



Contra Costa County Voter Telephone Survey Summary Report



Presented to the
Contra Costa Transportation Authority
Board of Directors

July 6, 2016
Authority Special Meeting Handout July 6, 2016
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Methodology

- ▶ Telephone survey of Likely voters in Contra Costa County
- ▶ Interviewing conducted June 15 - 23, 2016
- ▶ 800 total interviews countywide; Margin of Error = ± 3.50 points
- ▶ Interviewing conducted by trained, professional interviewers
- ▶ Where applicable, results compared with past research conducted for the CCTA
- ▶ Split sample methodology employed to test potential order effects of presentation of CCTA and BART measures. Half of respondents heard the CCTA measure first, the other half heard the BART measure first. 400 total interviews per split; Margin of Error = ± 4.9 points
- ▶ Interviews were distributed at the following proportions to allow for regional analysis , and weighted to the appropriate likely voter population distribution

Region	Number of Interviews (Unweighted n)	Margin of Error (+/-)	Weighted %
Central	226	6.5 percentage pts	31%
East	187	7.2 percentage pts	24%
Lamorinda	96	10.0 percentage pts	9%
South	126	8.7 percentage pts	15%
West	165	7.6 percentage pts	21%

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

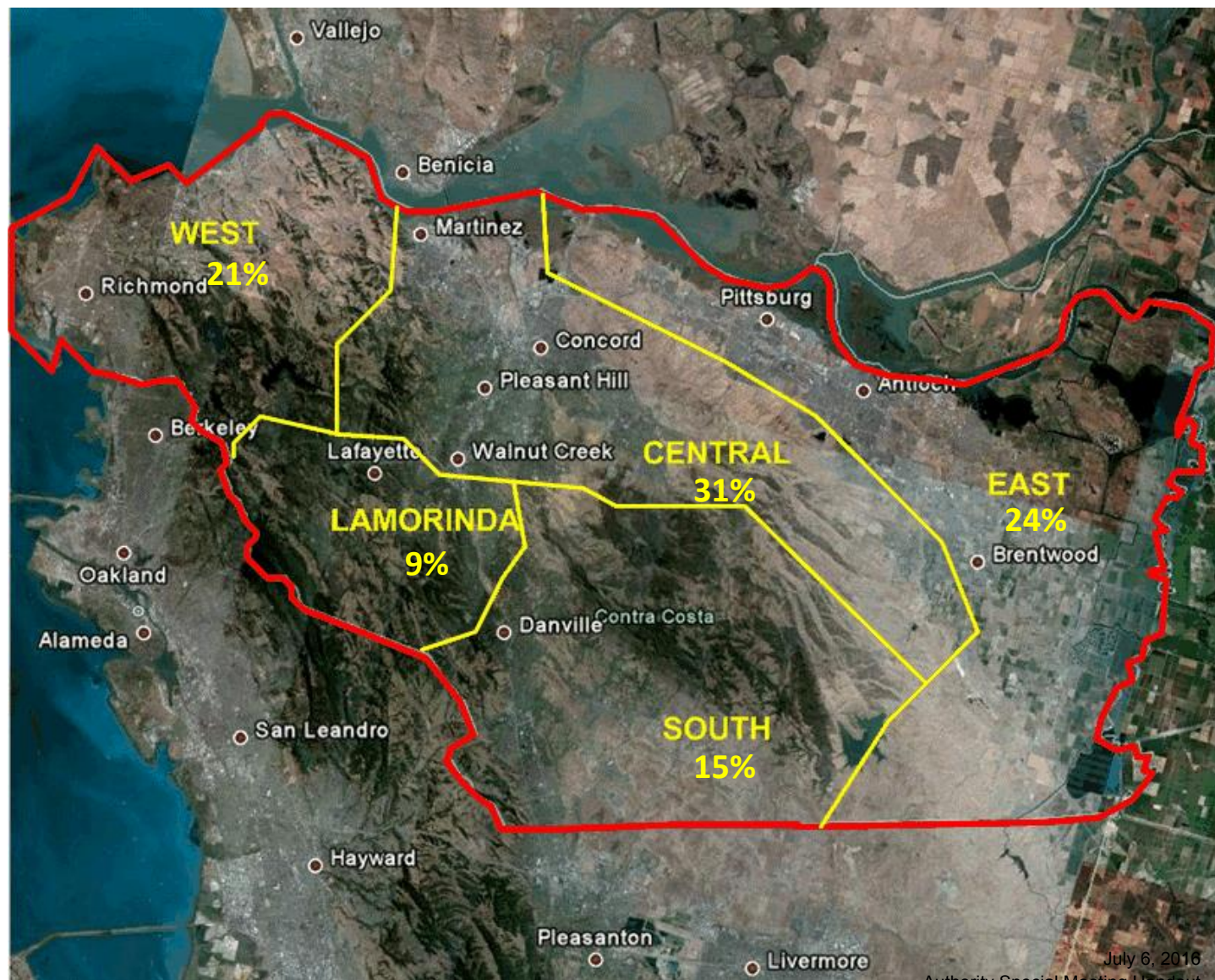
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Key Findings

- ▶ Voters are optimistic about the direction of the County, and three quarters see a need for additional transportation funding for Contra Costa County's transportation network.
- ▶ Support for a transportation sales tax is supported by 65% of likely voters, within the margin of error of the two-thirds needed for passage.
 - The ballot question as it was tested may have obscured the fact that this measure augments an existing tax for an existing agency; refinements are recommended to ensure clarity on that point.
- ▶ The plan includes a number of elements that are strongly supported by voters, such as pothole and road repairs, traffic congestion reduction, and transparency and accountability components.
- ▶ The survey's presentation of the CCTA and BART measures only, without the additional context that will be present in the election, may have artificially pitted the measures against each other in a way that does not represent the true voter experience.

Region Subgroups



Demographics by Region

	Overall	Central	East	Lamorinda	South	West
Male	46%	45%	44%	48%	50%	46%
Female	54%	55%	56%	52%	50%	54%
18-49	35%	30%	38%	38%	37%	37%
50-64	34%	34%	36%	33%	35%	31%
65+	31%	36%	26%	29%	28%	32%
White	66%	80%	55%	70%	68%	53%
Non-white	34%	20%	45%	30%	32%	47%
Democrat	51%	50%	53%	43%	37%	63%
Republican	25%	27%	24%	34%	38%	9%
NPP/ Other	24%	23%	22%	23%	25%	27%
Voted 0-3/6	49%	41%	62%	43%	52%	47%
Voted 4-5/6	26%	26%	25%	29%	27%	25%
Voted 6/6	25%	33%	14%	28%	21%	27%

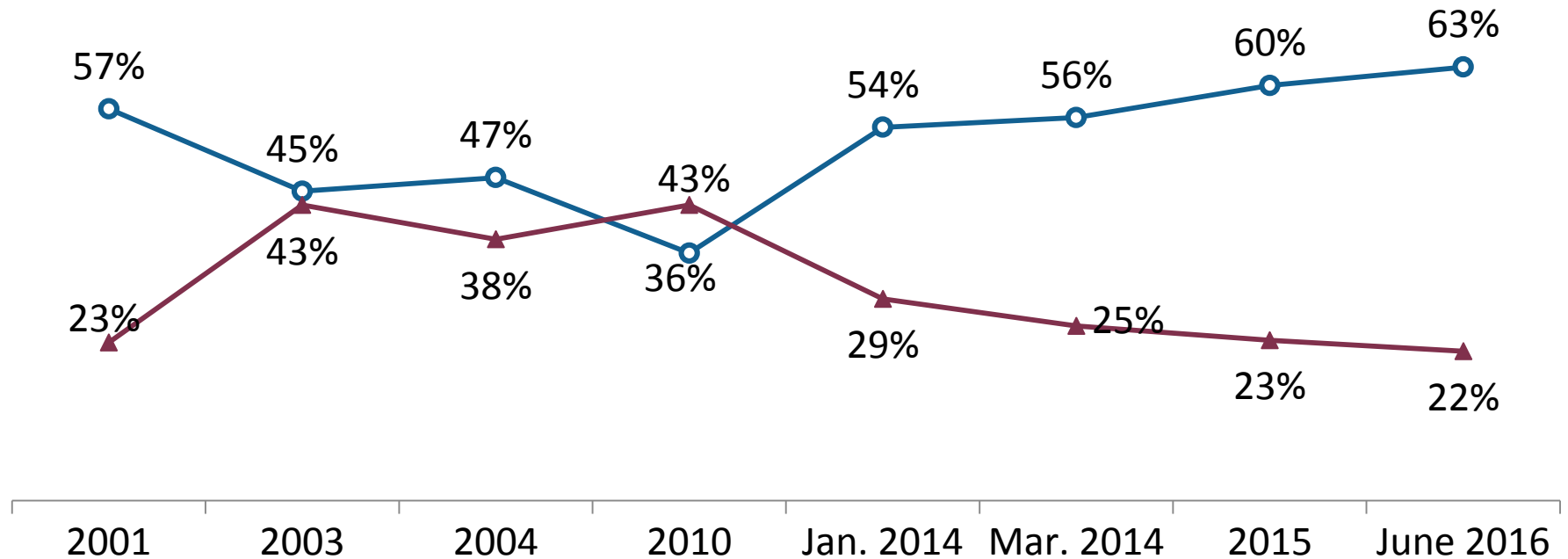


General Environment

Right Direction/Wrong Track

Optimism in Contra Costa County has steadily increased in the past six years.

