



# **P1 BayArea Plan**

## **2013 Telephone Poll**

### **Key Findings**

for Joint MTC Planning/ABAG Administrative Committee  
by Corey, Canapary & Galanis

# 2013 Plan Bay Area Survey

- **Telephone survey of Bay Area respondents**
  - Sample size: 2,516
  - Margin of error: +/- 1.96%
  - Fieldwork conducted: March 13, 2013 – May 11, 2013
  - Survey conducted in English, Spanish, and Chinese
  - Respondents from all 9 Bay Area counties

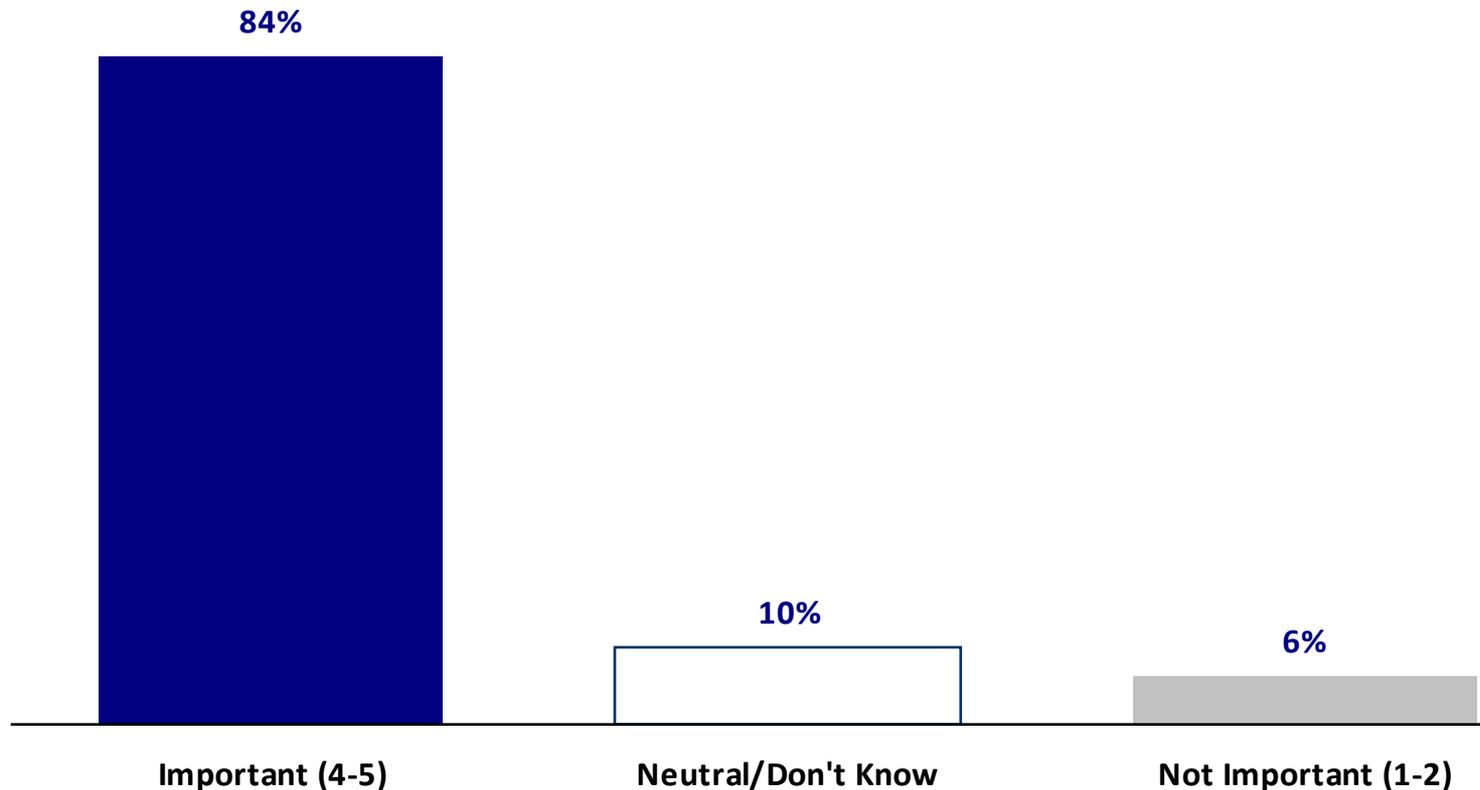
# Importance of Plan Bay Area

A long-term strategy for the entire Bay Area is currently being developed. . . . This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it.

- **In general, how important do you think it is to establish this type of a regional plan?**

