Fairbank,
Maslin,
Maullin,
Metz &
Associates

SFCTA FINANCE MEASURE SURVEY 220-4241-WT

N=801

MARGIN OF SAMPLING ERROR $\pm 3.5\%$ (95% CONFIDENCE INTERVAL) A/B & C/D SPLITS

Hello,	I'm f	from, a j	public opinion research compan	y. We are <u>not</u> telemarketers
trying	to sell you anythin	ng or ask for a donation. V	We're conducting a brief public	opinion survey about some
issues	that concern resid	ents of San Francisco. (II	F RESPONDENT REPLIES I	N SPANISH OR CHINESE,
OR D	ESIRES TO SPE	AK ONE OF THESE LA	ANGUAGES, FOLLOW THE	ESTABLISHED
PROC	CEDURE FOR H	ANDING OFF TO AN I	NTERVIEWER WHO SPEA	KS THE APPROPRIATE
			_? (MUST SPEAK TO VOT	
THAT	THE VOTER L	IVES AT THE ADDRE	SS LISTED; OTHERWISE, T	TERMINATE.)
A.	where you can ta		reached you on a cell phone, and ring yourself or others? (IF NC	
	Y N N	es, cell but cannot talk saf o, not on cell, but own one o, not on cell and do not o	ely (SKIP 7 ely	TERMINATE ΓΟ QB) - 44% ΤΟ Q1) - 10%
(ASK B.	Would you say y calls, do you use	ou use your cell phone to	CELL PHONE" IN QA) make and receive <u>all</u> of your phe landline phone <u>equally</u> , or do y	• •
			All cell phone Mostly cell phone Cell and landline equally Mostly landline (DON'T READ) DK/NA	29% 22% 12%

(RESUME ASKING ALL RESPONDENTS)

1. Now I'm going to read a list of public agencies in San Francisco. As I read each name, please tell me whether your impression of that agency is generally favorable or unfavorable. If you don't recognize a name, or if you have heard of it but do not have enough information to offer an opinion, just say so. (IF FAVORABLE/UNFAVORABLE, ASK:) "Is that very or somewhat (FAVORABLE/UNFAVORABLE)?"

(SPLIT SAMPLE C ASK 1a FIRST, THEN 1b) (SPLIT SAMPLE D ASK 1b FIRST, THEN 1a)

						(HRD	(NVR		
		VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	OF/ <u>DK)</u>	HRD OF)	TOTAL FAV	TOTAL UNFAV
[]a.	The San Francisco								
	County Transportation								
	Authority	- 15%	21%	8%	6%	28%	21%	36%	15%
[]b.	The San Francisco								
	Municipal Transportation								
	Agency, often referred to								
	as Muni	- 31%	36%	12%	11%	8%	3%	66%	23%

(ASK Q2 IF CODED "FAVORABLE/UNFAVORABLE," CODES 1-4 IN Q1a)

2. In a couple of words, please tell me why you have a FAVORABLE/UNFAVORABLE opinion of the San Francisco County Transportation Authority. (OPEN-END; PROBE FOR SPECIFICS; DO NOT ACCEPT "SOUNDS LIKE A GOOD/BAD IDEA"; RECORD VERBATIM RESPONSE BELOW)

a. Favorable *N*=291

Good service/improved	28%
Reliable/dependable	14%
Gets me/people/to where they want to go	11%
Convenient/easy to use	
Doing the best they can	
Use the system	
On time	8%
Affordable	6%
Efficient	3%
Reduces traffic congestion	3%
Don't use the system	2%
Fast	2%
Clean/comfortable	2%
Good safety record	2%
Need more transportation	0%
Other mention – positive	6%
Other mention	3%
DK/NA/Unsure	

b. Unfavorable *N*=118

Not on time	16%
Uncomfortable/crowded/dirty	16%
Unreliable	15%
Unsafe drivers/unqualified employees	13%
Causes traffic congestion	9%
Poor management	
Poor service	8%
Expensive	6%
Wasteful	4%
Corrupt/political	4%
Have not seen promised improvements	4%
Inconvenient	
Inefficient	3%
Don't use the system	1%
Need longer hours of operation	
Mention of taxes	1%
Unnecessary	1%
Other mention – negative	4%
Other mention	5%
DK/NA/Unsure	7%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT NEXT NOVEMBER'S GENERAL ELECTION. I AM GOING TO READ YOU DESCRIPTIONS OF SEVERAL POTENTIAL MEASURES THAT MAY APPEAR ON THE BALLOT IN THAT ELECTION.

