

San Francisco Voter Support for Increased Transportation Funding



Key Findings from a Citywide Voter Survey

Conducted October 2–10, 2015

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

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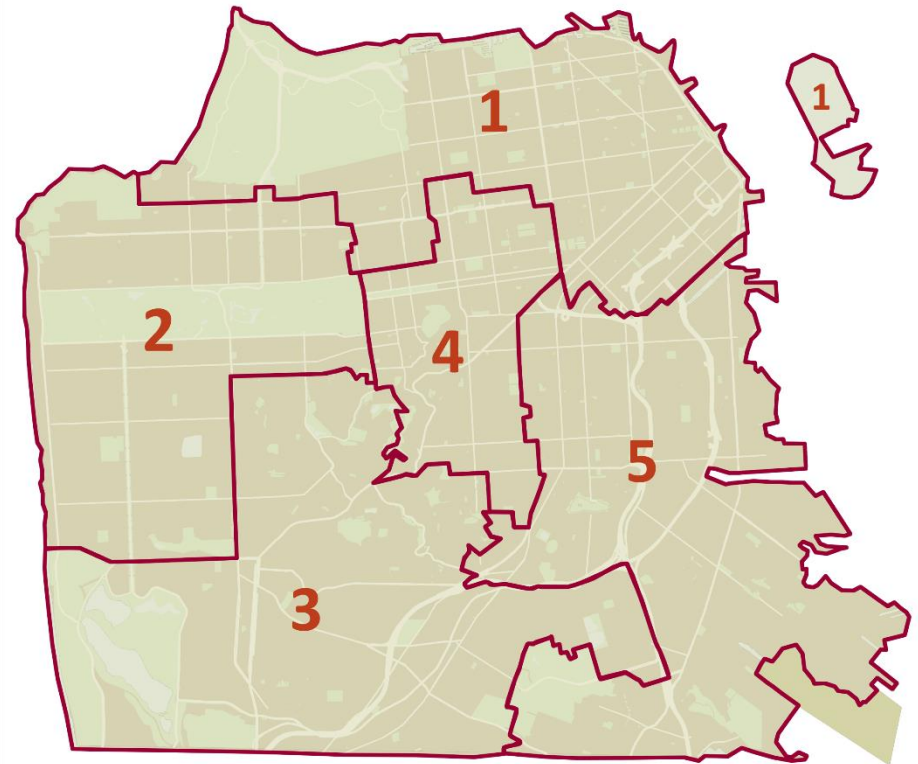
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Survey Methodology

- 801 telephone interviews with voters likely to cast ballots in November 2016 in San Francisco
 - ✓ Interviews conducted October 2-10, 2015
 - ✓ Interviews in English, Spanish, and Chinese and on landlines and cell phones
- Margin of sampling error of +/- 3.5% at the 95% confidence level
- Some percentages may not sum to 100% due to rounding

Regional Definitions, by Neighborhood

- 1. Downtown/North:** Financial District, Chinatown, Pacific Heights/Marina, Laurel Heights, Downtown, Civic Center, SOMA, Sea Cliff
- 2. Sunset/Richmond:** Sunset, Inner Sunset, Richmond
- 3. Southwest:** Twin Peaks, Excelsior, Diamond Heights, Lake Merced, Ingleside, Portola
- 4. Central:** Noe Valley, Castro, Haight, Western Addition
- 5. Southeast:** Mission, Bernal Heights, Potrero Hill, Bay View/Hunter's Point, Visitacion Valley

