
		<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504		1,637	879
	%	%	%	%	%		%	%
Agree strongly (5)	46	52	49	47	43		51	37
(4)	15	15	18	15	17		15	16
(3)	13	15	16	12	11		12	13
(2)	7	5	6	7	10		6	9
Disagree strongly (1)	17	12	11	18	19		14	22
Don't know	2	3	<1	2	1		2	1
	100	100	100	100	100		100	100
MEAN (out of 5.00)	3.67	3.92	3.88	3.68	3.57		3.83	3.37

Attitudinal Statements – Encouraging High Density Housing

Only a third of all respondents (32%) felt that encouraging high density housing near public transit would destroy the character of their city. Respondents who had not taken public transit in the last two months were the most likely to agree and those respondents who had taken public transit in the last two months were the most likely to disagree.

Encouraging high density housing near public transit could destroy the character of my city or town.

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base		%	%	%	%	%	%	%	
Agree strongly	(5)	16	16	16	11	14	20	15	16
	(4)	16	16	15	17	17	15	16	16
	(3)	25	23	30	28	24	22	26	24
	(2)	20	21	20	21	20	20	20	20
Disagree strongly (1)		22	24	17	22	24	22	22	23
Don't know		1	1	3	1	1	2	2	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		2.82	2.78	2.92	2.74	2.78	2.93	2.81	2.83

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base		%	%	%	%	%	%	%
Agree strongly	(5)	16	17	17	15	13	13	20
	(4)	16	21	14	16	18	16	16
	(3)	25	29	26	23	22	24	25
	(2)	20	13	21	20	24	22	17
Disagree strongly (1)		22	16	22	25	23	24	19
Don't know		1	4	2	<1	-	1	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		2.82	3.11	2.82	2.78	2.73	2.72	3.02

Support Of Additional Express Lanes

Overall, half (55%) of respondents supported additional express lanes. Respondents making \$150K or more were the most likely to support the express lanes, respondents making between \$25K and \$75K were the least likely.

The Express lanes are currently in use in Alameda and Contra Costa counties. They are designed to reduce commute times. Based on congestion, they would allow solo drivers to use the carpool lanes for a fee while carpoolers and bus riders continue to use the lanes for free.

Do you support or oppose the idea of establishing additional express lanes on Bay Area freeways?

		ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
			LIKELY 1,767	UNLIKELY 752	18-34 766	35-54 983	55+ 699	RENT 821	OWN 1,670
Base		%	%	%	%	%	%	%	
Support strongly	(4)	28	27	32	29	29	27	27	29
	(3)	27	25	31	34	25	23	32	25
	(2)	17	18	15	17	19	15	17	17
Oppose strongly	(1)	21	24	15	15	22	27	19	22
Don't know		6	6	7	5	6	8	6	6
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		2.67	2.58	2.86	2.80	2.65	2.54	2.70	2.65

		ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
			<\$25K 219	\$25-\$75K 575	\$75-\$150K 754	\$150K+ 504	YES 1,637	NO 879
Base		%	%	%	%	%	%	
Support strongly	(4)	28	28	25	31	34	27	31
	(3)	27	25	27	27	27	29	23
	(2)	17	18	19	16	19	17	16
Oppose strongly	(1)	21	19	23	20	17	21	22
Don't know		6	10	7	7	3	6	7
		100	100	100	100	100	100	100
MEAN (out of 5.00)		2.67	2.69	2.57	2.73	2.80	2.65	2.69

Why is that?*

Base	ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
		1,767	752	766	983	699	821	1,670
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Support if charge those willing to pay/ offer the option	12	12	11	10	13	11	12	12
Would help reduce traffic/congestion	11	9	15	12	10	10	13	10
Unfair to low income people/favors the rich (pay to play).....	9	11	3	5	11	9	6	10
Don't want to pay more/Already pay for roads	7	7	8	6	8	7	8	7
Commute too long/would put more cars on the road/more congestion/carpool lanes too slow	7	7	6	8	5	6	8	6
Carpool lanes should only be for multiple people/defeats purpose of lanes.....	6	7	6	5	8	6	5	7
Can use revenue from fee to make Improvements/infrastructure/public transit	6	6	5	5	7	5	5	7

Base	ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
		219	575	754	504	1,637	879
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Support if charge those willing to pay/ offer the option	12	8	9	13	16	11	13
Would help reduce traffic/congestion	11	14	13	10	11	11	10
Unfair to low income people/favors the rich (pay to play).....	9	5	6	12	11	9	7
Don't want to pay more/Already pay for roads	7	9	7	6	6	7	7
Commute too long/would put more cars on the road/more congestion/carpool lanes too slow	7	6	8	4	8	6	7
Carpool lanes should only be for multiple people/defeats purpose of lanes.....	6	4	7	6	6	7	5
Can use revenue from fee to make Improvements/infrastructure/public transit	6	2	4	8	6	6	6

