

PLAN BAY AREA SURVEY

Topline Marginals

Bay Area Resident Telephone Poll in English, Spanish, and Chinese

Survey Dates: November 30, 2011 to January 27, 2012

Sample Size = 1,610 Margin of Error: +/- 2.44.

Introduction

Hello, I'm _____ calling on behalf of the Metropolitan Transportation Commission. 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.

BASE (All Respondents) N = 1,610**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 5	4	3	2	Poor 1	Don't know	MEAN
Preservation of open space and parks	18%	45%	25%	8%	4%	1%	3.67
Economic growth and prosperity	7%	29%	38%	19%	6%	1%	3.12
Quality of public transit services.....	7%	29%	33%	20%	8%	3%	3.07
Up-keep and repair of local roads and freeways.....	4%	20%	34%	27%	15%	<1%	2.71
Traffic flow on roads and freeways	2%	15%	41%	28%	15%	1%	2.62
Availability of affordable housing	2%	7%	27%	33%	28%	3%	2.20

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.

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	66%
4		21%
3		8%
2		3%
1	Not at All Important	3%
0	Don’t know (Do Not Read)	<1%

MEAN – 4.46 (out of 5.00)

Why is that?

BASE (All Respondents) N = 1,610

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)*

Which is next most important? *(select one)*

	Most Imp (Q11)	Next Most Imp (Q11a)
1 Improving the local economy	53%	26%
2 Reducing driving and greenhouse gas emissions	15%	27%
3 Providing access to housing and transportation for everyone	32%	46%
4 Don’t know (Do Not Read)	1%	2%

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.

	High Priority 5	4	3	2	Not a priority 1	Don't know	MEAN
Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area	51%	26%	14%	5%	4%	1%	4.16
Maintain highways and local roads, including fixing potholes	45%	32%	18%	4%	1%	<1%	4.16
Increase public transit service for low income residents who do not have access to a car.	38%	33%	18%	8%	3%	<1%	3.94
Provide more frequent bus service	26%	28%	31%	10%	4%	1%	3.63
Provide financial incentives to cities to build more multi-unit housing near public transit	23%	30%	26%	13%	8%	1%	3.47
Fund traffic congestion relief projects, such as adding turn lanes on roads, or reconfiguring interchanges and on-ramps on highways	20%	28%	32%	14%	6%	<1%	3.41
Expand bicycle and pedestrian routes	20%	25%	27%	17%	11%	<1%	3.29
Increase the number of freeway lanes for carpoolers and bus riders	15%	22%	30%	21%	12%	<1%	3.07

BASE (All Respondents) N = 1,610

Policies to Reduce Use of Cars and Greenhouse Gas Emissions

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.

5	Support Strongly	36%
4		28%
3		21%
2		7%
1	Oppose Strongly	8%
0	Don't know (Do Not Read)	<1%

MEAN – 3.78 (out of 5.00)

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	MEAN
	5	4	3	2	1		
Allow new housing, offices and shops to be built in the centers of cities and towns near public transit.....	31%	36%	23%	6%	4%	<1%	3.85
Build more affordable housing near public transit for residents without cars who depend on public transit.....	33%	31%	21%	9%	5%	<1%	3.80
Require employers to offer a plan which allows employees to use pre-tax dollars to cover the cost of commuting by public transit or vanpooling	34%	27%	19%	9%	11%	1%	3.65
Limit urban sprawl by requiring most additional housing and commercial buildings to be built within current city or town limits	20%	24%	30%	14%	11%	1%	3.28
Charge drivers a new fee based on the number of annual miles driven	7%	9%	18%	19%	47%	<1%	2.10

BASE (All Respondents) N = 1,610**Housing Density**

As the Bay Area population increases, there will be more homes and traffic in many communities. Rate each of the following statements using a 5 point scale, where 5 is agree strongly and 1 is disagree strongly.

“I would be willing to accept more homes and traffic in my community if...
_____” (Ask for each. Randomize order)

	Agree Strongly 5	4	3	Disagree Strongly 2	1	Don't know	MEAN
It helped ensure a robust and prosperous Bay Area economy.....	37%	32%	20%	6%	5%	<1%	3.89
It meant more jobs close to my home	6%	30%	21%	7%	6%	<1%	3.83
It helped protect open space in the Bay Area	33%	29%	21%	9%	7%	1%	3.71
It meant more public transit in my area	26%	30%	23%	11%	10%	<1%	3.52
It increased the availability of affordable housing in my area	24%	27%	26%	13%	11%	<1%	3.41
It meant more bicycle and pedestrian paths in my area	23%	24%	25%	14%	14%	<1%	3.27
It meant more neighborhood amenities such as restaurants and shops in my area	19%	25%	26%	16%	14%	<1%	3.17

BASE (All Respondents) N = 1,610

Regional vs. Local

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	44%
2	Local Cities and Counties Should Plan	51%
3	Regional and local should be equal <i>(do not read)</i>	4%
4	Don't know <i>(do not read)</i>	2%
5	Refused <i>(do not read)</i>	<1%

Why is that?

BASE (All Respondents) N = 1,610

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)*

	Agree			Disagree		Don't know	MEAN
	Strongly			Strongly			
	5	4	3	2	1		
Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area.....	52%	31%	12%	3%	3%	<1%	4.27
I would take public transit more often if it was faster and more reliable	48%	22%	12%	9%	9%	1%	3.92
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	42%	25%	19%	7%	6%	<1%	3.88

BASE (All Respondents) N = 1,610

	Agree Strongly 5	4	3	Disagree Strongly 2	1	Don't know	MEAN
Our Bay Area economy will benefit if more housing and commercial development is built near public transit	32%	31%	24%	8%	4%	1%	3.79
Transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit service	32%	29%	22%	9%	6%	1%	3.73
The Bay Area has too many regional and local government agencies involved in housing and transportation issues..	22%	17%	32%	10%	7%	12%	3.44
Changes will be needed in my community and in my lifestyle to improve quality of life in the Bay Area in the future.	31%	29%	24%	8%	8%	1%	3.67
I would be willing to live in a smaller house to be closer to work, shopping and restaurants	27%	20%	19%	14%	20%	1%	3.19
We should consider charging a new fee on rental cars in the Bay Area, with the proceeds used to support public transit .	15%	20%	24%	18%	22%	1%	2.87