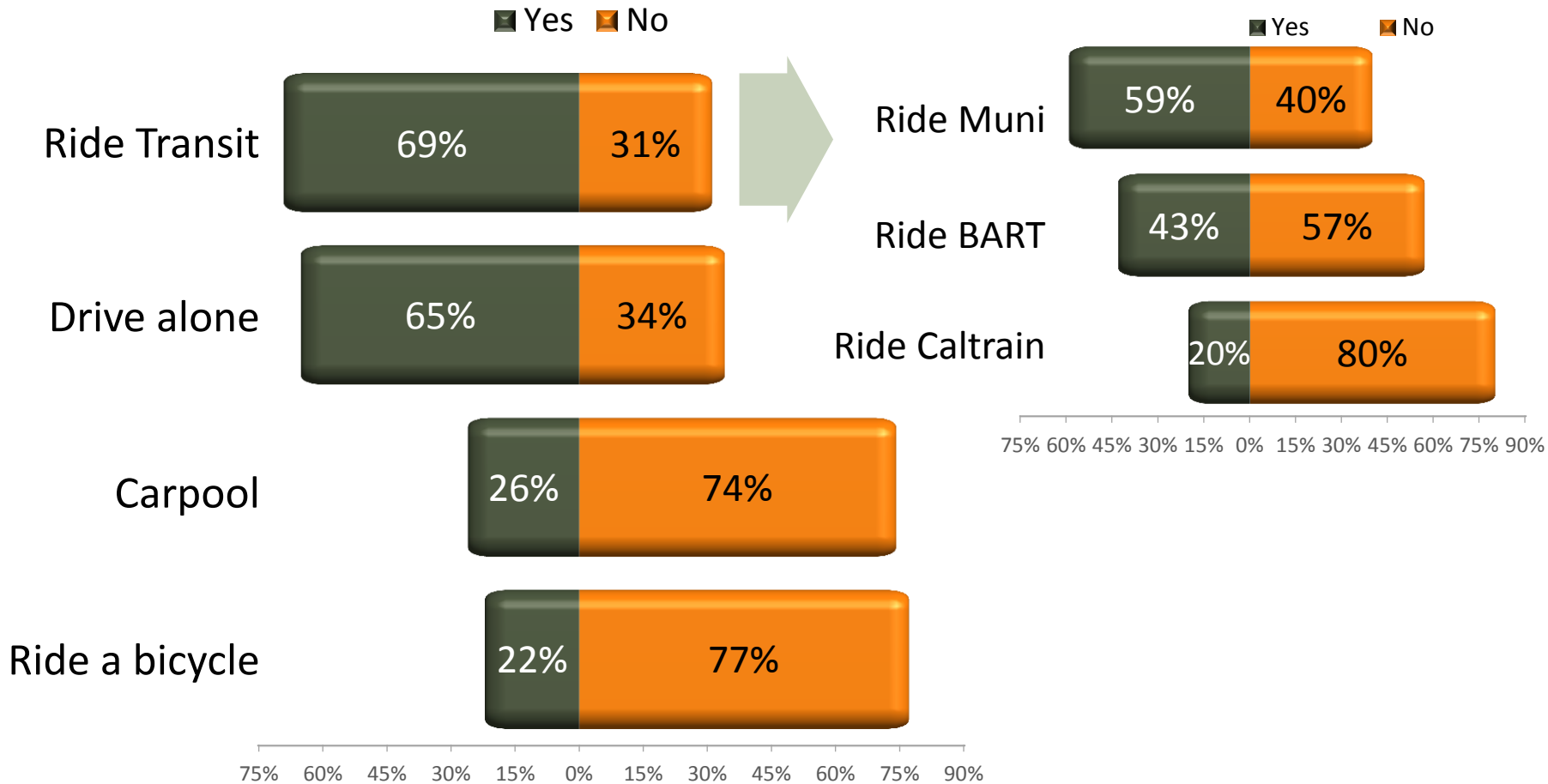




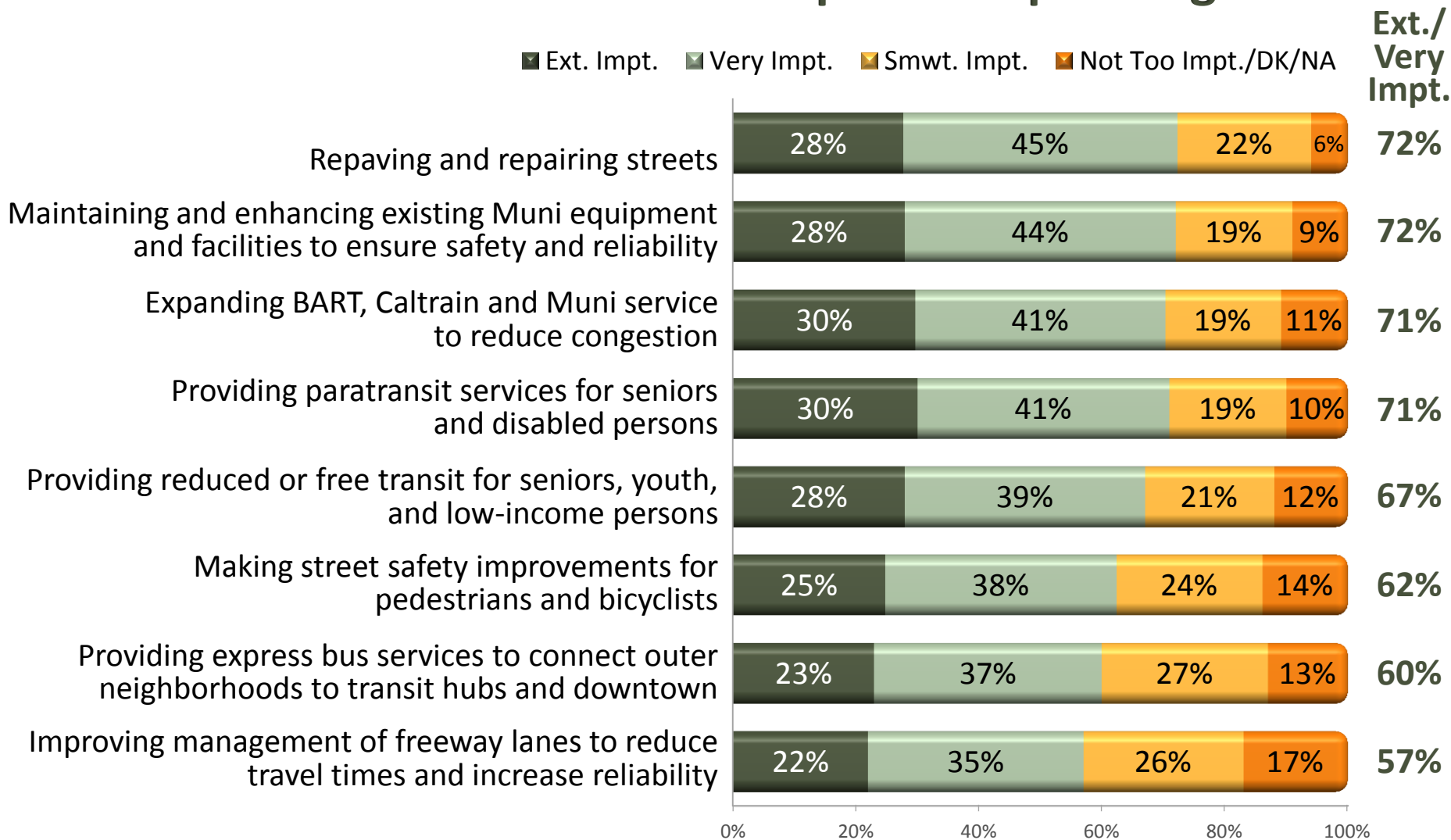
Issue Context

San Francisco voters most commonly rely on driving alone, riding Muni, and riding BART for transportation.

