Survey of Likely November 2020 Voters Regarding a Potential Sales Tax for Caltrain

June 2020
Methodology

- Multimodal email-to-web and telephone survey of likely November 2020 voters in the Peninsula Corridor Counties (San Francisco, San Mateo, Santa Clara)

- Survey conducted June 11 – June 18, 2020

- 1255 interviews; overall margin of error ±2.76 percentage points
  - Approximately 400 interviews in each county; margin of error ±4.9 percentage points per county
  - Final data weighted to reflect actual voter population distribution.

- Interviews were conducted in English, Spanish, Chinese, and Vietnamese by trained, professional interviewers; landlines and mobile phones included

- Where applicable, results compared with:
  - Multi-modal email-to-web and telephone survey of Likely 2020 voters
  - Conducted March 25 – April 1, 2019
  - 1416 interviews; overall margin of error ±2.6

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

- Conducted during weeks 12 and 13 of the Coronavirus Shelter-in-Place period.
- Many workplaces remain closed; over 100,000 people had died from the pandemic nationally, and millions have filed for unemployment.
- During this time the area has seen low use of transit and less traffic, but both are beginning to rise.
- Leading up to and during the fielding period, there were national demonstrations around racial justice following the death of George Floyd in Minneapolis.
Key Findings

- Voters in the region value Caltrain as a regional service that helps relieve traffic and improve travel along the Peninsula, even for those who do not ride.

- Most who were riding Caltrain prior to the pandemic anticipate returning to their old ridership habits in the future.

- Even so, at 63% solid yes in the initial vote, a one-eighth cent sales tax measure for Caltrain does not currently have the two-thirds support needed to pass.

- Additional information about the measure’s components and benefits is effective at increasing support to 70%, but negative messaging is extremely effective as well, dropping support to just 57%.
Q4. Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

**Right Direction/Wrong Track Track Over Time**

*Optimism has risen since 2019.*

**April 2019**
- Right Direction: 42%
- Wrong Track: 53%
- (Don't Know): 5%

**June 2020**
- Right Direction: 49%
- Wrong Track: 35%
- (Don't Know): 17%
Despite current events, housing and homelessness remains top of mind issues.

Q5. What do you think are the most important problems facing the Bay Area today? (MULTIPLE RESPONSE)

*2019 allowed only one response
Transportation Behavior
Q27. Prior to the Pandemic and shelter in place, how often did you ride Caltrain?
Q28. Now thinking about the last week or so, would you say that you are riding Caltrain less than you were before the Pandemic, about the same as before the Pandemic, or more than you were before the Pandemic?

Almost three-quarters of frequent riders have decreased usage.
Future Caltrain Usage

One in ten voters feel they will ride Caltrain less often post-pandemic, while four in ten say they will ride as often as they used to, if not more.

Thinking about when the Pandemic is behind us, do you think that you will ride Caltrain about as often as you did before the pandemic, less often than before, or more often than before?

- More often: 14%
- As often: 29%
- Less often: 10%
- Still won’t ride: 38%
- (Don’t know): 10%

Q29. Thinking about when the Pandemic is behind us, do you think that you will ride Caltrain about as often as you did before the pandemic, less often than before, or more often than before?
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**Frequent Riders**
- As often: 55%
- Less often: 20%
- More often: 16%
- Still won't ride: 5%
- (Don't know): 4%

**Infrequent Riders**
- As often: 50%
- Less often: 16%
- More often: 18%
- Still won't ride: 9%
- (Don't know): 7%
COVID-19 Driving Behavior

Self-reported current driving is down significantly, and while most think they will be back to normal after the pandemic, more than one quarter think they will drive less often.

Pre-Pandemic Driving Behavior

- Five or more days per week: 57%
- At least once a week: 22%
- Less than once a month: 10%
- Never/(DK): 11%

Pandemic Driving Behavior Change

- Somewhat: 23%
- Much: 77%

Future Driving Behavior Compared with Pre-pandemic Conditions

- As often: 47%
- Less often: 28%
- Still won't drive: 10%
- (Don't know): 5%
Support for a measure does not quite reach two thirds, even with those that are undecided and lean towards voting yes.

