

Summary Deck



**METROPOLITAN
TRANSPORTATION
COMMISSION**



**Bay Area Regional Transportation Measure
Voter Survey Report**
Metropolitan Transportation Commission
February 2025

Survey Methodology

Likely November 2026 voters, conducted January 14-30, 2025

Multimodal: live telephone interviewing and email/text invitations to an online survey

Three-way split-sample methodology

Available in English, Spanish, and Chinese

1A: 1/2 Cent Sales Tax - 4-County

(n=850, MoE ±3.4)

*To prevent increased traffic congestion; avoid major cuts to BART, Caltrain, AC Transit, Muni and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety/ cleanliness; advance climate protection; reduce air pollution; prevent station closures; and maintain public transportation service for those who need it; shall the measure enacting a **½ cent sales tax for 10 years generating at least \$560,000,000 annually**, with required public audits and accountability/transparency provisions, be adopted?*

Hybrid: 1/2 Cent + Parcel Taxes - 9-County

(n=1,350, MoE ±2.7)

*To prevent increased traffic congestion; maintain BART, Caltrain, AC Transit, Muni, and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety/ cleanliness; advance climate protection; reduce air pollution; repair potholes/ sidewalks; upgrade highways; and enhance bike access; shall the measure enacting a **½ cent sales tax and \$0.09 per building square-foot parcel tax for 30 years generating at least \$1,300,000,000 annually**, with required public audits and accountability/transparency provisions, be adopted?*

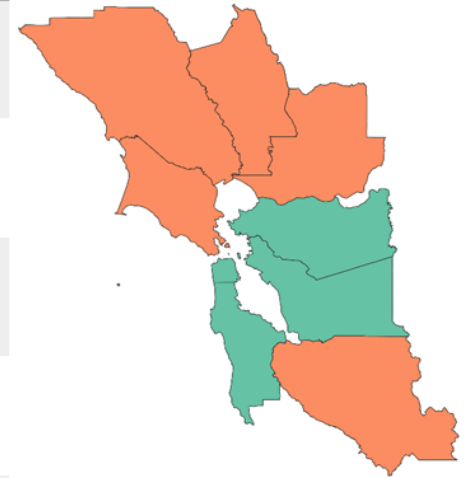
Variable: 1/2-7/8 Cent Sales Tax - 4-County

(n=850, MoE ±3.4)

*To prevent increased traffic congestion; maintain BART, Caltrain, AC Transit, Muni, and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety and cleanliness; advance climate protection; reduce air pollution; and prevent station closures shall the measure enacting a **⅞ cent (San Francisco) and a ½ cent (Alameda, Contra Costa, San Mateo counties) sales tax for 11 years generating at least \$640,000,000 annually**, with required public audits and accountability/transparency provisions, be adopted?*

Sampling Approach

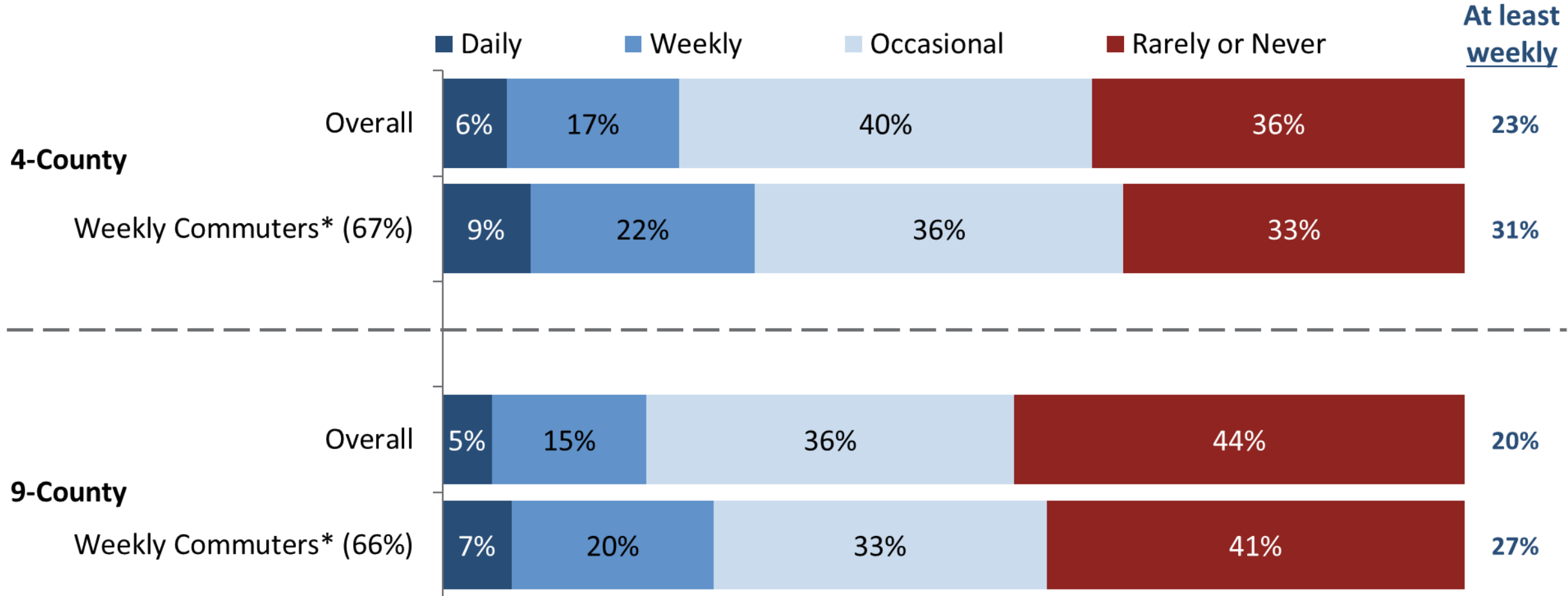
Number of Interviews <i>MoE in pct pts</i>	1A: 4-County Region <i>MoE in pct pts</i>	Hybrid: 9-County Region <i>MoE in pct pts</i>	Variable: 4-County Region <i>MoE in pct pts</i>	Total Interviews <i>MoE in pct pts</i>
Alameda	250 ± 6.2	250 ± 6.2	250 ± 6.2	750 ± 3.6
Contra Costa	200 ± 6.9	200 ± 6.9	200 ± 6.9	600 ± 4.0
San Francisco	200 ± 6.9	200 ± 6.9	200 ± 6.9	600 ± 4.0
San Mateo	200 ± 6.9	200 ± 6.9	200 ± 6.9	600 ± 4.0
Santa Clara		300 ± 5.7		300 ± 5.7
North Bay (Napa, Marin, Solano, Sonoma)		200 ± 6.9		200 ± 6.9



Data weighted to actual voter distribution by county

Self-Reported Transit Usage

Combined usage frequency of BART, trains, and public bus, light rail, or ferry.



* Commute defined as a trip to work, school, or other regular destination.

Key Findings

- ▶ **Overall mood** in the Bay Area is **improving** but affordability is still a widespread concern.
- ▶ There is significant desire for transit and transportation **improvements**.
- ▶ When thinking about transit, many mention **funding challenges** and **safety issues**. However, recent **improvements** are noted by many, especially in the Peninsula/South Bay.
- ▶ Support for the 1A and Variable rate measures **exceeds a majority**, but falls far short of the two-thirds threshold, indicating the likely path for a transit measure would be via a citizen initiative.
- ▶ The hybrid measure with two taxes has weaker support.
- ▶ Overall framing and details of the measures **do little** to build support.
- ▶ Although there is interest in **preventing cuts** to transit, voters are simply **hesitant to raise taxes** and **lack trust** that more money is the solution.