Base	ALL RESPONDENTS 2,516	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
		1,767	752	766	983	699	821	1,670
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Convenient/Good idea (general)/Seen it work other places/Something needs to be done.....	6	5	7	8	5	5	5	6
Should improve access to public transit/ carpooling/reducing greenhouse gases	5	6	5	5	6	5	5	6
Already enough lanes/people don't use them enough	5	5	3	4	5	5	5	4
Would promote carpooling/public transit usage.....	5	4	5	6	4	4	5	5
Depends on price/design/Need more info.....	4	4	4	5	4	2	4	4
Stop burden shifting/Everyone should pay the same or no one pays/free access to all	3	3	3	3	3	3	4	3

Base	ALL RESPONDENTS 2,516	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
		219	575	754	504	1,637	879
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Convenient/Good idea (general)/Seen it work other places/Something needs to be done.....	6	9	4	5	5	6	5
Should improve access to public transit/ carpooling/reducing greenhouse gases	5	2	6	7	4	6	3
Already enough lanes/people don't use them enough	5	7	4	5	3	4	6
Would promote carpooling/public transit usage.....	5	5	4	5	5	6	3
Depends on price/design/Need more info.....	4	3	2	5	5	4	3
Stop burden shifting/Everyone should pay the same or no one pays/free access to all	3	5	5	2	2	3	3

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			HOME	
		LIKELY	UNLIKELY	18-34	35-54	55+	RENT	OWN
Base	2,516	1,767	752	766	983	699	821	1,670
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Don't drive/use the highways/Doesn't affect me.....	3	3	3	2	2	4	3	3
Don't need added government control Government money grab/Extortion ...	3	3	1	1	2	4	2	3

	ALL RESPONDENTS	HOUSEHOLD INCOME				USED TRANSIT IN PAST 2 MONTHS	
		<\$25K	\$25-\$75K	\$75-\$150K	\$150K+	YES	NO
Base	2,516	219	575	754	504	1,637	879
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Don't drive/use the highways/Doesn't affect me.....	3	5	4	2	1	2	4
Don't need added government control Government money grab/Extortion ...	3	1	1	2	4	2	3

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Select Results By County

Results were weighted to provide proportional representation on the county level. The bases displayed in this section are the weighted bases. The actual number of surveys recorded in each county is:

Total:	2,516
Alameda:	304
Contra Costa:	297
Santa Clara:	292
San Francisco:	285
San Mateo:	277
Marin:	259
Napa:	268
Solano:	266
Sonoma:	268

Perception of General Issues

Most county subgroups were slightly above or below the average for all respondents. Notably, respondents in Marin and Napa counties were much more likely to rate the upkeep of roads and freeways excellent or good than the average respondent. Respondents in Napa and Solano counties were much more likely to rate the availability of affordable housing excellent or good, than the average respondent.

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?

Base	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
Preservation of open space	64	62	66	61	66	68	80	56	56	67
Air quality	58	53	57	53	68	65	73	58	52	69
Economic growth/prosperity	51	46	48	59	55	59	55	46	34	37
Quality of public transit	37	41	38	30	43	37	32	40	43	31
Upkeep of roads and freeways	26	24	26	27	27	25	36	30	25	21
Availability of affordable housing	10	9	14	9	9	7	11	16	18	12

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Perception of Plan's Importance

Respondents in San Francisco County were most likely to feel it is important to establish a regional plan; residents of Napa County were the least.

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

		ALL RESPONDENTS	ALA- MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL- ANO	SON- OMA
Base		2,516	532	369	625	285	252	88	48	146	171
		%	%	%	%	%	%	%	%	%	%
Very important	(5)	63	66	60	59	68	60	62	53	63	67
	(4)	22	19	22	26	21	23	19	22	17	17
	(3)	9	10	11	7	7	10	8	15	14	8
	(2)	3	2	3	5	2	3	2	5	4	4
Not at all Important	(1)	3	2	4	3	1	3	8	3	2	3
Don't know		1	<1	-	1	1	1	-	1	<1	2
		100	100	100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.39	4.46	4.31	4.36	4.54	4.35	4.25	4.23	4.34	4.42

		ALL RESPONDENTS	ALA- MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL- ANO	SON- OMA
RECAP		2,516	532	369	625	285	252	88	48	146	171
Base		%	%	%	%	%	%	%	%	%	%
Important (4 or 5)		84	86	82	85	89	83	82	77	80	84
Neutral (3)		9	10	11	7	7	10	8	15	14	8
Not important (2 or 1)		6	4	7	7	3	6	11	8	7	7
Don't know		1	<1	-	1	1	1	-	1	<1	2
		100	100	100	100	100	100	100	100	100	100