—○— Right Direction —▲— Wrong Track



Q5. Do you think things in Contra Costa County are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

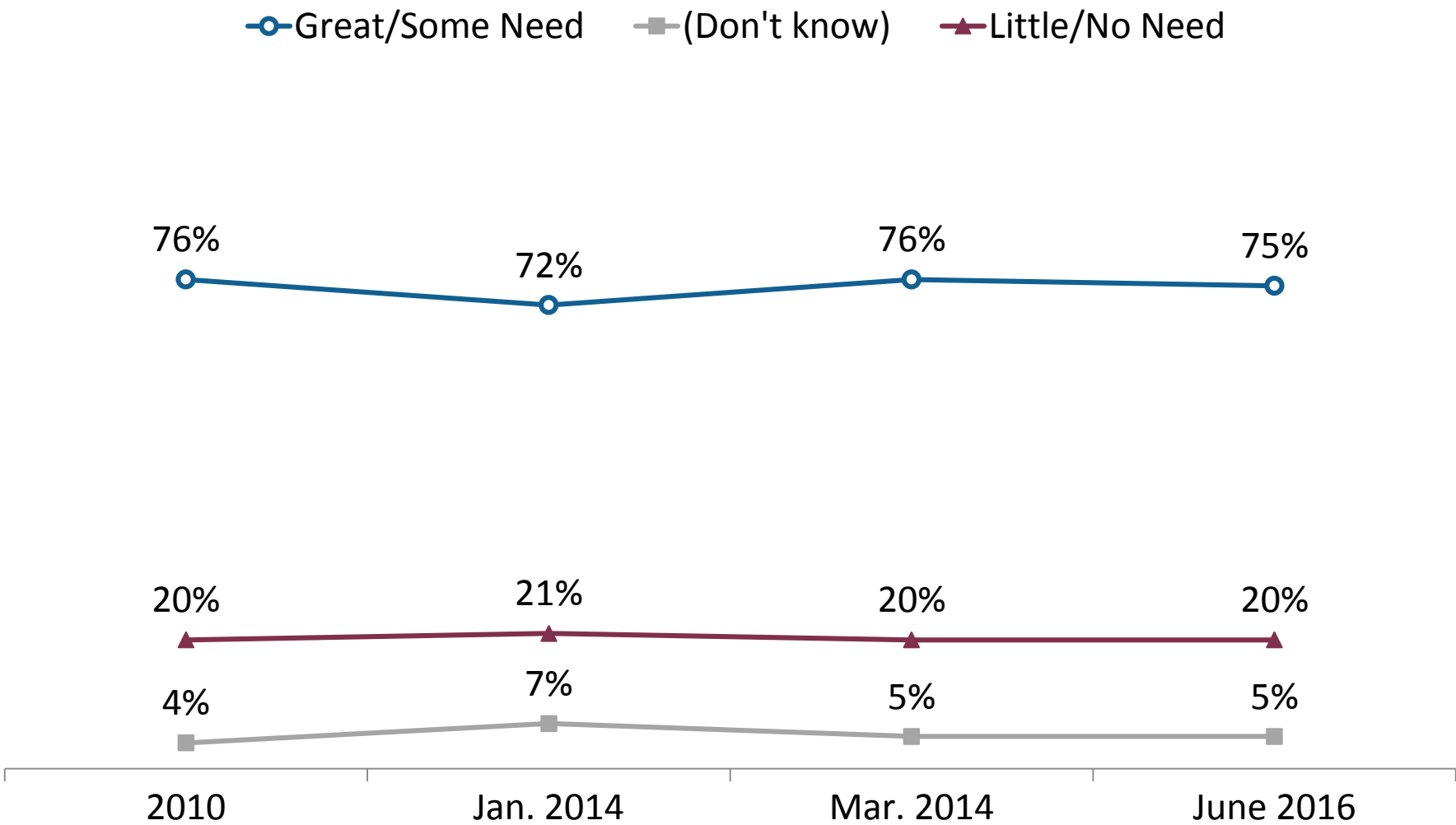
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Need for Transportation Funding

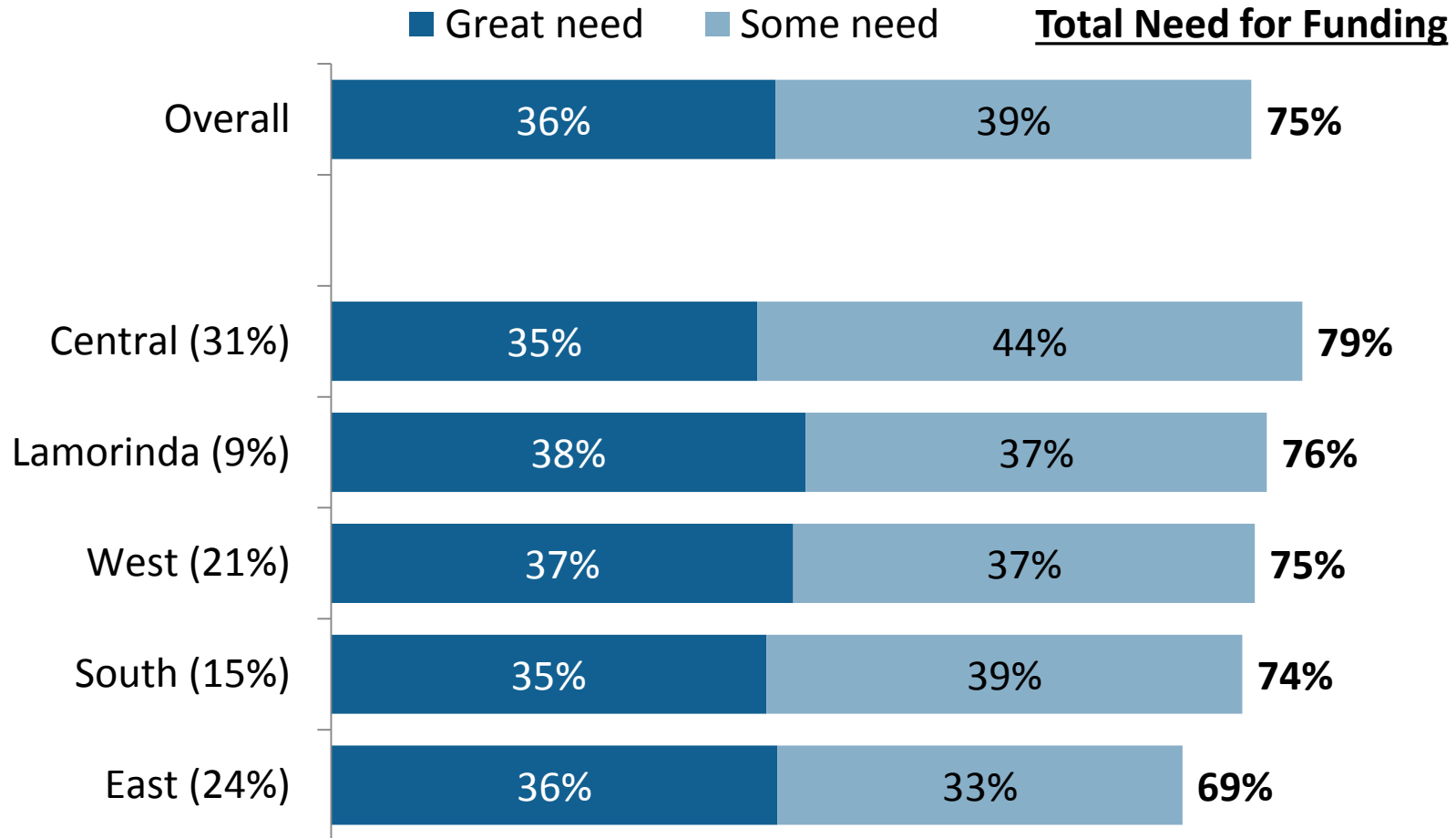
The perceived need for funding has remained relatively consistent.



Q6: Thinking about the roads, highways, BART, buses, bike paths, and sidewalks in Contra Costa County, that is, the entire county transportation network, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?

Need for Transportation Funding

Three-quarters of county voters believe there is a need for more transportation funding, with awareness of need high in all parts of the county.



Q6: Thinking about the roads, highways, BART, buses, bike paths, and sidewalks in Contra Costa County, that is, the entire county transportation network, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?

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Support for Transportation Revenue Measures

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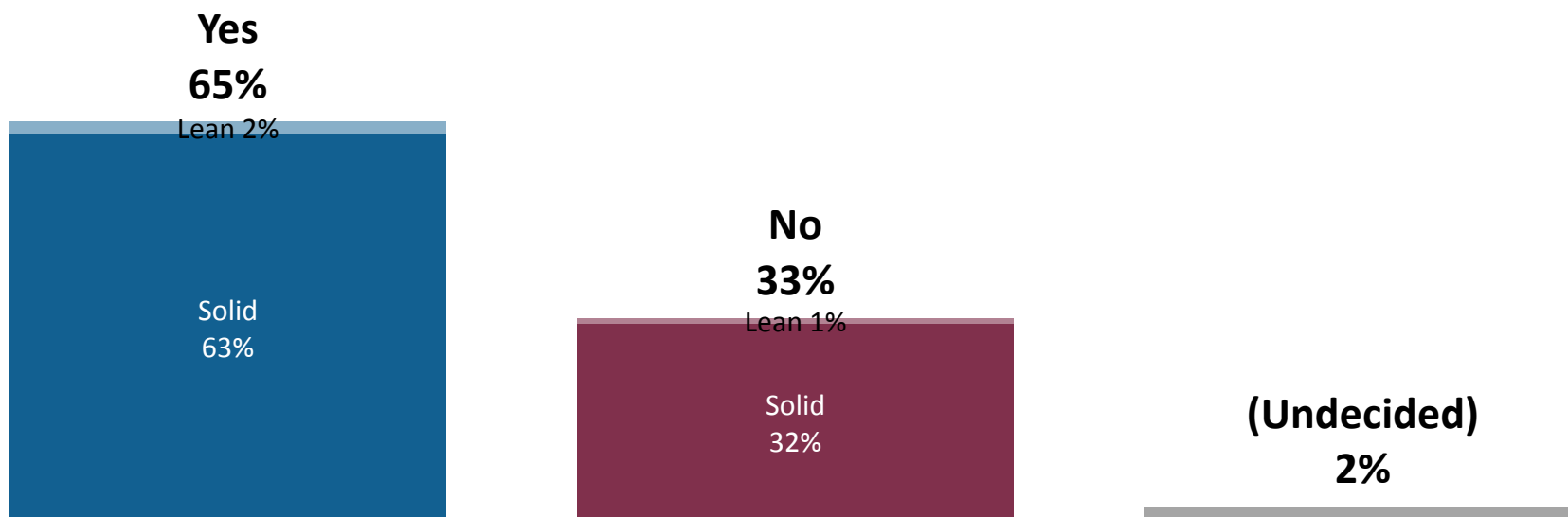
CCTA Measure Initial Vote

Initial support is within the margin of error of a two thirds threshold.