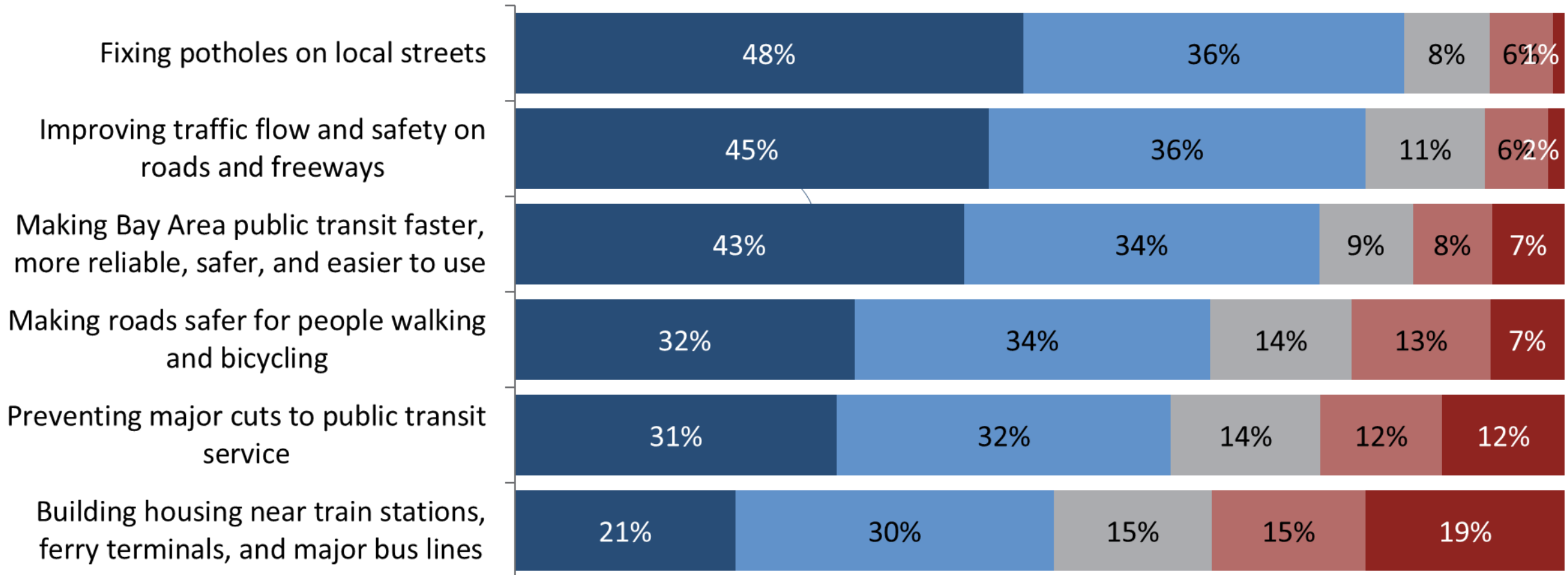


Issue Environment

Transportation Issue Importance – 9-County

Voters see improvements to transit and transportation as important.

■ 7 - Extremely important ■ 5-6 ■ 4/(Don't Know) ■ 2-3 ■ 1 - Not at all important



Q8-13. Thinking about the Bay Area’s transportation needs, on a scale from one to seven, where one is not at all important and seven is extremely important, please tell me how important each of the following is to you.

Public Transit Awareness

Recall about recent transit information is high, with funding challenges, safety issues, and upgrades mentioned most frequently.

65% of voters (68% in the 4-county area) have heard or seen something recently about public transit.

“What have you heard or seen?”

(Open end; verbatim responses coded into categories below)

Response % among those that have heard something recently	4-County	9-County
Lack of funds/Cuts	26%	21%
Safety concerns	24%	18%
Improvements	18%	25%
Toll increases/High prices	16%	11%
General negative (Low ridership/Delays/Unclean)	12%	15%
TV ads/News/Articles	4%	5%
Schedule Changes	4%	5%
Frequently rides transit	2%	2%

“Caltrain electrified, the agencies are syncing schedules”

“They’re experiencing a funding crisis so they want a guaranteed funding stream.”

“That the BART is unsafe and many people do not pay.”

“The desire to ‘sync’ disparate transit systems with each other for seamless transit across them.”

“New BART stations coming soon to San José.”

(Select Verbatim Responses)

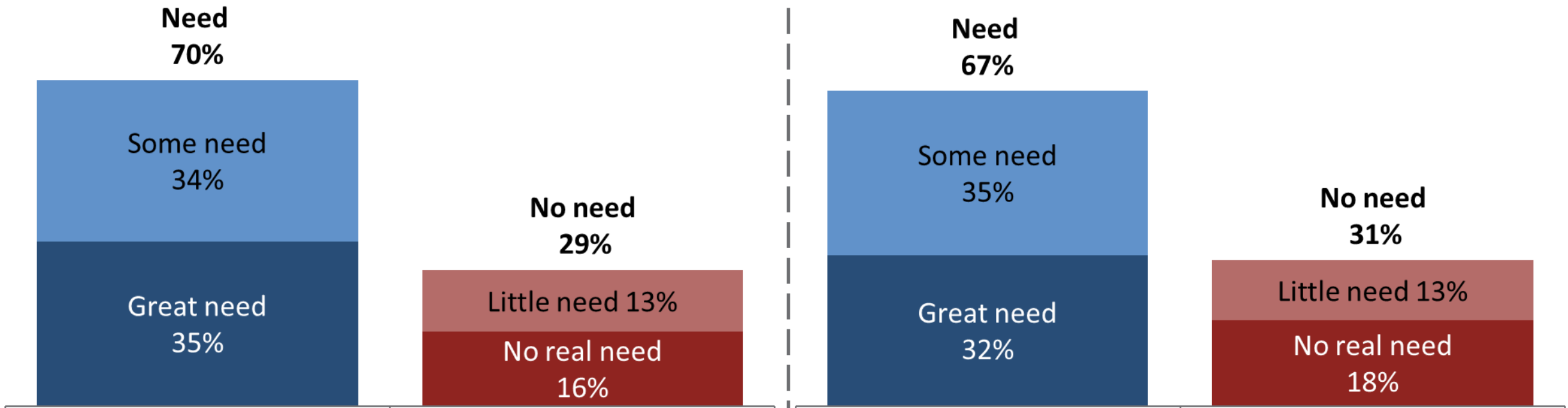
Need for Transit Funding

Awareness of funding needs is high, although not intense.

Would you say that public transit in the Bay Area has a great need for more money, some need for more money, little need for more money, or no real need for more money?

