



Executive Summary Survey of Likely Voters

Peninsula Joint Powers Board of Directors
May 2, 2019 – Agenda Item# 7c

- ▶ Survey of likely 2020 voters in the Peninsula Corridor Counties (San Francisco, San Mateo, and Santa Clara)
 - November 2020 voters: 1,416 interviews; margin of error \pm 2.6 percentage points
 - March 2020 voter subset: 1,011 interviews; margin of error \pm 3.1 percentage points
 - Approximately 400 interviews in each county; final data weighted to reflect actual voter population distribution.

- ▶ Split sample methodology used to test two different tax rates:
 - Sample A; 1/8 cent, \$100 million/year: 713 interviews; MoE \pm 3.7 percentage points
 - Sample B; 1/4 cent, \$200 million/year: 703 interviews; MoE \pm 3.7 percentage points
 - Samples balanced to control for demographic and attitudinal differences

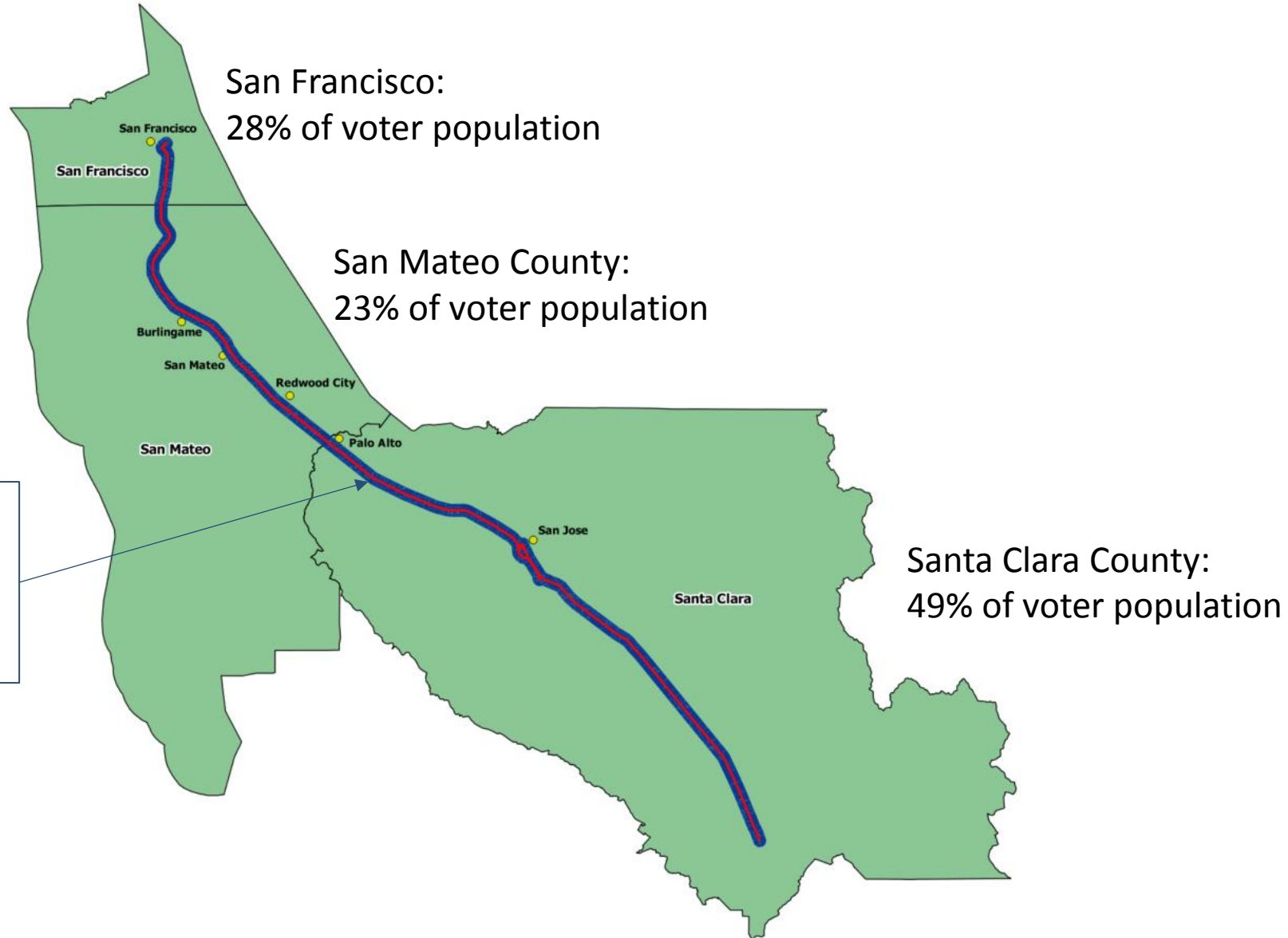
- ▶ Interviews conducted March 25 – April 1, 2019

- ▶ Multimodal survey combining email-to-web and live telephone interviews using both landlines and mobile phones.

- ▶ Survey in all modes conducted in English, Spanish, Chinese, and Vietnamese.

Please note that due to rounding, some percentages may not add up to exactly 100%.