Why is that? (Rated plan as important)*

	ALL RESPONDENTS	ALA- MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL- ANO	SON- OMA
Base (Rated Plan Importance 4 or 5)	2,119	455	302	533	252	209	72	37	117	143
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%	%	%
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better.....	27	28	29	29	21	27	23	27	22	28
General positive comment (It's important, We need it, etc.)	18	21	15	18	16	20	17	20	19	16
Need a regional plan to make sure goals are met/avoid inefficiency/problems/allocate funds properly/have accountability	17	18	17	17	15	12	27	12	14	15
Lack of affordable housing/People can't afford to live near their work, school .	16	15	17	15	18	18	12	15	18	10
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.).....	14	14	15	16	13	12	8	19	13	16
Better transportation system/planned housing would help economic growth	7	7	7	7	6	9	10	6	9	5
Roads/highways are too congested/In bad repair/no parking.....	6	4	8	6	3	5	5	8	8	7
Need to maintain/improve the quality of life in the area.....	5	4	5	4	7	6	8	<1	6	4
Need to move away from car-based transportation/Need to make it possible to live without owning a car/use electric cars/carpooling/bikepaths.....	4	3	3	5	4	2	3	3	5	4
Need a way to reduce commute times/sprawl/Redevelop land.....	3	3	4	4	4	2	2	3	1	1
The Bay Area is too expensive/Middle/Working class being squeezed out	3	3	3	3	3	3	1	3	1	3

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

What Should Be the Plan's Focus?

Which part of the plan is most important to the Bay Area's future...improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone? (select one).

Base	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
	%	%	%	%	%	%	%	%	%	%
Improving the local economy	40	39	52	38	30	35	36	42	56	42
Providing access to housing and transportation for everyone	40	40	30	43	51	42	33	38	32	38
Reducing driving and greenhouse gas emissions	18	18	16	18	18	22	28	21	11	19
Don't know	2	2	2	2	1	1	3	<1	1	1
	100	100	100	100	100	100	100	100	100	100

Which is next most important (select one)?

Base	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
	%	%	%	%	%	%	%	%	%	%
Providing access to housing and transportation for everyone	40	39	47	36	36	40	35	35	50	42
Improving the local economy	29	25	25	34	32	31	24	31	25	28
Reducing driving and greenhouse gas emissions	29	33	26	28	30	27	36	32	22	26
Don't know	3	4	2	3	2	3	5	2	3	4
	100	100	100	100	100	100	100	100	100	100

Plan Bay Area Funding Priorities (Overview)

Overall, respondents felt that maintaining highways and roads and expanding BART and Caltrain should be a priority. Within individual counties, however, there was some variation about which priority should be top.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

Base	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
Maintain highways and roads	78	79	78	79	67	77	75	82	84	81
Extend commuter rail lines	77	85	81	72	76	79	75	73	77	71
More frequent public transit service	66	70	66	61	77	69	65	60	61	61
Financial incentives for multi-units	51	56	47	49	54	57	40	45	45	48
Expand ped. and bicycle routes	50	53	45	53	48	44	58	56	40	49
Increase freeway lanes	40	42	49	37	35	41	39	38	38	38

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Support of Reducing Driving to Decrease Greenhouse Gas Emissions

Respondents in Marin County were most likely to support the strategy. Respondents in Solano County were the least likely to support the strategy.

The Bay Area plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
Base	%	%	%	%	%	%	%	%	%	%
Support strongly (5)	39	42	34	38	42	40	48	36	39	41
(4)	27	28	32	26	29	27	24	29	21	24
(3)	20	18	19	22	17	19	15	24	25	21
(2)	6	4	8	5	5	7	4	6	7	5
Oppose strongly (1)	7	7	6	8	6	7	7	5	8	9
Don't know	1	1	1	1	2	-	3	<1	1	1
	100	100	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.87	3.95	3.81	3.81	3.97	3.86	4.05	3.85	3.75	3.84
RECAP	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
Base	%	%	%	%	%	%	%	%	%	%
Support (4 or 5)	67	70	66	64	71	67	72	65	59	65
Neutral (3)	20	18	19	22	17	19	15	24	25	21
Oppose (2 or 1)	13	11	14	13	10	14	11	11	15	13
Don't know	1	1	1	1	2	-	3	<1	1	1
	100	100	100	100	100	100	100	100	100	100

Support of Other Policies to Reduce Use of Cars and Decrease Greenhouse Gas Emissions (Overview)

While overall, allowing new housing, offices and shops to be built in the centers of cities and towns near public transit was the highest rated strategy, respondents in San Francisco County were most likely and respondents in Marin County were less likely to rate it highly.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (5 Support Strongly and 1 Oppose strongly).

