

Transportation 2035 Survey Analysis

Presented to:
Metropolitan Transportation Commission
November 28, 2007



METROPOLITAN
TRANSPORTATION
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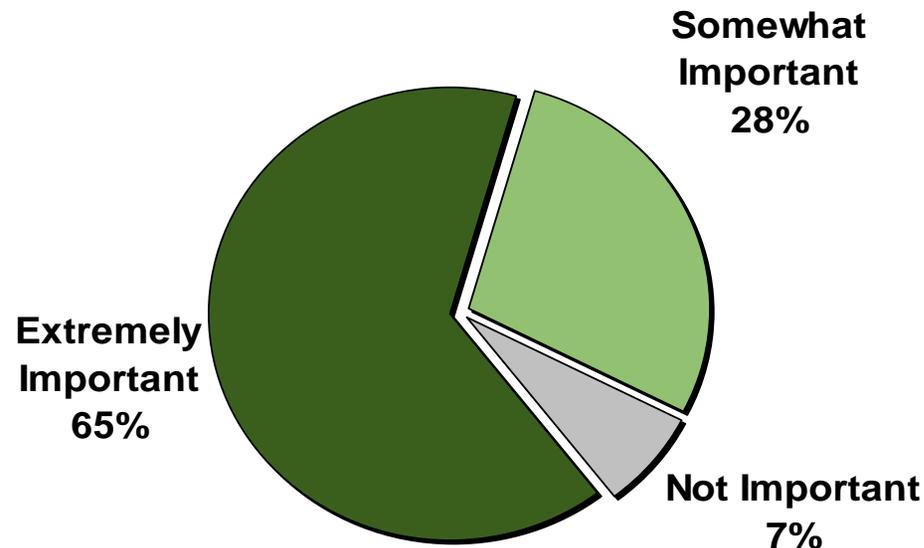


- Data Collection Methodology: Telephone Survey
 - Random Digit Dial (RDD)
 - Survey length: 15 minutes
- Sample Size: n=1,800; minimum n=100 per county
 - Adult Residents in 9 County Bay Area (5.31 million)
 - Margin of error +/- 2.3% (at county level, from +/- 5.3% to +/- 9.7%)
 - Offered in English, Spanish and Cantonese
- Field Dates: September 27 to October 22, 2007

Importance of Global Warming I



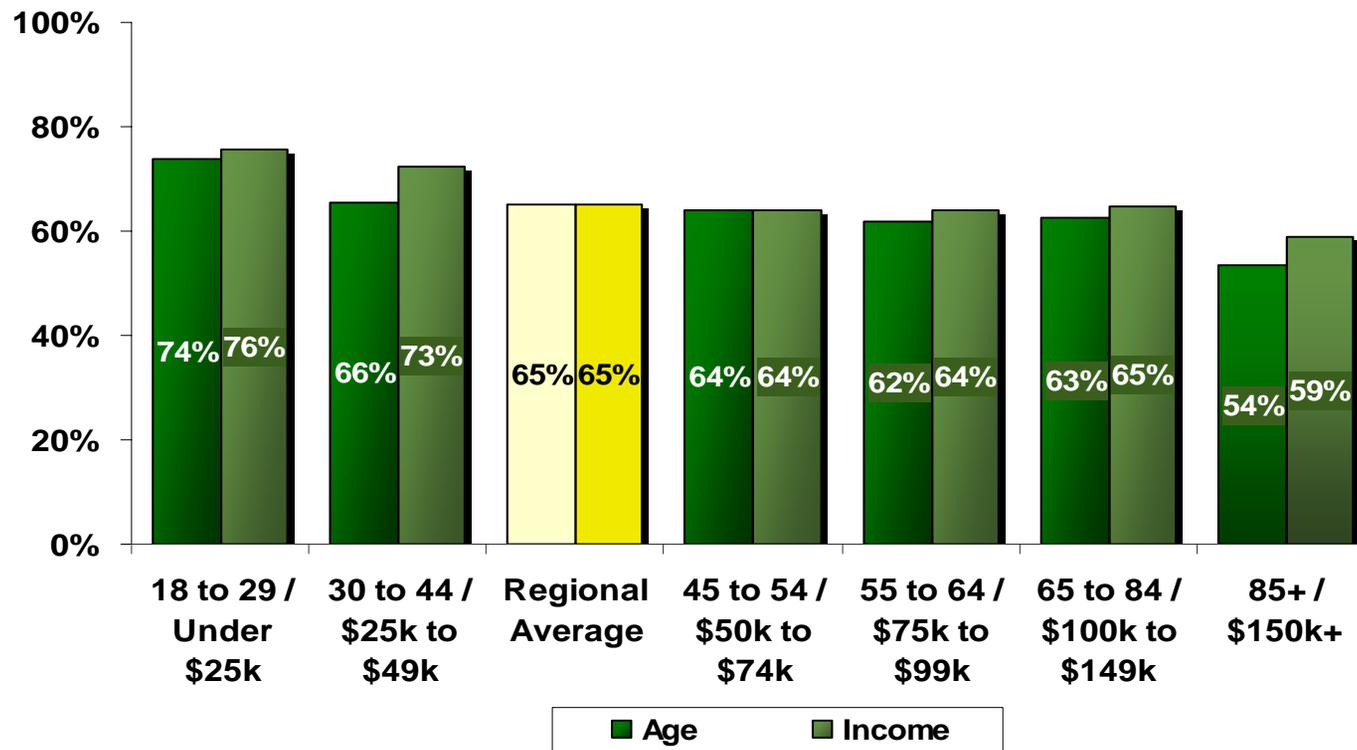
65% of Bay Area residents believe global warming is extremely important and should be one of the region's highest planning priorities.