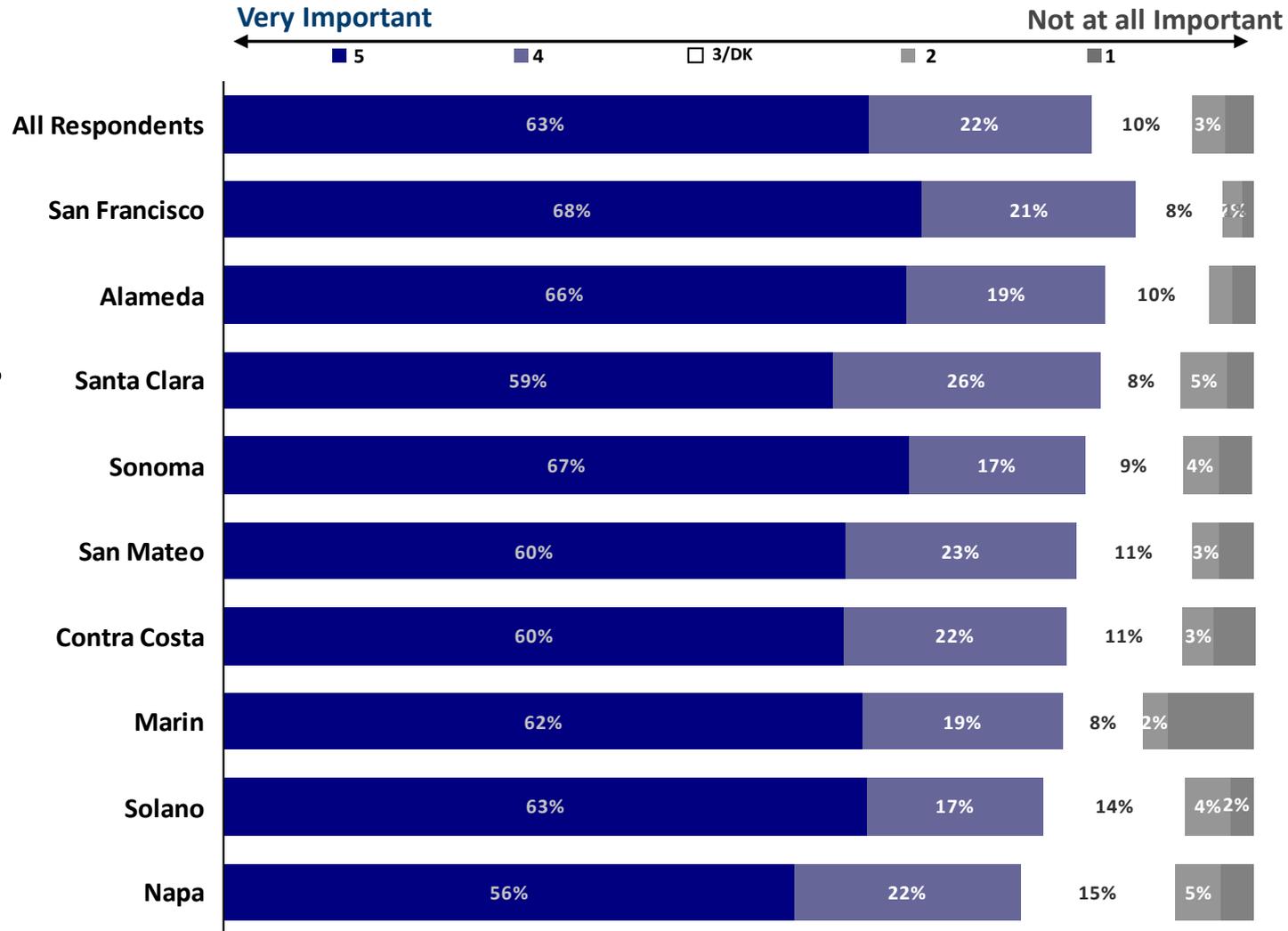
# Importance of Plan Bay Area

**When asked for an initial assessment, 84% of respondents believe a regional plan like Plan Bay Area is important.**

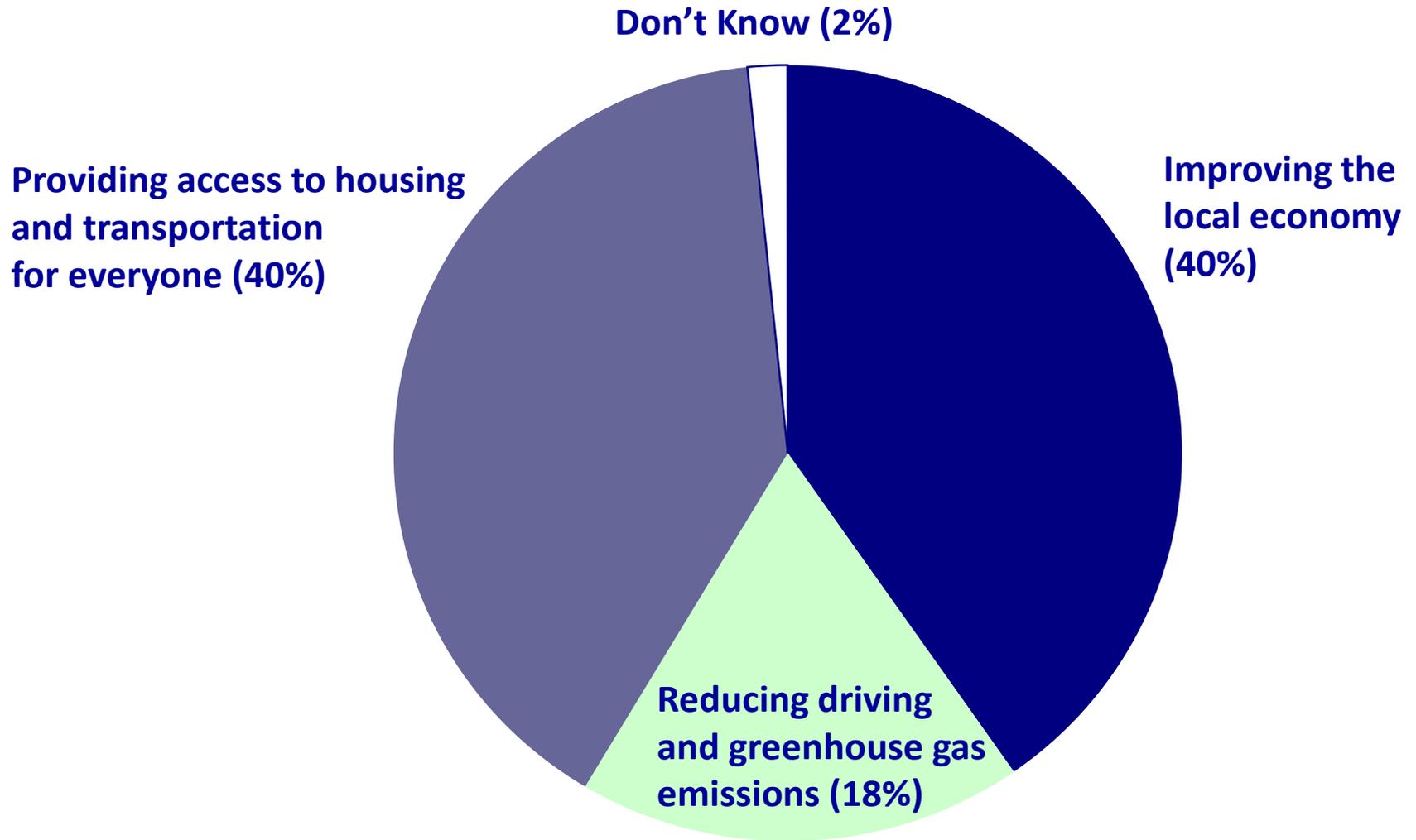


# Plan Bay Area - By County

Level of importance by individual county remains high as well, ranging from 89% (in San Francisco) to 77% (in Napa).