To implement a Transportation Expenditure Plan to continue:

- Improving BART capacity, frequency, and reliability;
- Repairing potholes and fixing roads;
- Improving Highways 680, 80, 24, and 4;
- Enhancing bus and other transit for seniors and people with disabilities;
- Increasing bicycle and pedestrian safety;
- Reducing traffic, and;
- Improving air quality;

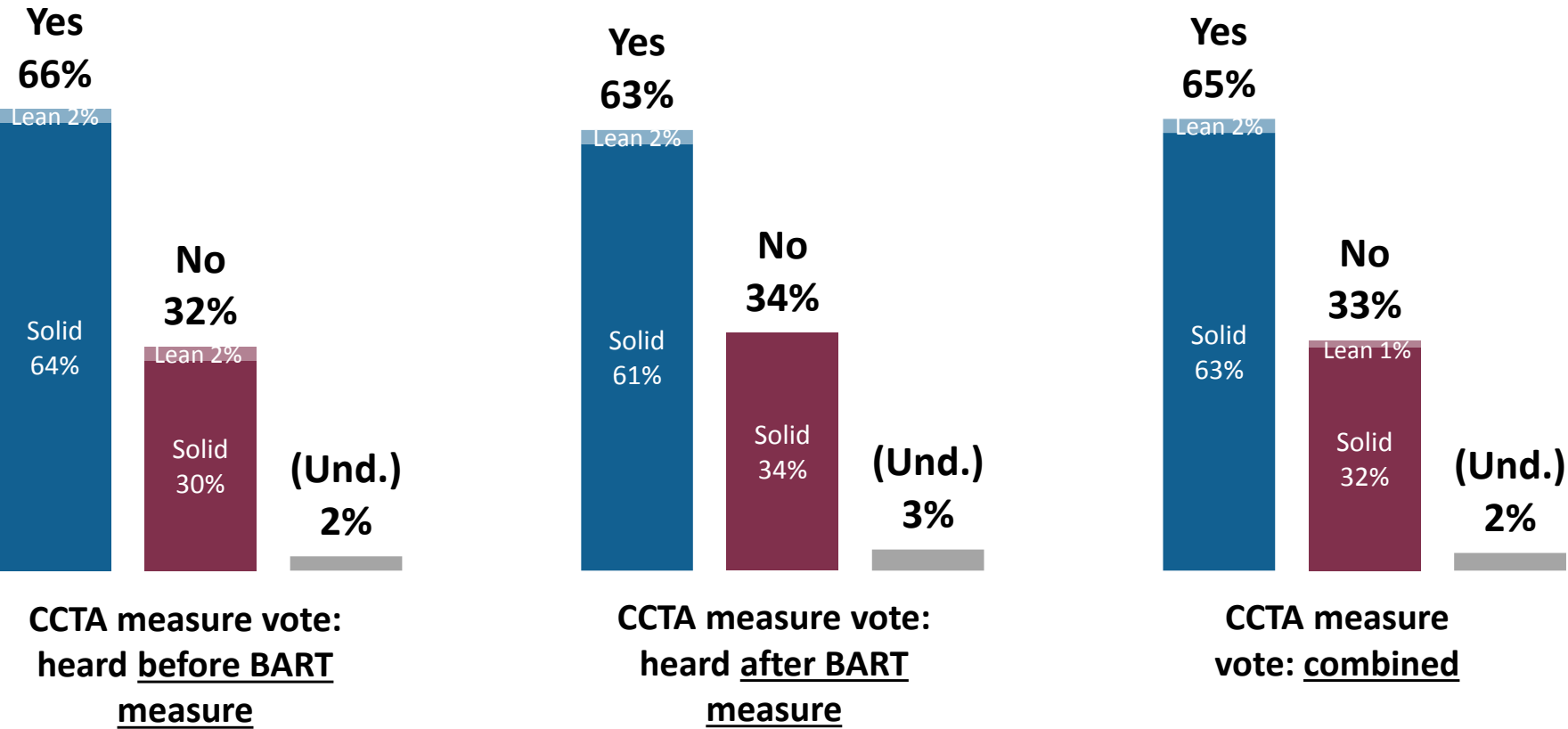
shall the ordinance enacting a half percent sales tax be adopted, raising \$97,000,000 annually for 30 years, with independent oversight, audits, and all money benefitting local residents?



Q7. If this measure were on the ballot today, would you be likely to vote yes to approve it, or no to reject it?

CCTA Measure Initial Vote

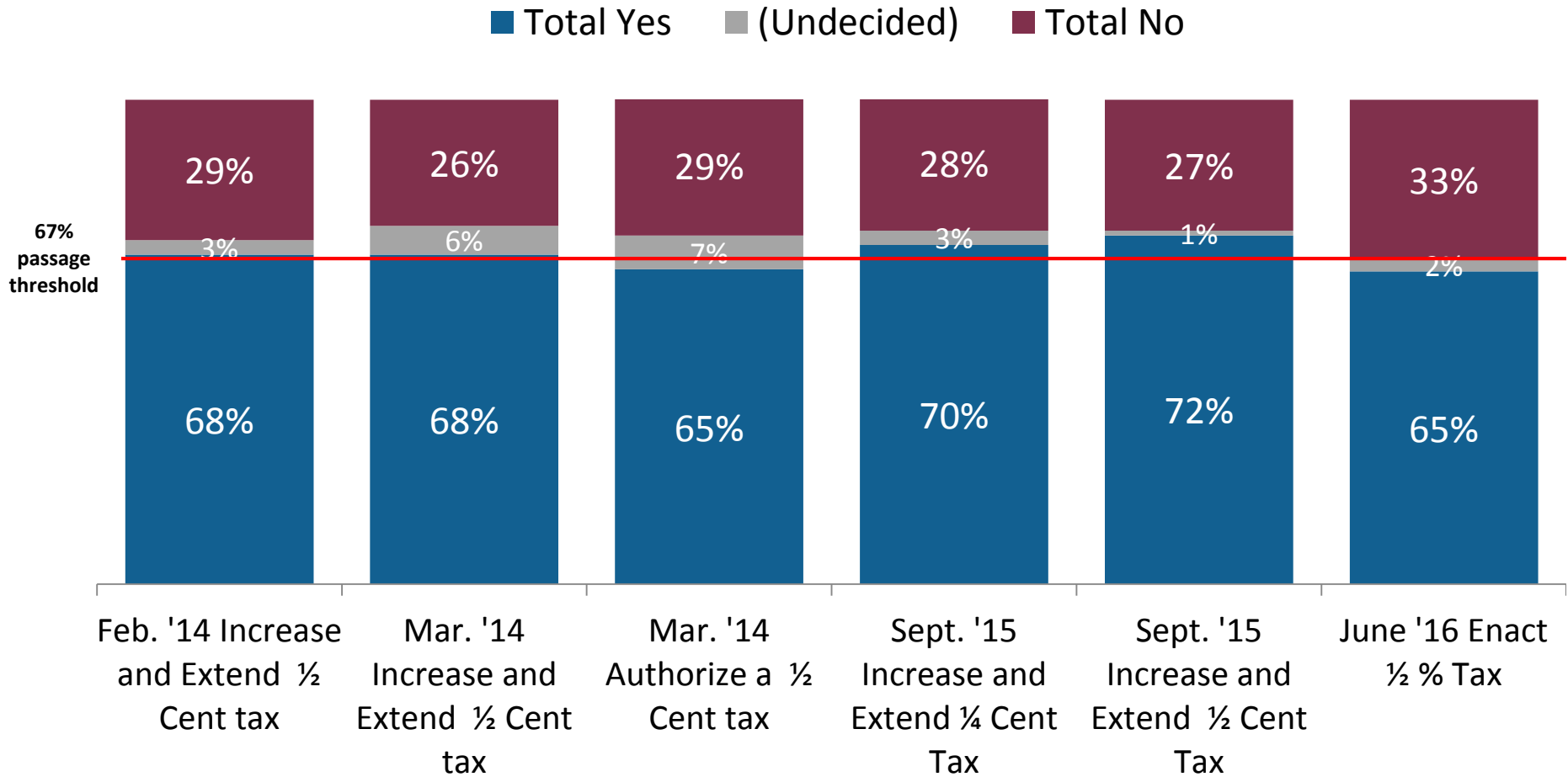
The CCTA measure fared modestly better when it is heard first, but the two results are within the margin of error of each other.



Q7. If this measure were on the ballot today, would you be likely to vote yes to approve it, or no to reject it?

CCTA Measure over Time

Support for a transportation tax hovers around the required two-thirds.



Q7/Q8: If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

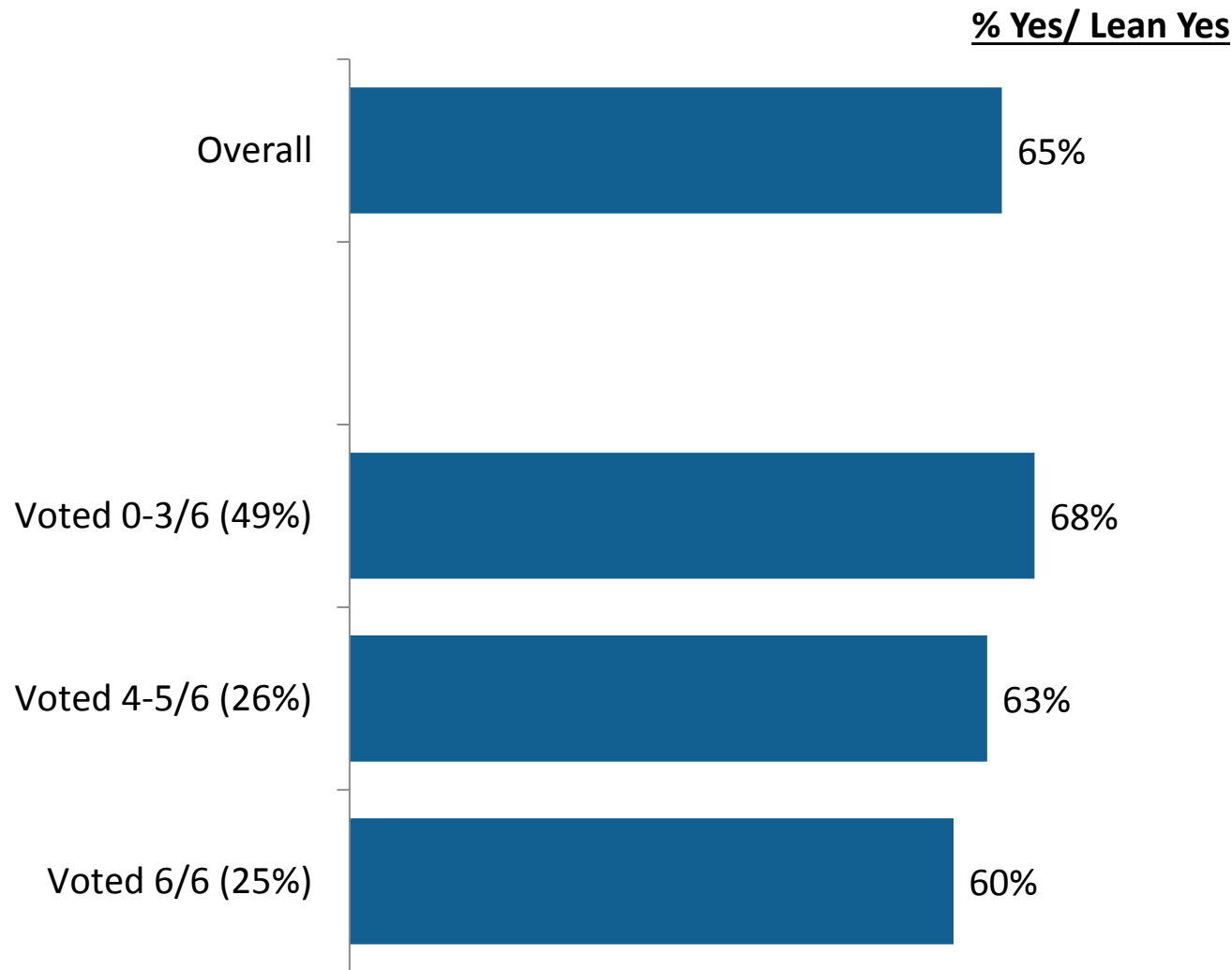
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Initial Vote by Vote History

Less frequent voters are more supportive of a transportation measure.