Importance of Global Warming II



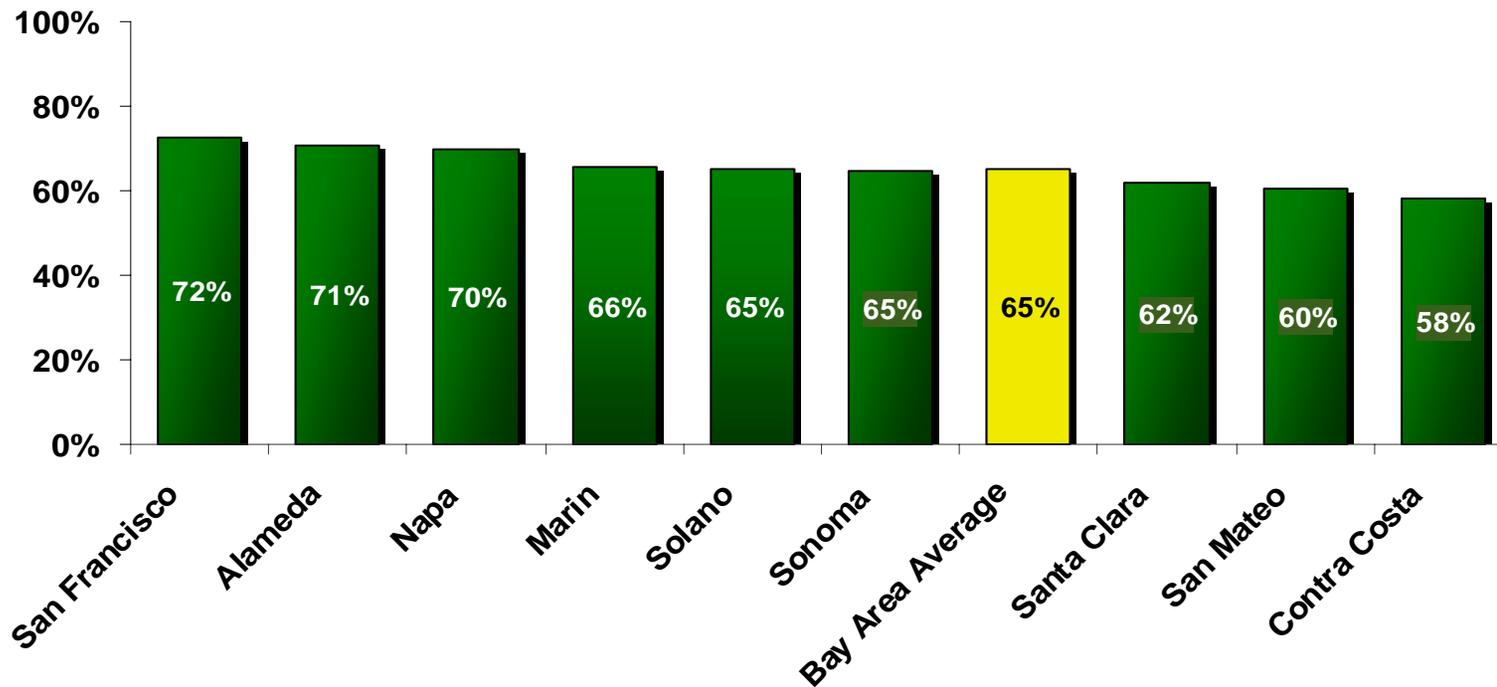
Younger residents and lower income households placed a higher importance on global warming (%=extremely important)



Importance of Global Warming III



San Francisco, Alameda and Napa residents placed a higher relative importance on global warming (%=extremely important)

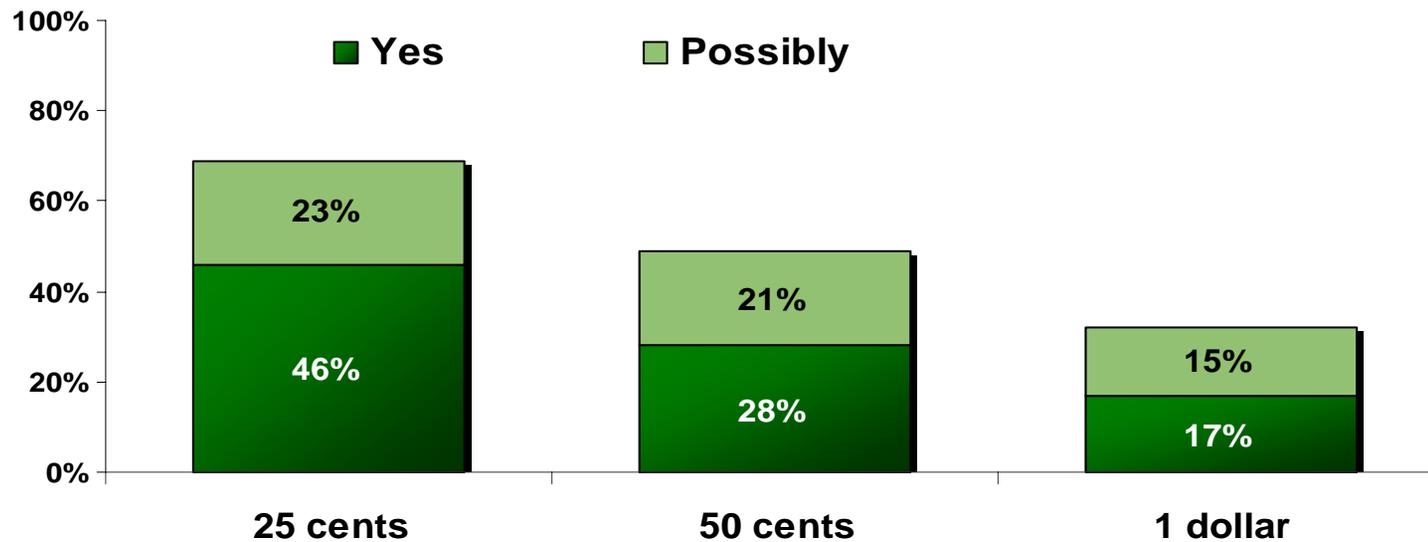


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Willingness to Pay to Reduce GhG



69% of Bay Area residents would consider (yes + possibly) paying 25 cents more for a gallon of gasoline if it was used to limit or reduce global warming.