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.



Repaving streets, maintaining Muni equipment and paratransit services, and expanding Muni, BART, and Caltrain service are seen as the most important spending areas.



Q8. I am going to read you a list of ways that money from a measure like the ones I just described might be used. 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?



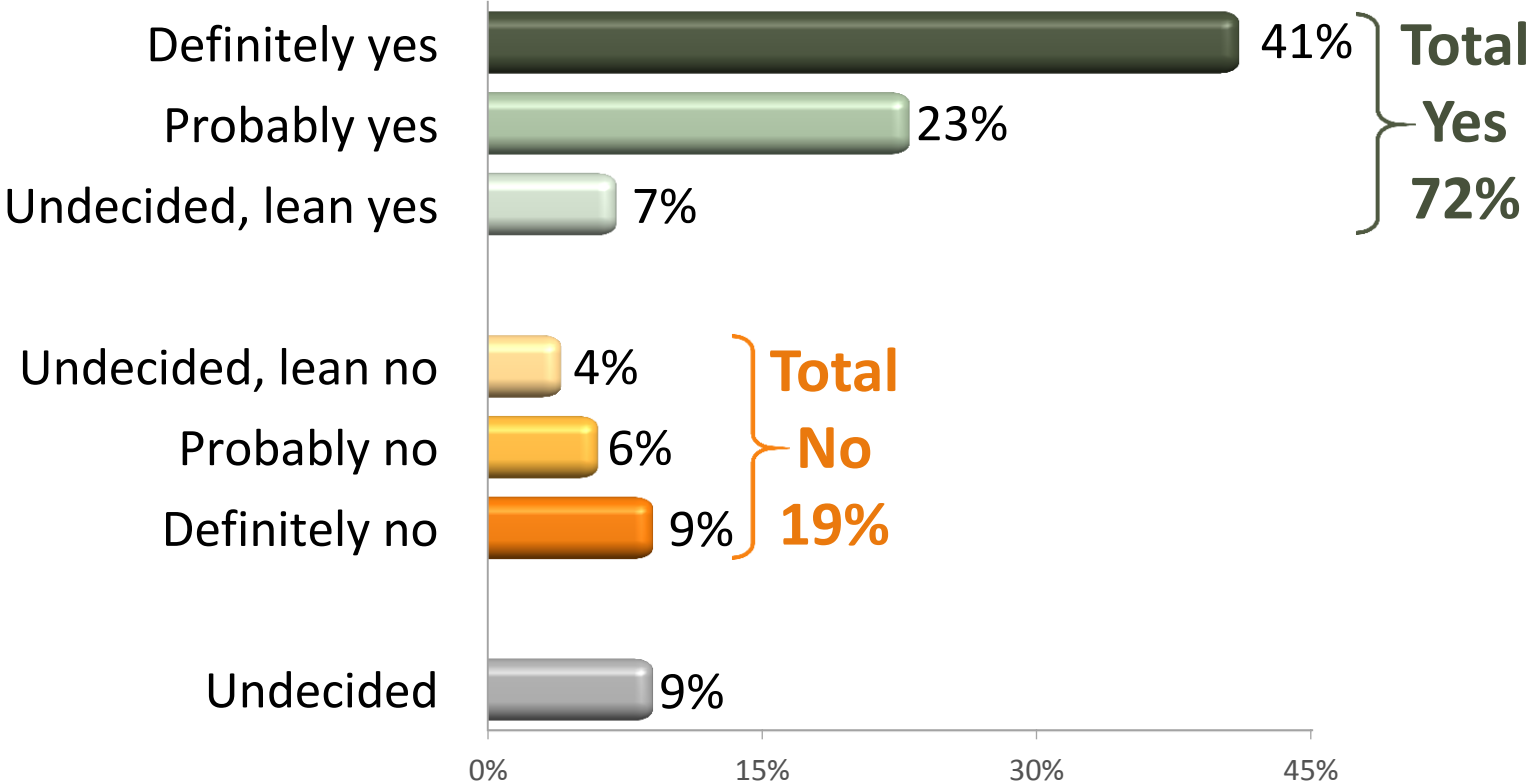
BART Bond Ballot Language Tested

BART Safety, Reliability and Traffic Relief Measure

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 \$4 billion of bonds subject to citizen oversight and independent, annual audits?

Nearly three-quarters of San Francisco voters support a BART bond measure.

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?





Support for a San Francisco Transportation Funding Measure

Sales Tax Ballot Language Tested

The San Francisco Transportation Improvement and Safety Measure.