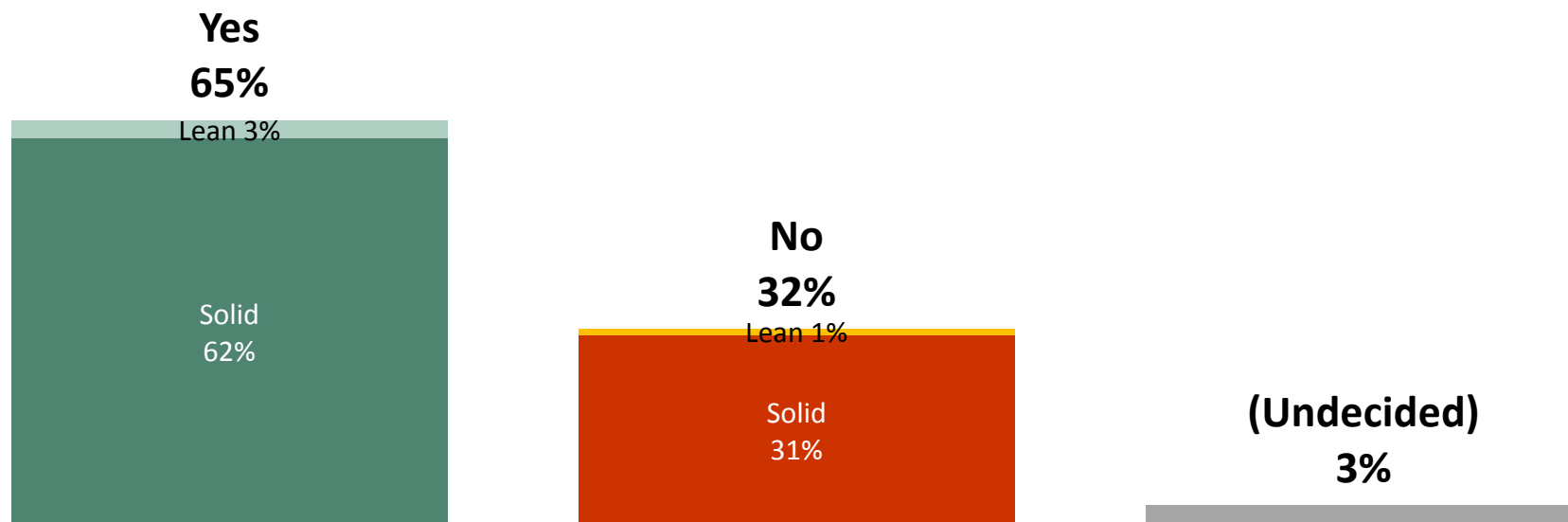


Q7. If this measure were on the ballot today, would you be likely to vote yes to approve it, or no to reject it?

BART Measure Initial Vote

Initial support for a BART bond is just below two-thirds in Contra Costa. In order to pass, the measure needs to be supported by two-thirds of the voters in Alameda, Contra Costa, and San Francisco counties combined.

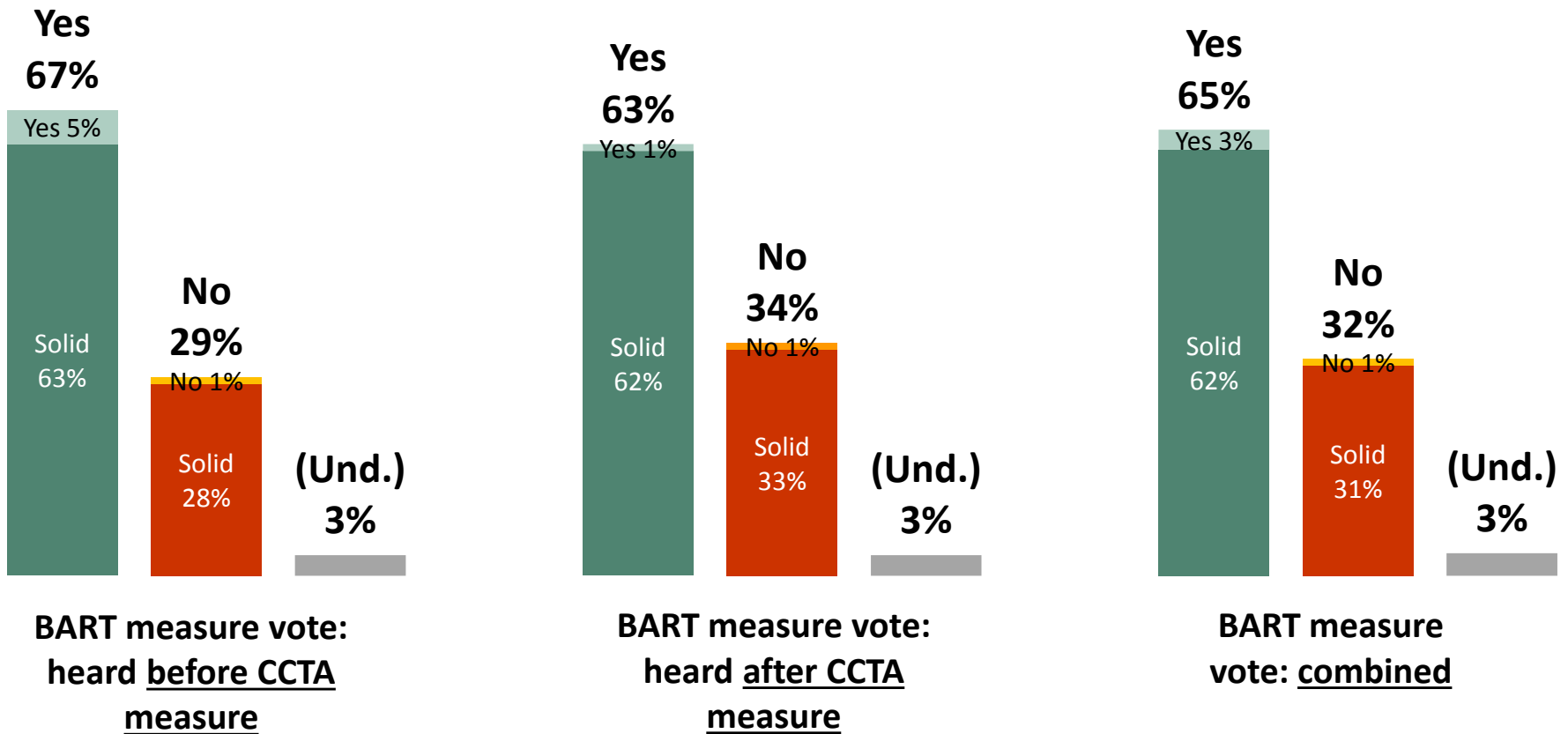
To keep BART safe; prevent accidents/breakdowns/delays; relieve BART crowding and traffic congestion; reduce pollution; and improve earthquake safety and access for seniors/people with disabilities by replacing and upgrading 90 miles of severely worn tracks; tunnels damaged by water intrusion; 44-year-old control system infrastructure; and other deteriorating/aging infrastructure shall the Bay Area Rapid Transit District issue \$3.5 billion dollars of bonds subject to independent oversight and annual audits?



Q8. If this measure were on the ballot today, would you be likely to vote yes to approve it, or no to reject it?

BART Measure Initial Vote

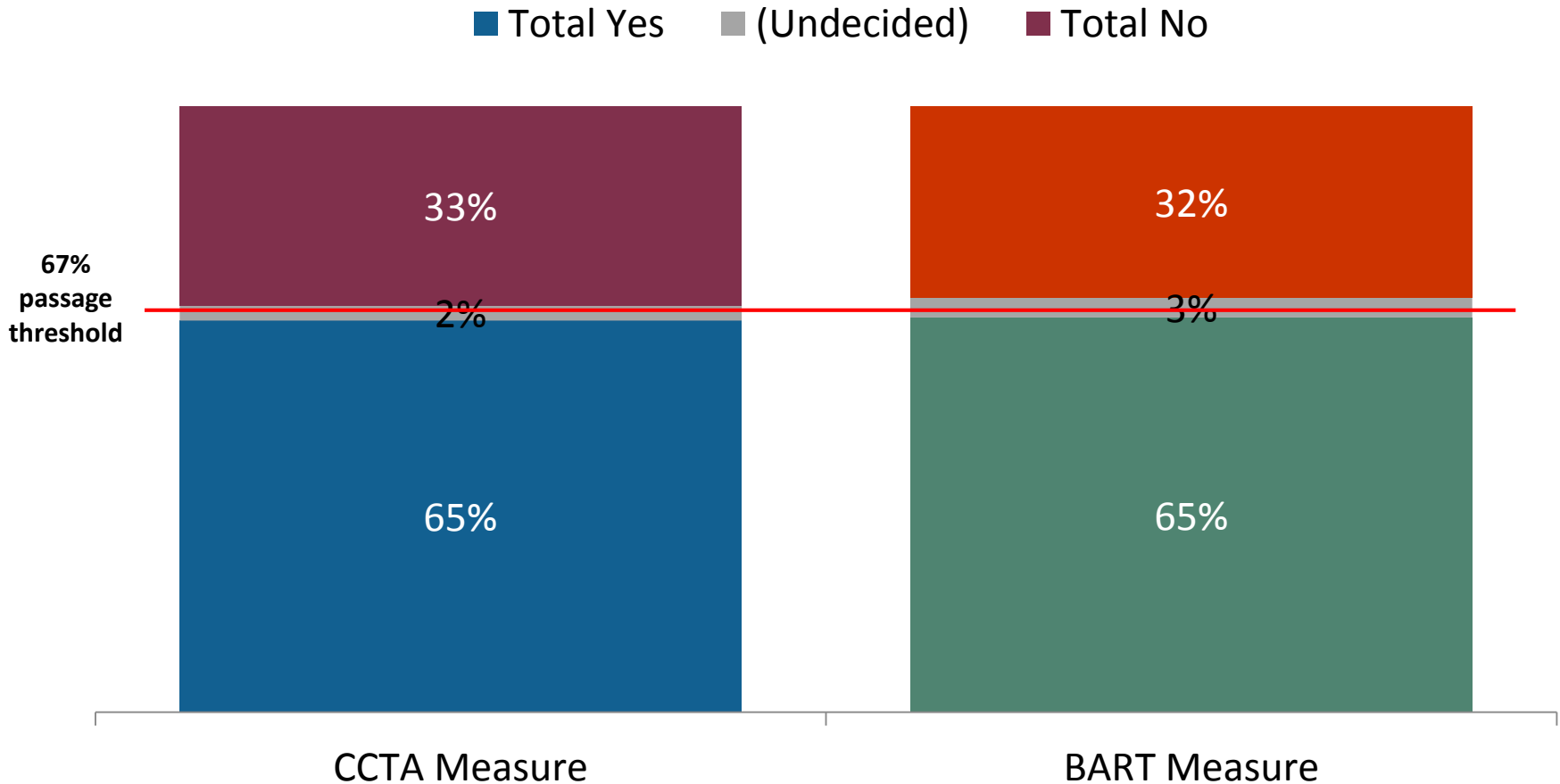
As with the CCTA measure, the BART measure fares modestly better when it is heard first, but the two results are within the margin of error of each other.