To preserve Caltrain service and support regional economic recovery, prevent traffic congestion, make Caltrain more affordable and accessible, reduce air pollution with cleaner and quieter electric trains, make travel times faster, and increase 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 one-eighth cent sales tax with oversight and audits, providing approximately $100 million annually for Caltrain that the State cannot take away, be adopted?
Revenue Measure Feasibility Based on Different Turnouts

*Higher turnout would likely bring out more Yes voters, but not necessarily enough to make a significant difference.*
### Initial Vote Comparison

Although the environment has changed since a year ago, and an updated ballot question was used, support remains fairly consistent.

<table>
<thead>
<tr>
<th>2019 Ballot Question (n=713)</th>
<th>2020 Ballot Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 sales tax with independent citizen oversight, providing approximately $100 million annually for Caltrain that the State cannot take away, be adopted?</td>
<td>To preserve Caltrain service and support regional economic recovery, prevent traffic congestion, make Caltrain more affordable and accessible, reduce air pollution with cleaner and quieter electric trains, make travel times faster, and increase 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 one-eighth cent sales tax with oversight and audits, providing approximately $100 million annually for Caltrain that the State cannot take away, be adopted?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>(Undecided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>63.5%</td>
<td>Lean 0.9%</td>
<td>62.5%</td>
</tr>
<tr>
<td>34.5%</td>
<td>Lean 1.2%</td>
<td>33.4%</td>
</tr>
<tr>
<td>2.0%</td>
<td>(Undecided)</td>
<td></td>
</tr>
</tbody>
</table>
Initial Vote by County

Support in Santa Clara is well below two-thirds.

Q6. If the election were held today, would you vote yes to approve or no to reject this measure?

San Francisco (27%)
- Yes: 68.3%
- No: 26.5%
- (Undecided): 5.2%
- Lean: 2.7%

San Mateo (23%)
- Yes: 71.3%
- No: 25.6%
- (Undecided): 3.1%
- Lean: 3.6%

Santa Clara (50%)
- Yes: 61.4%
- No: 35.0%
- (Undecided): 3.6%
- Lean: 1.4%

(Santa Clara is the county with support well below two-thirds.)
San Francisco and San Mateo Counties remain more supportive of a measure.

<table>
<thead>
<tr>
<th>County</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>69.5%</td>
<td>71.3%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>66.8%</td>
<td>61.4%</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>58.5%</td>
<td>60.0%</td>
</tr>
</tbody>
</table>

Q6. If the election were held today, would you vote yes to approve or no to reject this measure?
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The individual components of the measure are popular, with prevention of traffic and other ancillary benefits rising to the top.

<table>
<thead>
<tr>
<th>Component</th>
<th>7 - Extremely important</th>
<th>6</th>
<th>5</th>
<th>Total Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent traffic congestion</td>
<td>52%</td>
<td>16%</td>
<td>13%</td>
<td>82%</td>
</tr>
<tr>
<td>Ease traffic on Highways 101, I-280, and the El Camino Real corridor</td>
<td>51%</td>
<td>16%</td>
<td>13%</td>
<td>81%</td>
</tr>
<tr>
<td>Reduce air pollution with cleaner and quieter electric trains</td>
<td>47%</td>
<td>19%</td>
<td>12%</td>
<td>78%</td>
</tr>
<tr>
<td>Require oversight and audits</td>
<td>45%</td>
<td>15%</td>
<td>13%</td>
<td>73%</td>
</tr>
<tr>
<td>Better coordinate Caltrain connections with BART, VTA, SamTrans, and Muni</td>
<td>44%</td>
<td>17%</td>
<td>14%</td>
<td>75%</td>
</tr>
<tr>
<td>Support the creation of local jobs</td>
<td>44%</td>
<td>16%</td>
<td>15%</td>
<td>76%</td>
</tr>
<tr>
<td>Make Caltrain more affordable and accessible</td>
<td>41%</td>
<td>18%</td>
<td>13%</td>
<td>72%</td>
</tr>
<tr>
<td>Support regional economic recovery</td>
<td>41%</td>
<td>16%</td>
<td>15%</td>
<td>72%</td>
</tr>
<tr>
<td>Preserve Caltrain service</td>
<td>40%</td>
<td>17%</td>
<td>14%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Q7-24. 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.
Components more specifically related to improving Caltrain service have less overall support and lower intensity.