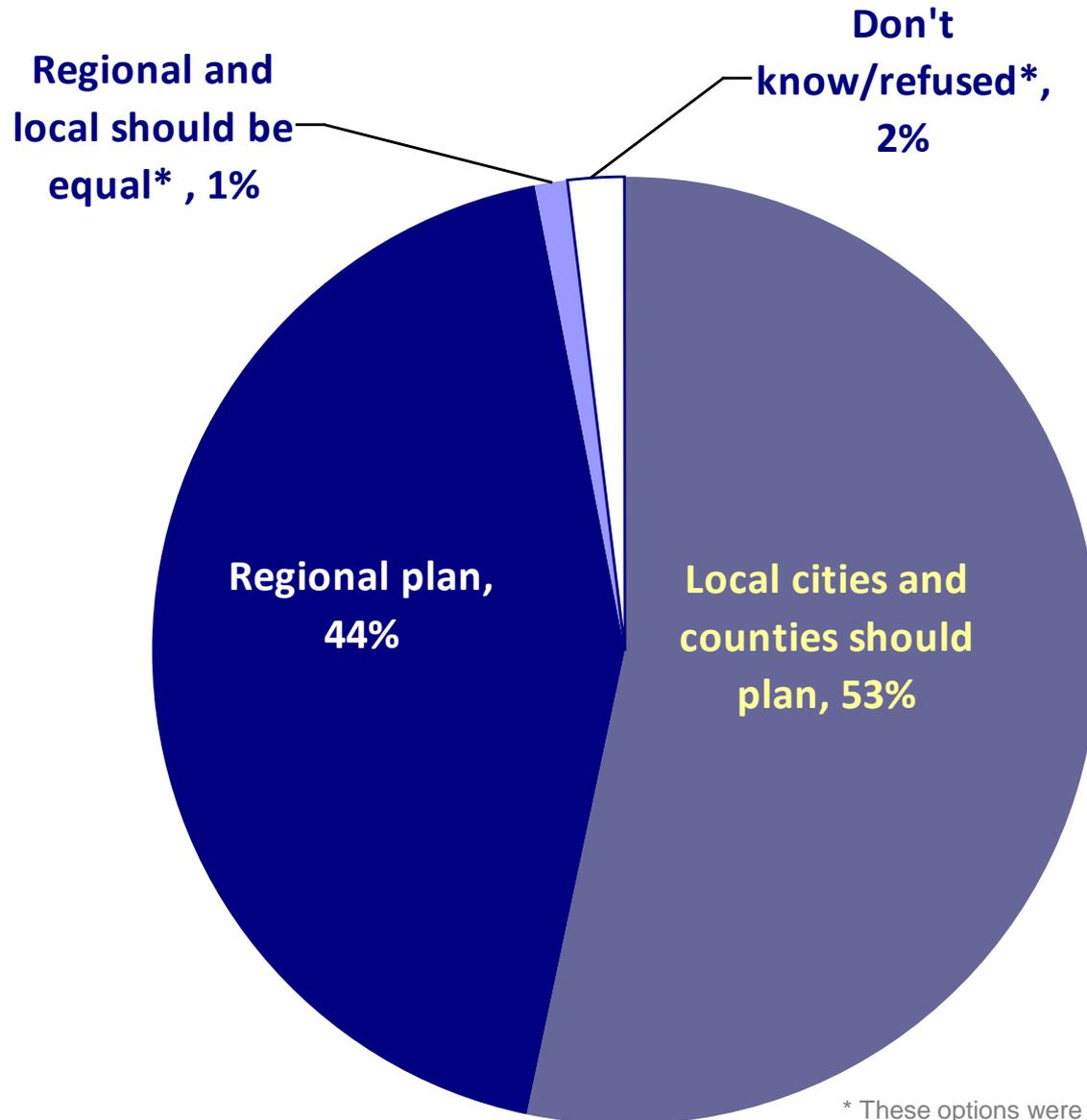


# Most Important Components

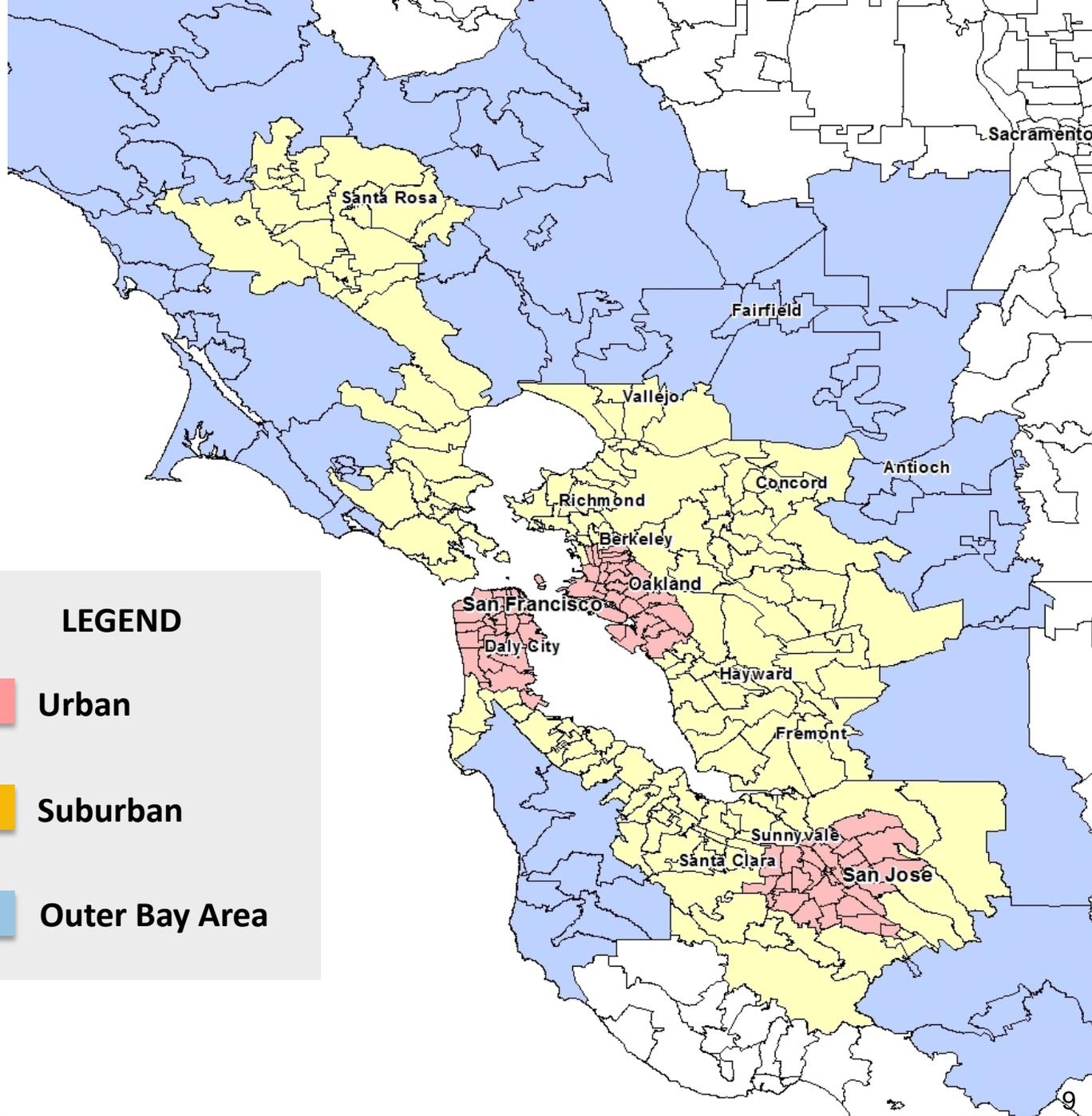


# Housing and Commercial Development

# Local vs. Regional Development



\* These options were not read to respondents



### LEGEND



Urban



Suburban



Outer Bay Area

# Local vs. Regional Development

## By Area Type (Based on ZIP Code)

	Local	Regional	Mix
Urban	53%	44%	1%
Suburban	52%	45%	2%
Outer Areas	63%	35%	1%

## By County

	Local	Regional	Mix
Napa	75%	22%	1%
Sonoma	63%	35%	2%
Marin	58%	38%	2%
Solano	58%	41%	1%
Contra Costa	53%	46%	-
San Mateo	52%	44%	2%
Santa Clara	52%	46%	1%
Alameda	51%	43%	2%
San Francisco	49%	48%	1%