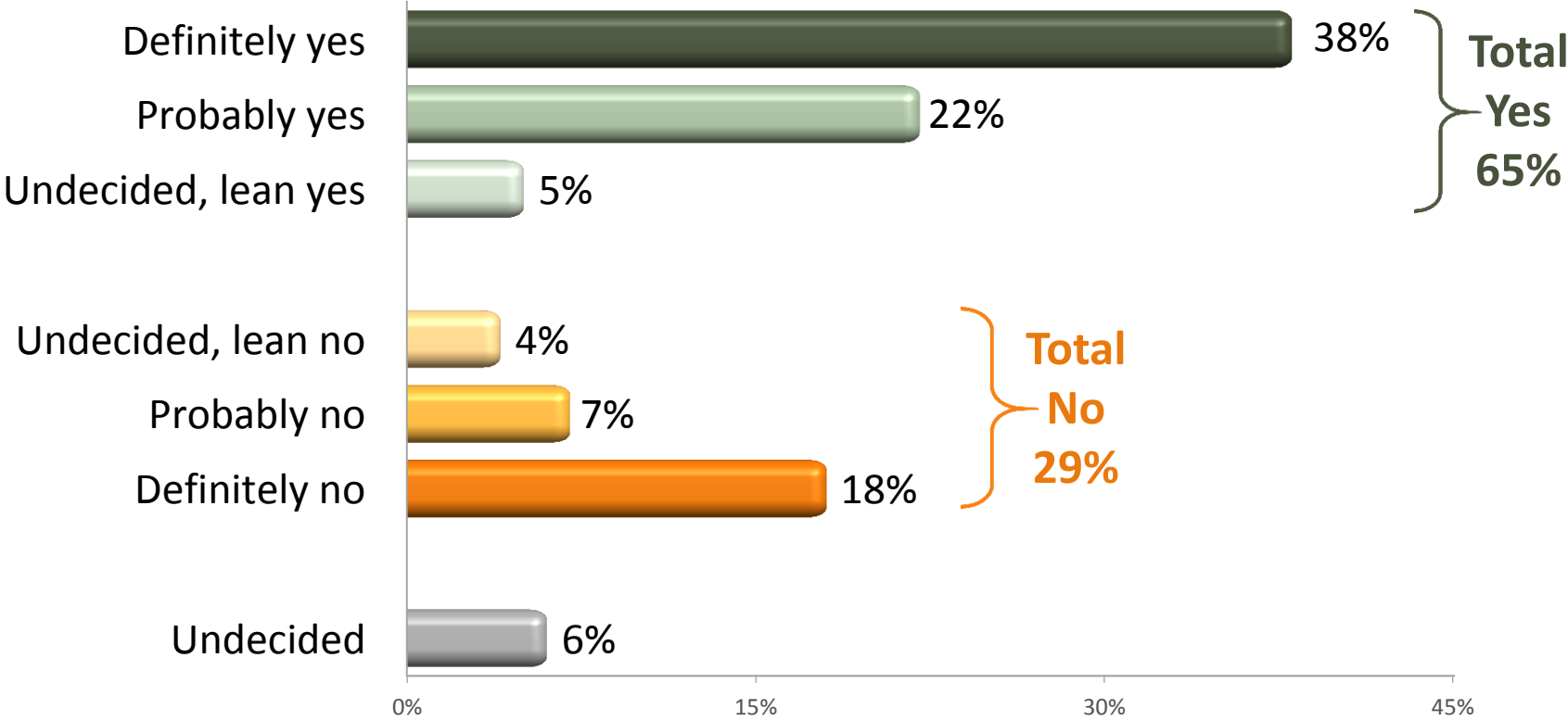
- to expand BART and Muni vehicle fleets;
- to fix potholes and repair deteriorating streets;
- to update infrastructure to keep BART, Muni, and Caltrain safe and prevent breakdowns;
- to improve bicycle and pedestrian facilities; and
- to improve transportation for seniors and the disabled,

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

Support for a sales tax comes close to the two-thirds required for passage.

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

(Special Tax - Requires 2/3 Supermajority Approval)