3. One measure may be entitled the **BART Safety**, **Reliability and Traffic Relief Measure** and read as follows:

In order to replace and modernize deteriorating BART tracks, speed control equipment, and other aging infrastructure to keep BART safe; prevent breakdowns and delays; improve earthquake safety; increase the number of people BART can carry; relieve traffic congestion; improve access for people with disabilities; reduce overcrowding; reduce pollution; and keep trains and stations clean; shall the Bay Area Rapid Transit District issue four billion dollars of bonds subject to citizen oversight and independent, annual audits?

TOTAL YES	·72%
Definitely yes	41%
Probably yes	23%
Undecided, lean yes	7%
TOTAL NO	19%
Undecided, lean no	4%
Probably no	6%
Definitely no	9%
(DON'T READ) DK/NA	9%

(SPLIT SAMPLE A ASK Q4 THEN Q5/6/7) (SPLIT SAMPLE B ASK Q5/6/7 THEN Q4)

4. **(SPLIT SAMPLE A ONLY:** Next, the City may also consider placing a measure on the ballot that would be entitled) **(SPLIT SAMPLE B ONLY:** Next, <u>instead of</u> the measures I just described, the City may place a measure on the ballot that would be entitled)

(RESUME ASKING ALL RESPONDENTS)

The San Francisco Transportation Improvement and Safety Measure. It might read as follows: In order

- to expand BART and Muni vehicle fleets;
- to fix potholes and repair deteriorating streets;
- to update infrastructure to keep BART, Muni, and Caltrain safe and prevent breakdowns;
- to improve bicycle and pedestrian facilities; and
- to improve transportation for seniors and the disabled,

shall the County sales tax be increased by one-half cent, subject to independent audits and public oversight?

	SPLIT A: <u>ASKED FIRST</u>		TOTAL
TOTAL YES	65%	57%	61%
Definitely yes	38%	32%	35%
Probably yes			
Undecided, lean yes	5%	6%	6%
TOTAL NO	29%	38%	33%
Undecided, lean no	4%	6%	5%
Probably no	7%	10%	8%
Definitely no	18%	22%	20%
(DK/NA)	6%	5%	5%

5. **(SPLIT SAMPLE B ONLY:** Next, the City may also consider placing <u>two</u> measures on the ballot. The first measure would read as follows:) **(SPLIT SAMPLE A ONLY:** Next, <u>instead of</u> the measure I just described, the City may place <u>two</u> measures on the ballot. The first measure would read as follows:)

This measure is advisory and does <u>not</u> increase taxes. It is a statement of policy. Shall any new voter-approved local assessment added to the Vehicle License Fee fund transportation improvements, including projects

- to expand BART and Muni vehicle fleets;
- to fix potholes and repair deteriorating streets;
- to update infrastructure to keep BART, Muni, and Caltrain safe and prevent breakdowns;
- to improve bicycle and pedestrian facilities; and
- to improve transportation for seniors and the disabled?

	SPLIT B: ASKED FIRST		TOTAL
TOTAL YES	73%	66%	69%
Definitely yes	42%	40%	41%
Probably yes			
Undecided, lean yes	9%	6%	8%
TOTAL NO	22%	25%	23%
Undecided, lean no	3%	4%	3%
Probably no	6%	6%	6%
Definitely no	13%	15%	14%
(DK/NA)	6%	9%	7%

6. The second measure would read as follows:

Shall San Francisco add a local assessment to the Vehicle License Fee equal to one point three five percent of the vehicle's value, to be assessed annually at the time of the vehicle's registration, subject to City oversight from an independent committee and annual auditing?