Q8. If this measure were on the ballot today, would you be likely to vote yes to approve it, or no to reject it?

Combined Initial Vote

Support is nearly equal for both measures.



Q7/Q8: *If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?*

CCTA/BART Voter Segmentation

When votes for the CCTA & BART measure are crossed, 76% support at least one of the transportation measures.

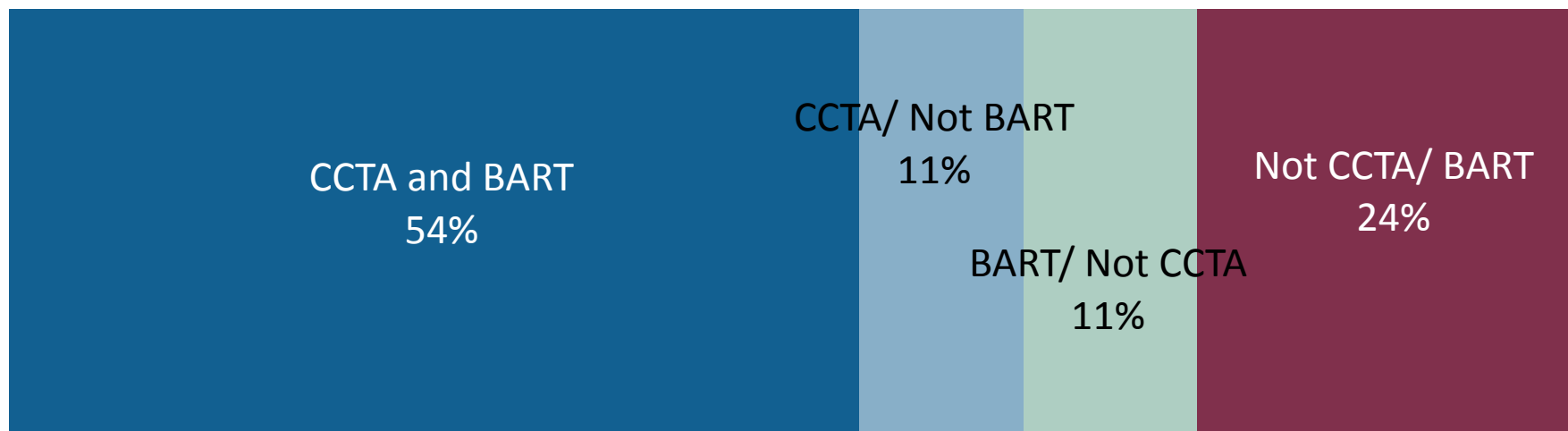
Segmentation:

CCTA and BART= Voted yes on CCTA AND yes on BART

CCTA/Not BART= Voted yes on CCTA; voted no or undecided on BART

BART/Not CCTA=Voted yes on BART; voted no or undecided on CCTA

Not CCTA/BART = Voted no or undecided on both CCTA and BART



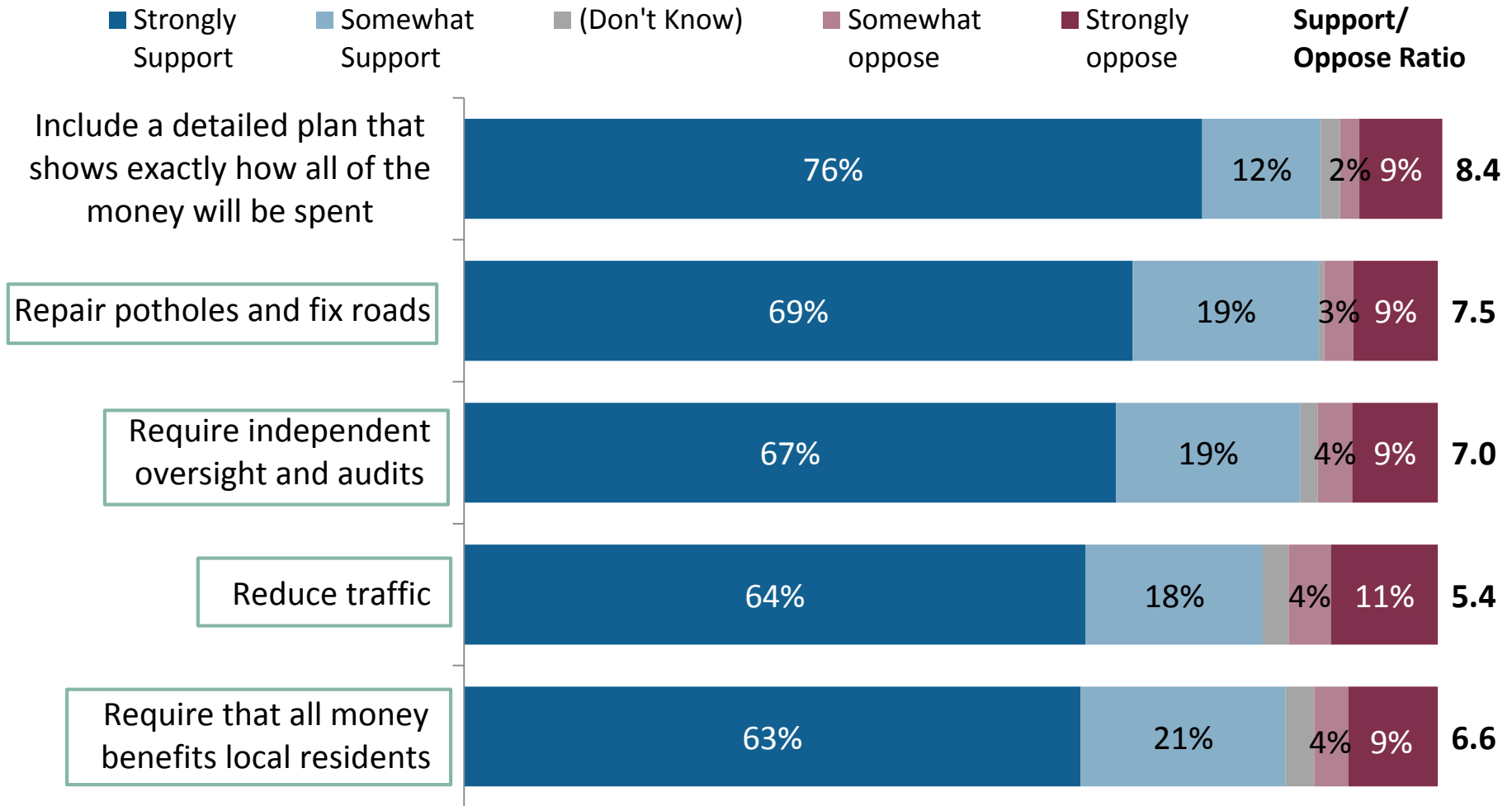


CCTA Plan Elements

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Elements of the CCTA Plan Measure: Top Five

Transparency and accountability, repairing potholes and fixing roads, and reduced traffic are the most supported projects among elements.



Q9-29. Now I'm going to read you some of the specific elements of the Contra Costa Transportation Expenditure Plan measure. After each please tell me if you support or oppose that particular element.

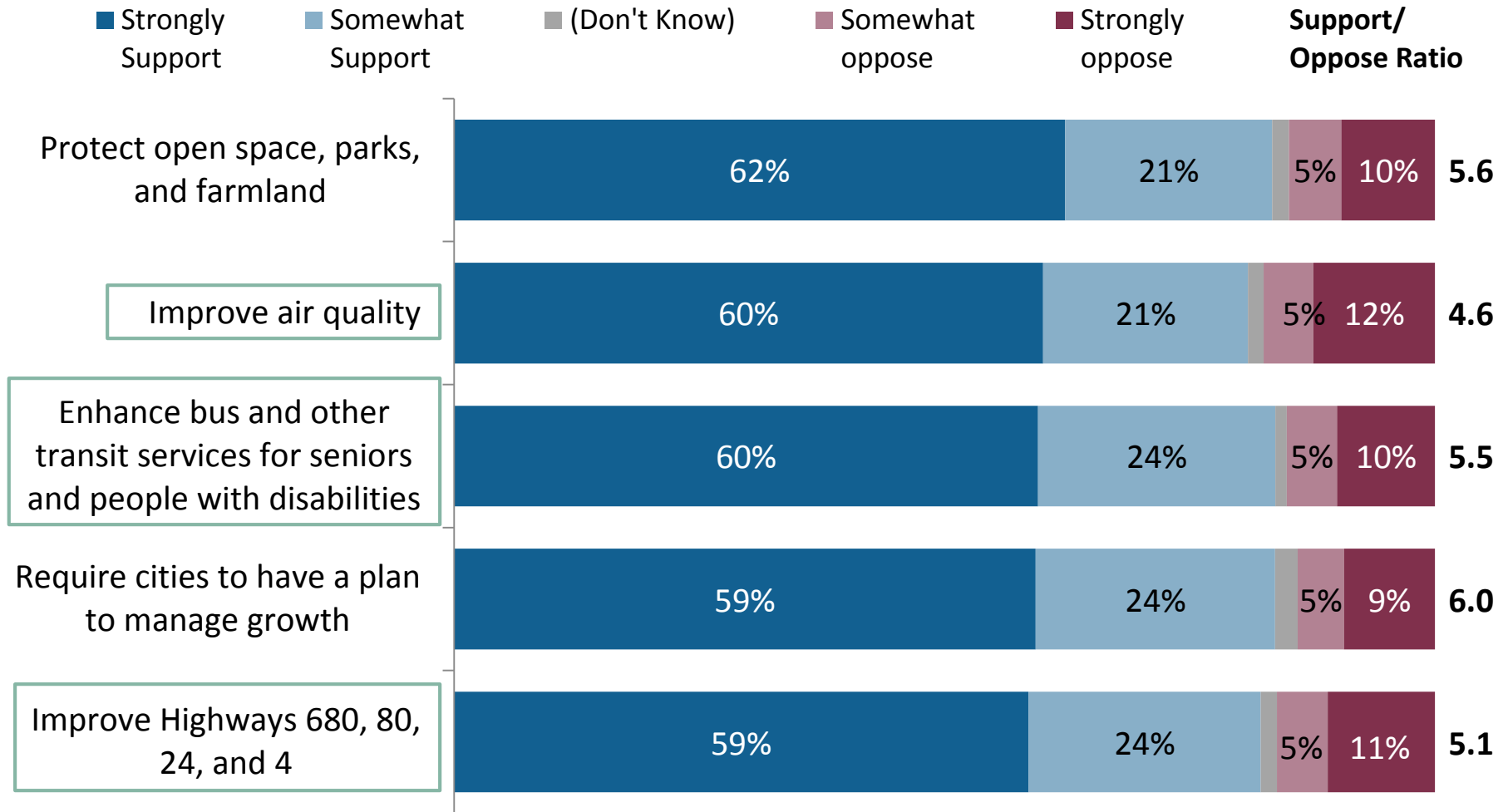
*Green box denotes elements pulled directly from the ballot text

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Elements of the CCTA Plan Measure, cont.