	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- 146	SON- 171
Base	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
More housing near transit	65	65	61	65	73	67	60	61	64	63
Require building in city limits	42	41	40	41	39	44	42	39	43	49
Fee based upon miles driven	16	20	12	18	18	13	19	11	10	14

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Regional Planning Vs. Local Planning

Respondents in Napa and Sonoma counties were much more likely to prefer local instead of regional planning than the average respondent.

Which statement do you agree with more:

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

OR

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

Base	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
	%	%	%	%	%	%	%	%	%	%
Local cities and counties should plan	53	51	53	52	49	52	58	75	58	63
Regional plan	44	43	46	46	48	44	38	22	41	35
Regional and local should be equal	1	2	-	1	1	2	2	1	1	2
Don't know/Refused	2	4	1	<1	3	3	2	2	1	1
	100	100	100	100	100	100	100	100	100	100

Why is that? (Prefer regional planning)*

	ALL RESPONDENTS 1,098	ALA- MEDA 230	CONTRA COSTA 169	SANTA CLARA 290	SAN FRANCISCO 136	SAN MATEO 111	MARIN 33	NAPA 10^	SOL- ANO 60	SON- OMA 59
Base (Regional Preferred)										
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%	%	%
Bay Area counties/cities interconnected/ interdependent.....	15	16	14	18	15	16	23	4	9	10
Collaborative effort/Work together/ Share knowledge/information.....	15	15	16	13	17	8	19	22	21	15
Comprehensive/Long-term planning/ Broad perspective.....	12	14	14	6	17	14	17	7	3	12
Benefits whole Bay Area/Common good/Fairness/Avoids conflict & abuse	11	13	8	10	11	12	10	2	11	12
Local government is ineffective/has narrow focus/negative results/selfish/ puts own interests first/crooked/ doesn't have resources/Don't trust....	9	9	11	8	8	7	14	12	10	10
Effective/Efficient planning/Provide direction/expertise/authority.....	9	8	7	9	7	14	9	14	6	9
Regional plan will get better results/ Centrally controlled/More knowledge/ Integrated/Makes sense.....	7	9	5	4	11	15	4	7	10	6
Regional plan avoids politics/special interests/corruption/more organized/ regulated funds.....	7	7	8	9	4	7	6	2	7	6
Consistency/Continuity/Uniformity/ Coordinated/cohesive results.....	7	7	5	9	5	10	8	1	5	7
Improve transportation/traffic congestion/traffic issues.....	6	8	3	6	7	7	4	2	4	3
Cost effective/Makes financial sense/ Financial control	5	2	8	4	5	7	5	1	3	6
Provides balance between big picture/ overall plan and local needs/issues	5	5	4	4	5	2	7	10	8	5
Improve housing/Make affordable housing/housing development/Land use issues/closer to work & transit	3	5	3	1	1	4	2	1	5	2

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

^Caution-Low base

Why is that? (Prefer local planning)*

	ALL RESPONDENTS 1,341	ALA- MEDA 273	CONTRA COSTA 197	SANTA CLARA 324	SAN FRANCISCO 138	SAN MATEO 130	MARIN 51	NAPA 36	SOL- ANO 84	SON- OMA 107
Base (Local Preferred)										
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%	%	%
Local knowledge/Locals know community needs/issues/resources better	31	32	29	32	29	36	29	30	34	27
Local community/government capable/effective/should have say/make own plan/get it done faster/balance budget/control money/makes sense	29	26	30	25	31	32	26	30	31	41
One plan doesn't fit all/Communities have unique qualities/different needs	12	9	8	10	19	10	28	26	9	21
Control own destiny/future/Make own Decisions/Take responsibility	10	11	10	10	8	10	10	6	9	7
Don't trust government/regional committees/Don't want to be told what to do/Implications	8	8	7	7	5	10	10	8	7	8
Regional government is ineffective/doesn't consider enough/selfish/puts own interests first/crooked/too broad/complacent/imposes limits	4	4	5	4	3	3	5	5	6	5
Big government bureaucracy/interference/regulation/biases/laws..	3	3	2	1	4	3	1	2	5	4
One agency can't have control over everything in the Bay Area/Bay Area too big to govern the entire area	3	2	5	1	5	2	4	3	2	1
Community involvement/input/live in/vote in community	2	1	4	2	2	2	1	3	4	3
Local plan avoids politics/special interests/corruption/better priorities	2	1	6	3	-	3	3	<1	3	1
General positive comment/Makes sense/Is obvious/Need a plan	2	3	1	3	2	2	1	<1	2	2
Collaborative effort/Work together/Share knowledge/information.....	2	2	-	2	1	3	3	<1	1	2

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Tradeoffs (Overview)

Respondents in San Francisco County were more likely use public transit if it took less time than driving than the average respondent.