4-County

9-County



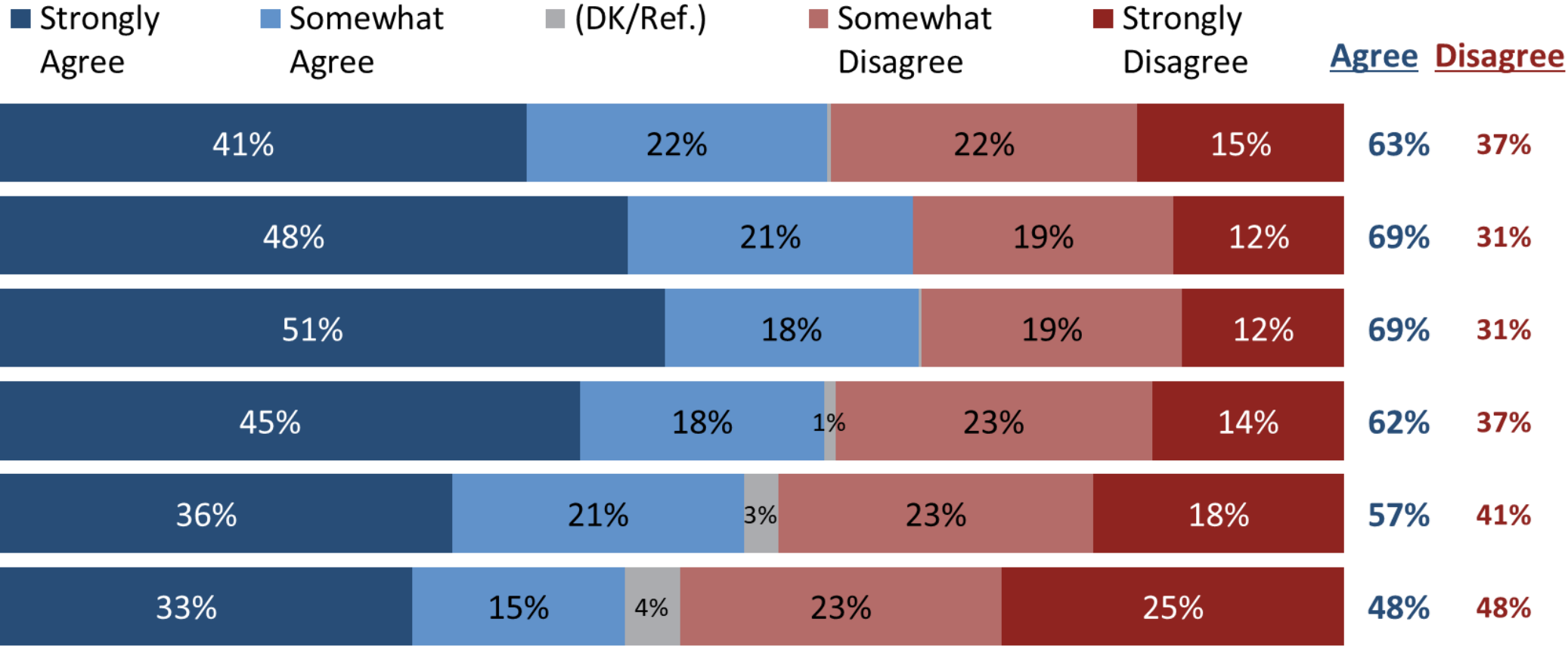
MoE ranges from ±2.4 to ±2.7

Q7.

Tax Sensitivity Over Time – 9-County

Tax aversion has declined somewhat since last year.

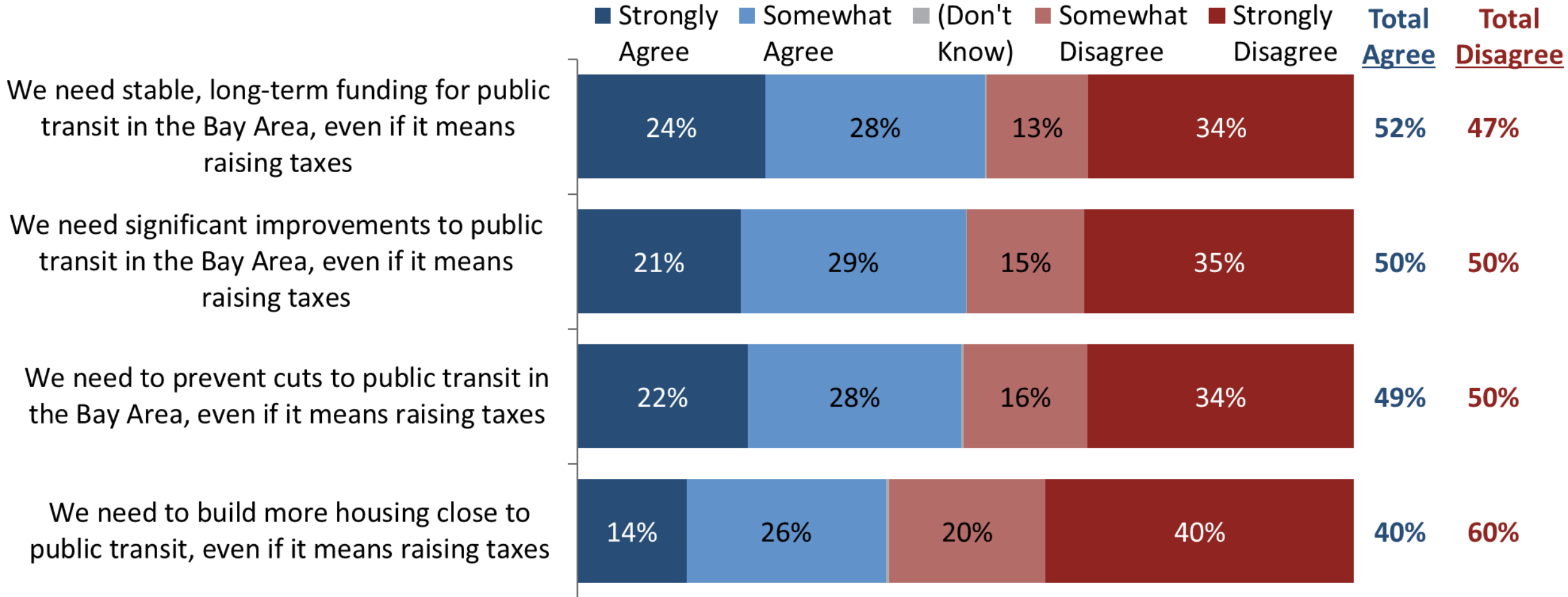
Taxes in the Bay Area are high enough, I will vote against any tax increase



Q18. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Framing a Tax Increase – 9-County

Conceptual support for a transportation tax increase sits right around 50%.



Scope of Measure - Forced Choice

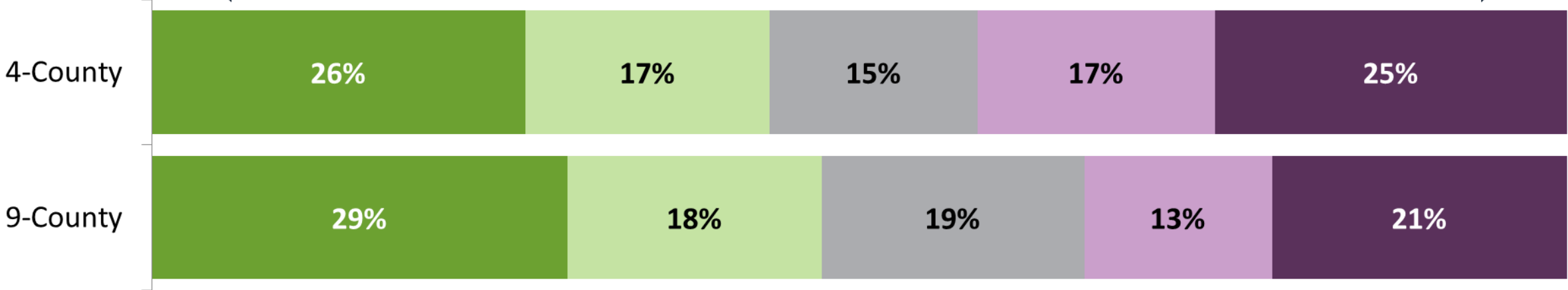
Voters are divided on how to use transportation funding.