	SPLIT B: <u>ASKED FIRST</u>	SPLIT A: <u>ASKED SECOND</u>	TOTAL
TOTAL YES	41%	41%	41%
Definitely yes	19%	25%	22%
Probably yes			
Undecided, lean yes			
TOTAL NO	51%	51%	51%
Undecided, lean no	6%	4%	5%
Probably no	12%	13%	12%
Definitely no	33%	34%	34%
(DK/NA)	8%	8%	8%

- 7. Next, suppose you knew that funds from this <u>second</u> measure would be used:
 - to expand BART and Muni vehicle fleets;
 - to fix potholes and repair deteriorating streets;
 - to update infrastructure to keep BART, Muni, and Caltrain safe and prevent breakdowns;
 - to improve bicycle and pedestrian facilities; and
 - to improve transportation for seniors and the disabled,

In that case, would you vote yes or no on the measure to add a local assessment to the Vehicle License Fee equal to one point three five percent of the vehicle's value, to be assessed annually at the time of the vehicle's registration? (IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")

	SPLIT B: <u>ASKED FIRST</u>		TOTAL
TOTAL YES	53%	55%	54%
Definitely yes	28%	32%	30%
Probably yes			
Undecided, lean yes			
TOTAL NO	40%	40%	40%
Undecided, lean no	5%	4%	4%
Probably no	10%	10%	10%
Definitely no	25%	26%	26%
(DK/NA)	7%	5%	6%

(RESUME ASKING ALL RESPONDENTS)

8. Next, I am going to read you a list of ways that money from a measure like the ones I just described might be used. After I read each one, please tell me how important it is to you that money from the measure be used to pay for each of the following—is it extremely important, very important, somewhat important or not too important? (RANDOMIZE)

					NOT		
		EXT	VERY	SMWT	TOO	(DK/	EXT/
		IMPT	IMPT	IMPT	IMPT	<u>NA)</u>	<u>VERY</u>
r 1.	Demoning and marriage stands	200/	450/	220/	<i>C</i> 0/	00/	720/
[]a.	Repaying and repairing streets	28%	45%	22%	0%	0%	72%
[]b.	Maintaining and enhancing existing						
	Muni equipment and facilities to						
	ensure safety and reliability	28%	44%	19%	8%	1%	72%
[]c.	Making street safety improvements for						
	pedestrians and bicyclists	25%	38%	24%	13%	1%	62%
[]d.	Providing express bus services to						
[]····	connect outer neighborhoods to transit						
	hubs and downtown	23%	37%	27%	12%	10%	60%
[]a		23 /0	31/0	27/0	1.2 /0	1 /0	0070
[]e.	Expanding BART, Caltrain and MUNI	200/	410/	100/	00/	20/	710/
F 7.0	service to reduce congestion	30%	41%	19%	9%	2%	71%
[]f.	Providing paratransit services for						
	seniors and disabled persons	30%	41%	19%	8%	2%	71%
[]g.	Providing reduced or free transit for						
	seniors, youth, and low-income						
	persons	28%	39%	21%	11%	1%	67%
[]h.	Improving management of freeway						
[]	lanes to reduce travel times and						
	increase reliability	22%	35%	26%	1/1%	3%	57%
	merease renatifity	22/0	33/0	20/0	14/0	3 /0	3770
	increase renatifity	2270	3370	ZU70	1470	370	37/0

NOW I AM GOING TO READ YOU SOME STATEMENTS FROM BOTH SUPPORTERS AND OPPONENTS OF ONE OF THE POTENTIAL CITY OF SAN FRANCISCO MEASURES I DESCRIBED TO YOU:

(SPLIT SAMPLE A ONLY: THE MEASURE TO INCREASE THE SALES TAX BY ONE-HALF CENT TO FUND STREET AND PUBLIC TRANSPORTATION IMPROVEMENTS.)

(SPLIT SAMPLE B ONLY: THE MEASURE FOR THE CITY TO ADD AN ANNUAL LOCAL ASSESSMENT TO THE VEHICLE LICENSE FEE EQUAL TO ONE POINT THREE-FIVE PERCENT OF THE VEHICLE'S VALUE.)

9. First, I am going to read you a statement from people who <u>support</u> this ballot measure. Supporters say that San Francisco has a huge backlog of maintenance and a deteriorating system of streets and public transportation; this measure will address the problem now, so it does not get more expensive in the future. It includes safety improvements such as better bike lanes, smoother pavement, new crosswalks, and pedestrian countdown signals, making it safer for the elderly, children and families. It will fund critical maintenance projects to ensure safety and reliability of Muni, BART and Caltrain and provide funds to enable more frequent and reliable service, alleviating crowding on all three systems. Signal and other improvements will smooth out traffic flow for all road users. And it includes strict accountability provisions, including independent audits to ensure all funds are spent as promised, and requiring that all funds stay local and are spent only on transportation.