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

	ALL RESPONDENTS	ALA- MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL- ANO	SON- OMA
Base	2,516	532	369	625	285	252	88	48	146	171
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
Public transit - if took less time	78	78	76	77	88	78	78	75	70	73
Smaller house	49	51	44	47	60	52	50	52	42	42
More densely populated	48	51	39	51	60	49	39	35	47	37
Public transit – if high gas prices	40	42	39	39	47	36	31	51	41	36

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Attitudinal Statements – Overview

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

	ALL RESPONDENTS	ALA- MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL- ANO	SON- OMA
Base	2,516	532	369	625	285	252	88	48	146	171
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
Agencies Should Attract Jobs/ Promote Economy	80	81	82	78	77	77	76	75	90	79
Bike/Walk Focus	70	72	64	74	71	67	72	68	63	67
Gas emissions & climate change	70	73	60	71	79	69	78	65	57	71
Changes will be needed in community	70	70	67	73	70	68	63	66	69	70
High speed rail	61	66	51	56	74	60	67	64	59	69
Encouraging high density housing	32	29	38	30	26	35	42	35	26	34

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Support Of Additional Express Lanes

Overall, half (55%) of respondents supported additional express lanes. Respondents from Santa Clara County were the most likely to support these lanes, respondents from Marin County the least.

The Express lanes are currently in use in Alameda and Contra Costa counties. They are designed to reduce commute times. Based on congestion, they would allow solo drivers to use the carpool lanes for a fee while carpoolers and bus riders continue to use the lanes for free.

Do you support or oppose the idea of establishing additional express lanes on Bay Area freeways?

		ALL RESPONDENTS	ALA- MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL- ANO	SON- OMA
Base		2,516	532	369	625	285	252	88	48	146	171
		%	%	%	%	%	%	%	%	%	%
Support strongly	(4).....	28	32	30	30	22	26	23	23	31	26
	(3).....	27	25	24	28	30	29	25	34	26	25
	(2).....	17	14	19	16	20	16	18	19	16	20
Oppose strongly	(1).....	21	21	23	18	22	25	28	21	24	22
Don't know	6	7	5	8	5	5	6	3	4	8
		100	100	100	100	100	100	100	100	100	100
MEAN (out of 4.00)		2.67	2.74	2.64	2.76	2.54	2.58	2.45	2.62	2.66	2.60

RECAP

		ALL RESPONDENTS	ALA- MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL- ANO	SON- OMA
Base		2,516	532	369	625	285	252	88	48	146	171
		%	%	%	%	%	%	%	%	%	%
Support (3 or 4).....		55	58	54	58	52	54	48	58	57	51
Oppose (2 or 1)		38	35	42	34	43	41	47	40	40	41
Don't know		6	7	5	8	5	5	6	3	4	8
		100	100	100	100	100	100	100	100	100	100

Why is that?*

Base	ALL RESPONDENTS 2,516	ALA- MEDA 532	CONTRA COSTA 369	SANTA CLARA 625	SAN FRANCISCO 285	SAN MATEO 252	MARIN 88	NAPA 48	SOL- ANO 146	SON- OMA 171
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%	%	%
Support if charge those willing to pay/ offer the option	12	10	13	16	8	9	8	9	15	12
Would help reduce traffic/congestion	11	11	12	11	9	10	11	6	11	6
Unfair to low income people/favors the rich (pay to play).....	9	8	8	8	10	11	16	3	7	8
Don't want to pay more/Already pay for roads	7	8	9	7	5	9	5	10	6	9
Commute too long/would put more cars on the road/more congestion/carpool lanes too slow	7	8	5	5	7	9	7	9	9	5
Carpool lanes should only be for multiple people/defeats purpose of lanes.....	6	5	10	4	7	9	3	3	8	7
Can use revenue from fee to make Improvements/infrastructure/public transit	6	4	6	10	3	5	6	4	4	4
Convenient/Good idea (general)/Seen it work other places/Something needs to be done.....	6	6	6	5	8	5	6	7	3	4
Should improve access to public transit/ carpooling/reducing greenhouse gases	5	6	6	3	9	7	5	5	4	4
Already enough lanes/people don't use them enough	5	5	5	4	3	4	4	5	6	7
Would promote carpooling/public transit usage.....	5	6	2	4	4	6	5	10	5	4
Depends on price/design/Need more info.....	4	3	4	4	5	3	6	1	3	5
Stop burden shifting/Everyone should pay the same or no one pays/free access to all	3	5	2	2	4	2	5	5	2	4
Don't drive/use the highways/Doesn't affect me.....	3	3	1	3	4	1	2	4	3	3
Don't need added government control/ Government money grab/Extortion ...	3	1	2	5	1	2	3	2	3	3

*Only responses stated by 3% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

Demographics

	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base	%	%	%	%

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

1 person	14	17	12	10
2 people	27	27	28	27
3 people	22	20	23	19
4 people	20	18	20	24
5 people	9	8	10	11
6 or more people	7	9	6	8
Refused	2	1	2	2
	100	100	100	100
MEAN (People in household)	3.20	3.22	3.15	3.35

2 OR MORE IN HOUSEHOLD

Base	2,127	703	1,106	279
	%	%	%	%

Is anyone in your household under the age of 18?