Statement A:

Funds from this measure should be **split between public transit services, roads, freeways, and improvements for people walking and bicycling**

Statement B:

Funds from this measure should focus **on protecting and improving public transit services**



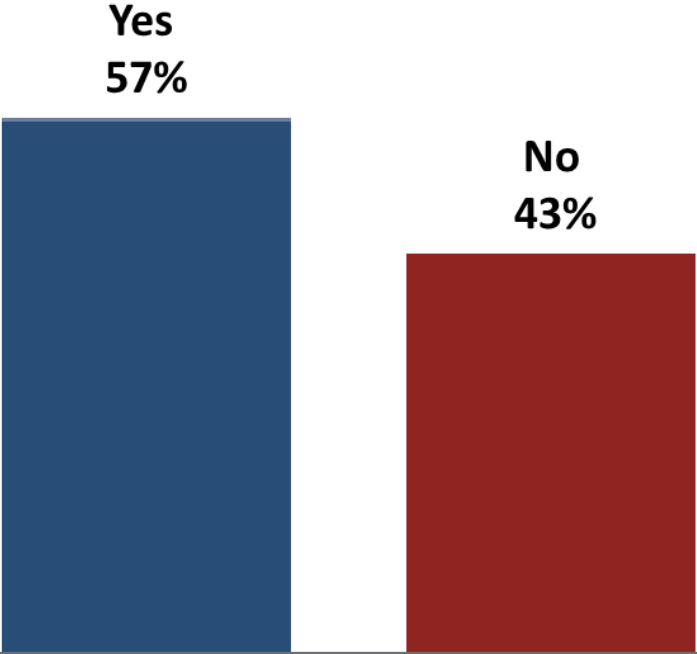


Potential Regional Transportation Revenue Measure

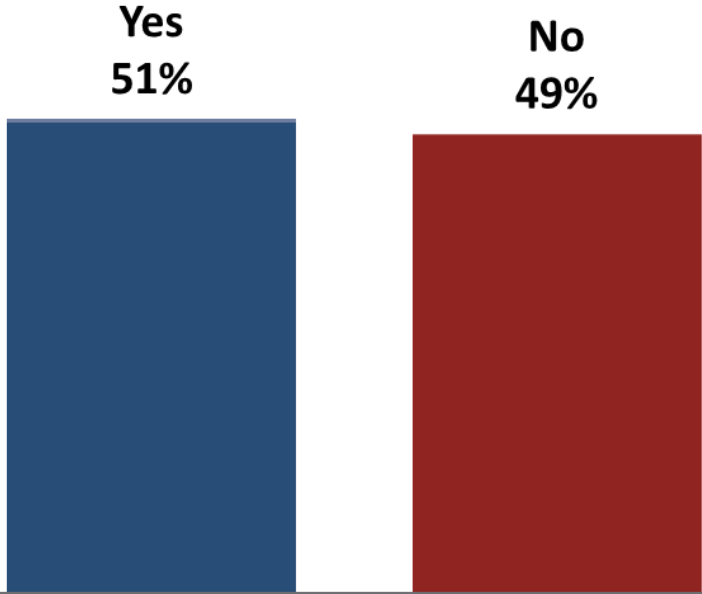
Initial Vote

The measures start above a majority, but the 9-county two-tax Hybrid is weaker.

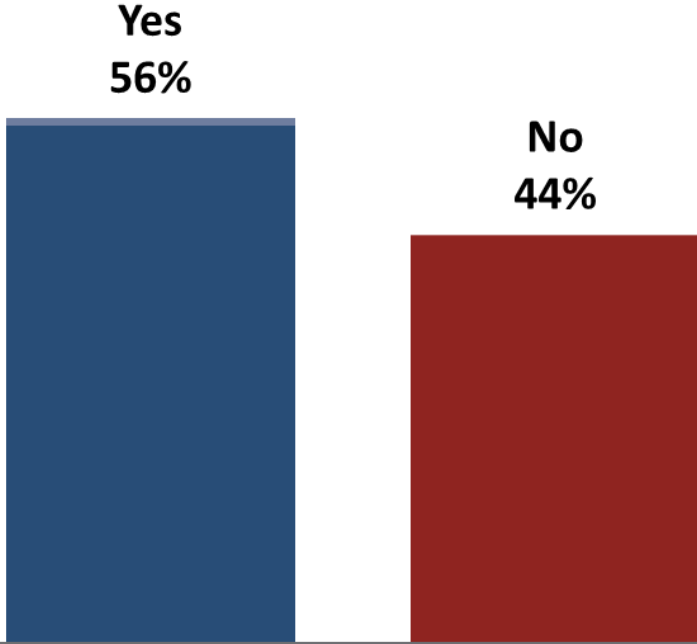
**1A: ½ Cent Sales Tax
(4-county)**



**Hybrid: ½ Cent Sales + Parcel Taxes
(9-county)**



**Variable: 1/2 - 7/8 Cent Sales Tax
(4-county)**



MoE ranges from ±2.7 to ±3.4
Q14.

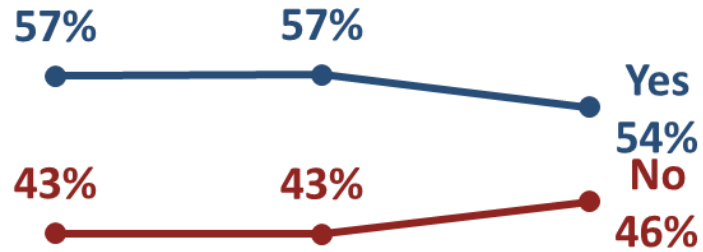
Initial Support by County

Table shows percent "Yes"	1A: ½ Cent Sales Tax 57% Yes 4-County	Hybrid: ½ Cent Sales + Parcel Taxes 51% Yes 9-County	Variable: 1/2 - 7/8 Cent Sales Tax 56% Yes 4-County
Alameda <i>MoE ±6.2 p.p. for each model</i>	61%	55%	59%
Contra Costa <i>MoE ±6.9 p.p. for each model</i>	53%	51%	54%
San Francisco <i>MoE ±6.9 p.p. for each model</i>	55%	54%	58%
San Mateo <i>MoE ±6.9 p.p. for each model</i>	59%	53%	52%
Santa Clara <i>MoE ±5.7 p.p.</i>		50%	
North Bay (Napa, Marin, Solano, Sonoma) <i>MoE ±6.9 p.p.</i>		44%	

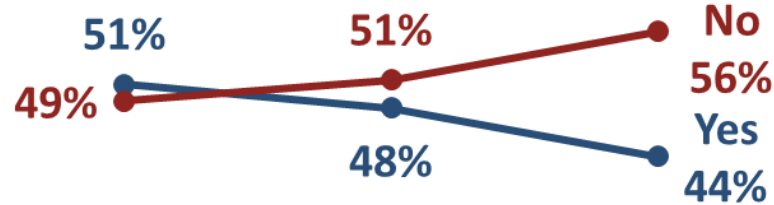
Support Progression

Additional information through the survey does not build support for the measures.

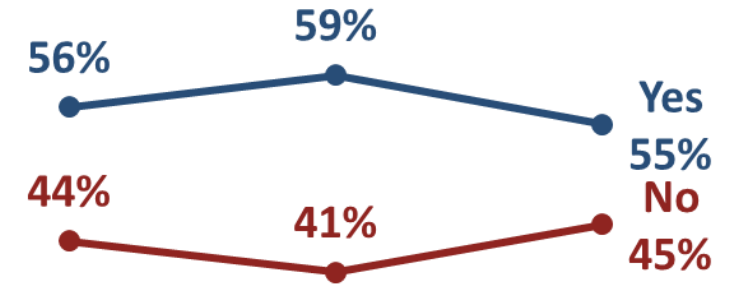
1A (4-county)



Hybrid (9-county)



Variable Rate (4-county)



Hybrid Yes vote progression (4-county):
53% **51%** **47%**

Initial Vote

After Info

After Opp.