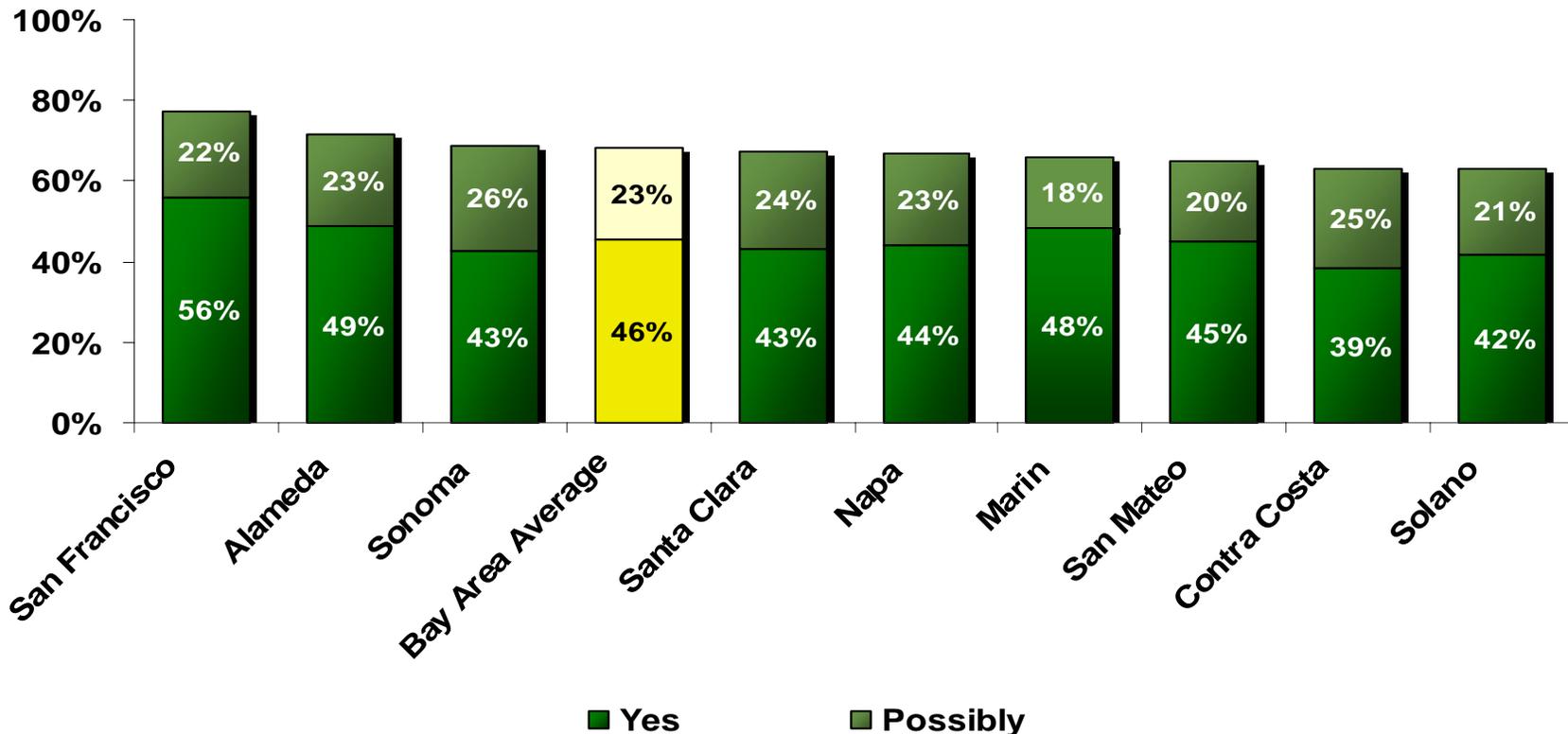


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Willingness to Pay by County at 25 cents



San Francisco and Alameda counties had the highest level of support for a 25-cent gas tax increase to reduce global warming

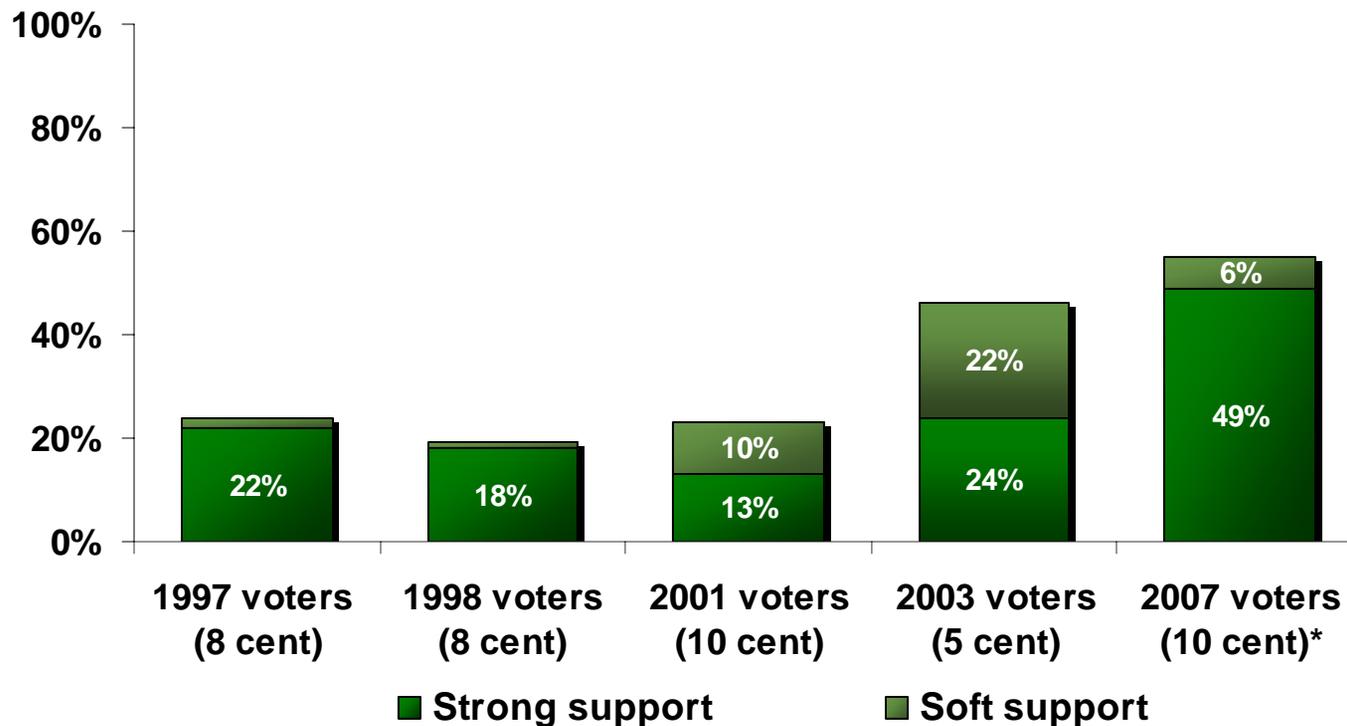


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Historical Support for a Regional Gas Tax