Yes	45	42	46	47
No	55	58	54	53
Refused	<1	<1	<1	-
	100	100	100	100

HAVE AT LEAST ONE CHILD IN HOUSEHOLD

Base	951	295	510	131
	%	%	%	%

How many are under the age of 18?

1 child	42	41	44	38
2 children	41	41	39	44
3 children	12	12	12	12
4 or more children	6	6	5	7
	100	100	100	100
MEAN (Children in household)	1.8	1.8	1.8	1.9

Base	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
	%	%	%	%

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.....	13	12	14	11
1 person	30	33	30	25
2 people	40	38	40	45
3 people	11	11	10	13
4 or more people	5	5	5	6
Refused	1	<1	1	<1
	100	100	100	100
MEAN (Workers in household)	1.7	1.7	1.7	1.8

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

None.....	4	8	1	2
1 vehicle	21	26	18	15
2 vehicles.....	38	40	38	33
3 or more vehicles.....	37	25	42	49
Refused	1	2	<1	1
	100	100	100	100
MEAN (Vehicles in household)	2.4	2.0	2.6	2.7

Have you or anyone in your household used public transit in the past two months?

Yes.....	65	74	64	45
No.....	35	26	35	55
Don't know.....	<1	-	<1	<1
	100	100	100	100

Have you or anyone in your household ridden a bicycle in the past two months?

Yes.....	51	49	52	56
No.....	49	51	48	44
Don't know.....	1	<1	<1	-
	100	100	100	100

Base	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
	%	%	%	%
Do you own or rent your home?				
Own.....	66	58	72	76
Rent.....	33	42	28	23
Other (live w/relatives, friends, etc)	<1	<1	<1	<1
Don't know/refused.....	1	<1	<1	1
	100	100	100	100
May I ask your approximate age?				
18 to 24 years old.....	11	13	9	16
25 to 34 years old.....	19	21	19	18
35 to 44 years old.....	20	21	19	21
45 to 54 years old.....	19	17	22	17
55 to 64 years old.....	15	13	16	15
65 years of age or older	13	13	13	12
Refused	3	2	2	2
	100	100	100	100
MEAN (Years of age)	44.9	43.9	45.8	43.5
What ethnic group do you consider yourself a member of? (Multiple responses accepted)				
White.....	59	51	64	66
Asian/Pacific Islander	17	22	17	7
Hispanic/Latino	13	15	10	14
African American.....	6	8	5	8
Native American.....	2	2	2	3
Mixed	1	2	1	<1
Other	1	1	1	1
Refused	5	4	5	5
What is your approximate annual household income (before taxes)?				
Under \$15,000	5	6	3	5
\$15,000 to \$25,000	4	5	3	6
\$25,001 to \$50,000	11	13	9	12
\$50,001 to \$75,000	12	14	11	16
\$75,001 to \$100,000	12	11	13	10
\$100,001 to \$150,000	18	18	19	19
\$150,001 to \$200,000	10	9	10	9
More than \$200,000	11	9	13	7
Refused/Don't know	19	16	19	18
	100	100	100	100
MEAN (\$1000).....	115.5	107.6	126.2	101.3

	ALL RESPONDENTS 2,516	URBAN 858	SUBURBAN 1,279	OUTER SUBURBAN 316
Base	%	%	%	%

Are you currently registered to vote?

Yes	83	82	85	86
No	15	17	14	14
Don't know/Refused	1	1	1	<1
	100	100	100	100

REGISTERED TO VOTE

Base	2,098	703	1,091	272
	%	%	%	%

In about how many of the past 5 elections have you voted? Would you say . . .

All 5 of the past 5 elections.....	68	67	69	66
4 of the past 5 elections.....	8	9	8	8
3 of the past 5 elections.....	8	6	9	9
2 of the past 5 elections.....	6	8	5	5
1 of the past 5 elections.....	7	8	6	10
None of the past 5 elections	2	1	3	2
Don't know/refused.....	1	1	<1	1
	100	100	100	100

MEAN (# of elections) 4.18 4.17 4.21 4.10

Are you registered as a Democrat, Republican, or with some other party?