Open space, air quality, and transit for seniors and people with disabilities are also strongly supported.



Q9-29. Now I'm going to read you some of the specific elements of the Contra Costa Transportation Expenditure Plan measure. After each please tell me if you support or oppose that particular element.

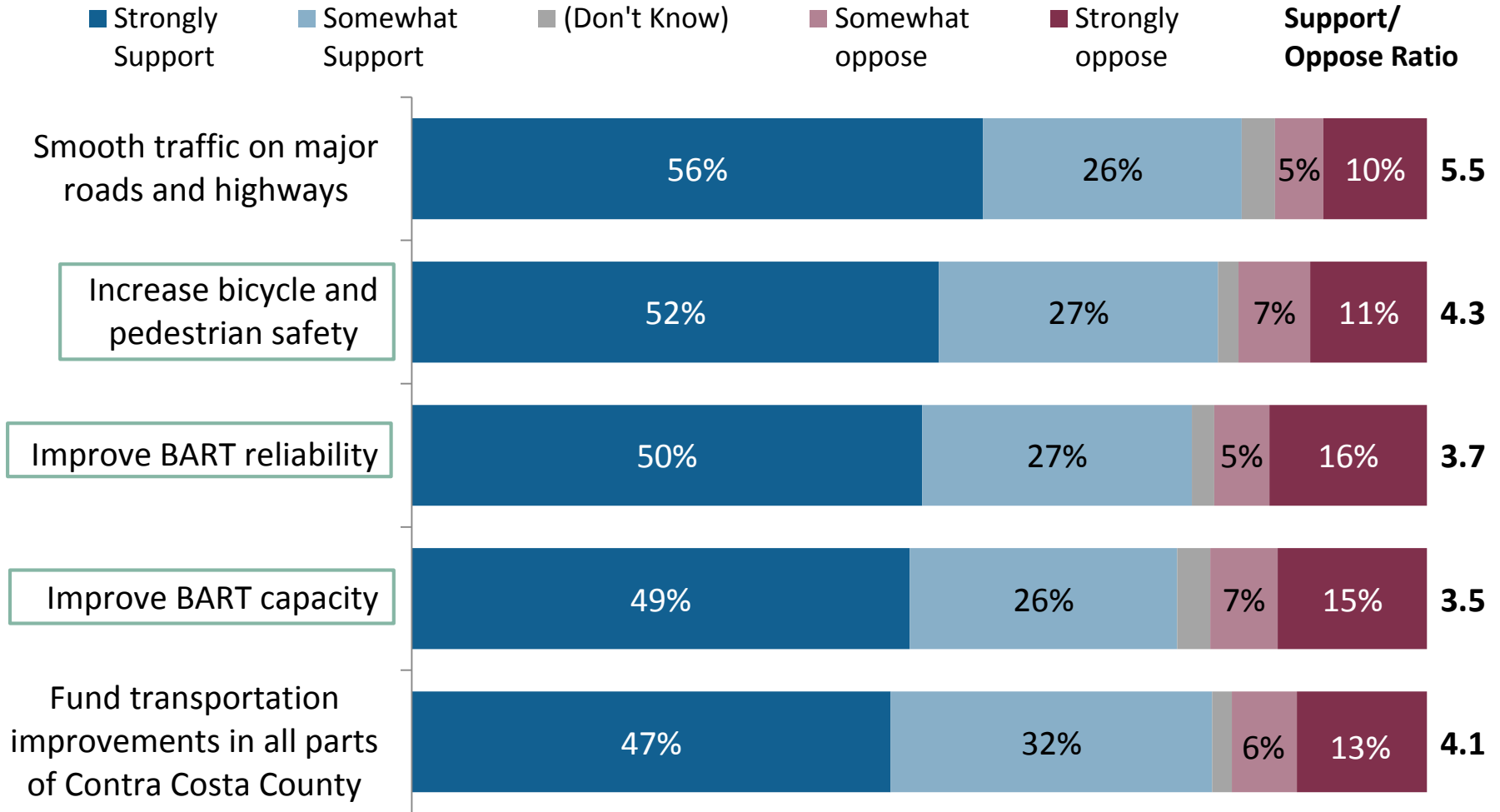
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Elements of the CCTA Plan Measure, cont.

BART reliability and capacity are strongly supported by half of voters.



Q9-29. Now I'm going to read you some of the specific elements of the Contra Costa Transportation Expenditure Plan measure. After each please tell me if you support or oppose that particular element.

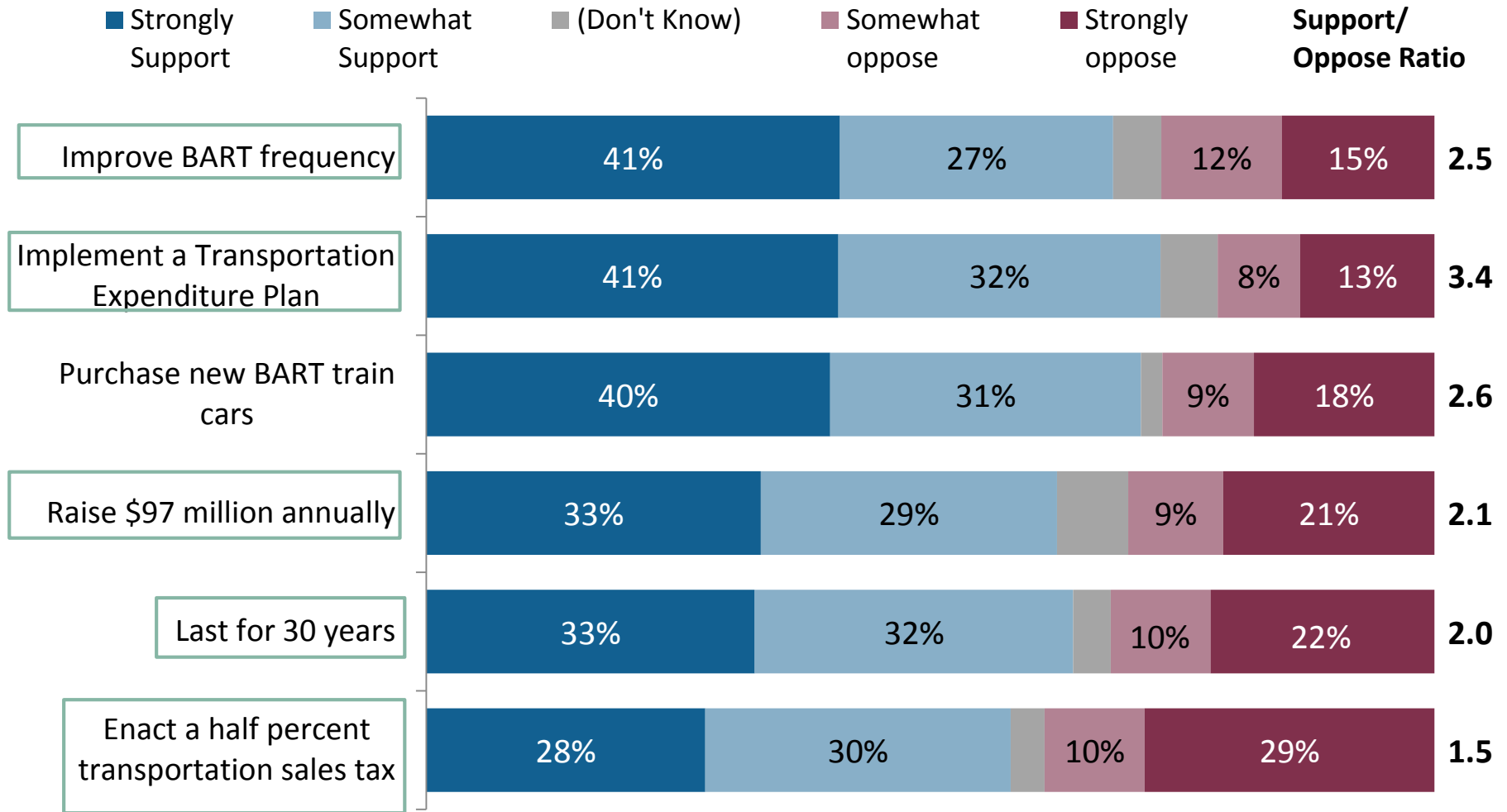
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Elements of the CCTA Plan Measure, cont.

Improving BART frequency is not as highly supported as other BART improvements.



Q9-29. Now I'm going to read you some of the specific elements of the Contra Costa Transportation Expenditure Plan measure. After each please tell me if you support or oppose that particular element.

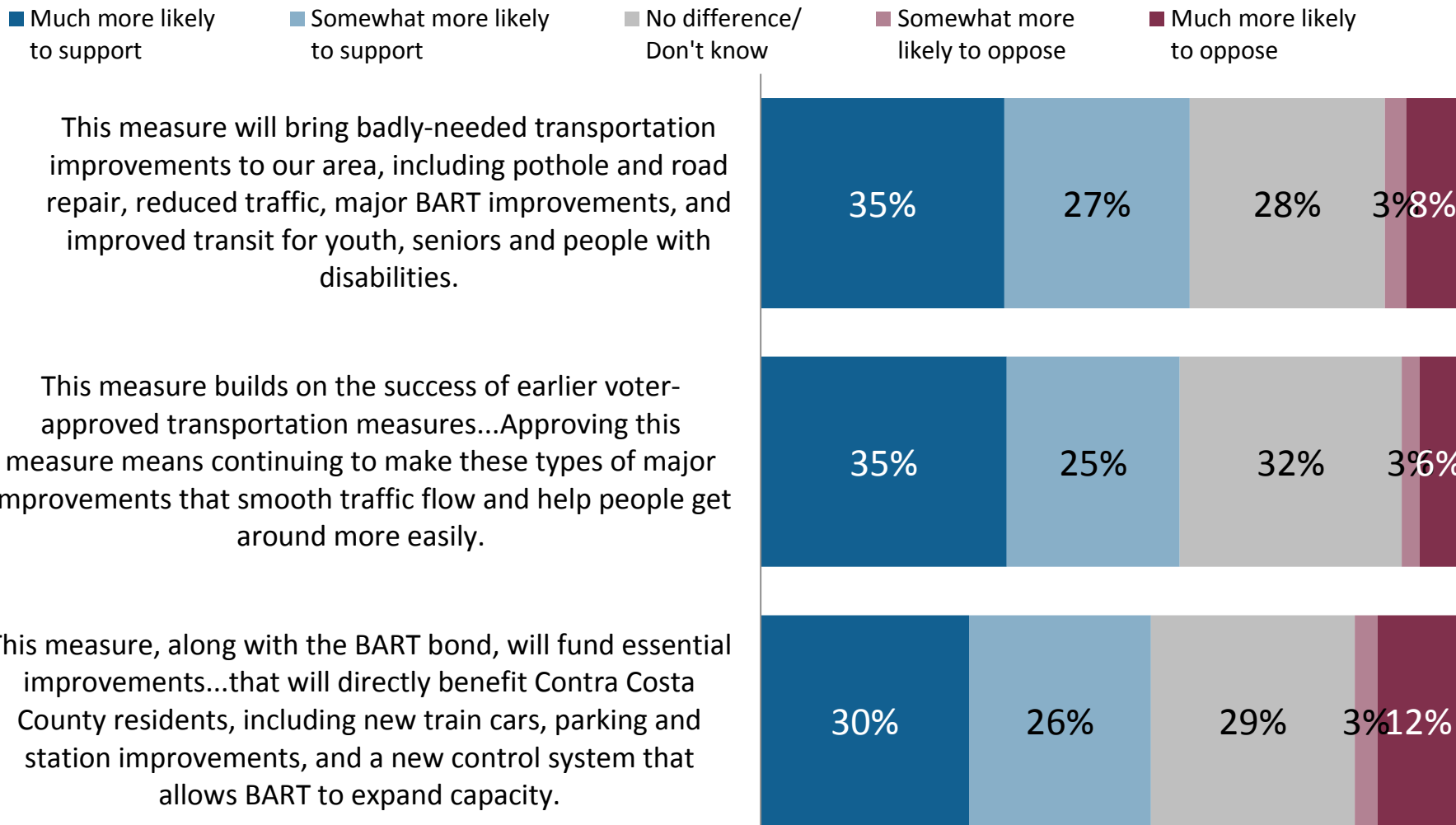
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Measure Information

Talking about what the measure will do, along with past successes, are good ways to encourage voters to support the CCTA measure.