Q7-24. 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.
Components Over Time

*Ratings on the importance of measure outcomes have barely shifted since a year ago. Even with shelter-in-place, concern about traffic remains high.*

- **Ease traffic on Highways 101, I-280, and the El Camino Real corridor**
  - 2020: 5.81
  - 2019: 5.87

- **Increase Caltrain frequency and capacity between Santa Clara, San Mateo, and San Francisco counties**
  - 2020: 5.28
  - 2019: 5.45

- **Establish a dedicated funding source for Caltrain**
  - 2020: 4.80
  - 2019: 4.94

Q7-24. 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.
Vote After Information

After the individual components and a short proponent argument, net support shifts +9 points, with the yes vote moving above the two thirds threshold.

Supporters of this measure say that Caltrain will always be an essential part of the Bay Area’s transportation network. Traffic will come back after the pandemic, and Caltrain riders help to keep millions of cars off our roads every year. This measure will keep Caltrain running and make it easier to ride, with faster and more frequent trains, and better connections to BART, local buses, and light rail. It will also help our whole community with cleaner-running, quieter trains and good paying jobs.

Q25. If the election were held today, would you vote yes to approve or no to reject this measure?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>(Undecided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>63.3%</td>
<td>29.7%</td>
<td>3.9%</td>
</tr>
<tr>
<td>69.8%</td>
<td>26.1%</td>
<td>2.3%</td>
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Initial Vote

Vote After Support
After more information, support rises in all 3 Counties, with total support in Santa Clara approaching the two-thirds threshold.
Opponents of this measure say with coronavirus decimating the local economy and so many people losing jobs, we just can’t afford this new tax. Also, we aren’t sure when it will be safe from coronavirus to ride public transit again, and many major regional employers are moving to telecommuting anyway. This is a huge amount of money to waste on a system that only serves a few high-income tech workers anyway, when we will have much more urgent needs in our communities.

Vote After Opposition Messaging

A simple opposition argument drives support well below where it was initially.

Q26. If the election were held today, would you vote yes to approve or no to reject this measure?

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>After Support</th>
<th>After Opposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>65.6%</td>
<td>70.9%</td>
<td>58.8%</td>
</tr>
<tr>
<td>(Undecided)</td>
<td>3.9%</td>
<td>2.3%</td>
<td>2.8%</td>
</tr>
<tr>
<td>NO</td>
<td>30.6%</td>
<td>26.8%</td>
<td>38.4%</td>
</tr>
<tr>
<td>(Undecided)</td>
<td>3.9%</td>
<td>2.3%</td>
<td>(Undecided)</td>
</tr>
</tbody>
</table>

Yes 63.3%, No 29.7%, (Undecided) 3.9%

After Support: Yes 69.8%, No 26.1%, (Undecided) 2.3%

After Opposition: Yes 57.0%, No 37.8%, (Undecided) 2.8%
### Vote After Opposition Messaging by County

**Solid support in each of the 3 Counties drops by double-digits after a simple opposition message.**

<table>
<thead>
<tr>
<th>County</th>
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<th>After Oppose</th>
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<tbody>
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<td>San Francisco</td>
<td>68.3%</td>
<td>65.6%</td>
<td>57.8%</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Lean, 2.7%</td>
<td>Lean, 1.8%</td>
<td>Lean, 1.4%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>76.0%</td>
<td>74.2%</td>
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</tr>
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<td>Yes</td>
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