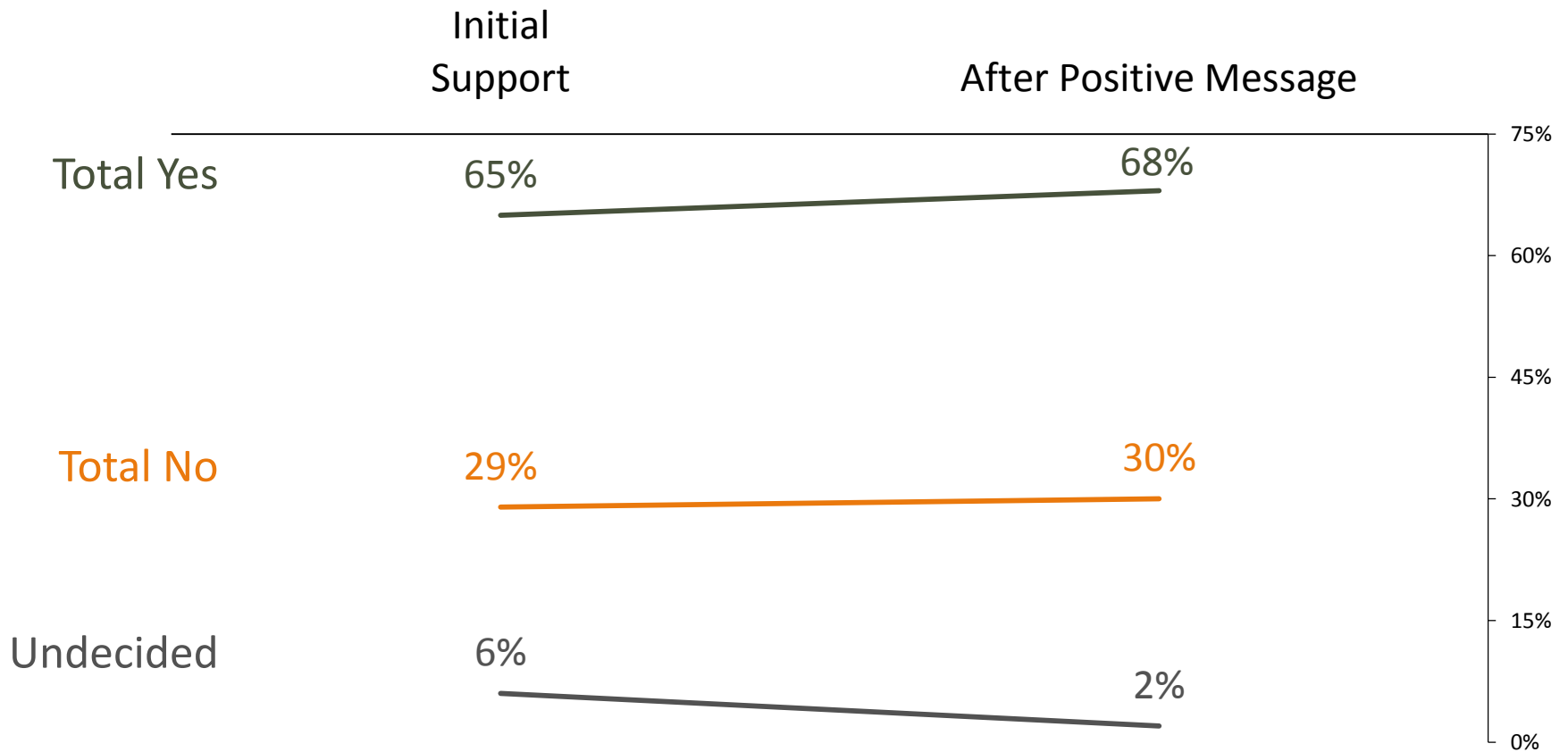


Demographic Distinctions in Sales Tax Support

- The primary distinction was partisan, with more support from Democrats and independents than GOP voters.
- Only about three in five voters who own a car would vote “yes,” compared to more than two-thirds of non-car owners.
- Nearly four in five voters under age 30 are supportive, compared to more modest majorities of older voters.
- Geographic differences were generally minor, though support was highest in the southeast and lowest on the north side.



Positive messaging pushes support for a sales tax measure over two-thirds.



Ballot Language Tested for VLF and Advisory Measure

Advisory

This measure is advisory and does not 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

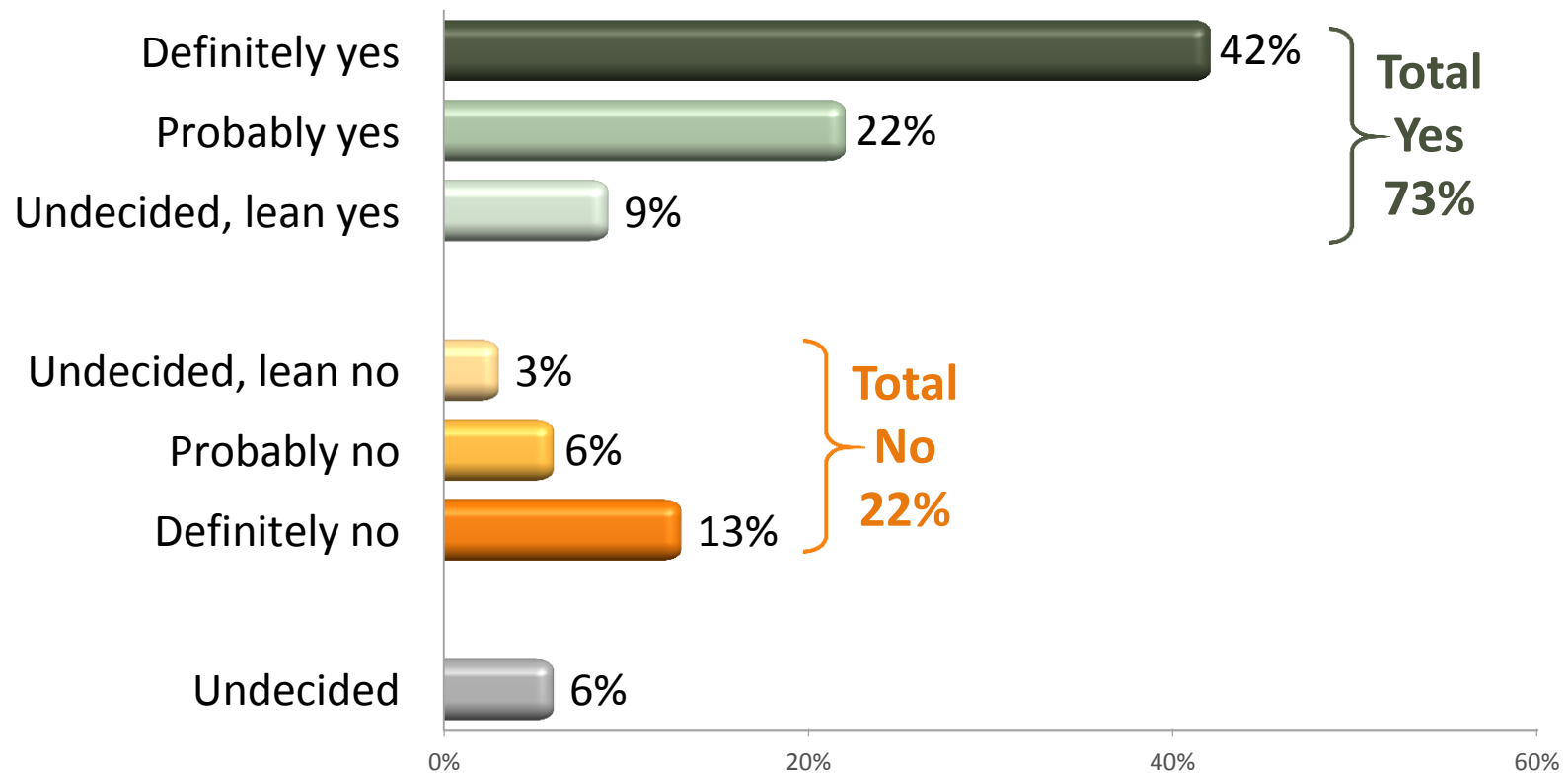
- to expand BART and Muni vehicle fleets;
- to fix potholes and repair deteriorating streets;
- to update infrastructure to keep BART, Muni, and Caltrain safe and prevent breakdowns;
- to improve bicycle and pedestrian facilities; and
- to improve transportation for seniors and the disabled?