### ***Which statement do you agree with more?***

- a) *There should be a regional plan guiding housing and commercial development in the Bay Area.*
- b) *Local cities and counties on their own should plan housing and commercial development in their area.*

# Local vs. Regional Development

**Residents are split on who should guide housing and commercial development in the Bay Area.**

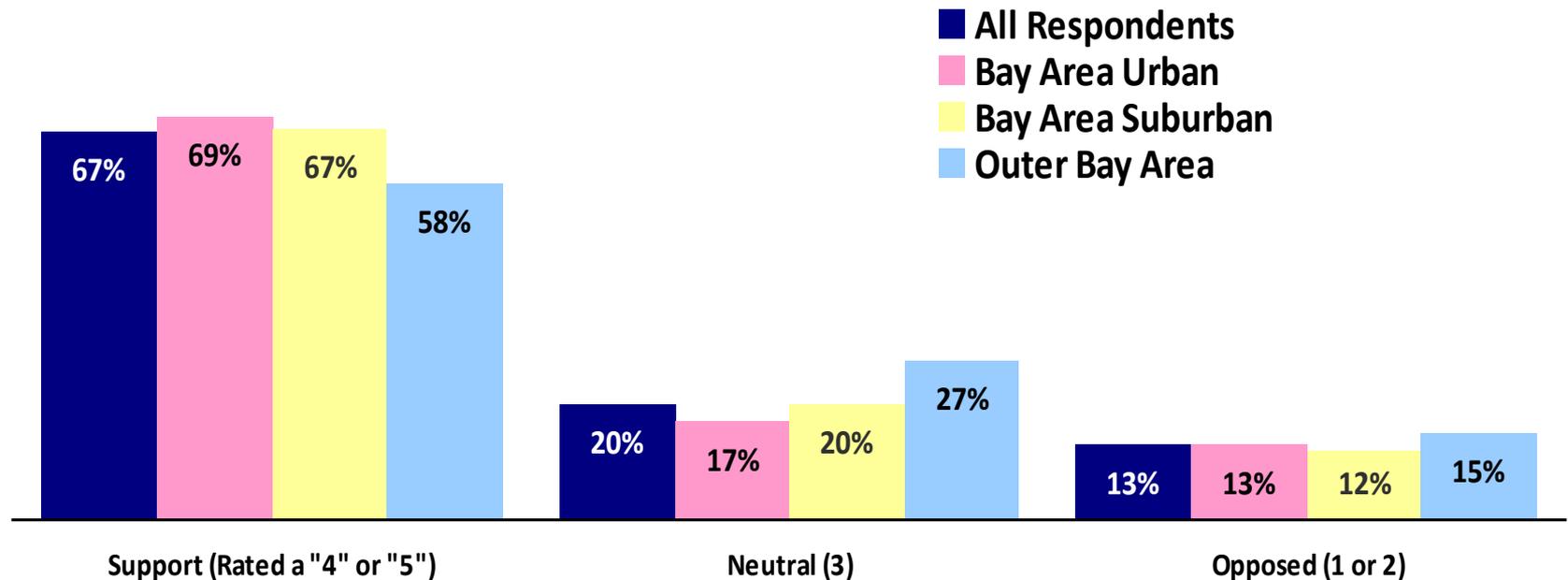
**Some key reasons respondents oppose planning housing / development regionally:**

- Local government knows the needs of its own citizens better.
- Unrealistic / Too difficult to get counties to agree.