Peninsula Corridor Counties



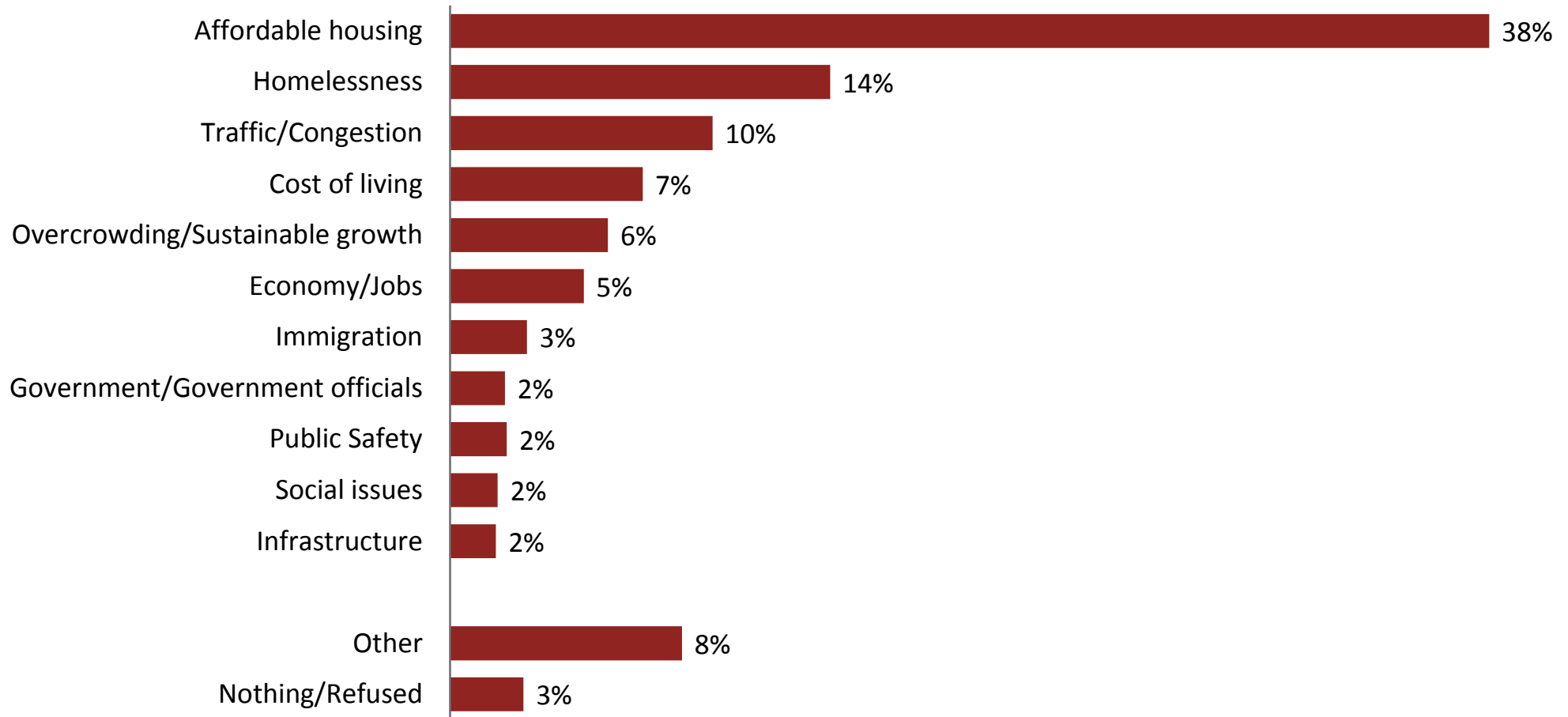
Near Corridor Residents
(blue shaded area - live
within 1/2 mile):
25% of voter population

Key Findings

- ▶ Voters in the Peninsula Corridor Counties have an interest and willingness to invest in improvements to improve public transit and reduce traffic congestion.
- ▶ Support for a revenue measure is just below two-thirds today, with Caltrain riders more supportive than other voters.
- ▶ Many elements of the measure resonate, particularly traffic reduction, air quality improvements, and increasing the speed, frequency, and capacity of Caltrain.
- ▶ Support is solidified at just about the two-thirds level with additional information, although there is some evidence that the measure would be vulnerable to opposition.

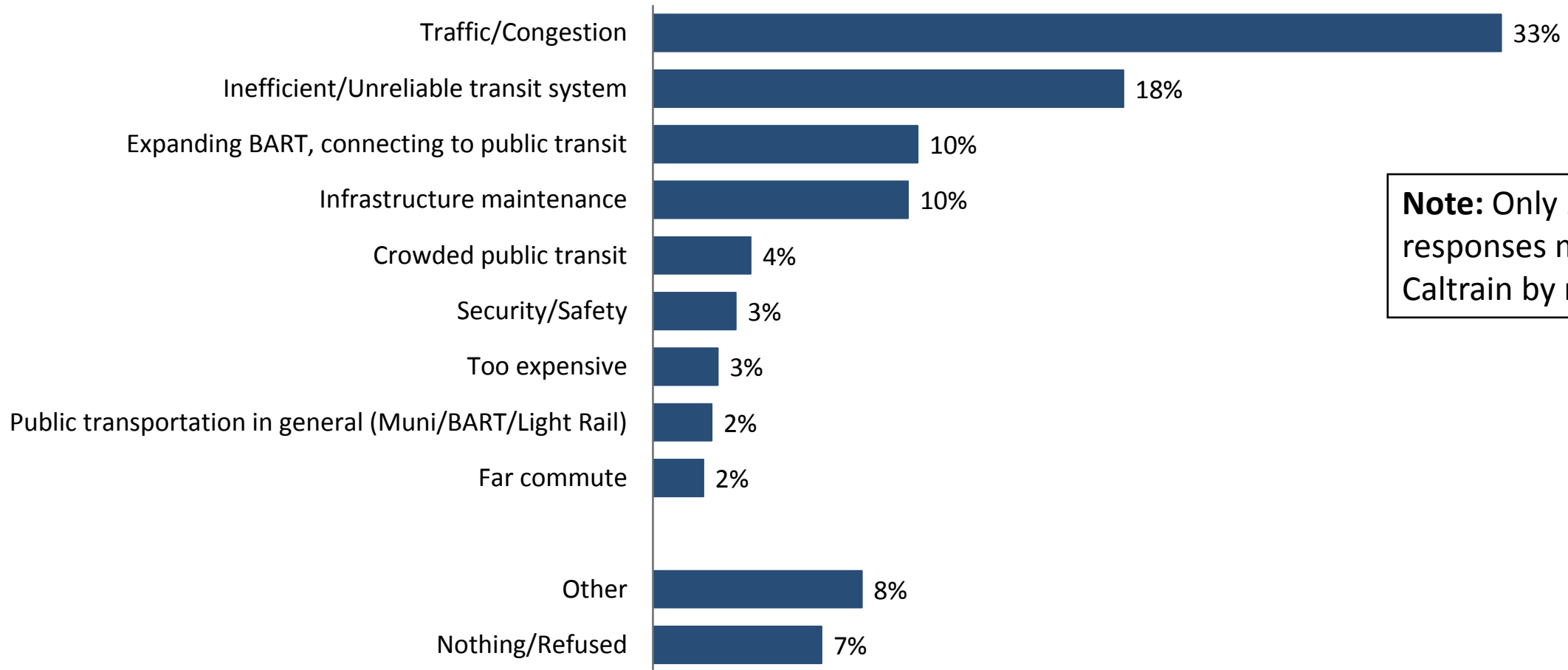
Most Important Problem

Housing affordability and homelessness are seen as the top issues for the Bay Area.