Initial Vote

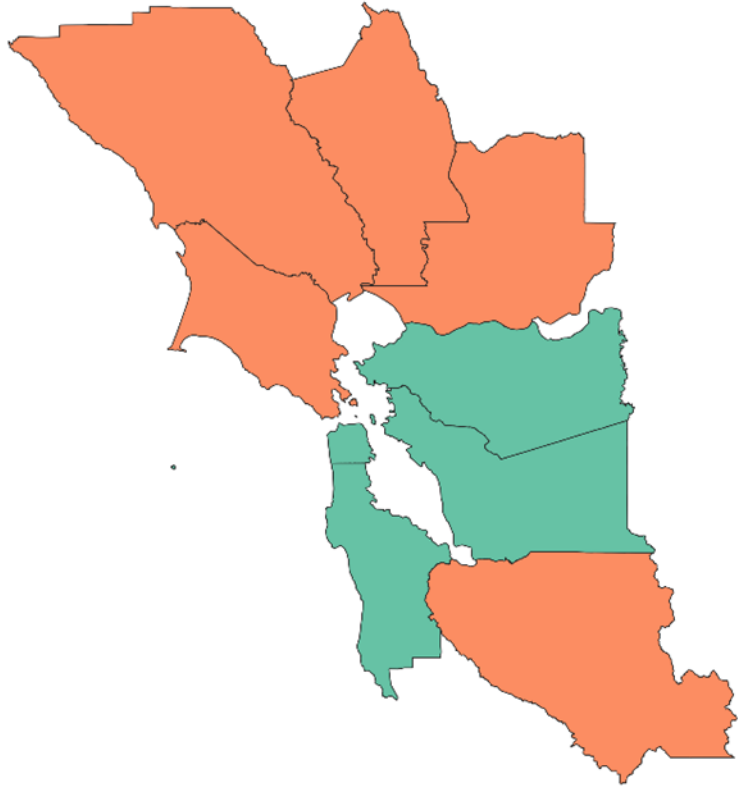
After Info

After Opp.

Initial Vote

After Info

After Opp.



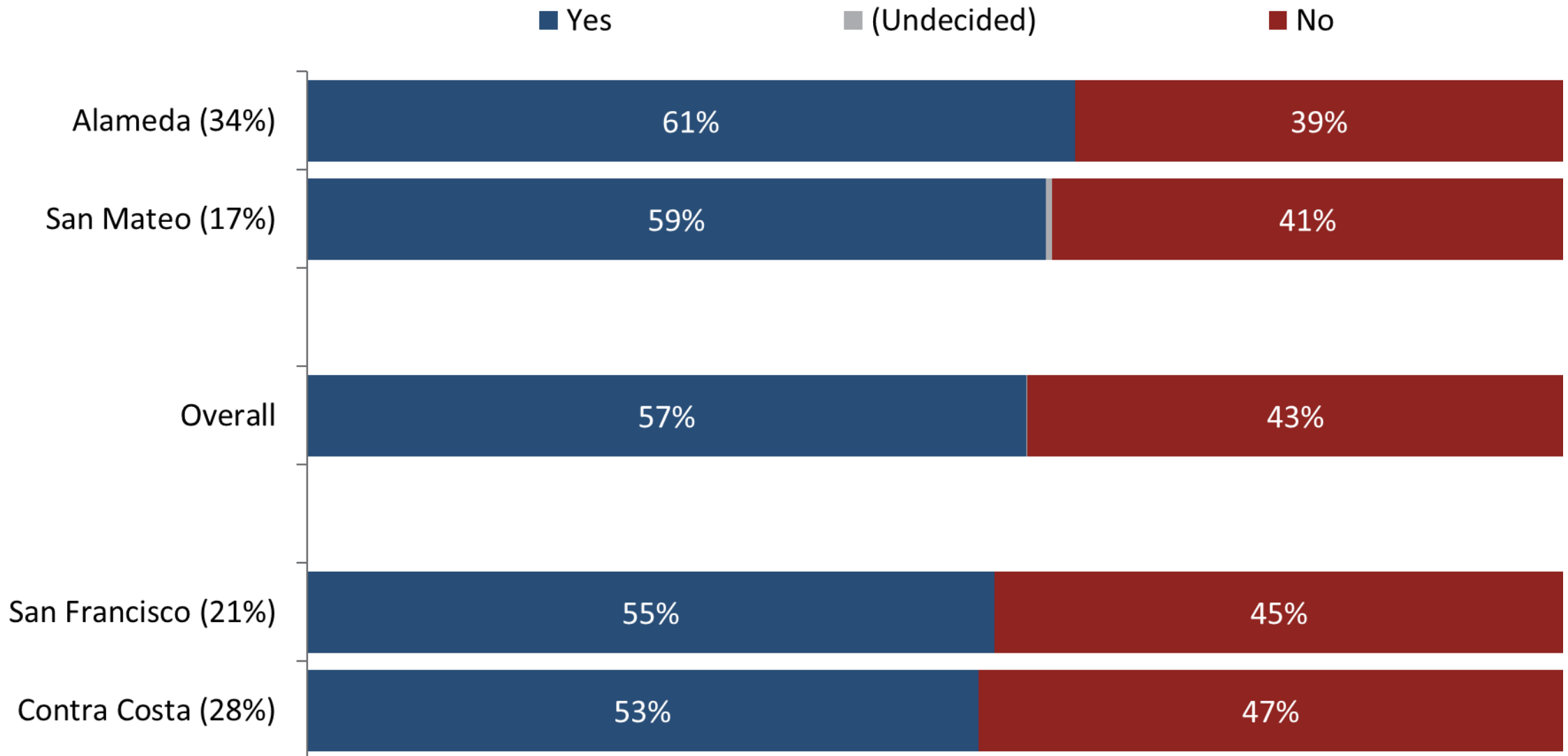
Measure 1A: Half Cent Sales Tax 4-County Region

850 interviews
Margin of error \pm 3.4 percentage points

Measure Text

*To prevent increased traffic congestion; avoid major cuts to BART, Caltrain, AC Transit, Muni and other transit services; preserve transportation services for seniors/ persons with disabilities; address transit safety/ cleanliness; advance climate protection; reduce air pollution; prevent station closures; and maintain public transportation service for those who need it; shall the measure enacting a **½ cent sales tax for 10 years generating at least \$560,000,000 annually**, with required public audits and accountability/ transparency provisions, be adopted?*

1A – Support by County



MoE ranges from ± 6.2 to ± 6.9
Q14.

1A – Additional Information

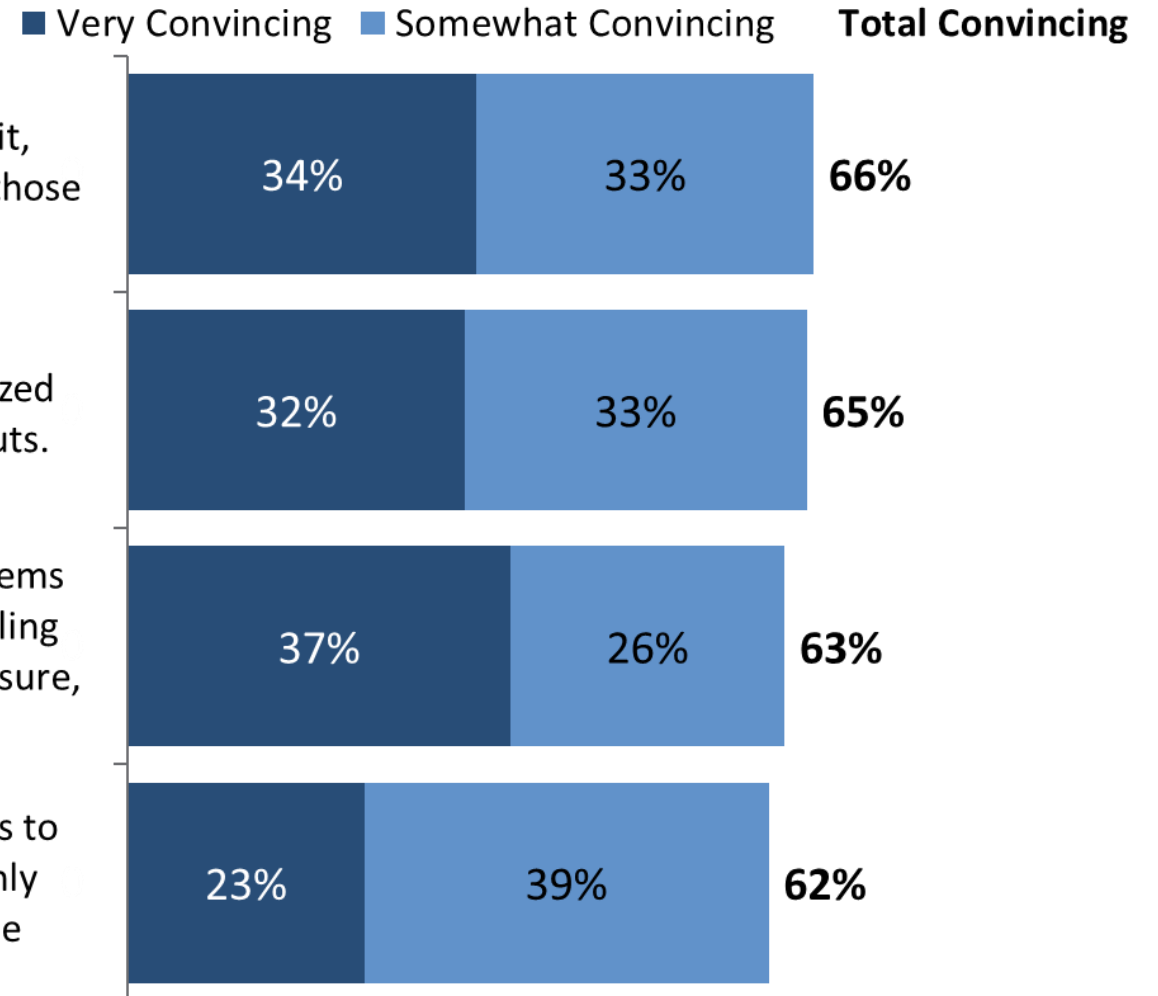
Risk of cuts and system standards are themes that resonate with most, but with low intensity.