Having heard this, let me ask you again about the measure to

(SPLIT SAMPLE A ONLY: the measure to increase the sales tax by one-half cent to fund street and public transportation improvements.)

(SPLIT SAMPLE B ONLY: the measure for the City to add an annual local assessment to the Vehicle License Fee equal to one point three-five percent of the vehicle's value.)

(RESUME ASKING ALL RESPONDENTS)

	SPLIT A: SALES TAX	SPLIT B: <u>VLF</u>	TOTAL
TOTAL YES	68%	56%	62%
Definitely yes	38%	29%	34%
Probably yes	23%	19%	21%
Undecided, lean yes	6%	7%	7%
TOTAL NO	30%	39%	34%
Undecided, lean no	3%	5%	4%
Probably no	7%	7%	7%
Definitely no	20%	26%	23%
(DK/NA)	2%	6%	4%

10. Now I am going to read you a statement from people who oppose this ballot measure.

Opponents say in this economy we need to keep our focus on the most critical issues facing San Francisco – affordable housing, schools, health care, and public safety. The cost of living is already too high for middle-income residents, and this measure would add an increased burden on families already struggling to make ends meet. Before asking taxpayers for additional money, the City ought to tighten its belt and cut wasteful spending.

(SPLIT SAMPLE A ONLY – SALES TAX)

The City already has hundreds of millions of dollars in voter-approved bonds and even an existing half-cent sales tax, completely dedicated to transportation, that voters recently approved. Now the City is asking us to increase our sales taxes a <u>second</u> time to fund transportation projects.

(SPLIT SAMPLE B ONLY – VLF)

In addition, the Vehicle License Fee penalizes drivers by creating a new tax that only affects car owners. Between gas, parking, bridge tolls, and existing state vehicle fees, driving a car is already too expensive in San Francisco. Drivers shouldn't have to pay more in taxes to support improvements to public transportation systems they may not use.

(RESUME ASKING ALL RESPONDENTS)

	SPLIT A: SALES TAX	SPLIT B: <u>VLF</u>	TOTAL
TOTAL YES	54%	54%	54%
Definitely yes	29%	27%	28%
Probably yes	16%	18%	17%
Undecided, lean yes	8%	8%	8%
TOTAL NO	43%	40%	41%
Undecided, lean no	5%	4%	4%
Probably no	11%	9%	10%
Definitely no	26%	27%	27%
(DK/NA)	4%	6%	5%

NOW I AM GOING TO ASK YOU ABOUT A DIFFERENT ISSUE.

11. The City is considering placing a measure on the ballot which would place a tax on the largest sources of carbon emissions in the city. It would include a utility users tax on natural gas and non-renewable electricity; a City tax on gasoline; and a tax on landfills. Revenue would be dedicated to funding transportation projects, affordable housing in areas well-served by public transportation, construction of facilities for renewable energy like wind and solar power, planting of trees throughout the City, and upgrades to the energy efficiency of homes, businesses and public buildings.

Does this idea sound like something you would support or oppose? (**IF SUPPORT/OPPOSE**, **ASK:**) "Is that strongly **SUPPORT/OPPOSE** or just somewhat?"

TOTAL SUPPORT58%
Strongly support 30%
Somewhat support 28%
TOTAL OPPOSE33%
Somewhat oppose 13%
Strongly oppose 20%
(DK/NA)9%

NOW LET ME GIVE YOU A LITTLE MORE INFORMATION ABOUT THE SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY, WHICH I ASKED YOU ABOUT EARLIER. THE S-F-C-T-A HELPS TO PLAN, FUND AND DELIVER TRANSPORTATION IMPROVEMENTS – LARGE AND SMALL – THROUGHOUT SAN FRANCISCO, ENSURING THAT SAN FRANCISCO GETS GOOD VALUE FOR ITS TRANSPORTATION INVESTMENTS. IT HELPS PLAN AND FUND STREET RESURFACING, AND PEDESTRIAN, BICYCLE AND PUBLIC TRANSPORTATION IMPROVEMENTS IN NEIGHBORHOODS CITYWIDE. IT ALSO HELPS FUND LARGER PROJECTS SUCH AS THE CENTRAL SUBWAY, PRESIDIO PARKWAY, AND REPLACEMENT OF MUNI'S AGING LIGHT RAIL VEHICLE FLEET. THESE PROJECTS IMPROVE SAFETY, REDUCE CONGESTION, AND BENEFIT AIR QUALITY.