Most Important Transportation Problem

When it comes to transportation-specific top of mind issues, a third of voters mention traffic and congestion.

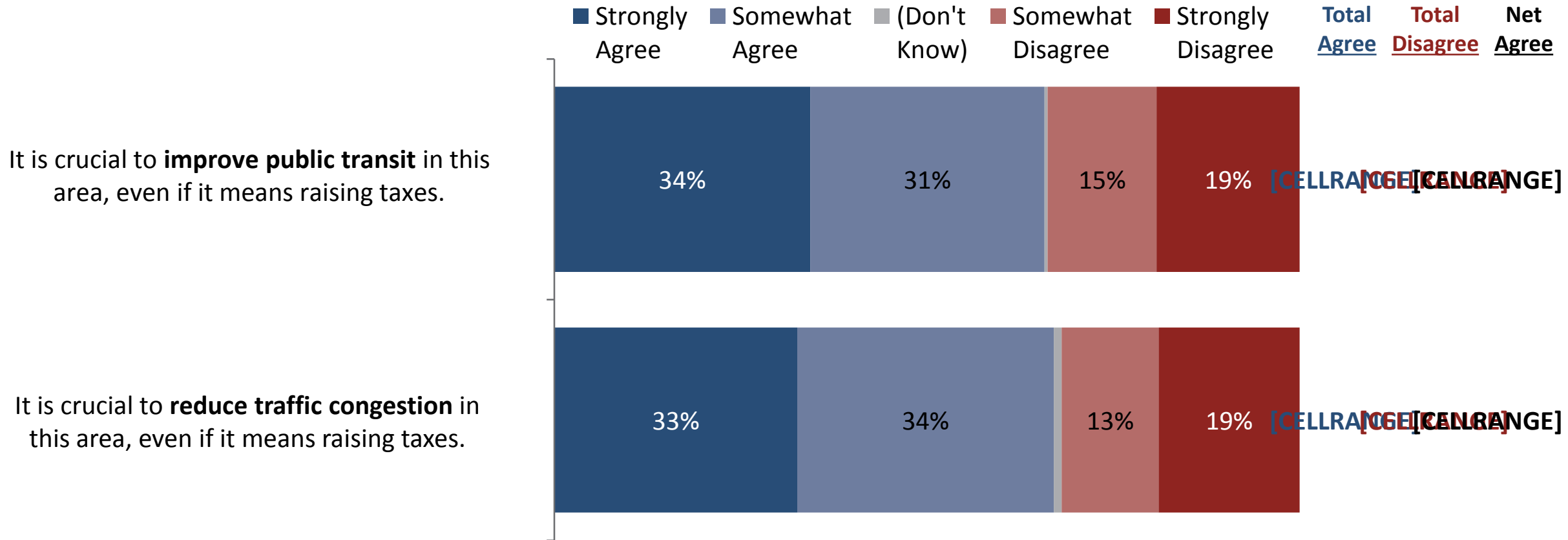


Note: Only 21 responses mention Caltrain by name.

Q6. Now thinking more specifically about transportation, what do you think is the most important transportation problem facing the Bay Area today? (OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)

Taxes and Transit Attitudes

General willingness to accept a tax increase to fund transportation improvements is right around the two-thirds mark.

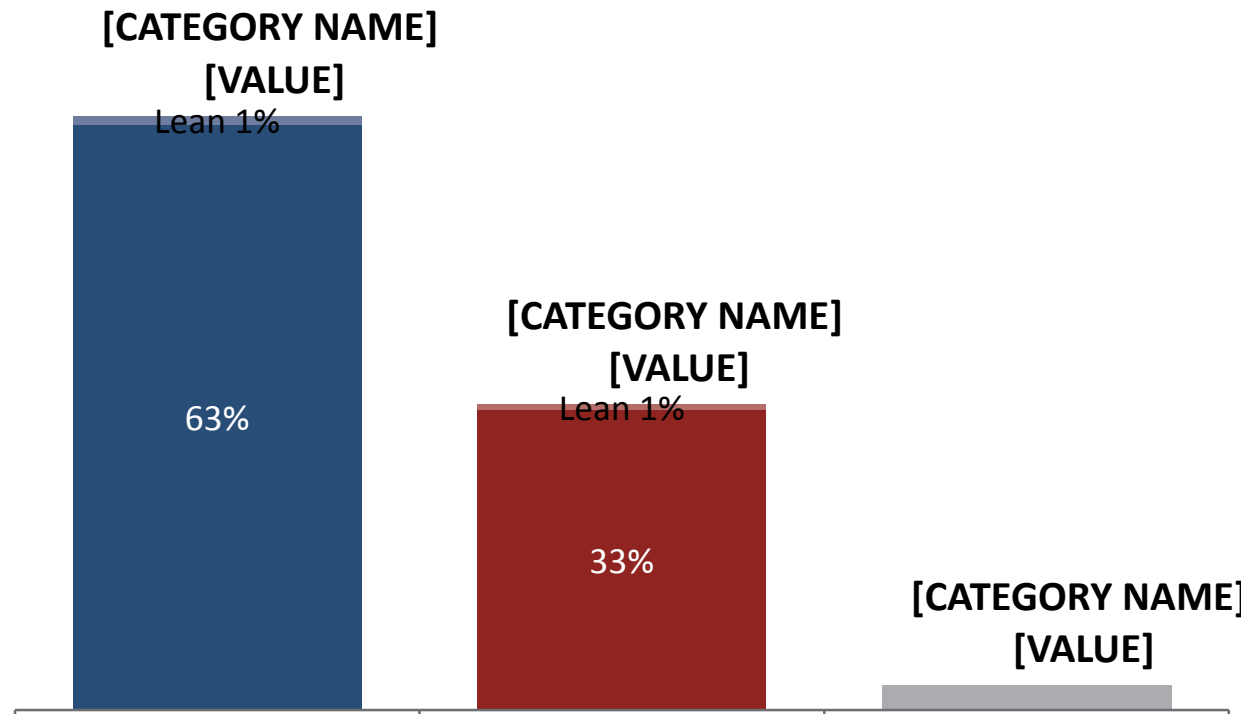


Q26-27. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Initial Vote *(combined samples)*