This measure will make sure public transit is available to those who need it, including low-income residents, students, seniors, persons with disabilities, those who don't drive, and people who rely on it to get to work.

Many seniors and people with disabilities rely on public transit and specialized paratransit services; this measure will protect those services from major cuts.

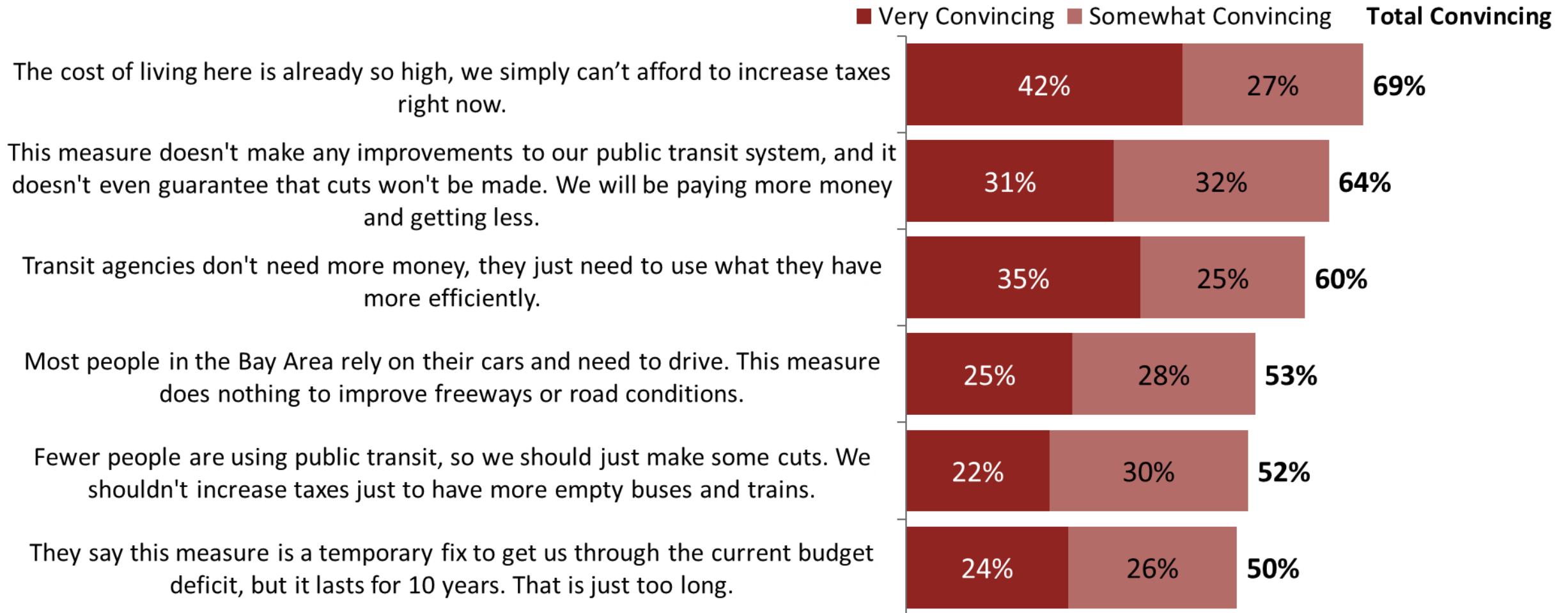
Without this funding, BART, Caltrain, AC Transit, Muni and other transit systems will have to take drastic actions, including closing stations and stops, cancelling weekend and evening service, and eliminating entire lines. Without this measure, we could lose these essential services forever.

This measure will require transit agencies to comply with regional standards to provide customer-focused and connected services, such as regional monthly passes, free transfers between systems, and fare discounts for low-income residents.