12. Now that you have heard this, I would like to ask you again if you have a generally favorable or generally unfavorable opinion of S-F-C-T-A, or the San Francisco County Transportation Authority. (IF FAVORABLE/ UNFAVORABLE, ASK: "Is that very or just somewhat FAVORABLE/ UNFAVORABLE?")

TOTAL FAVORABLE66%	6
Very favorable 259	6
Somewhat favorable 419	6
TOTAL UNFAVORABLE22%	6
Somewhat unfavorable 109	6
Very unfavorable 129	6
-	
(DK/NA) 129	%

THESE ARE MY FINAL QUESTIONS, AND THEY ARE JUST FOR CLASSIFICATION PURPOSES.

13. Do you regularly, that is at least two or three times per week, use each of the following modes of transportation? By that I mean for any purpose, including commuting to school or work, running errands, or recreation. (**RANDOMIZE**)

			<u>YES</u>	<u>NO</u>	(DK/NA)
[]a.	(T) Ride a bicycle		22%	77%	0%
[]b.	(T) Ride Muni		59%	40%	1%
[]c.	(T) Ride BART		43%	57%	0%
[]d.	(T) Ride Caltrain		20%	80%	1%
[]e.	(T) Carpool				
[]f.	(T) Drive alone				
[]g.	Use a rideshare service like Uber, Lyft, or G	Chariot	27%	72%	1%
14.	Do you own a car? (IF NO: "Do you have	Yes, have carNo, but have access to control No, no access (DON'T READ) DK/N	 ar	76 8 16	% %
15.	(T) Do you (READ LIST)				
	•	Own a single family hor	ne	42	%
		Own a condominium		10	%
		Rent an apartment or ho	me	44	%
		(DON'T READ) DK/N.	A/REFUS	SED4	%

16. **(T)** With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Anglo or White; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic9%
African American/Black8%
White 55%
Asian/Pacific Islander 20%
(MIXED RACE)3%
(OTHER-SPECIFY)0%
(DON'T READ) DK/NA/REFUSED 4%

(ASK Q17 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q16)

17. More specifically, would you say that you are: (**READ LIST**)

Chinese 7	2%
Filipino 1	2%
Indian	6%
Japanese	1%
Korean	0%
Vietnamese	3%
(MIXED RACE)	3%
(OTHER)	1%
(DON'T READ) DK/NA/REFUSED	1%

(RESUME ASKING ALL RESPONDENTS)

18. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2014?

Less than \$25,000	10%
\$25,000 - \$49,999	13%
\$50,000 - \$74,999	17%
\$75,000 - \$99,999	11%
\$100,000 - \$149,999	10%
\$150,000 or more	16%
(DON'T READ) Refused	23%

THANK AND TERMINATE				
SEX (BY OBSERVATION):	Male	48%		
,	Female	52%		
LANGUAGE (BY OBSERVATION):	English	87%		
	Spanish	2%		
	Chinese	11%		
PARTY REGISTRATION:	Democrat	58%		
	Republican	8%		
	No Party Preference	29%		
	Other	5%		
<u>FLAGS</u>	NEIGHBORHOODS			
P0840%	Western Addition			
G0869%	Castro/Noe Valley			
P1040%	Chinatown/Financial Di			
G1062%	Hunters Point			
P1242%	Excelsior			
G1282%	Mission			
P1443%	Marina/Pacific Heights/			
G1473%	Richmond			
BLANK 3%	Sunset/Twin Peaks			
DED. (ANENIE A DOENIE E	Other	25%		
PERMANENT ABSENTEE		LOTE		
Yes57%	SUPERVISOR DISTR			
No43%	District 1			
	District 2			
HOUSEHOLD PARTY TYPE	District 3			
Dem 139%	District 4			
Dem 2+12%	District 5 District 6			
Rep 14%	District 6 District 7	7 7 0		
Rep 2+2% Ind 1+29%	District 8			
Mixed14%	District 8 District 9			
MIXEU14%	District 9 District 10			
ACE	District 10 District 11			
<u>AGE</u> 18-2912%	District 11	/ %		
30-3922%				
40-4919%				
50-6425%				
65-7411%				
75+10%				
BLANK 1%				
DLENIN 1 70				