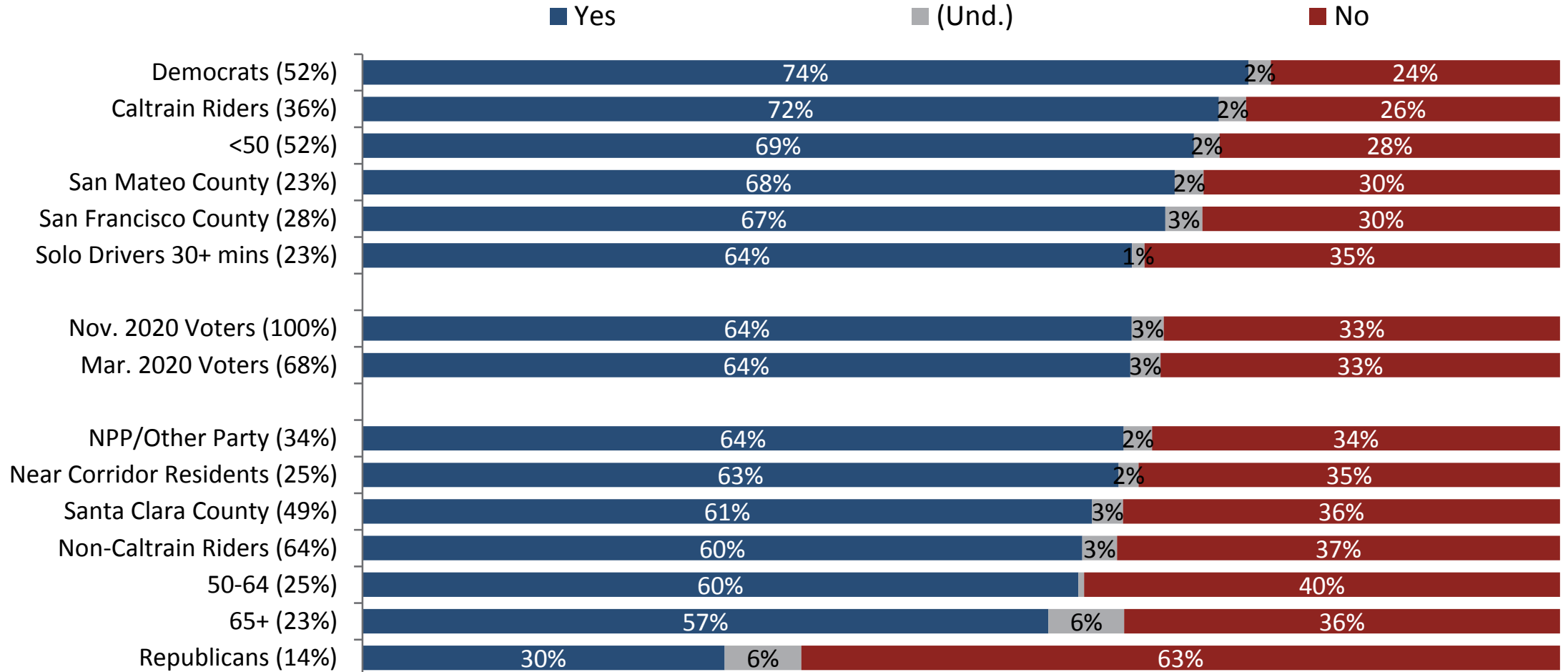
Support for a Caltrain sales tax measure is just below the two-thirds mark.

To ease traffic on Highways 101, I-280, and the El Camino Real corridors and reduce air pollution by continuing to convert Caltrain rail service to run on cleaner, quieter electricity rather than diesel fuel, and increasing Caltrain frequency and capacity between Santa Clara, San Mateo and San Francisco counties, shall the Peninsula Corridor Joint Powers Board's ordinance levying a 30-year [1/8 cent or 1/4 cent] sales tax with independent citizen oversight, providing approximately [\$100 million or \$200 million] annually for Caltrain that the State cannot take away, be adopted?



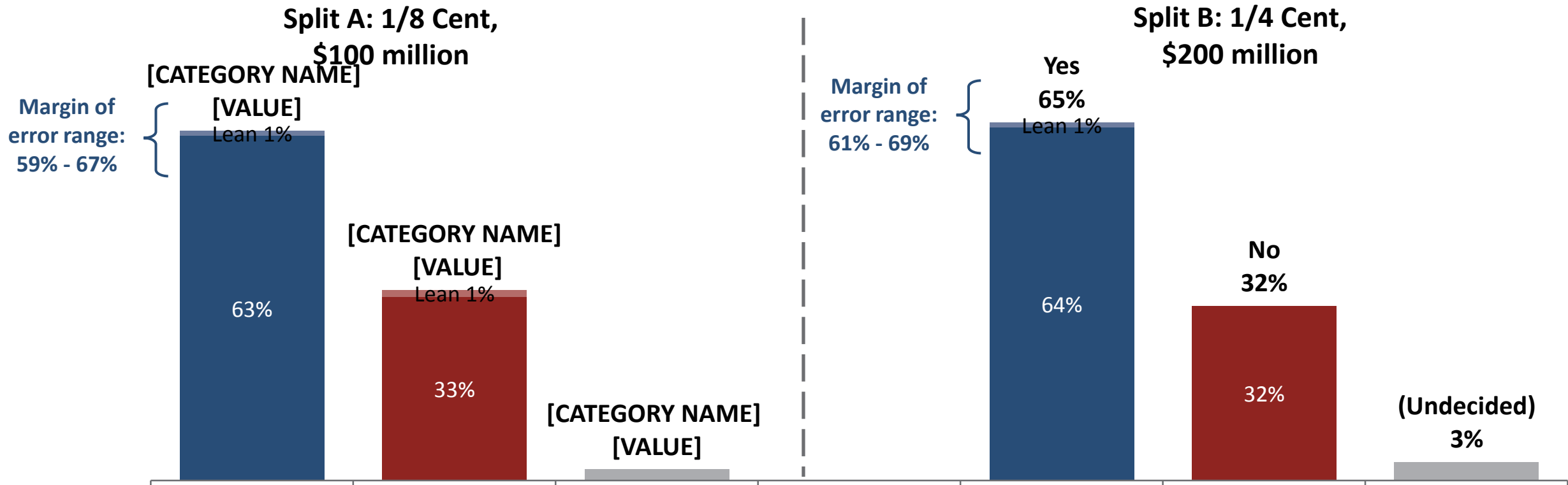
Initial Vote by Subgroups (combined samples)

Democrats and Caltrain riders are the most supportive; a November or March electorate are equally supportive of a measure.