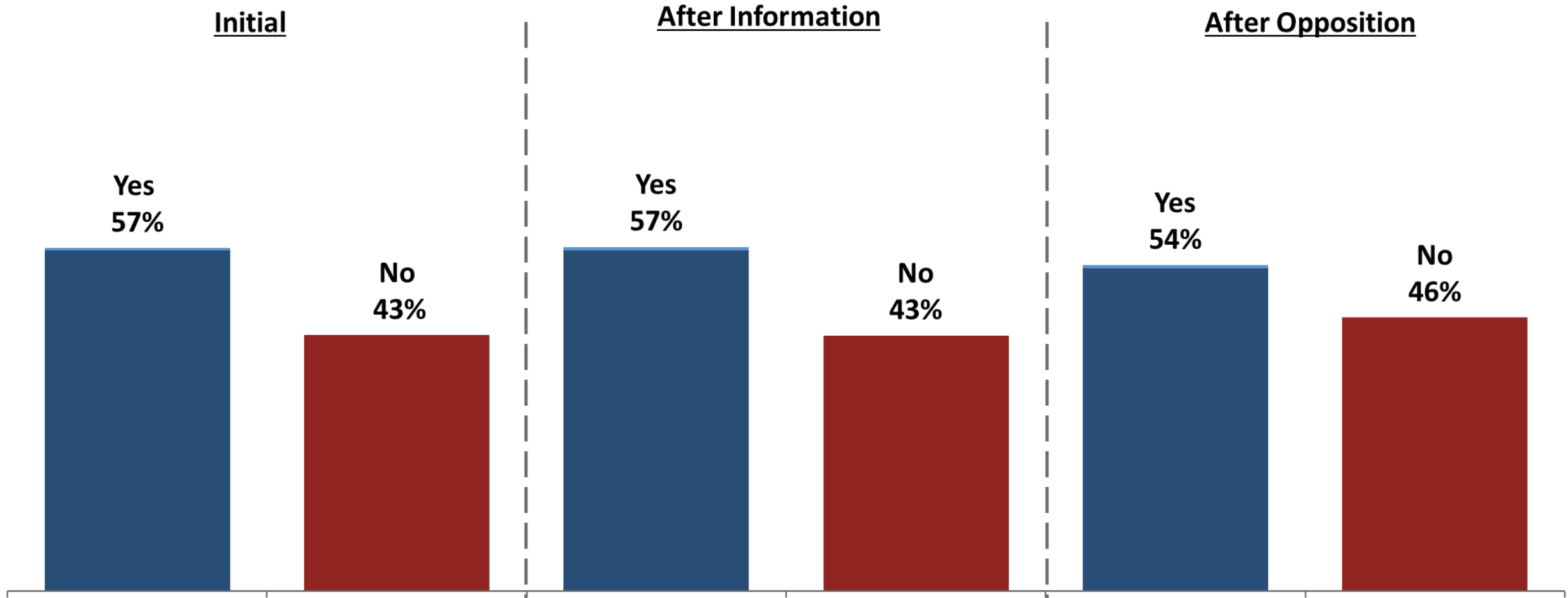
1A – Opposition Messages

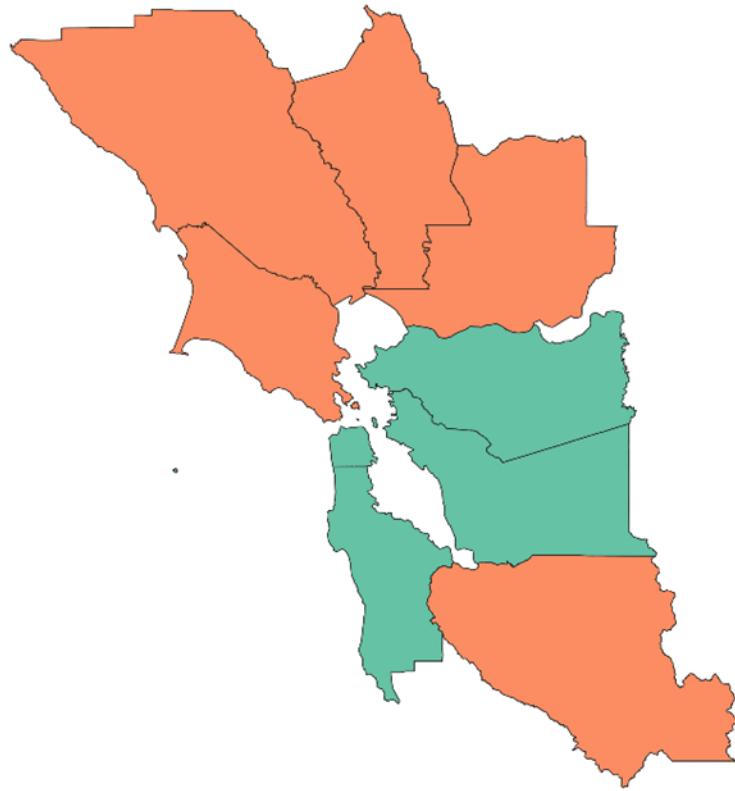
Arguments against the measure resonate, especially tax fatigue and paying more for no improvements.



1A – Vote Progression

Support for the ½-cent sales tax is fairly steady, with a slight drop in support following opposition messaging.





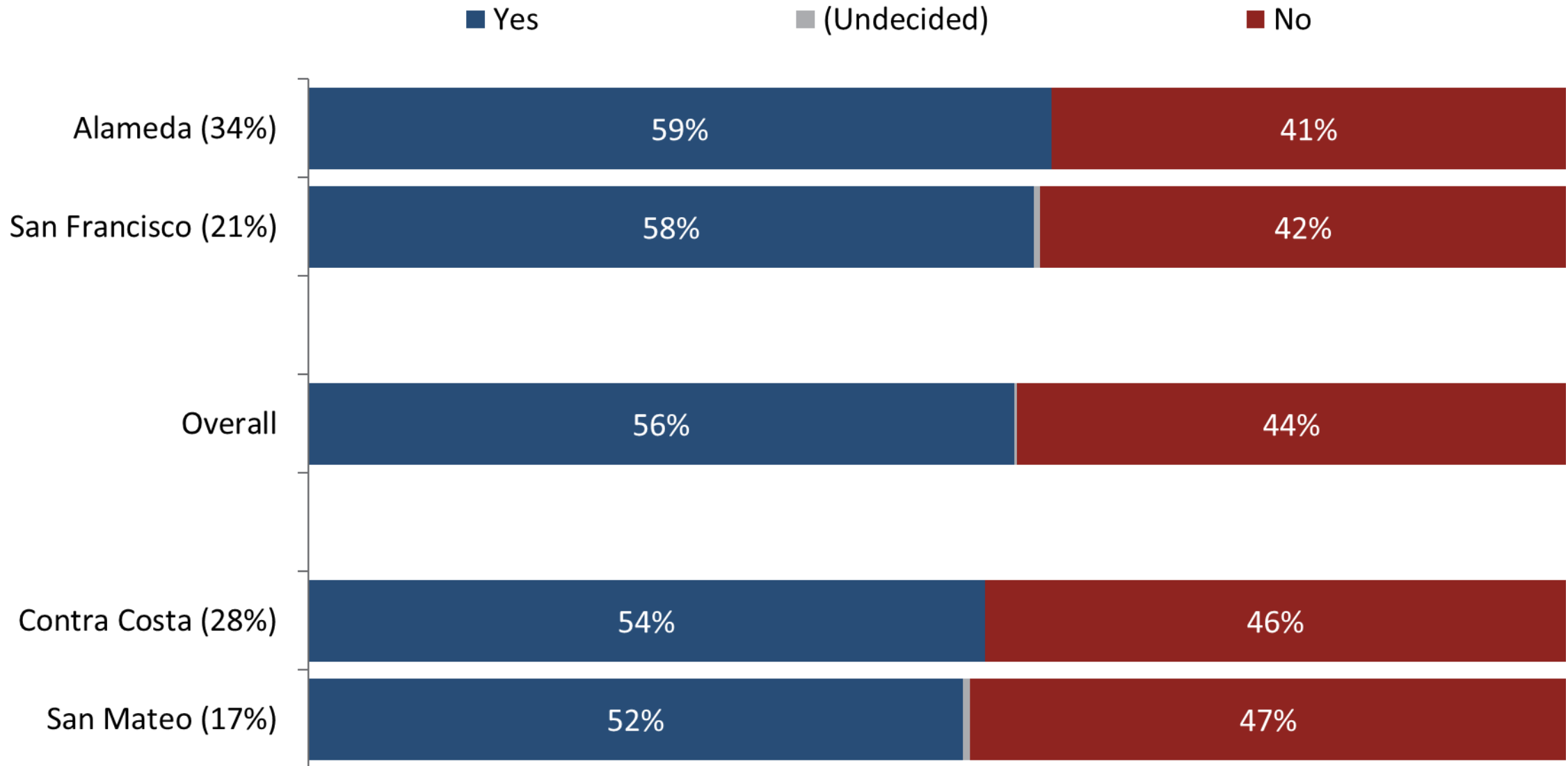
Measure: Variable Rate Sales Tax 4-County Region

n=850, MoE \pm 3.4 percentage points

Measure Text

To prevent increased traffic congestion; maintain BART, Caltrain, AC Transit, Muni, and other transit services; preserve transportation services for seniors/persons with disabilities; address transit safety and cleanliness; advance climate protection; reduce air pollution; and prevent station closures shall the measure enacting a $\frac{7}{8}$ cent (San Francisco) and a $\frac{1}{2}$ cent (Alameda, Contra Costa, San Mateo counties) sales tax for 11 years generating at least \$640,000,000 annually, with required public audits and accountability/transparency provisions, be adopted?