Democrat	51	55	50	44
Republican	19	13	22	23
Decline to state/independent registration	16	16	15	20
American Independent	3	4	2	2
Green Party	2	2	2	1
Libertarian.....	1	1	1	1
Peace and Freedom	<1	-	<1	<1
Other	1	1	<1	1
Don't know/refused.....	9	8	9	9
	100	100	100	100

Base	ALL RESPONDENTS 2,516 %	URBAN 858 %	SUBURBAN 1,279 %	OUTER SUBURBAN 316 %
Gender				
Male	50	51	49	51
Female.....	50	49	51	49
Uncertain	<1	1	<1	<1
	100	100	100	100
Language of Interview				
English	99	98	100	99
Spanish	1	2	<1	1
Chinese.....	<1	1	-	-
	100	100	100	100

Appendix

Survey Questionnaire

PLAN BAY AREA SURVEY

Version 4.2 (April 10, 2013)

Introduction

Hello, I'm _____ calling on behalf of MTC (the Metropolitan Transportation Commission) and the Association of Bay Area Governments. We are conducting an important survey with Bay Area residents. Your input will be used to help develop a 30 year regional plan for our area.

(INTERVIEWER NOTES: If necessary, explain:

- The Metropolitan Transportation Commission (MTC) is a transportation planning, coordinating and financing agency for the nine-county San Francisco Bay Area*
- The Association of Bay Area Governments (ABAG) is a regional planning agency and Council of Governments for the nine counties and 101 cities and towns of the San Francisco Bay region. ABAG is focused on advocacy, collaboration, and excellence in planning, research, and member services.*
- The (regional) plan seeks sustainable regional growth to preserve the quality of life in the Bay Area. This includes: improving the economy, reducing driving and greenhouse gases, accommodating housing needs and growth, and other regional issues that we face.*
- 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.)*

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

- 1 Less than one year
- 2 One – five years
- 3 Six – ten years
- 4 Eleven – twenty years
- 5 Over twenty years
- 6 Don't know (do not read)

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

- 1 Alameda
- 2 Contra Costa
- 3 Santa Clara
- 4 San Francisco
- 5 San Mateo
- 6 Marin
- 7 Napa
- 8 Solano
- 9 Sonoma

Other county outside Bay Area (thank and terminate. Code as NQ-BA)

Don't know / Refused (thank and terminate. Code as Term-Q2)

Current Perception of Region

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? (Randomize)

	Excellent				Poor	Don't know
3) Quality of public transit services	5	4	3	2	1	0
4) Up-keep and repair of local roads and freeways.....	5	4	3	2	1	0
5) Preservation of open space and parks	5	4	3	2	1	0
6) Economic growth and prosperity ...	5	4	3	2	1	0
7) Availability of affordable housing...	5	4	3	2	1	0
8) Air Quality	5	4	3	2	1	0

Plan Bay Area – General

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it.

9. In general, how important do you think it is to establish this type of a regional plan?

Use a 5 point scale where 5 is Very Important and 1 is Not at all important.

- 5 Very Important
- 4
- 3
- 2
- 1 Not at All Important
- 0 Don't know (Do Not Read)

10. Why is that?

11. Which part of the plan is most important to the Bay Area's future...improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone?* (select one)

11a. Which is next most important? (select one)

	Most Imp (Q11)	Next Most Imp (Q11a)
1 Improving the local economy	[]	[]
2 Reducing driving and greenhouse gas emissions	[]	[]
3 Providing access to housing and transportation for everyone	[]	[]
4 Don't know (Do Not Read)	[]	[]

**Note: If needed, re-read the options: "the first one is..., the second one is..., the third one is..."*

Plan Bay Area Funding Priorities

Next I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

(Interviewer note: If asked, the funding itself is coming from Federal, State and local sources for projects related to this plan. These questions are asking how to allocate - or divide up - those funds)

	High Priority					Not a Priority	Don't know
12) Increase the number of freeway lanes for carpoolers and bus riders	5	4	3	2	1		0
13) Expand bicycle and pedestrian routes	5	4	3	2	1		0
14) Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area	5	4	3	2	1		0
15) Maintain highways and local roads, Including fixing potholes	5	4	3	2	1		0
16) Provide more frequent public transit service	5	4	3	2	1		0
17) Provide financial incentives to cities to build more multi-unit housing near public transit	5	4	3	2	1		0

Policies to Reduce Use of Cars and Greenhouse Gas Emissions

18) The Bay Area plan also focuses on reducing (the amount of) driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

- 5 Support Strongly
4
3
2
1 Oppose Strongly
0 Don't know (Do Not Read)

Next I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (*5 Support Strongly and 1 Oppose Strongly*)

	Support Strongly				Oppose Strongly	Don't know
19) Build more housing near public transit designed for residents who want to drive less	5	4	3	2	1	0
20) Limit urban sprawl by requiring most additional housing and commercial buildings be built within current city or town limits	5	4	3	2	1	0
21) Charge drivers a new fee* based on the number of annual miles driven	5	4	3	2	1	0

(Note: Expansion of Express Lanes is another greenhouse gas reduction strategy. A specific question about this is being asked later in the questionnaire – Q34)

**New fee: Specifics are still being developed, this could be an annual fee using vehicle registration or a vehicle device which calculates mileage at the fuel pump*

Regional vs. Local

22. Which statement do you agree with more:

a) There should be a regional plan guiding housing and commercial development in the Bay Area. OR
b) Local cities and counties on their own should plan housing and commercial development in their area.