Vehicle License Fee

Shall San Francisco add a local assessment to the Vehicle License Fee equal to 1.35% 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?

Support is high for the policy advisory measure describing the use of Vehicle License fee revenues.

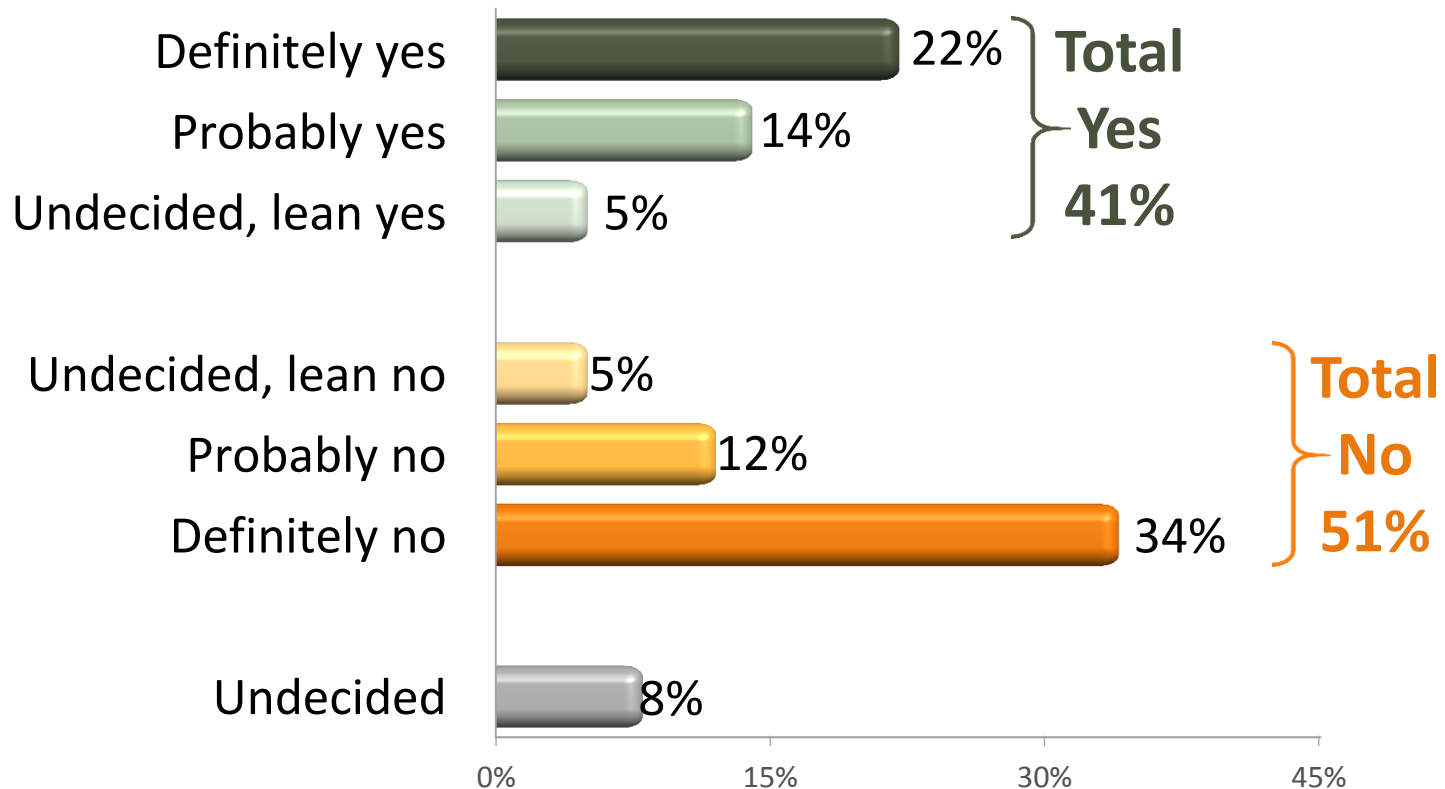
If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?