Variable Rate – by County



Variable Rate – Additional Information

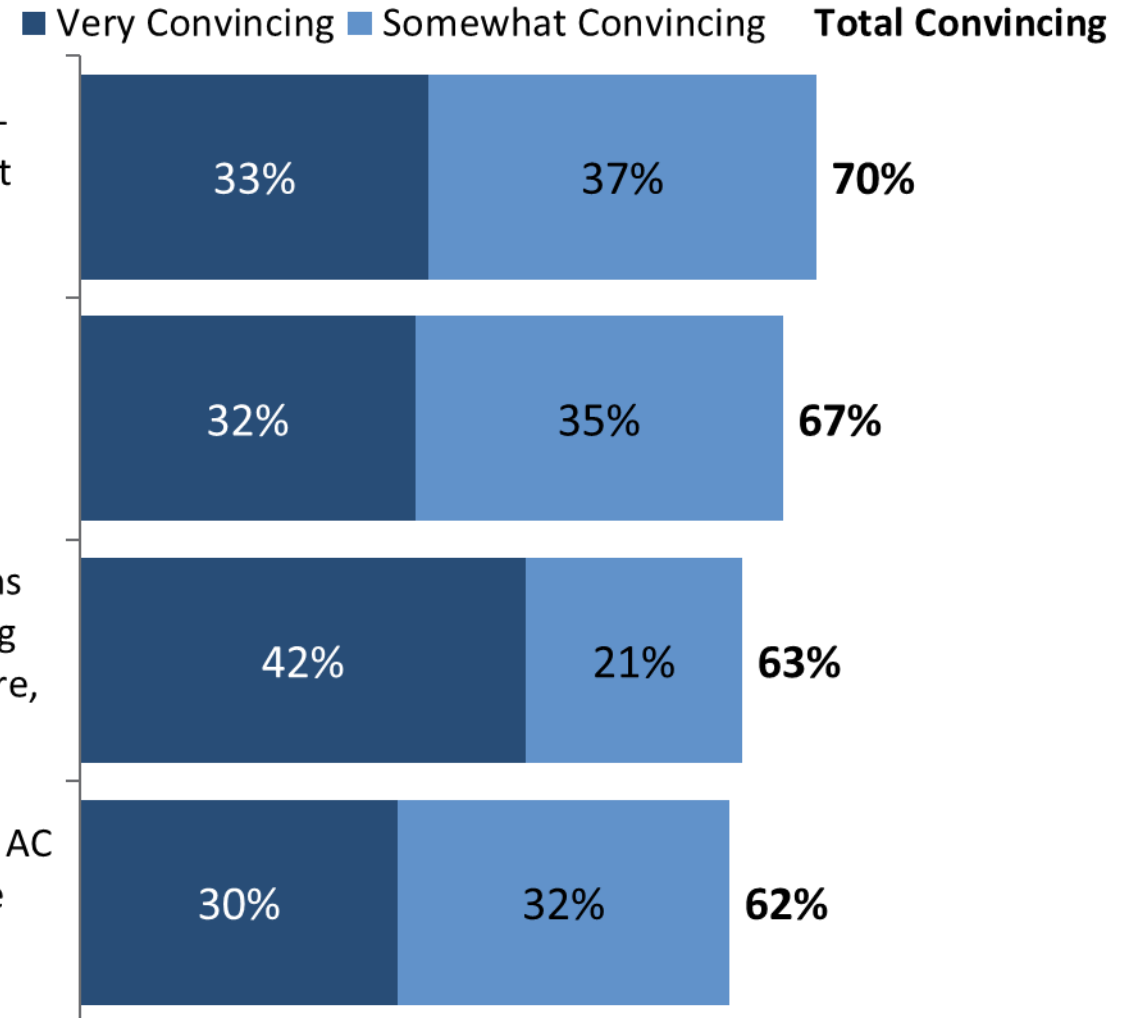
Risk of specific transit service cuts resonate with some intensity.

This measure will maintain public transit for those who need it, including low-income residents, students, seniors, persons with disabilities, those who don't drive, and people who rely on it to get to work.

Many seniors and people with disabilities rely on public transit and special paratransit services; this measure will make sure those services continue.

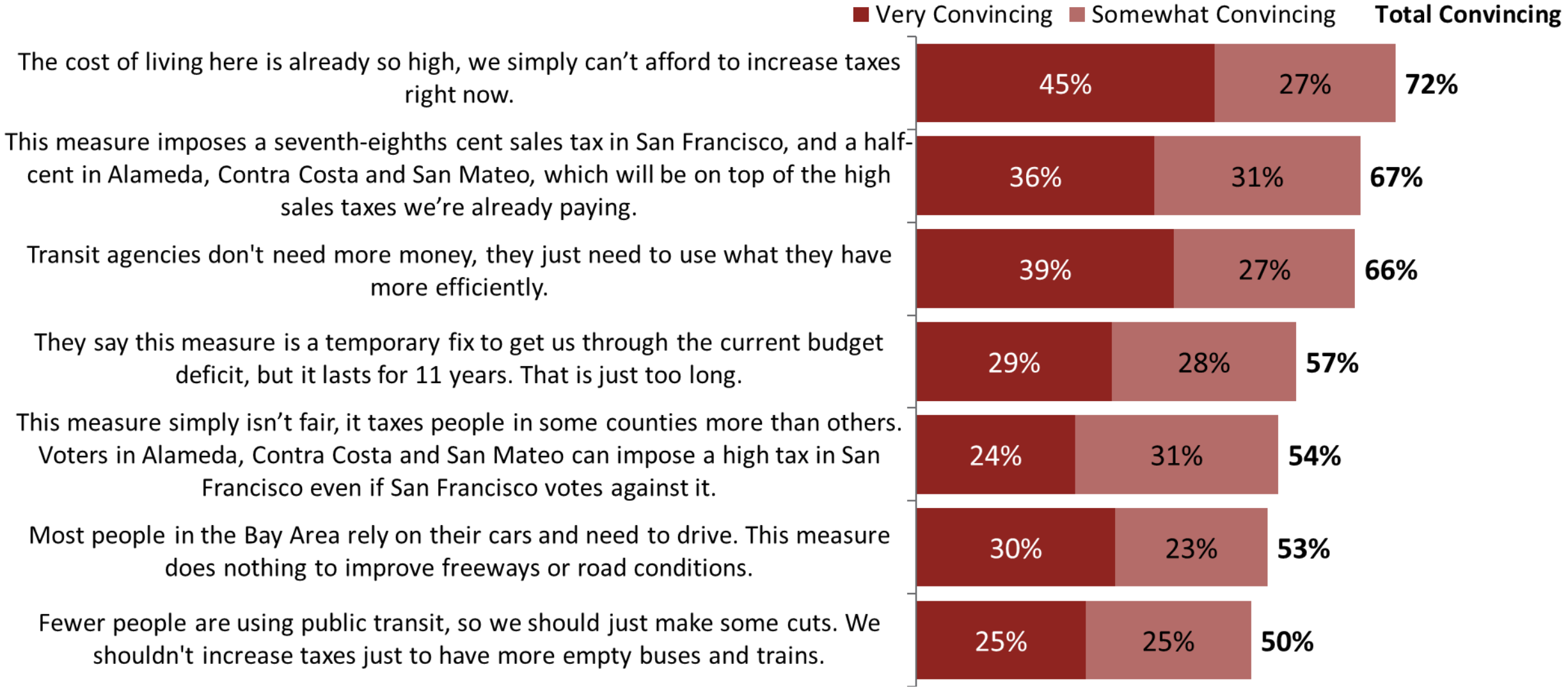
Without this funding, BART, Caltrain, AC Transit, Muni and other transit systems will have to take drastic actions, including closing stations and stops, cancelling weekend and evening service, and eliminating entire lines. Without this measure, we could lose these essential services forever.

This measure will impose strict cleanliness and safety standards for BART, Muni, AC Transit, Caltrain, and other local transit, and require regular publicly-available crime and harassment reports.



Variable Rate – Opposition Messages

Arguments against the measure resonate, especially tax fatigue, the rate, and the perceived lack of need.



Q47-49, Q56-59.

Variable Rate – Vote Progression

The variable rate measure stays above a majority throughout the survey, but far below two-thirds.