Q30-35. Now I'd like to read you some statements people have made about the Contra Costa County sales tax measure for transportation. After each one, please tell me if that statement makes you more likely to support the measure, more likely to oppose the measure, or if it does not make a difference to you.

Measure Information

Discussion of the tax rate raises questions.

■ Much more likely
to support

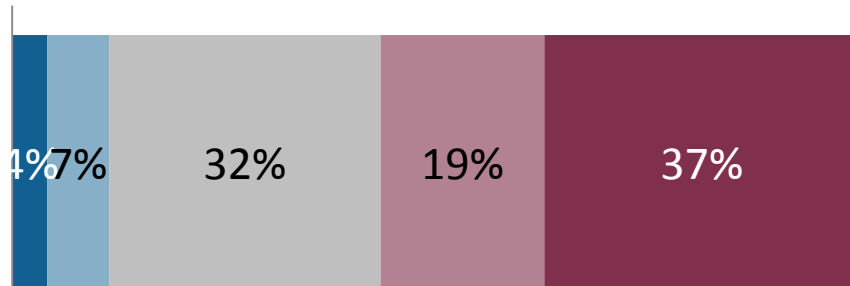
■ Somewhat more likely
to support

■ No difference/
Don't know

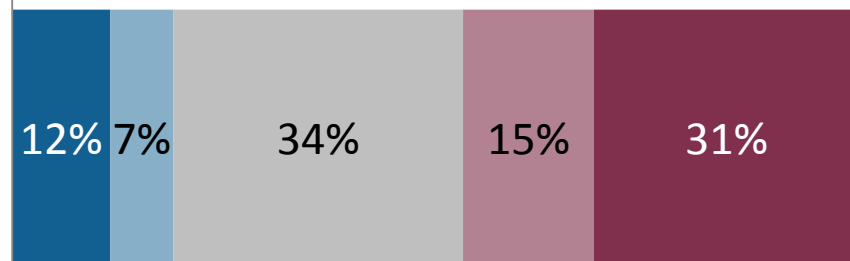
■ Somewhat more
likely to oppose

■ Much more likely
to oppose

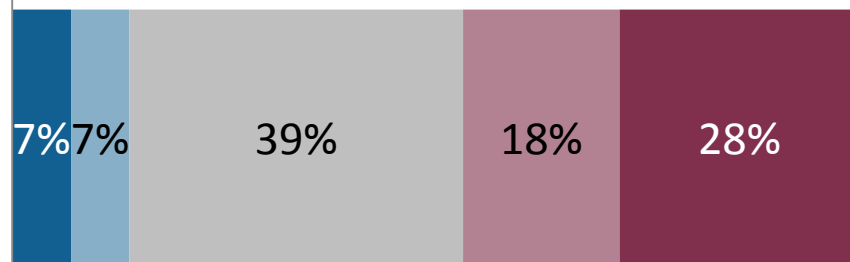
This measure would double the transportation sales tax to a whole cent, raising the sales tax rate in some parts of the county to 10%, among the highest in the state.



BART is mismanaging the money they currently have, wasting billions of dollars on bloated union contracts and pension obligations and allowing its system to fall into terrible disrepair. Why should the taxpayers bail them out of the mess they created?



This November's ballot will be loaded with measures that would increase our taxes, including a state school bond measure, a BART bond measure, and plenty of local city and school taxes. This is just too many tax measures.



Q30-35. Now I'd like to read you some statements people have made about the Contra Costa County sales tax measure for transportation. After each one, please tell me if that statement makes you more likely to support the measure, more likely to oppose the measure, or if it does not make a difference to you.

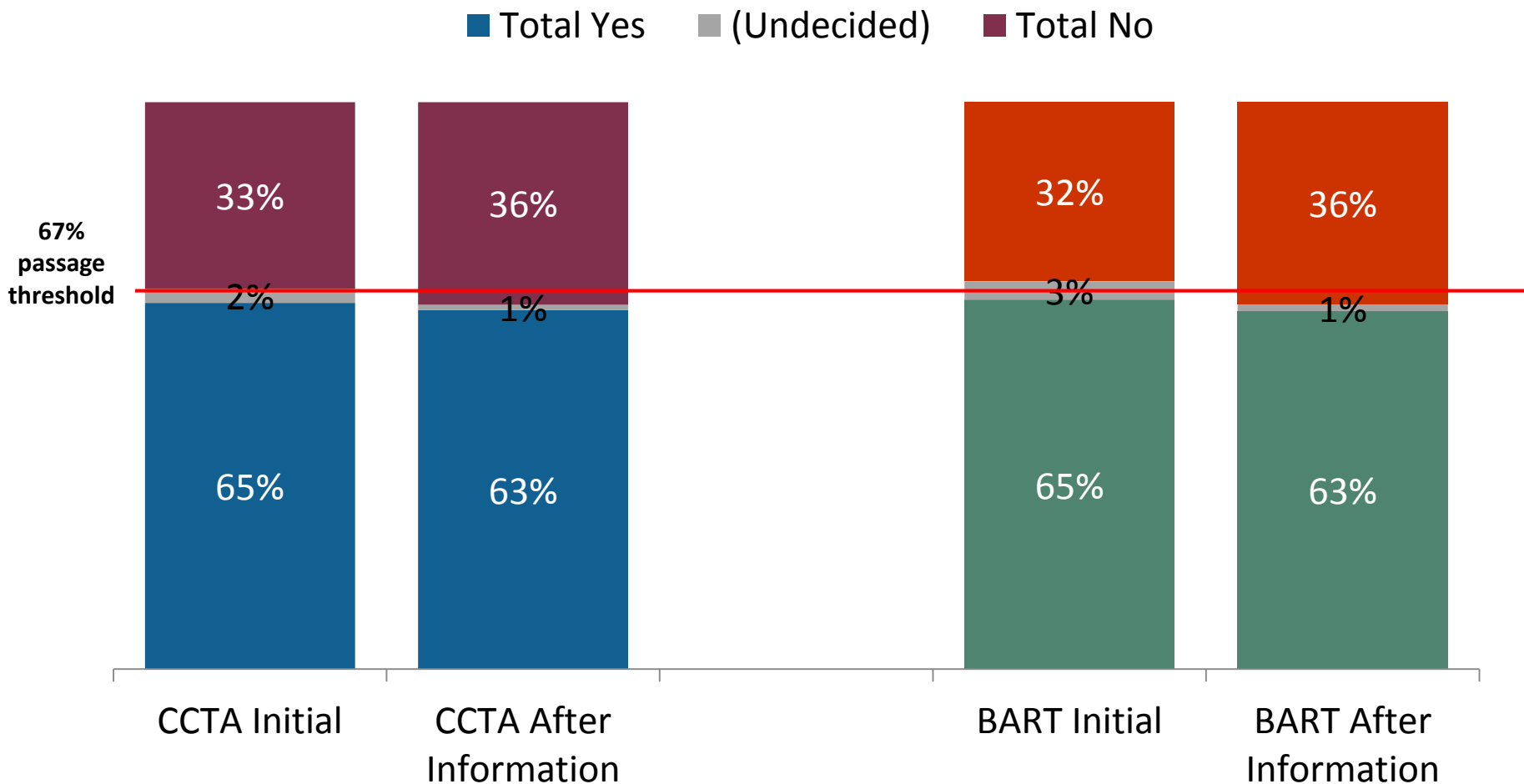
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CCTA and BART Vote Progression

After additional information, support remains essentially unchanged and identical for the two measures.



Q7/Q8; Q36/37: If this measure were on the ballot today, are you likely to vote yes to approve it, or no to reject it?

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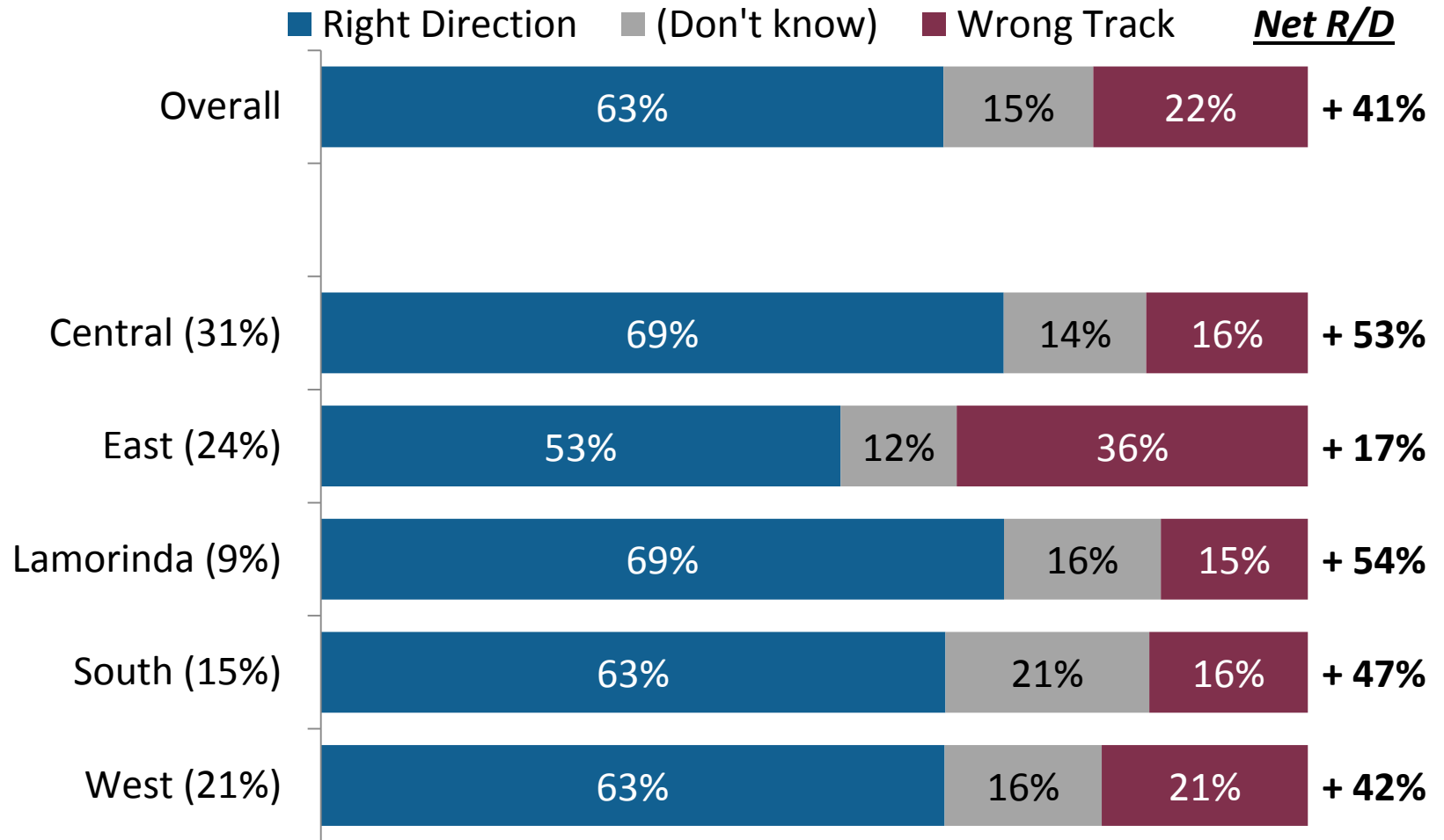
jenny@EMCresearch.com
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Appendix: Additional Slides