Only two in five voters initially back a City VLF.

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?

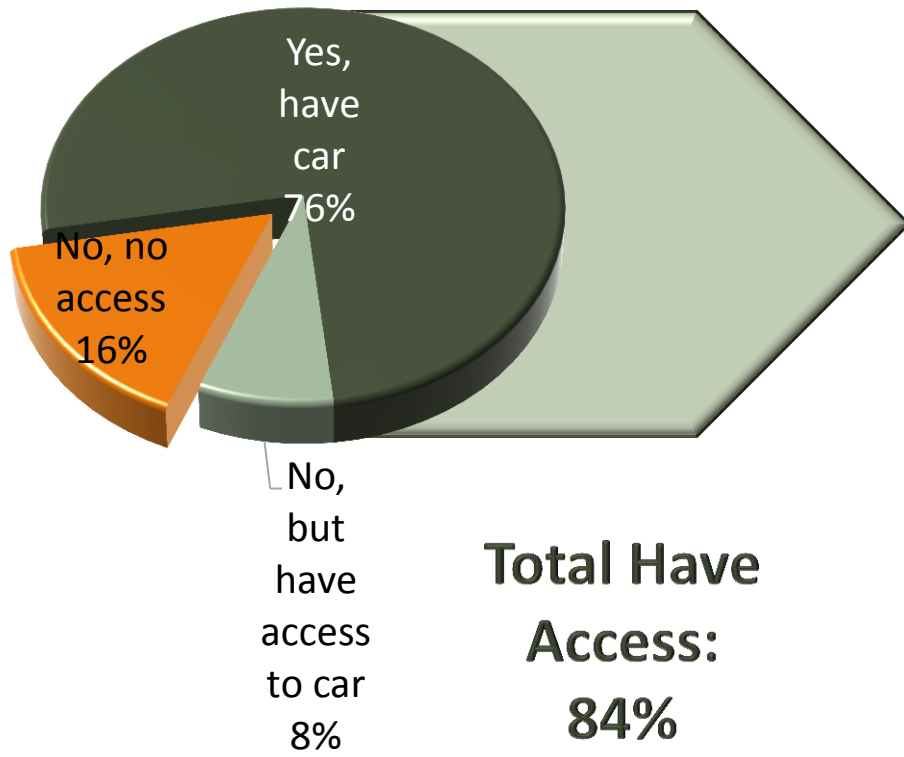
(General Tax - Requires Simple Majority Approval)



Q6 (Total).

The vast majority of likely voters have access to a car.

Do you own a car?



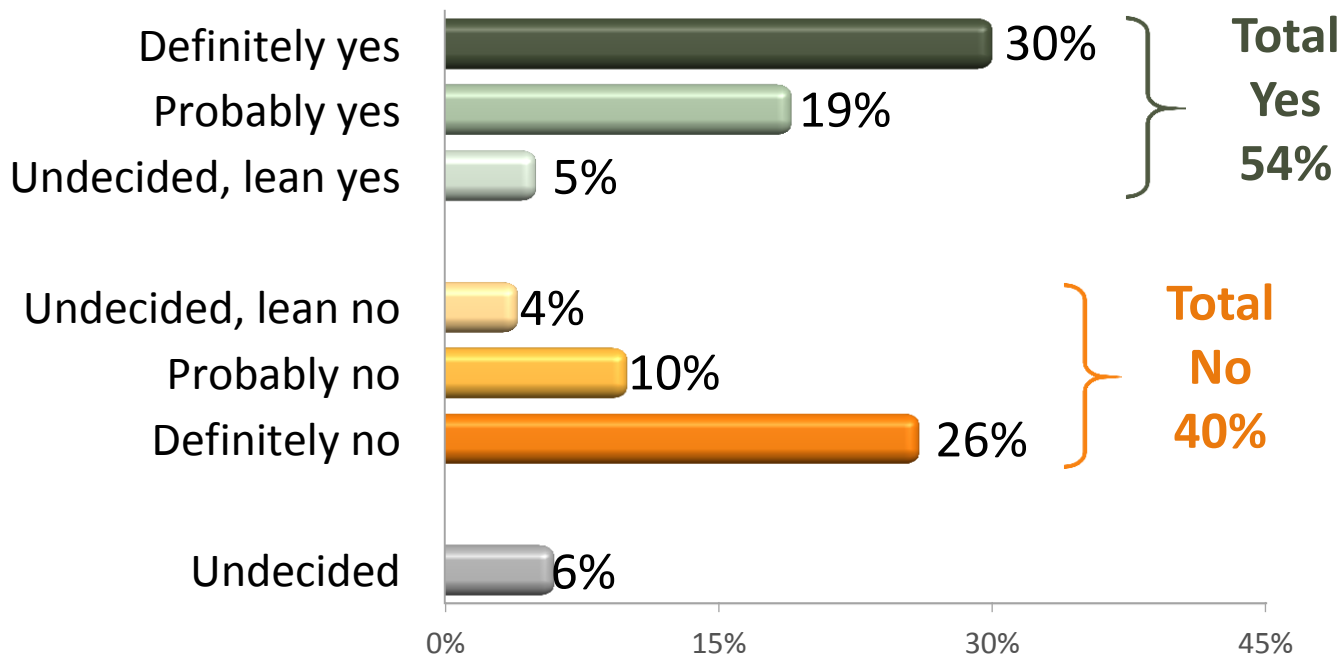
Demographic Group	% Own a Car	% of Sample
Region		
Downtown/Northside	71%	24%
Sunset/Richmond	83%	19%
Southwest	84%	20%
Central	66%	18%
Southeast	75%	18%
Age		
18-29	57%	12%
30-39	82%	22%
40-49	89%	19%
50-64	76%	25%
65-74	65%	11%
75+	67%	10%
Household Income		
<\$50,000	52%	23%
\$50,000-\$100,000	82%	28%
\$100,000+	90%	26%

Assuring voters how VLF money would be used yields majority support.