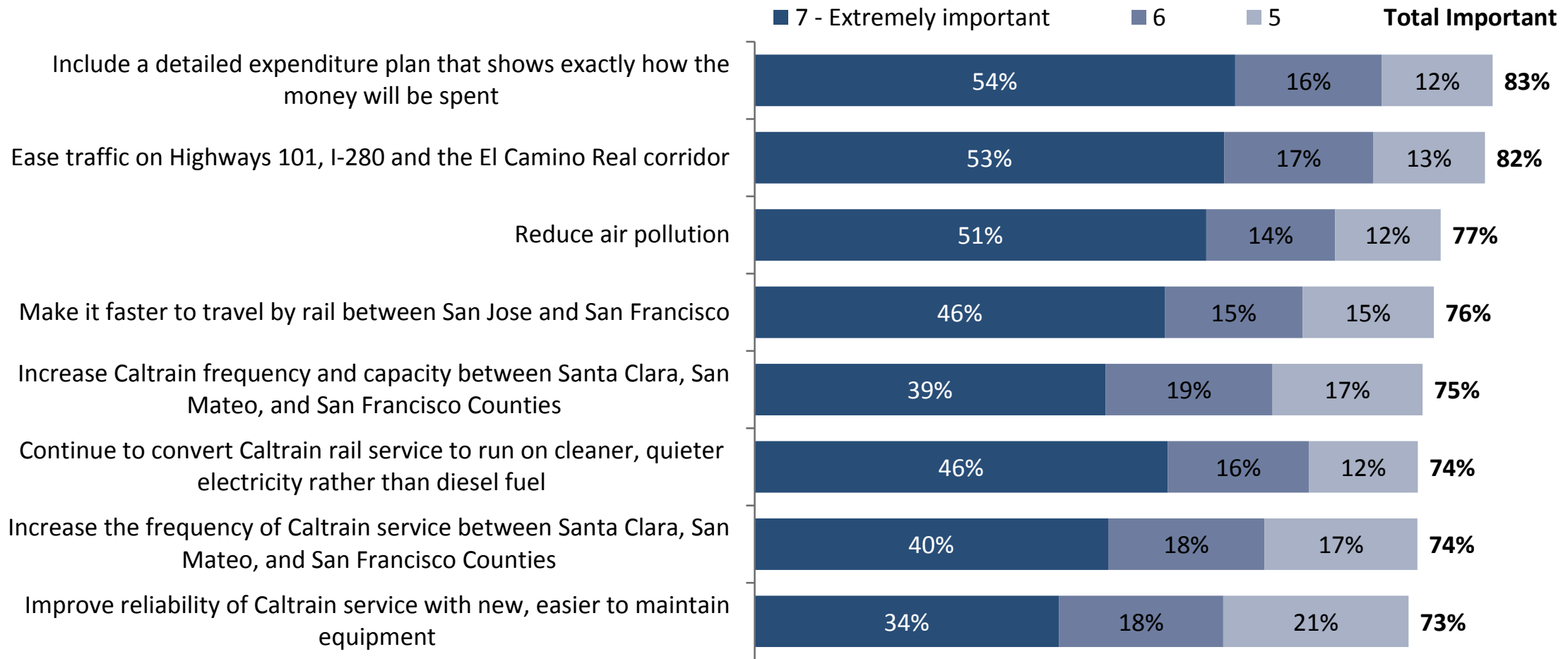
Initial Vote by Tax Rate

There is no significant difference in support between the two tax rates tested.



Importance of Components

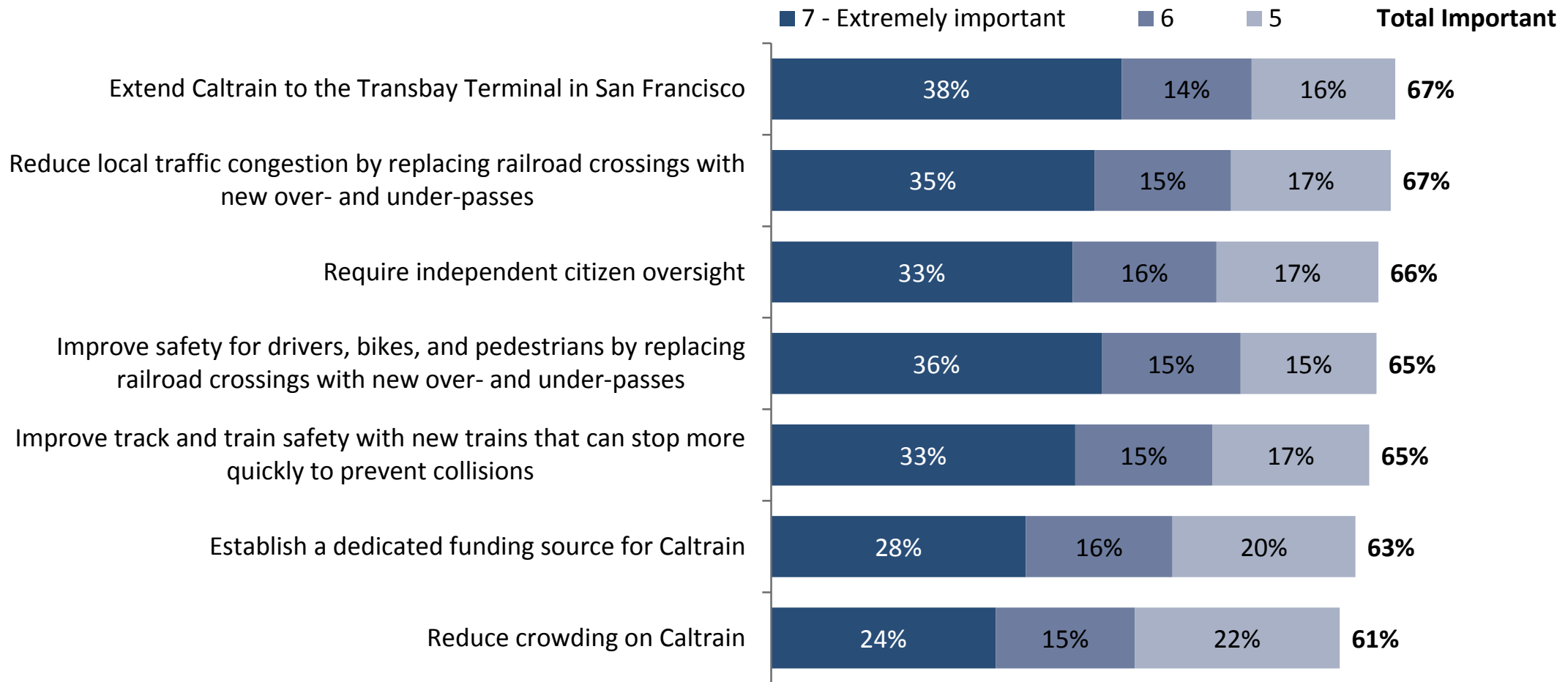
A detailed expenditure plan, easing traffic, and reducing air pollution are highly important components for a majority of voters; Caltrain riders also ranked increasing frequency, capacity, and speed of travel highly.