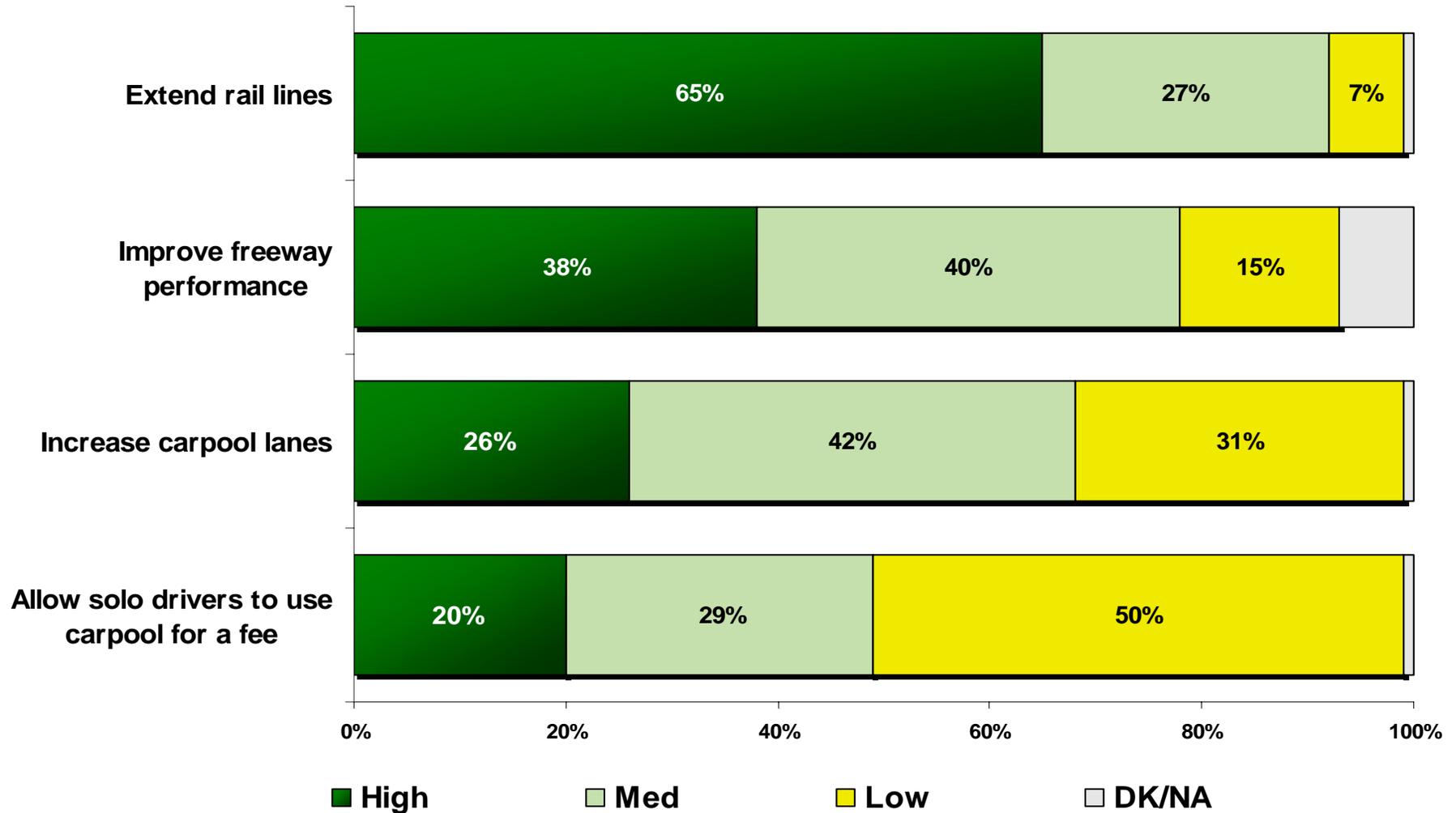


Please note that the amounts tested, the sampling methodologies, starting amounts, and justification for the tax increase were not consistent between surveys