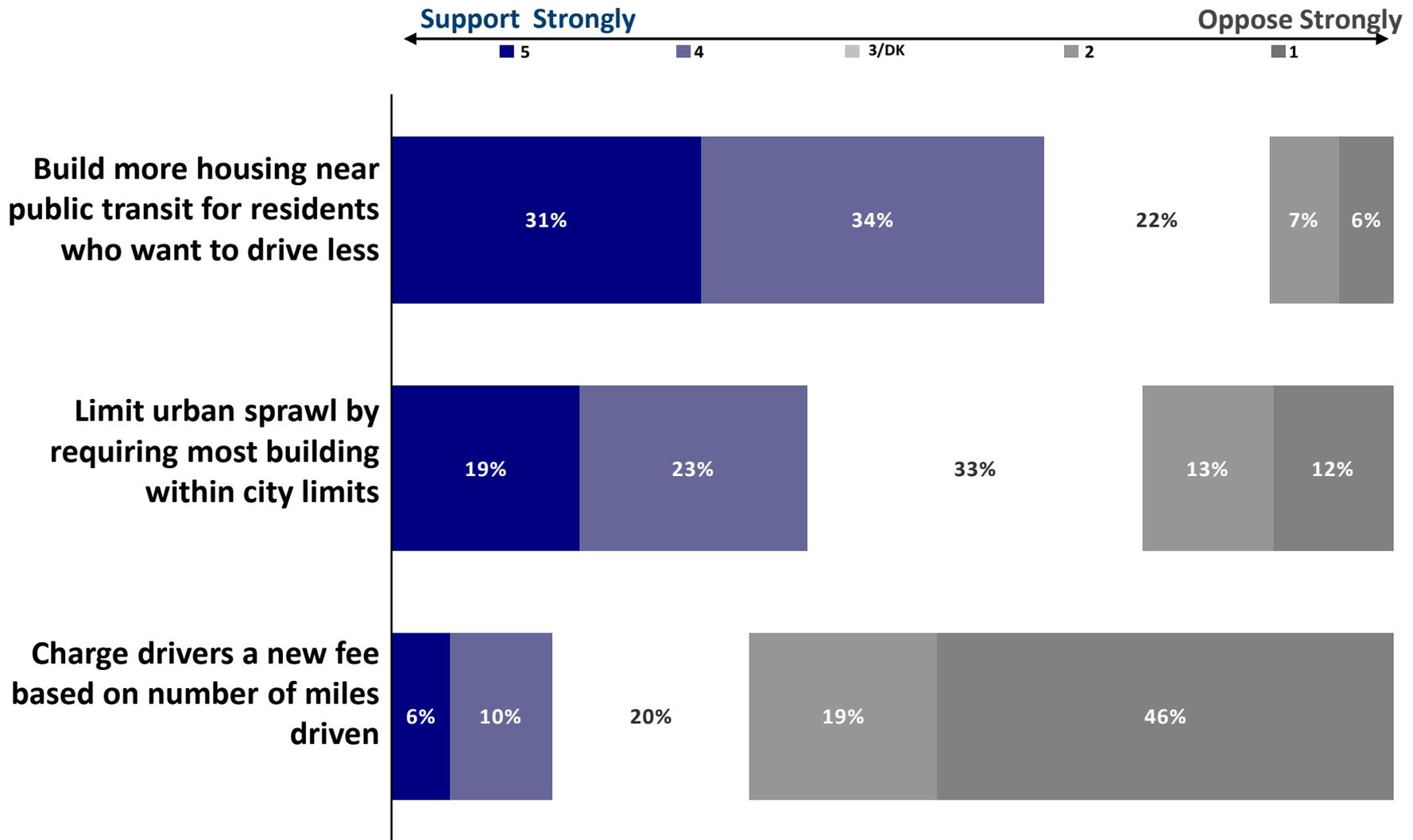
# Transportation Strategies

# Reducing Driving & Greenhouse Gases

**Despite ranking lowest of the three key components of Plan Bay Area, reducing driving as a way to decrease greenhouse gas emissions (as a stand-alone issue) is actually supported by two-thirds (67%) of respondents overall.**