Contra Costa: Right Direction/Wrong Track

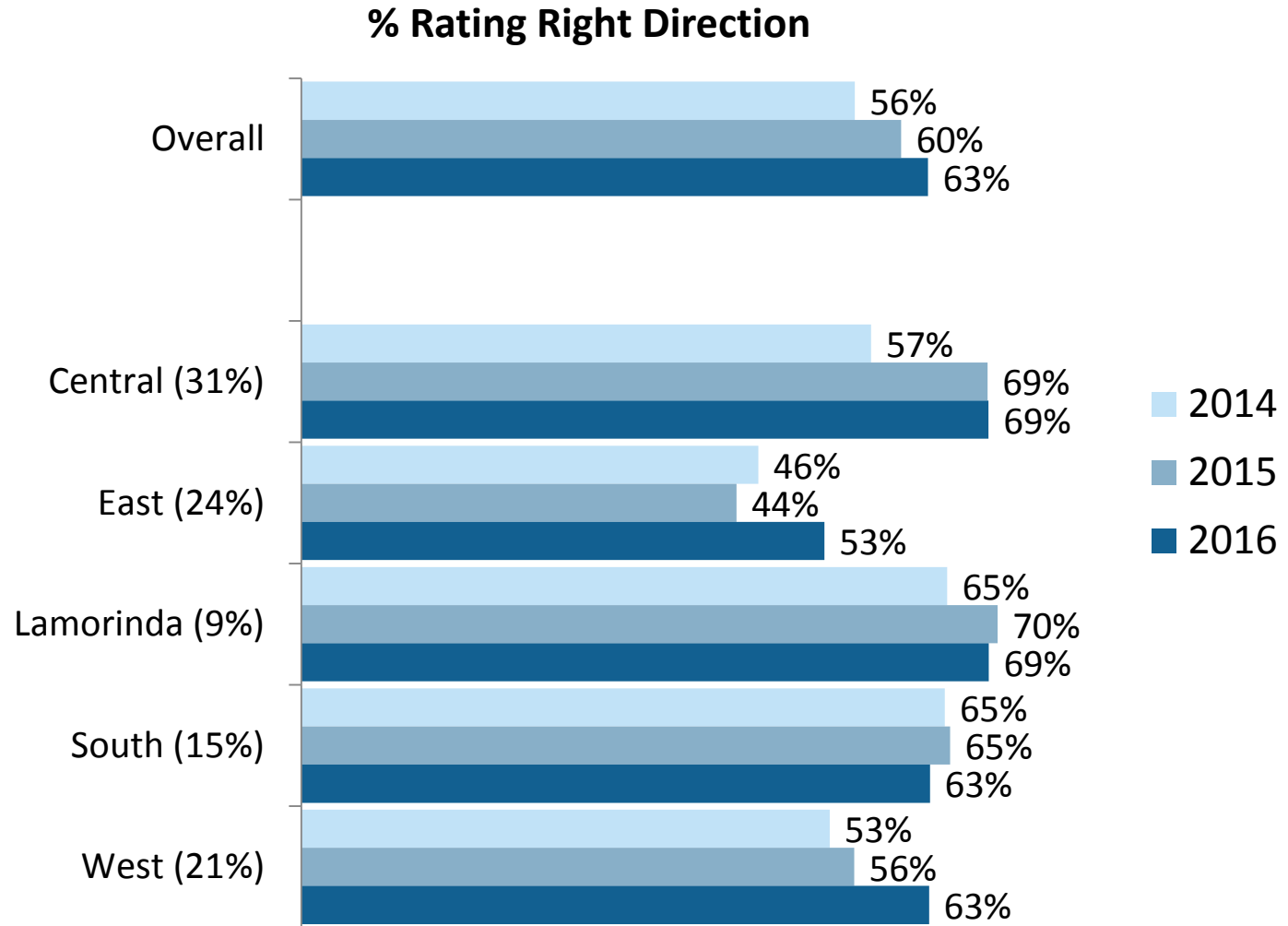
Optimism is highest in Central and Lamorinda, those in the East are feeling less optimistic.



Q5. Do you think things in Contra Costa County are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Contra Costa: Right Direction/Wrong Track: Tracked

Optimism has stayed constant or increased across the county.



Q5. Do you think things in Contra Costa County are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Previous Measure Language

Feb. '14 and March '14: Increase and Extend (68%, 68%)

Shall voters authorize implementing the Contra Costa County 25 year Transportation Expenditure Plan to:

- Expand BART in Contra Costa County;
- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce traffic congestion and improve air quality;
- Enhance transit services for seniors and people with disabilities?

Approval **increases by half a cent and extends the existing County sales tax**, with independent oversight and audits. All money spent will benefit Contra Costa County residents.

March '14: Authorize a Half Cent Tax (65%)

Shall voters authorize implementing the Contra Costa County 25 year Transportation Expenditure Plan to:

- Expand BART in Contra Costa County;
- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce traffic congestion and improve air quality;
- Enhance transit services for seniors and people with disabilities?

Approval **authorizes a half cent sales tax**, with independent oversight and audits. All money spent will benefit Contra Costa County residents.

Sept. '15: Half and Quarter Cent Tax (72%, 70%)

Shall voters authorize implementing the Contra Costa County 25 year Transportation Expenditure Plan to:

- Expand BART in Contra Costa County;
- Improve transit connections to jobs and schools;
- Fix roads, improve highways and increase bicycle and pedestrian safety;
- Reduce traffic congestion and improve air quality;
- Enhance transit services for seniors and people with disabilities?

Approval **increases by a half/quarter cent and extends the existing County sales tax**, with independent oversight and audits. All money spent will benefit Contra Costa County residents.

June '16: Enact a Half Percent Sales Tax (65%)

To implement a Transportation Expenditure Plan to continue:

- Improving BART capacity, frequency, and reliability;
- Repairing potholes and fixing roads;
- Improving Highways 680, 80, 24, and 4;
- Enhancing bus and other transit for seniors and people with disabilities;
- Increasing bicycle and pedestrian safety;
- Reducing traffic, and;
- Improving air quality;

Shall the ordinance **enacting a half percent sales tax be adopted**, raising \$97,000,000 annually for 30 years, with independent oversight, audits, and all money benefitting local residents?

Top Measure Components by Region

[TOTAL SUPPORT]

Central (31%)

1. **Repair potholes and fix roads (92% rating support)**
2. Include a detailed plan that shows exactly how all of the money will be spent (91%)
3. Require independent oversight and audits (90%)
4. Require cities to have a plan to manage growth (90%)
5. Protect open space, parks, and farmland (89%)

East (24%)

1. **Require independent oversight and audits (86%)**
2. **Repair potholes and fix roads (86%)**
3. Require cities to have a plan to manage growth (85%)
4. Include a detailed plan that shows exactly how all of the money will be spent (84%)
5. Enhance bus and other transit for seniors and people with disabilities (83%)

Lamorinda (9%)

1. **Require independent oversight and audits (88%)**
2. Include a detailed plan that shows exactly how all of the money will be spent (85%)
3. **Repair potholes and fix roads (81%)**
4. Require that all money benefits local residents (80%)
5. Reduce traffic (79%)

South (15%)

1. **Include a detailed plan that shows exactly how all of the money will be spent (89%)**
2. **Repair potholes and fix roads (85%)**
3. Require that all money benefits local residents (85%)
4. Enhance bus and other transit for seniors and people with disabilities (84%)
5. Require independent oversight and audits (83%)

West (21%)

1. **Repair potholes and fix roads (88%)**
2. Include a detailed plan that shows exactly how all of the money will be spent (88%)
3. Enhance bus and other transit for seniors and people with disabilities (86%)
4. Protect open space, parks, and farmland (85%)
5. Require that all money benefits local residents (84%)

Top Measure Components by Region

[STRONGLY SUPPORT]

Central (31%)

1. Include a detailed plan that shows exactly how all of the money will be spent (77% Strongly support)
2. Require independent oversight and audits (72%)
3. Repair potholes and fix roads (69%)
4. Protect open space, parks, and farmland (65%)
5. Require cities to have a plan to manage growth (65%)

East (24%)

1. Include a detailed plan that shows exactly how all of the money will be spent (75%)
2. Repair potholes and fix roads (70%)
3. Require that all money benefits local residents (68%)
4. Require independent oversight and audits (67%)
5. Enhance bus and other transit for seniors and people with disabilities (64%)

Lamorinda (9%)

1. Require independent oversight and audits (72%)
2. Include a detailed plan that shows exactly how all of the money will be spent (71%)
3. Repair potholes and fix roads (64%)
4. Reduce traffic (61%)
5. Protect open space, parks, and farmland (59%)

South (15%)

1. Include a detailed plan that shows exactly how all of the money will be spent (78%)
2. Repair potholes and fix roads (68%)
3. Reduce traffic (67%)
4. Require independent oversight and audits (67%)
5. Require that all money benefits local residents (66%)

West (21%)

1. Include a detailed plan that shows exactly how all of the money will be spent (74%)
2. Repair potholes and fix roads (69%)
3. Require that all money benefits local residents (66%)
4. Enhance bus and other transit for seniors and people with disabilities (65%)
5. Improve air quality (64%)

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