* Source, Bay Area Council / TALC

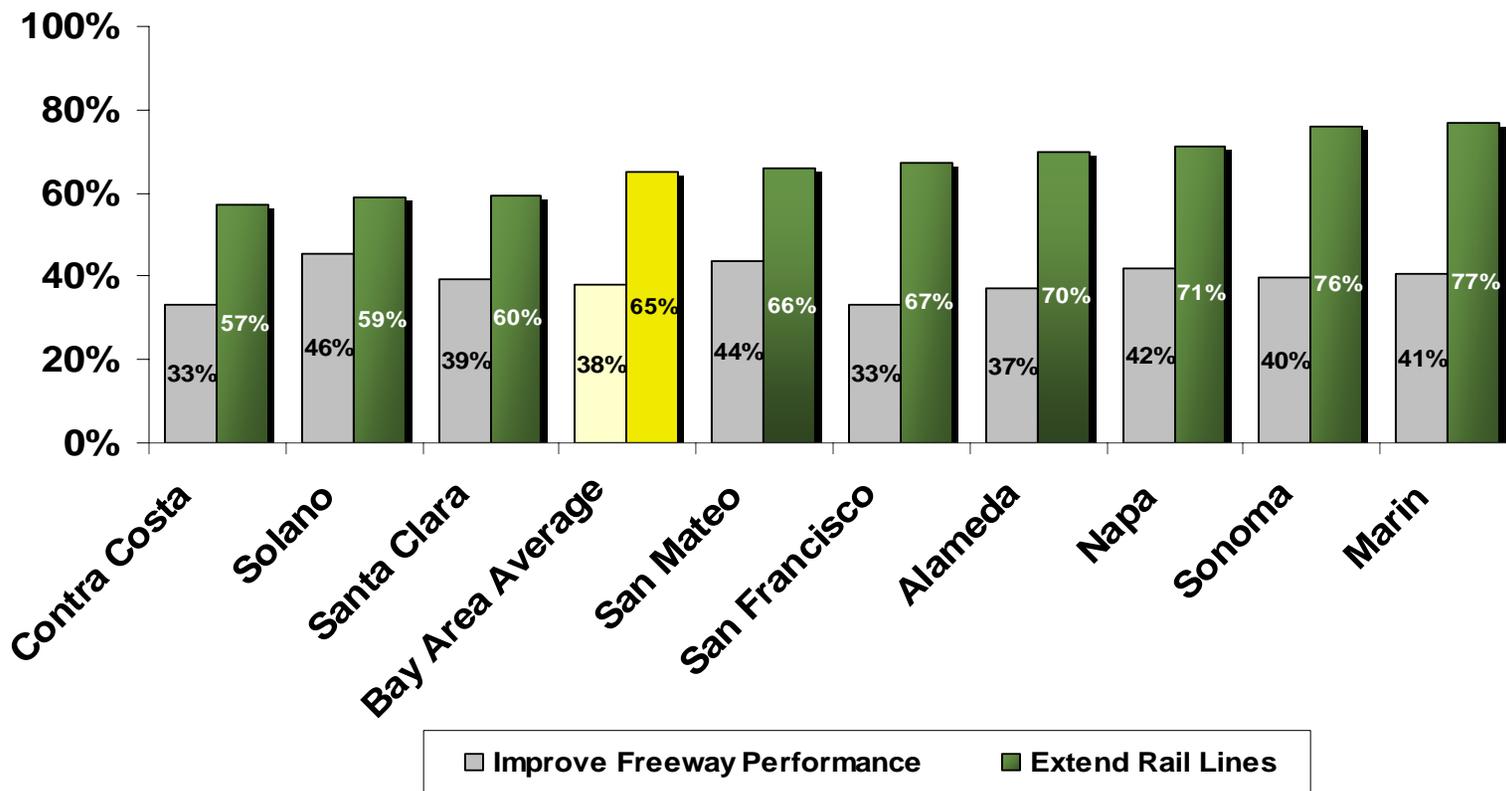
Transportation Investment Priorities I



Transportation Investment Priorities II



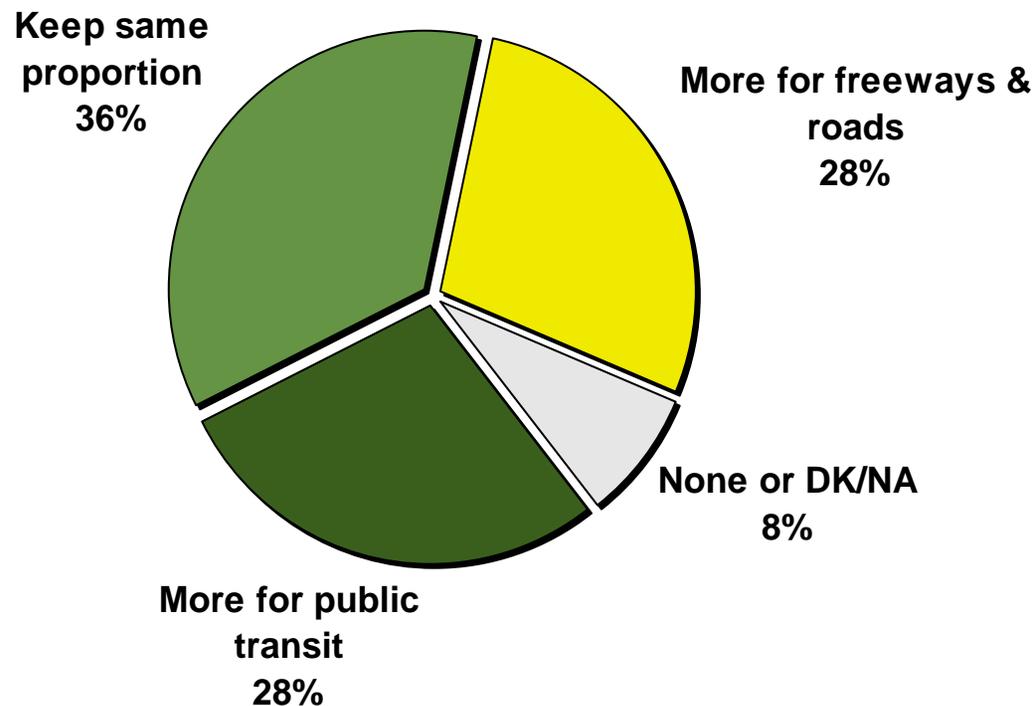
Residents from Marin and Sonoma placed a relatively high importance on extending rail lines (% = high priority)



Budget Allocation



36% of residents preferred **keeping the same** proportion of resources allocated to public transit (2/3) and freeways and roads (1/3)