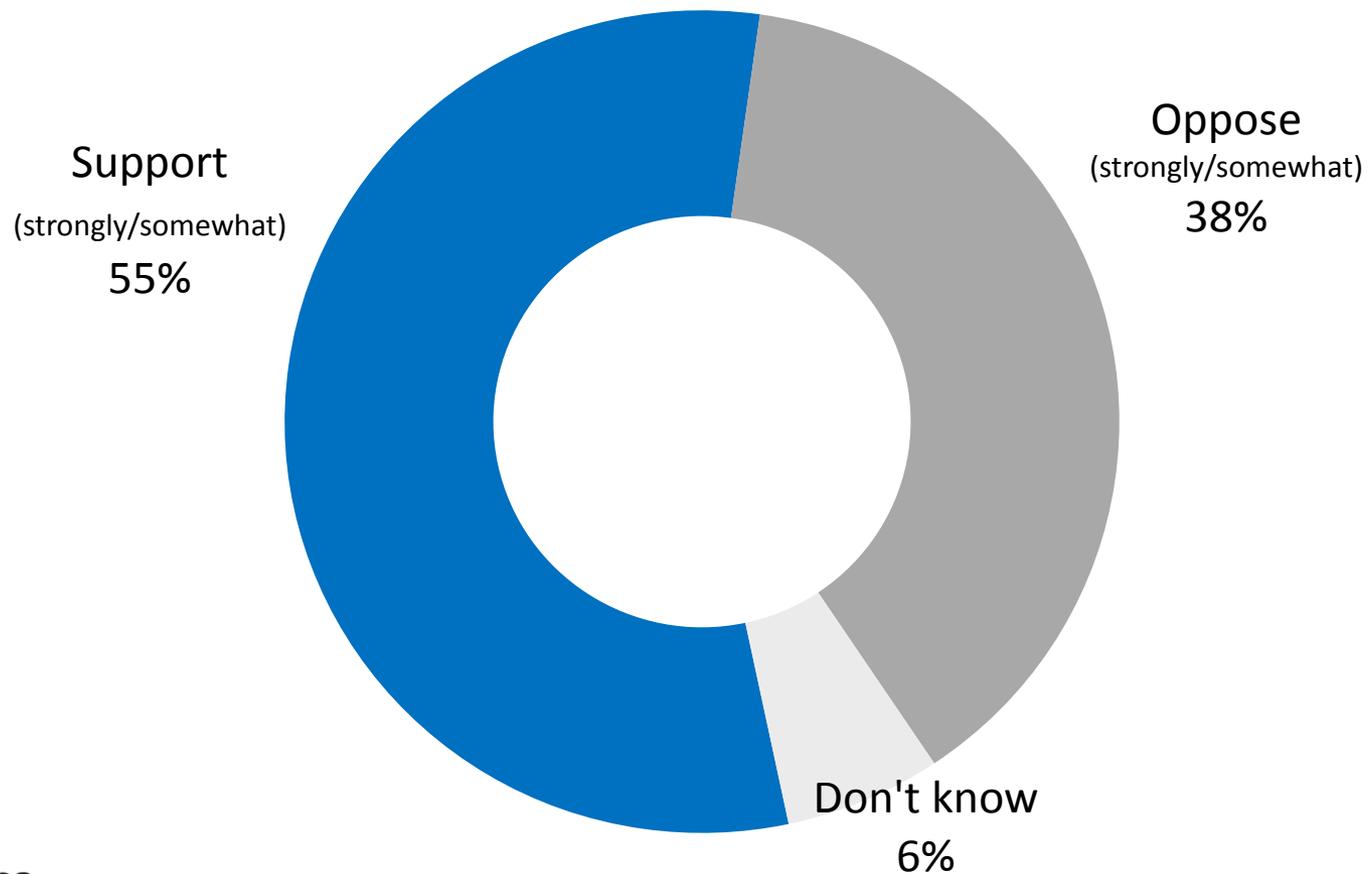


# Greenhouse Gas Reduction Strategies

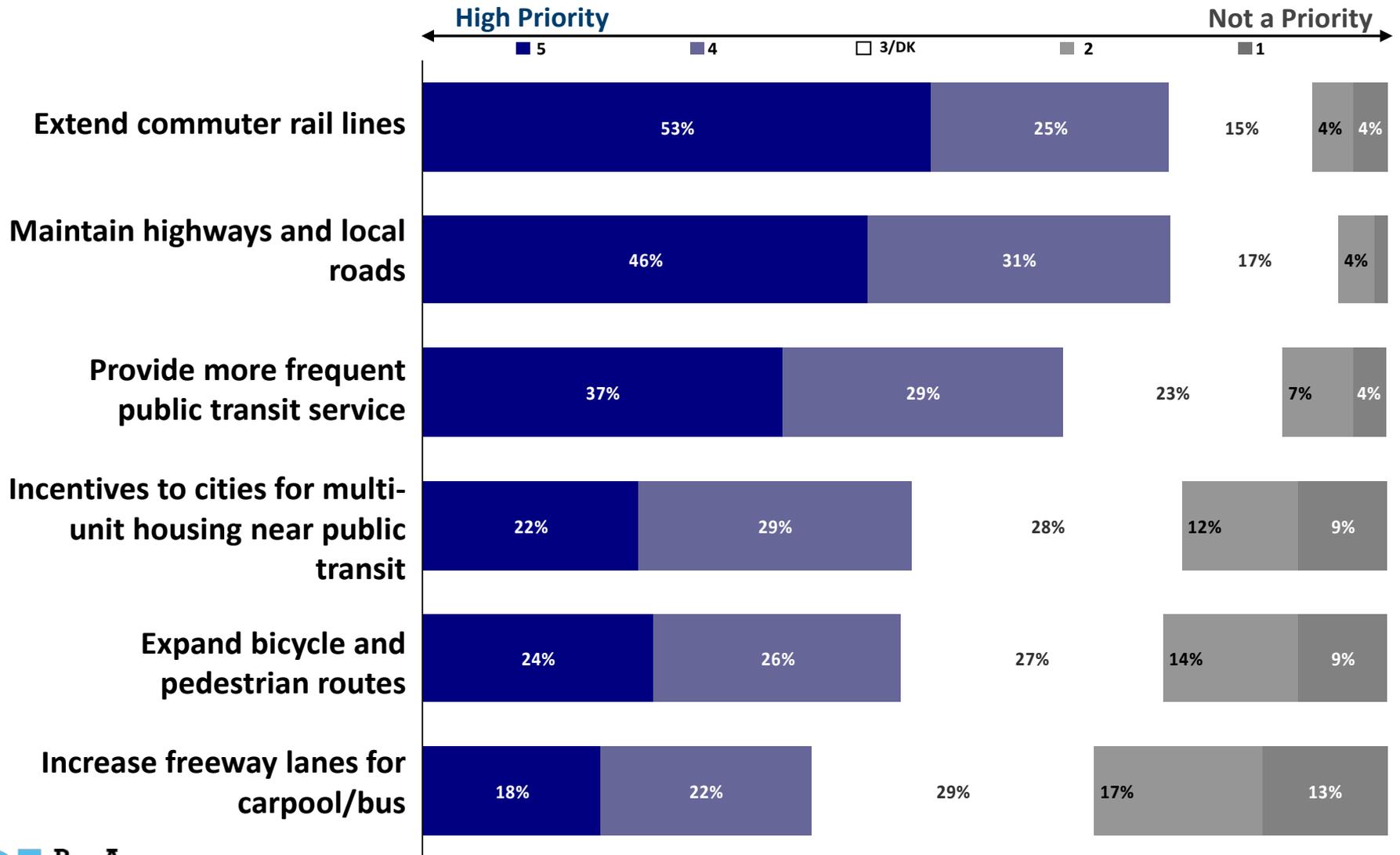


# Express Lanes

Do you support or oppose the idea of establishing additional express lanes on Bay Area freeways?