Q8-24. I'm going to read you a list of components that could be included in the proposed Caltrain measure. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, please tell me how important it is that the measure do each of the following.

Importance of Components

Other potential components of the measure are compelling to narrower groups of voters.



Q8-24. I'm going to read you a list of components that could be included in the proposed Caltrain measure. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, please tell me how important it is that the measure do each of the following.

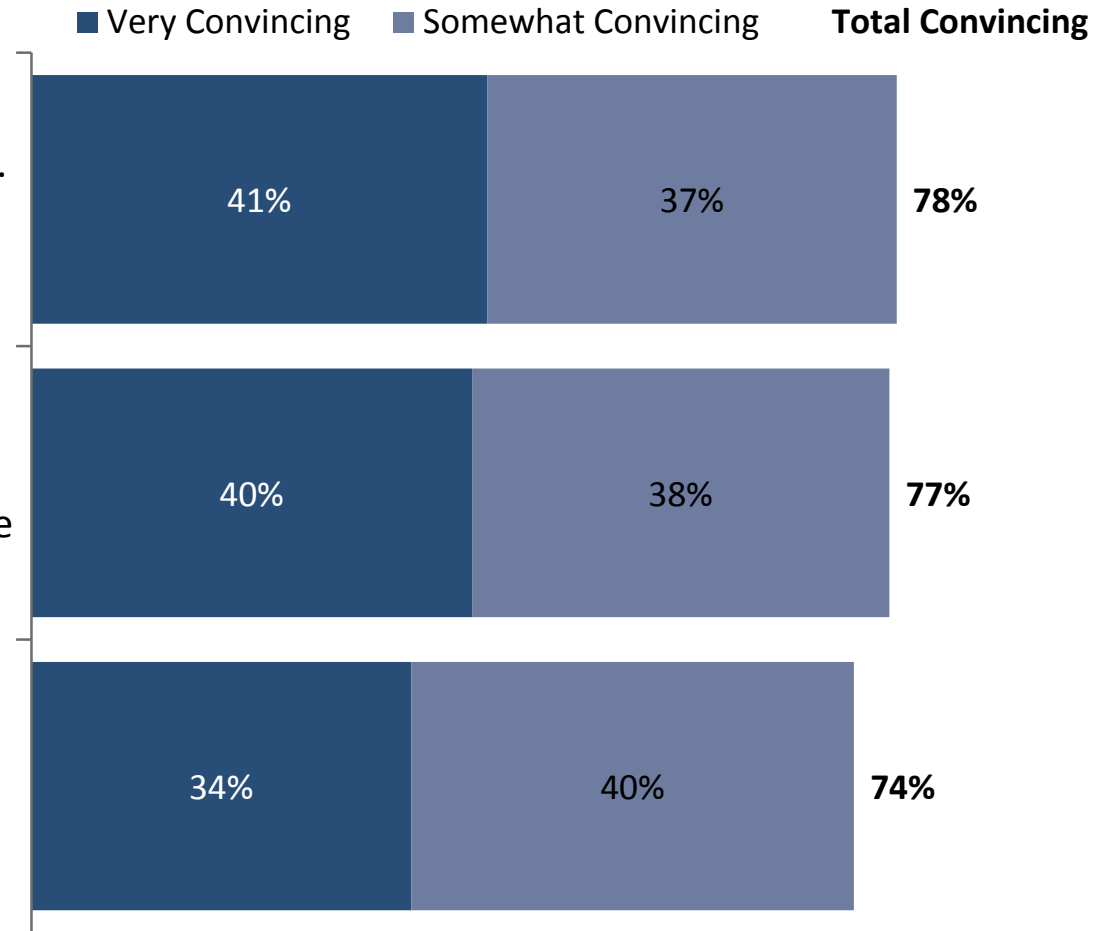
Additional Information

Connecting capacity improvements with traffic congestion relief is compelling, as is information about improving connections across local transit systems.

Caltrain is currently operating above 125% capacity during commute hours, meaning trains are overcrowded and some potential riders are forced to drive. This measure would make it possible for Caltrain to carry more people along the corridor, reducing traffic congestion on 101, I-280, and El Camino Real.

This measure will improve connections between Caltrain and other transit agencies, including, BART, Muni, VTA, SamTrans, ACE Train, and Capitol Corridor. This will make it easier and more reliable for people to get around the Bay Area on public transit.

This measure would allow Caltrain to continue their conversion to electric trains, allowing trains to run more frequently, decreasing operating and maintenance costs, and improving safety along the tracks for pedestrians and at road crossings.



Q28-36. Next I'd like to read you statements from people who support the potential measure. After each one, please tell me how convincing that statement is as a reason to vote FOR the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