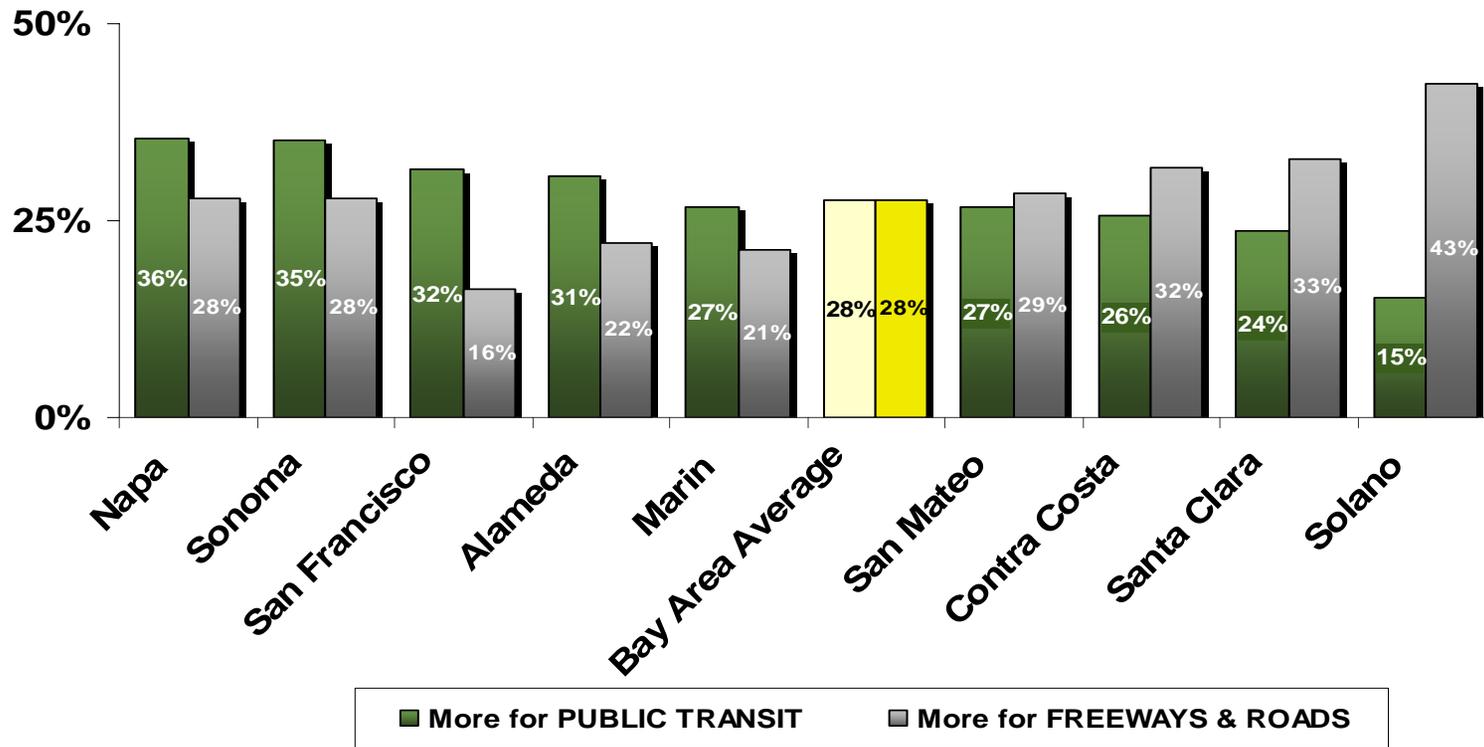


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Budget Allocation by County



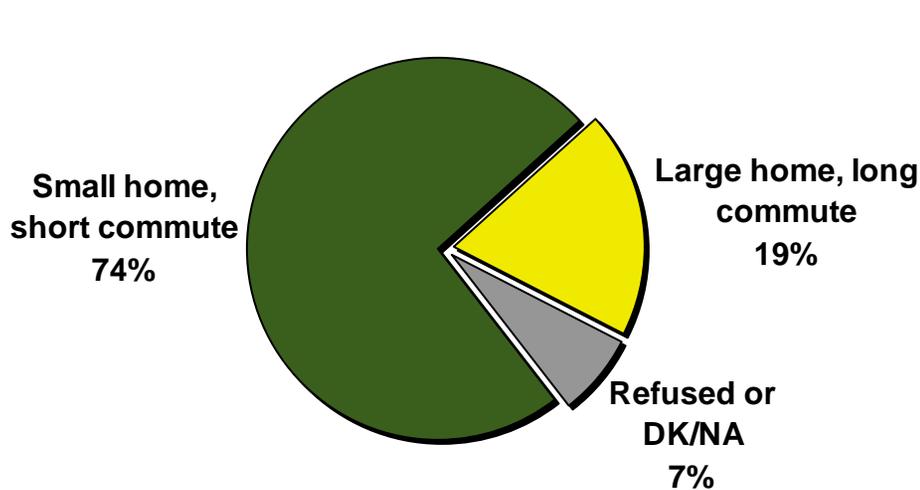
Bay Area residents on average were evenly split between more money for roads vs. more money for public transit



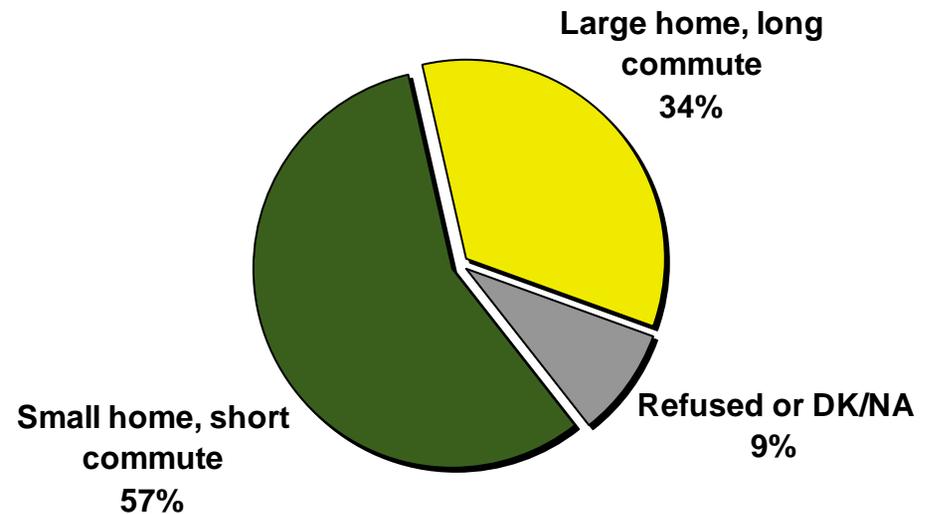
Housing/Commute Trade-off



Over the last four years Bay Area residents increased their preference for smaller home with a short commute over a larger home with a long commute by 17%