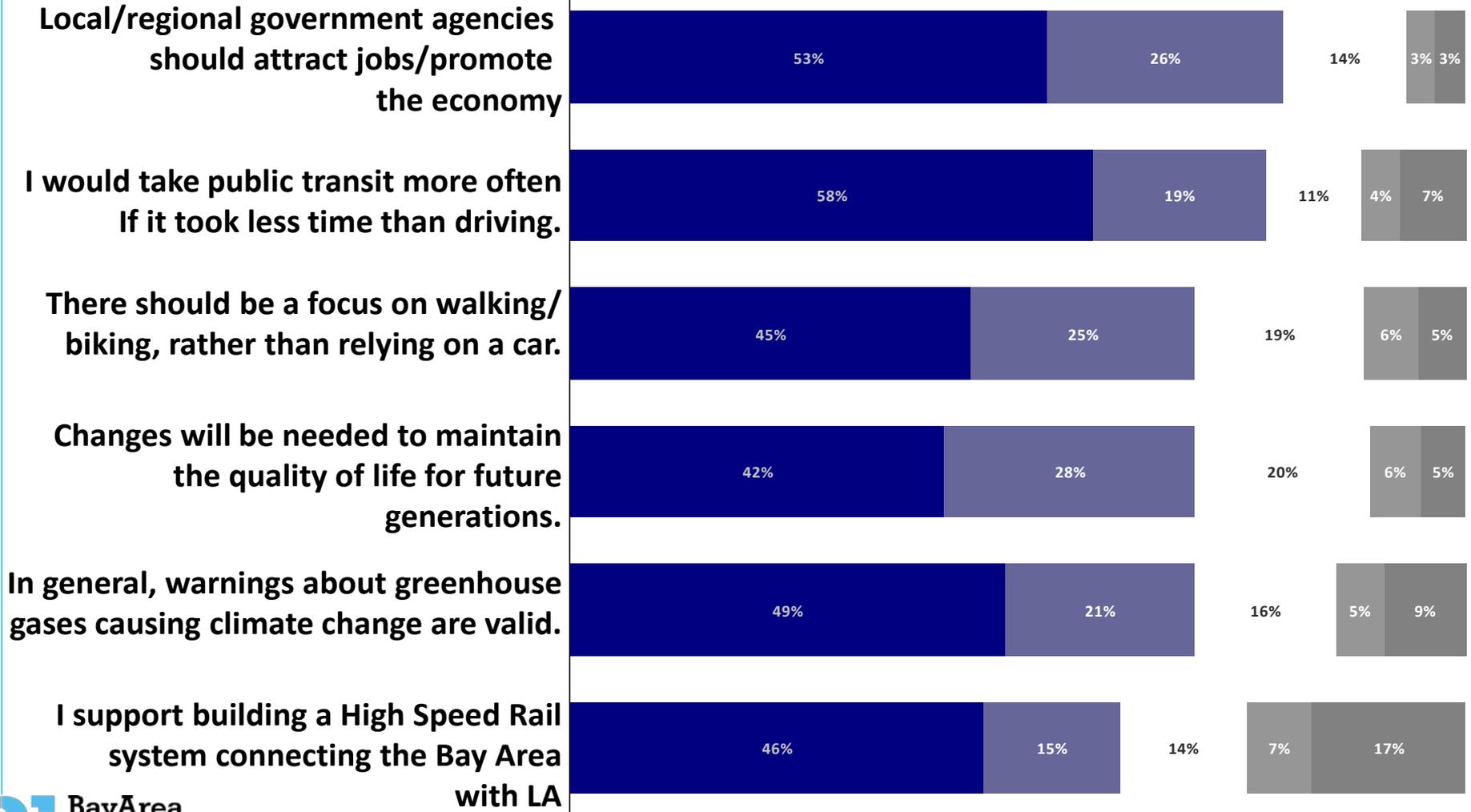
# Transportation Funding Priorities



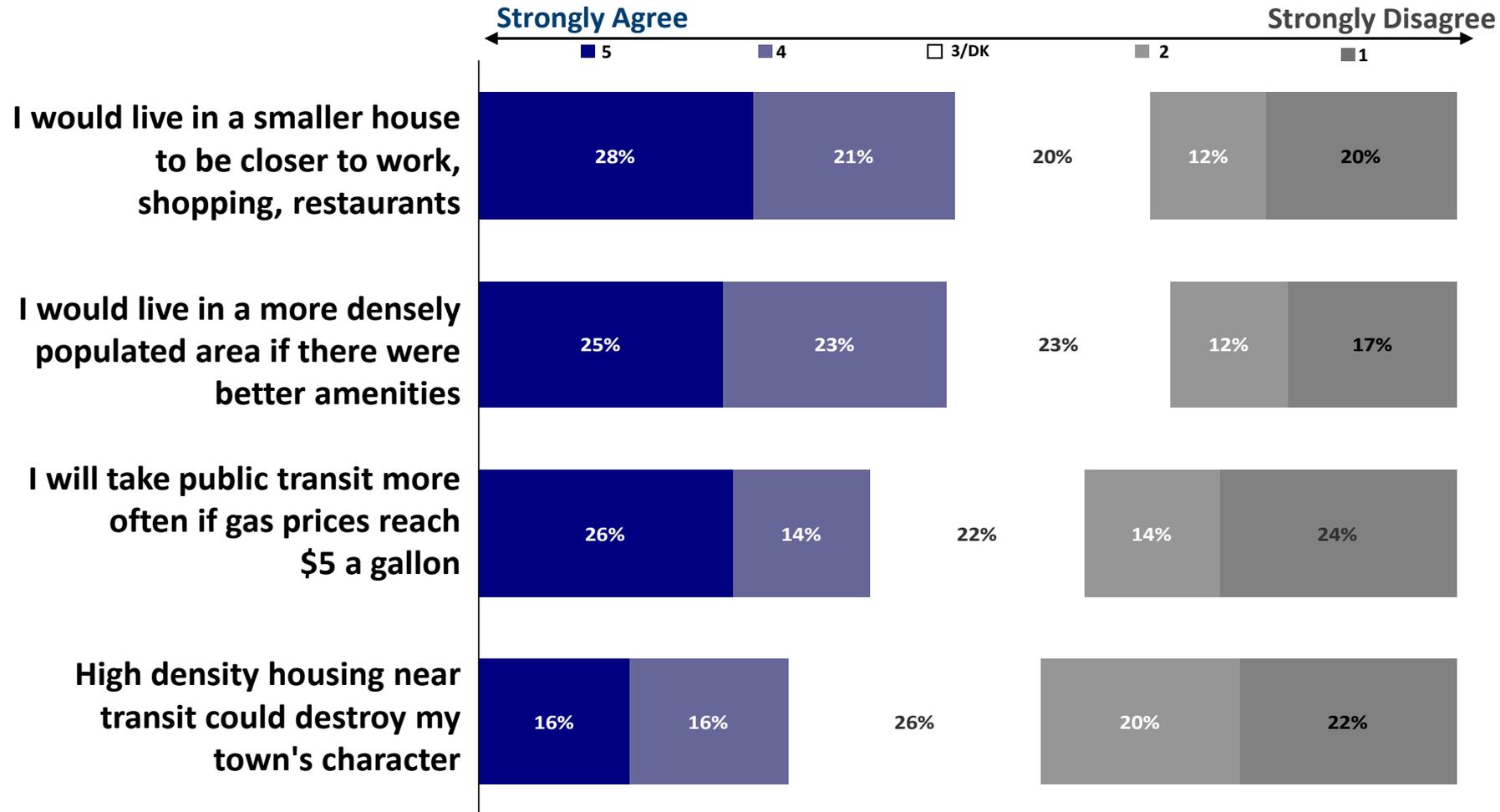
# Trade-Offs and Attitudinal Statements

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