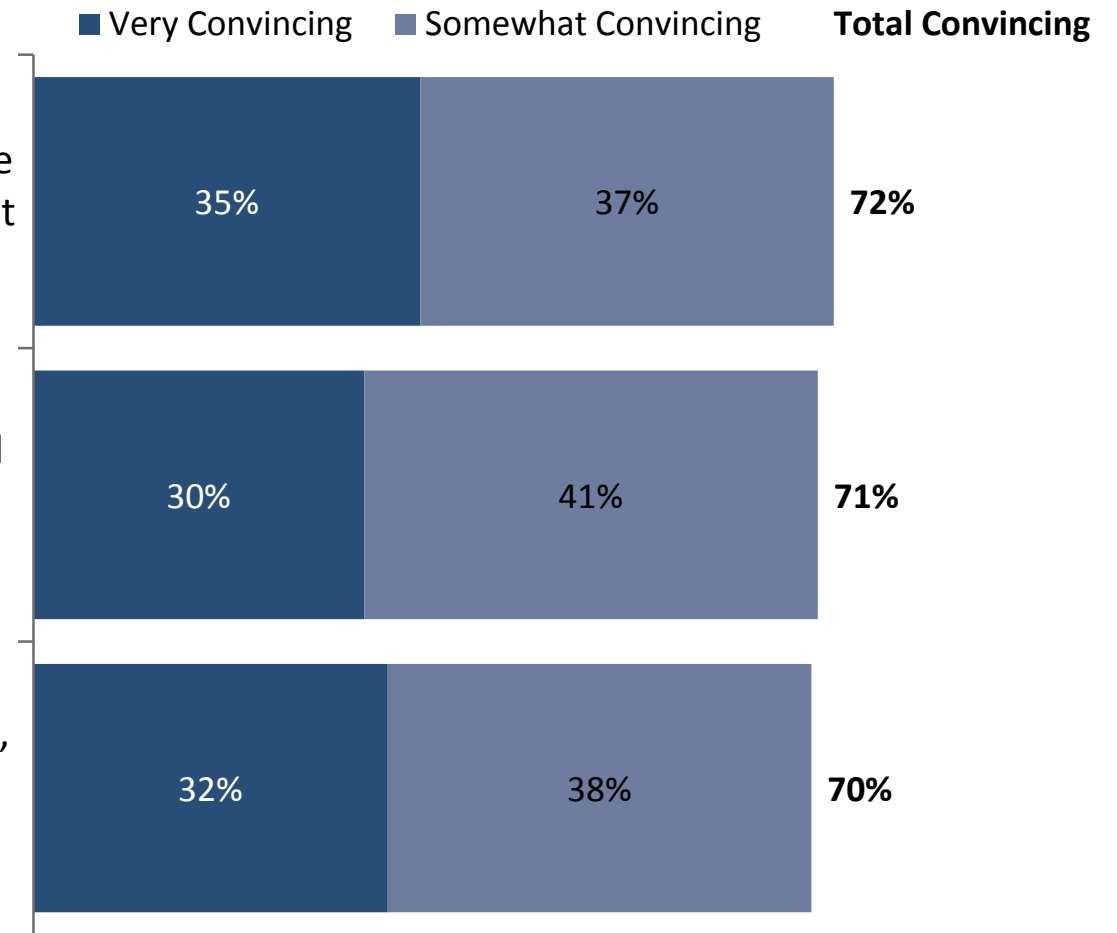
Additional Information, cont'd.

Details about a dedicated funding source and safety improvements are less appealing.

This measure includes a detailed expenditure plan that shows exactly how the money must be spent, independent citizen oversight, and annual independent audits to ensure that all funds are spent as promised.

This measure will fund the construction of railroad crossings with under- and overpasses, making it safer for drivers, bicyclists, and pedestrians, reducing traffic congestion, and smoothing traffic flow all up and down the Peninsula.

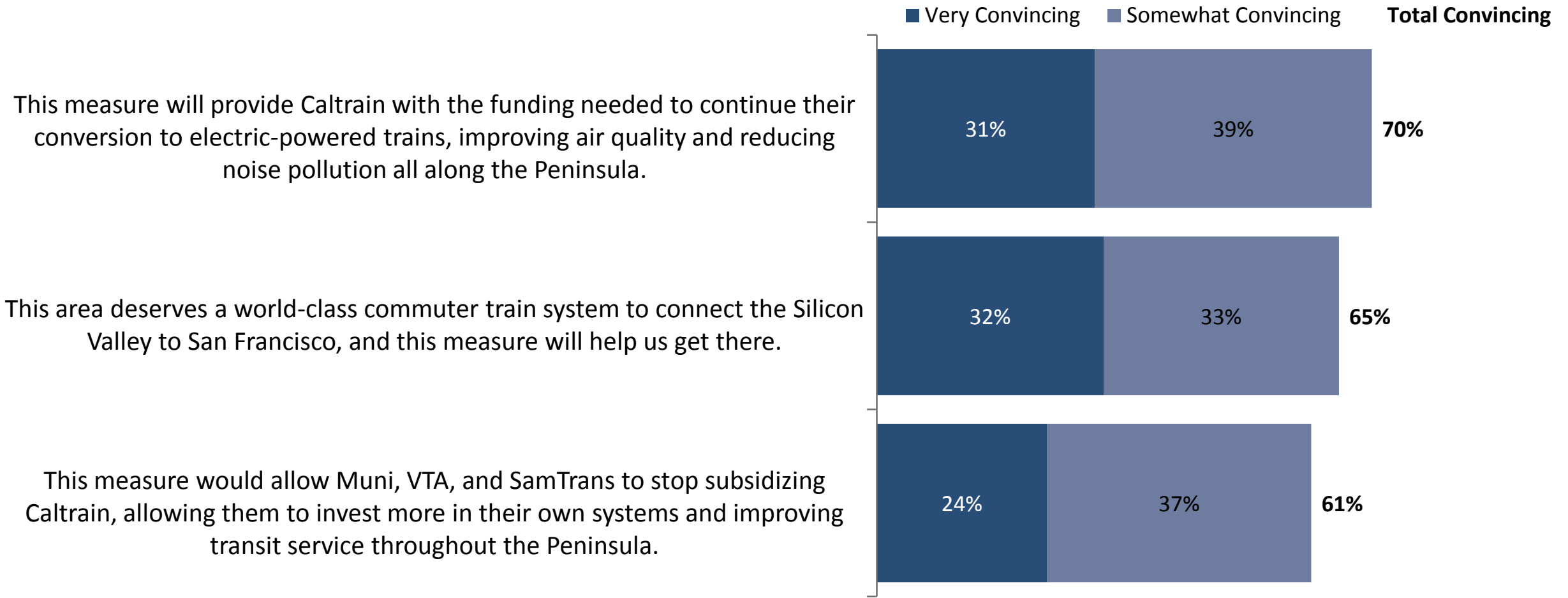
Currently Caltrain has no dedicated funding source, instead relying on passenger fares and voluntary contributions from other local transit agencies, both of which can vary year to year. This measure would give Caltrain a dedicated source of funding that would allow them to make significant long-term investments in Caltrain equipment and service improvements.



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Additional Information, cont'd.