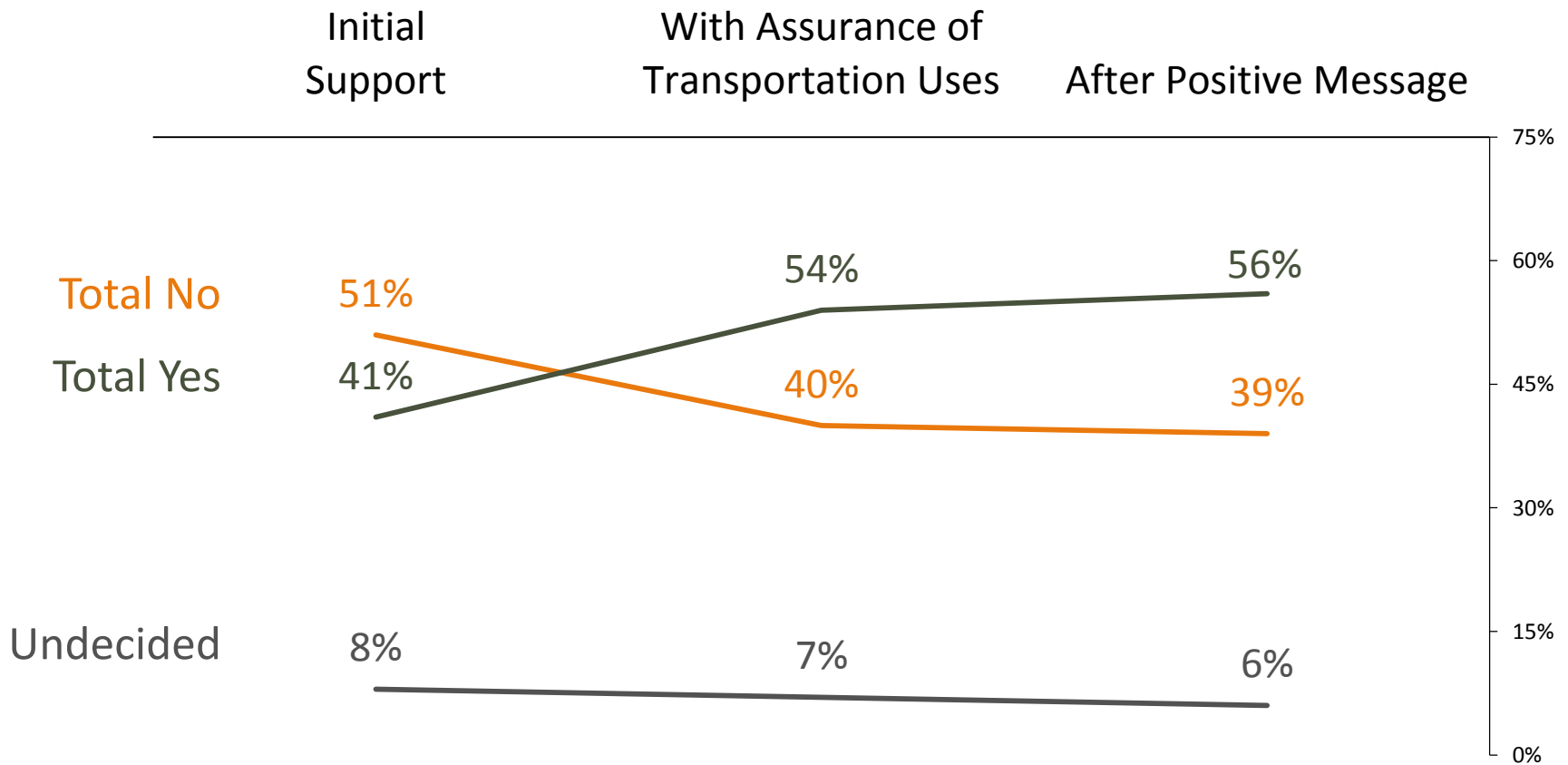
Suppose you knew that funds from this second measure would be used:

- 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 1.35% of the vehicle's value, to be assessed annually at the time of the vehicle's registration?



A majority backs the VLF measure after positive messaging.



Key Findings

- Nearly three-quarters (72%) of San Francisco voters support a \$4 billion BART bond measure.
- For either a half-cent transportation sales tax or a Vehicle License Fee, maintaining and enhancing Muni to ensure safety and reliability; repairing and repaving streets; expanding Muni, BART and Caltrain service; and providing paratransit services stand out as voters' highest priorities.
- A half-cent transportation sales tax has 24% more initial support than a Vehicle License Fee (65% vs. 41%).
- A half-cent transportation sales tax will require a communications effort to reach the 2/3 voter approval threshold.
- A Vehicle License Fee can make it over the 50% threshold, but only if all voters are given a definitive statement that the money will only be used for transportation.

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