2007 Bay Area RTP Results

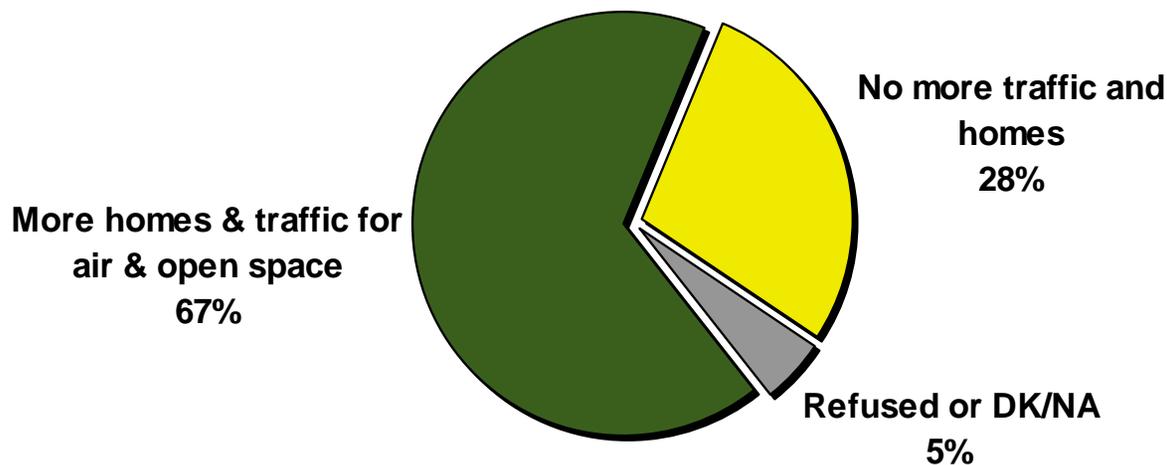


2003 Bay Area RTP Results

Housing Density Trade-off



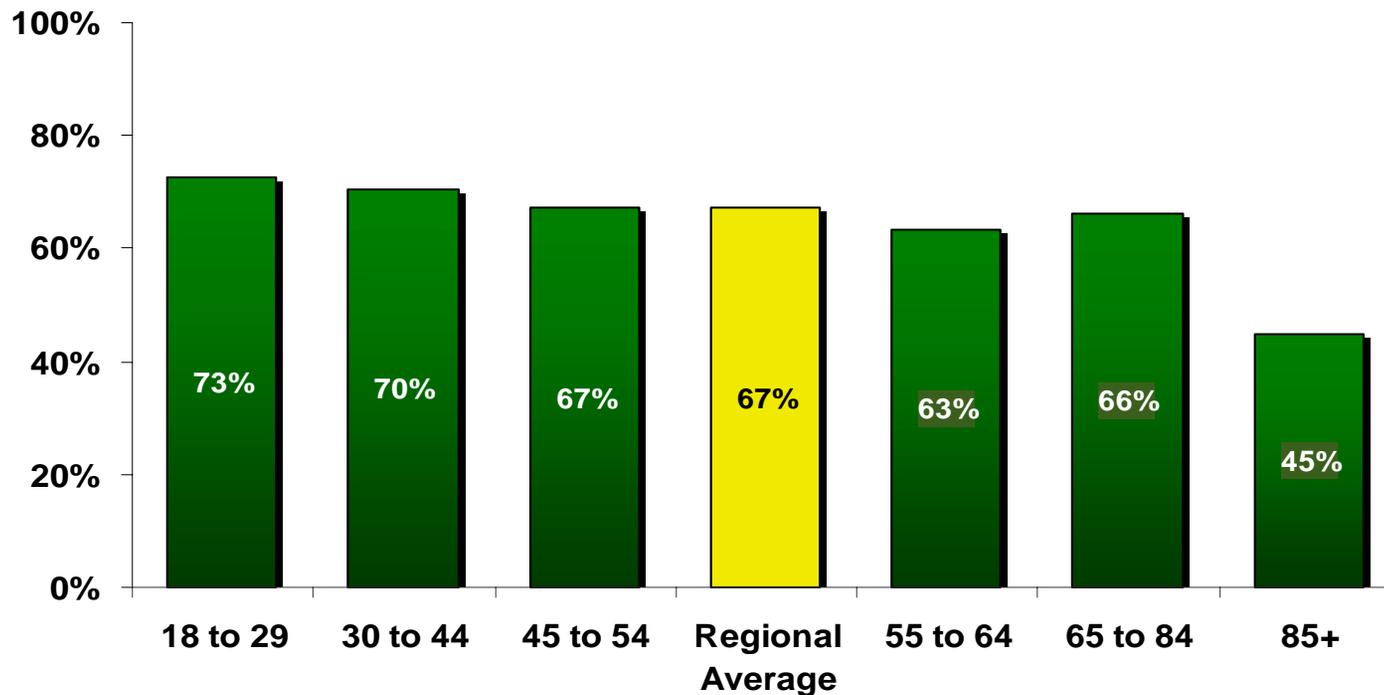
67% of residents indicated they would be willing to accept more homes & traffic in their community, if it protected open space and air quality in the Bay Area.



Housing Density Trade-off II



Younger residents were more willing to accept increased density and traffic to protect regional air quality and open space

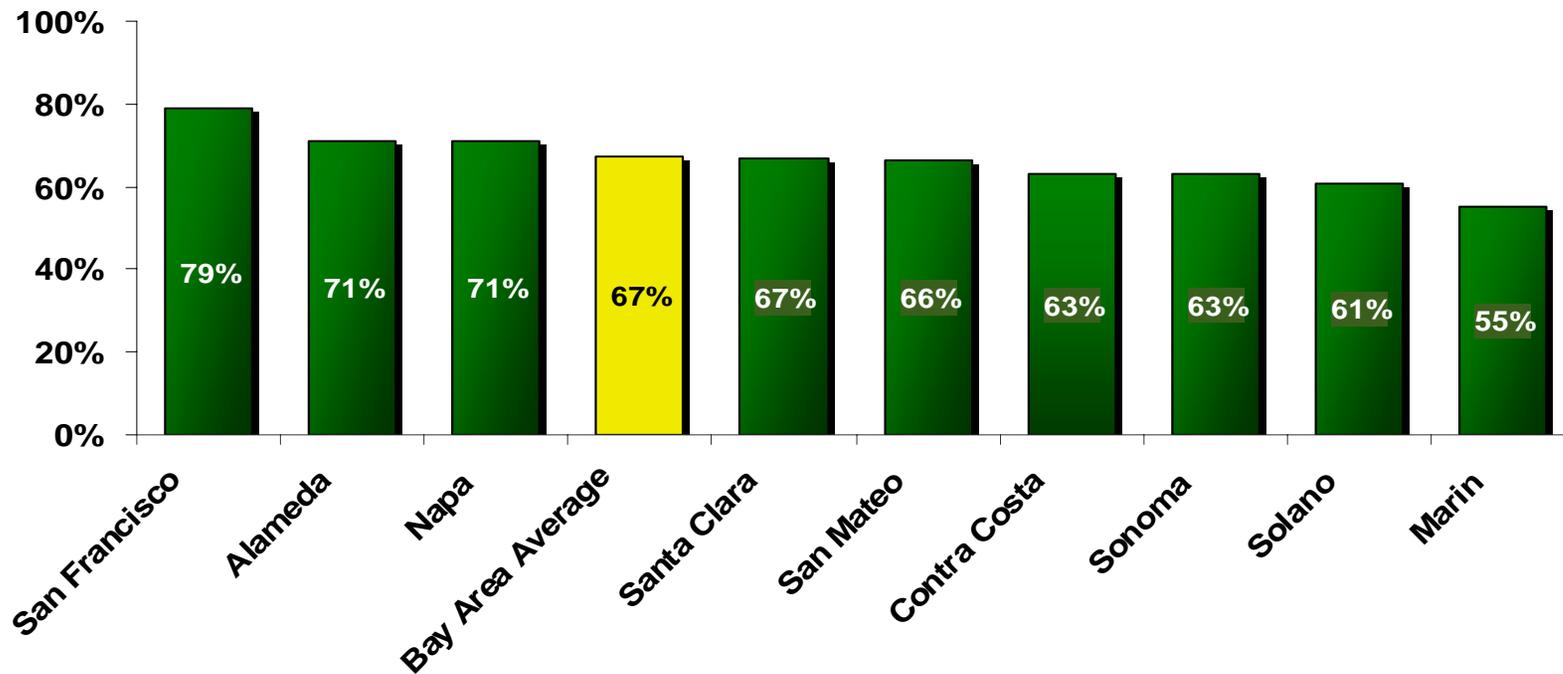


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Housing Density Trade-off III