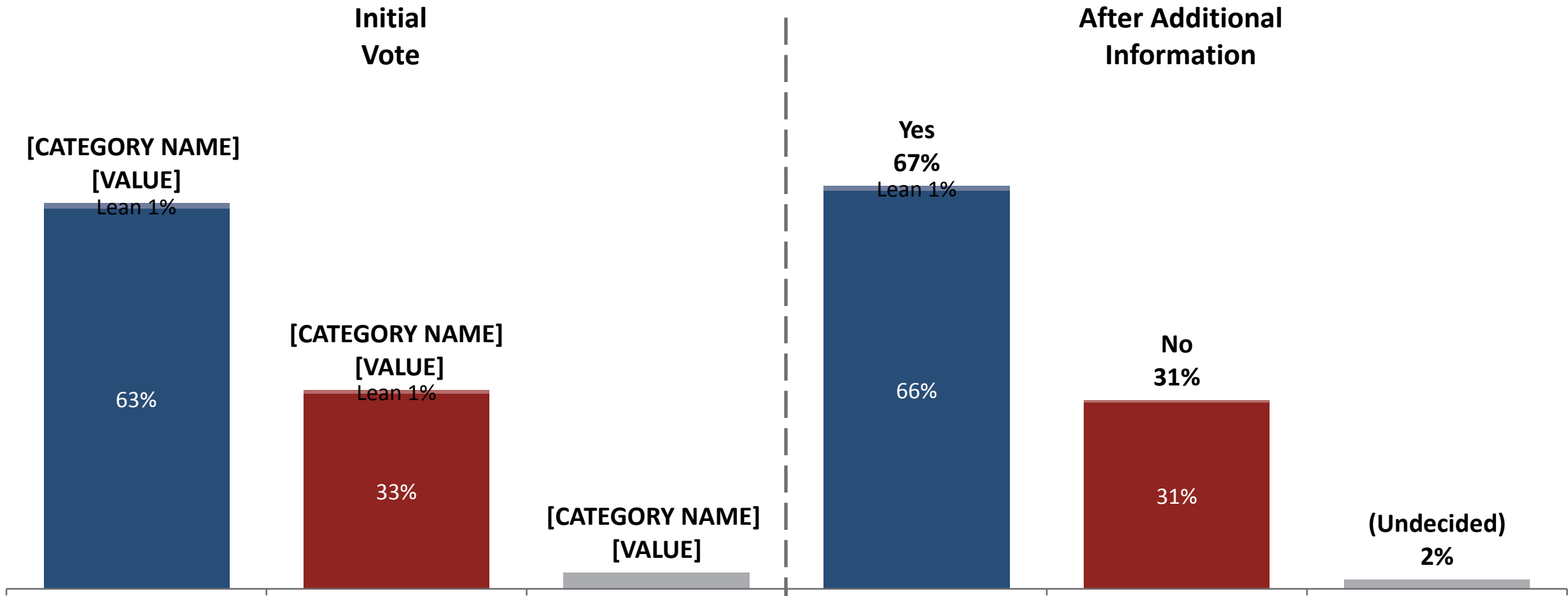
Other information is less compelling.



Q28-36. Next I'd like to read you statements from people who support the potential measure. After each one, please tell me how convincing that statement is as a reason to vote FOR the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Vote After Additional Information *(combined samples)*

Additional information does not make much difference, but it does solidify support right around the two-thirds threshold.

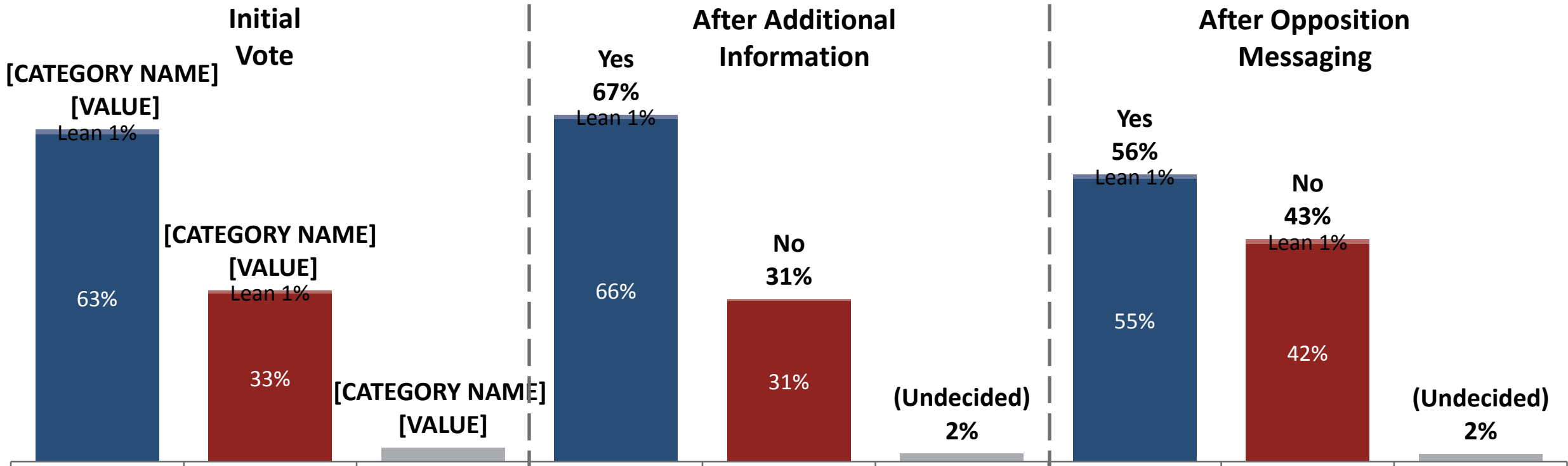


Q37. Sometimes people change their minds in a survey like this. Given everything you've heard, if the election were held today, would you vote yes to approve or no to reject a measure that reads:

Vote After Opposition *(combined samples)*

A revenue measure is vulnerable to opposition.

Some people say that we just can't afford another tax in this area when so many families are already struggling to stay in their homes. The new gas tax and bridge tolls are already supposed to be going towards transit, but there's just no way public transit improvements are going to significantly relieve the terrible traffic on our clogged freeways or roads. These same people also say Caltrain should be asking private companies to pay for these improvements, since they are the ones who caused our terrible traffic problems and it's just not fair to saddle the taxpayers with a 30-year tax to subsidize a public transit system that only serves a small number of high-income tech commuters.



Q38. Given what you just heard, if the election were held today, would you vote yes to approve or no to reject this measure?

Conclusions

- ▶ There is significant interest from the community in improving Caltrain, particularly as a way to relieve traffic congestion and speed travel along the Peninsula.
- ▶ While it's not quite at the required two-thirds support today, with the right environment and effort a sales tax measure for Caltrain may be feasible in 2020.



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