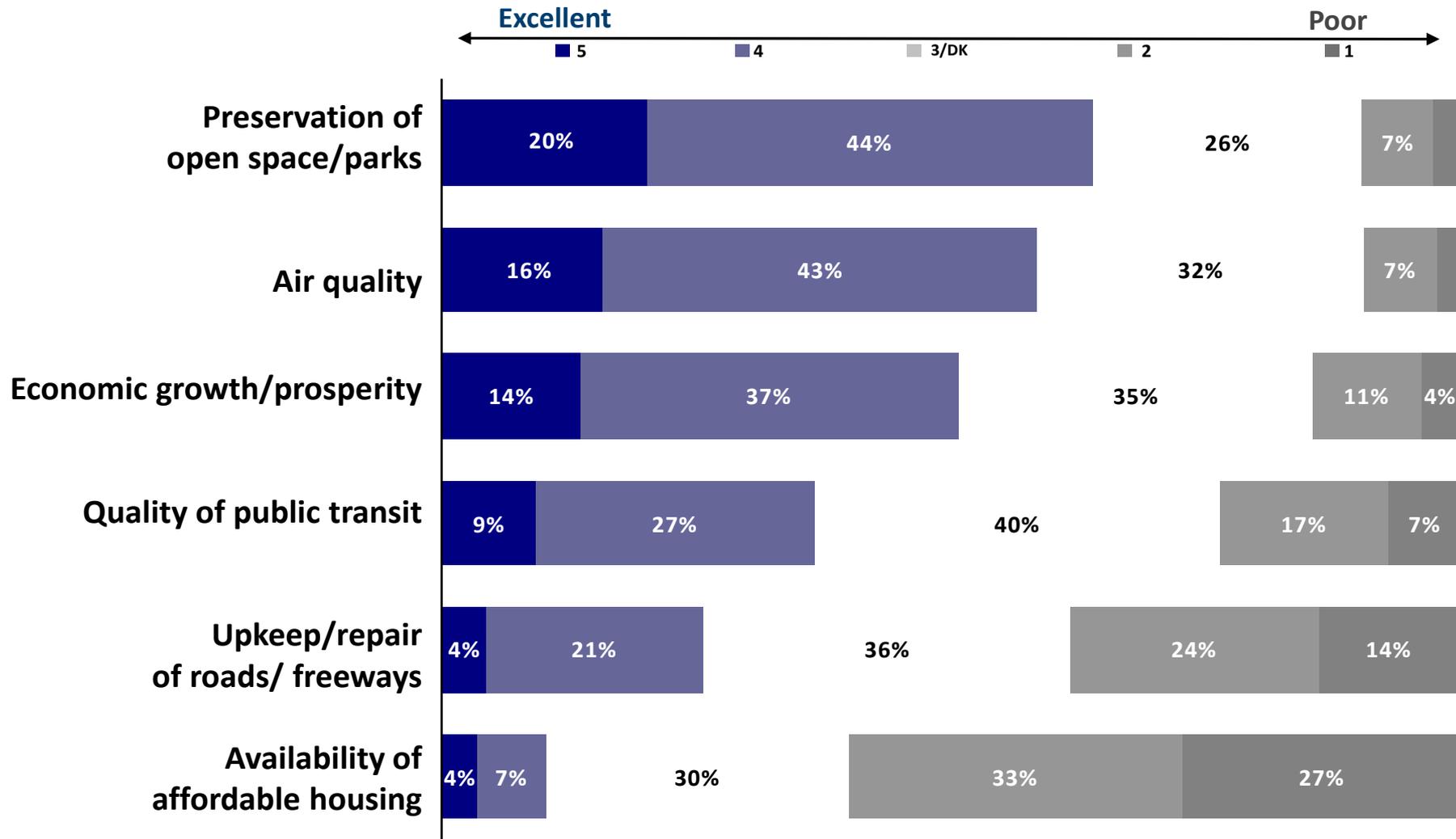
Strongly Agree ← 5 4 3/DK 2 1 Strongly Disagree



# Trade-Offs and Attitudinal Statements



# Current Perception of Bay Area



Questions?