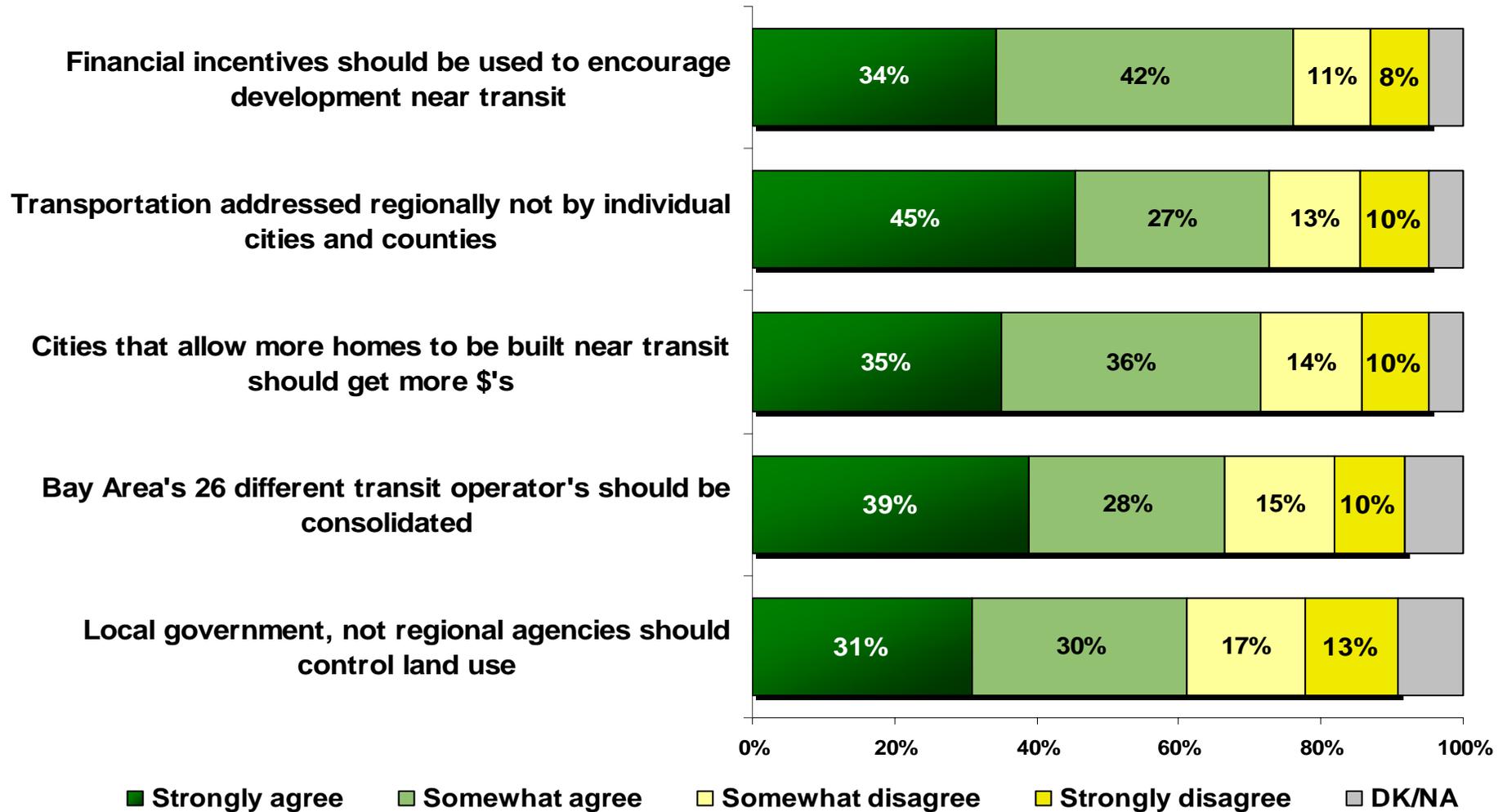


Residents from more populated counties (and Napa) are more likely to accept greater density to protect open space and air quality



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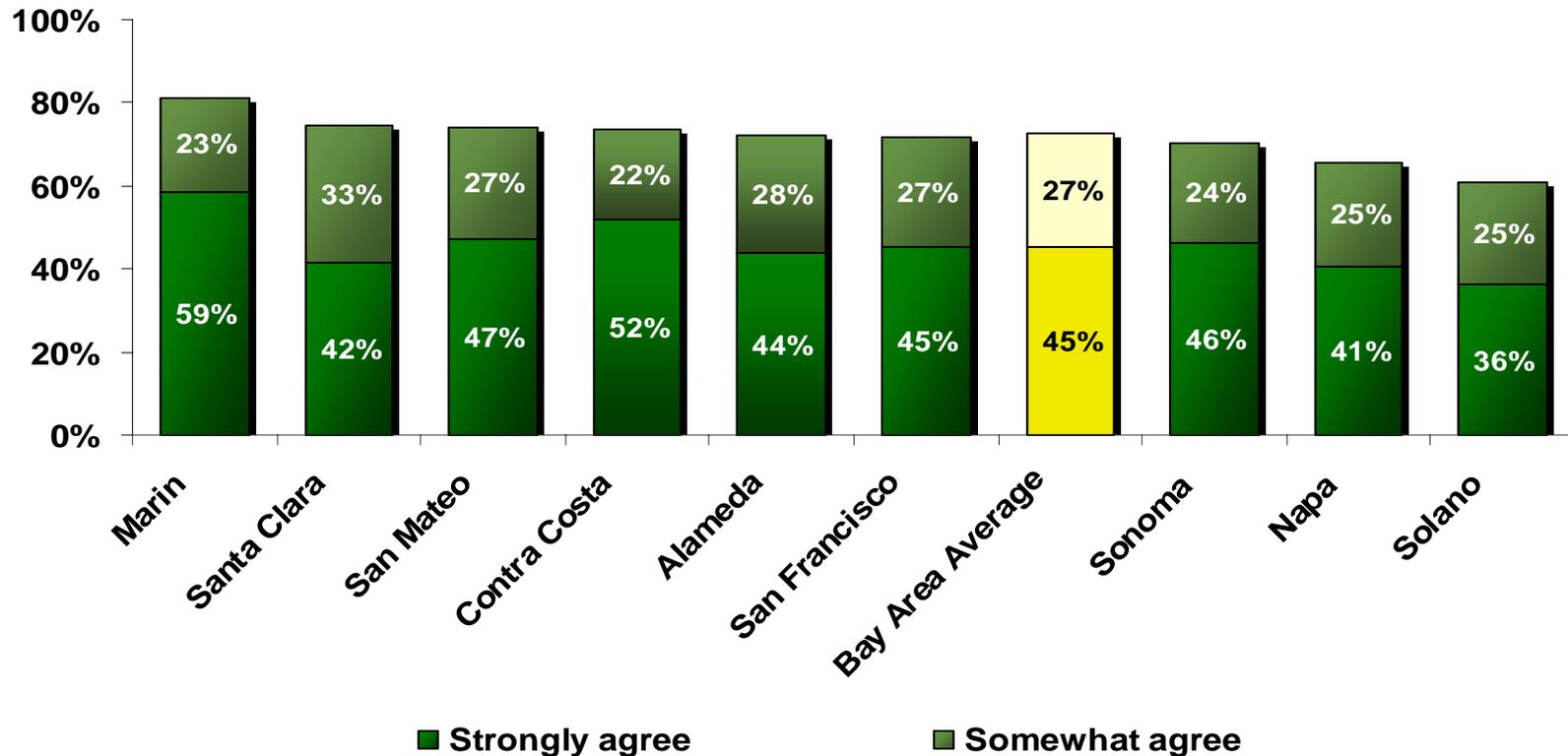
Regional Policy Priorities I



Regional Policy Priorities II



“Transportation problems should be addressed regionally instead of by individual cities and counties”



Regional Policy Priorities III



“Local governments, not regional agencies should continue to control land use decisions”