- 1 Regional Plan
- 2 Local Cities and Counties Should Plan
- 3 Regional and local should be equal (*do not read*)
- 4 Don't know (*do not read*)
- 5 Refused (*do not read*)

23. Why is that?

Trade Offs and 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. (*Randomize*)

	Strongly Agree				Strongly Disagree		Don't know
24) I would be willing to live in a smaller house to be closer to work, shopping and restaurants	5	4	3	2	1		0
25) I would live in a more densely populated area if there were better neighborhood amenities (restaurants, shops, etc.) ...	5	4	3	2	1		0
26) I would take public transit more often if it took less time than driving	5	4	3	2	1		0
27) I will take public transit more often if gas prices reach \$5.00 a gallon	5	4	3	2	1		0
28) 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 for every trip	5	4	3	2	1		0

	Strongly Agree					Strongly Disagree	Don't know
29) Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area.....	5	4	3	2	1		0
30) I support building a High Speed Rail system connecting the Bay Area with the Los Angeles area	5	4	3	2	1		0
31) In general, warnings about greenhouse gas emissions causing climate changes are valid	5	4	3	2	1		0
32) Encouraging high density housing near public transit could destroy the character of my city or town	5	4	3	2	1		0
33) Changes will be needed in my community to maintain the quality of life in the Bay Area for future generations	5	4	3	2	1		0

Express Lanes

Express lanes* are currently in use in Alameda and Contra Costa counties. They are designed to reduce commute times. Based on congestion, they would allow solo drivers to use the lanes for a fee while carpoolers and bus riders continue to use the lanes for free.

34) Do you support or oppose the idea of establishing additional express lanes on Bay Area freeways? (Get answer, then ask): Is that strongly or somewhat?

** If necessary, Express Lanes are also called High Occupancy Toll Lanes or HOT lanes.*

- 1 Support Strongly
- 2 Support Somewhat
- 3 Oppose Somewhat
- 4 Oppose Strongly
- 5 Don't know (Do not read)

35) Why is that? (Express Lanes response)

Demographics

These next few questions are for classification purposes only.

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

Record number _____

(Ask if more than one person in household)

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

- 1 Yes >>>Record number _____
- 2 No
- 3 Refused

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

Record number _____

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

Record number _____

D5) Have you, or has anyone in your household,

a) used public transit in the past two months?

- 1 Yes
- 2 No
- 3 Don't know

b) ridden a bicycle in the past two months?

- 1 Yes
- 2 No
- 3 Don't know

D6) Do you own or rent your home?

- 1 Own
- 2 Rent
- 3 Other (specify) _____
- 4 Don't know / Refused

D7) What is your (5 digit) home zip code?

Record zip..... _____

D8) May I ask your approximate age? _____

D9) 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?

- 1 White
- 2 African American
- 3 Hispanic / Latino
- 4 Asian / Pacific islander
- 5 Other (specify) _____
- 6 Refused

D10) What is your approximate annual household income (before taxes)? (*Read responses if necessary*)

- 1 Under 15,000
 - 2 \$15,000 - \$25,000
 - 3 \$25,001 – \$50,000
 - 4 \$50,001 - \$75,000
 - 5 \$75,001 - \$100,000
 - 6 \$100,001 - \$150,000
 - 7 \$150,001 - \$200,000
 - 8 More than \$200,000
 - 9 Refused (Do not read)
-

D11) Are you currently registered to vote?

- 1 Yes
- 2 No
- 3 Don't know / Refused

D12) 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 | 0 | None of the past 5 elections |
| 4 | 4 of the past 5 elections | 6 | Don't know / Refused (<i>Do not read</i>) |
| 3 | 3 of the past 5 elections | | |
| 2 | 2 of the past 5 elections | | |
| 1 | 1 of the past 5 elections | | |

D13) Are you registered as a Democrat, a Republican or with some other party?

- 1 Democrat
- 2 Republican
- 3 Decline to State / Independent registration
- 4 Green Party
- 5 American Independent
- 6 Libertarian
- 7 Peace and Freedom
- 8 Other party (specify) _____
- 9 Don't know / Refused

D14) 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.

Record:

D15) Gender (by observation)

- 1 Male
- 2 Female
- 3 Uncertain

D16) Language

- 1 English
- 2 Spanish
- 3 Chinese

Pick up from Sample Sheet:

- Phone Number: _____
- Sample type:
 - 1 Listed
 - 2 Random Digit
 - 3 Cell Number