Transportation/BART Survey

POLL DETAILS

- Pollster: Jim Moore, Moore Methods
- Sample size: 1,000
- Accuracy: plus/minus 3.1%
Transportation/BART Survey

Jim Moore - Pollster

• Pollster for more Transportation Sales Taxes than anyone in California history.

• 1996 Measure: 51.8%

• 2000 Measure: 70.4%
Transportation/BART Survey

POLL FUNDERS

Community Partners:
• San Jose/Silicon Valley Chamber of Commerce
• Central Labor Council
• California Alliance for Jobs
• Building and Construction Trades Council
• Association of General Contractors
• Amalgamated Transit Union
• CELSOC (Civil Engineers and Land Surveyors of California)
<table>
<thead>
<tr>
<th>Member Companies:</th>
<th>Community Partners:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Systems</td>
<td>Amalgamated Transit Union</td>
</tr>
<tr>
<td>Agilent Technologies</td>
<td>HMH Engineers</td>
</tr>
<tr>
<td>Bank of America</td>
<td>BKF Engineers</td>
</tr>
<tr>
<td>BEA Systems</td>
<td>HNTB Biggs</td>
</tr>
<tr>
<td>Cadence Design Systems</td>
<td>California Alliance for Jobs</td>
</tr>
<tr>
<td>California Water Service</td>
<td>Cardosa Associates</td>
</tr>
<tr>
<td>Calpine</td>
<td>Earth Tech</td>
</tr>
<tr>
<td>Cisco Systems</td>
<td>Bechtel</td>
</tr>
<tr>
<td>Gordon Biersch</td>
<td>Building Trades</td>
</tr>
<tr>
<td>Hewlett-Packard</td>
<td>Carroll Engineering</td>
</tr>
<tr>
<td>Chuck Kissner</td>
<td>CELSOCC</td>
</tr>
<tr>
<td>Knight Ridder</td>
<td>H2M Hill</td>
</tr>
<tr>
<td>Lockheed Martin Space Systems Company</td>
<td>Hatch Mott MacDonald</td>
</tr>
<tr>
<td>Mattson Technology</td>
<td>Korve Engineering</td>
</tr>
<tr>
<td>Mid-Peninsula Bank</td>
<td>Mark Thomas Company</td>
</tr>
<tr>
<td>New United Motor Manufacturing</td>
<td>Nolte</td>
</tr>
<tr>
<td>Pacific Gas &amp; Electric</td>
<td>Pacific Geotechnical Engineering</td>
</tr>
<tr>
<td>Philips Electronics</td>
<td>Parikh Consultants</td>
</tr>
<tr>
<td>San Jose State University</td>
<td>Parson Transportation</td>
</tr>
<tr>
<td>San Jose Water Company</td>
<td>Parsons Brinckerhoff</td>
</tr>
<tr>
<td>Santa Clara University</td>
<td>Rajappan &amp; Meyer</td>
</tr>
<tr>
<td>SBC</td>
<td>URS</td>
</tr>
<tr>
<td>Seagate Technology</td>
<td></td>
</tr>
<tr>
<td>Silicon Valley Bank</td>
<td></td>
</tr>
<tr>
<td>United Defense</td>
<td></td>
</tr>
</tbody>
</table>
Transportation/BART Survey

SUPPORT FOR 2000 MEASURE A

• No “Buyers Remorse”

• When asked how they would vote today, five years later, if they voted again:
  – 69 percent – YES
  – 26 percent – NO
  – 5 percent – Undecided

• If the November 2000 vote were held again today, Measure A would pass by an even larger margin.
• With changed economy, if there is no more money and sales tax receipts continue to generate 30 percent less revenue, what are your priorities.

• Each major project tested, including the cost for capital construction, annual operation, percent of the whole that represents.

• Priorities, in order, were as follows:
  1. BART
  2. Senior Citizen/Disabled Services
  3. Increasing CalTrain Service
  4. People-mover link between SJ Airport and BART
  5. CalTrain – Diesel to Electric
  6. Increasing current bus and rail service/operations
  7. New Light Rail line from Downtown SJ to East SJ
  8. Two new Light Rail lines—locations to be decided
Transportation/BART Survey

PRIORITIZE 2000 MEASURE A PROJECTS

• Each major project was then tested, head to head, against each project

• Priorities, in order – with percentages – were as follows:
  1. BART or Two new LRT lines – 68 to 23 percent
  2. BART or East Side Light Rail – 71 to 22 percent
  3. BART or CalTrain – 59 to 33 percent
  4. BART or Increasing existing bus/rail service – 57 to 37 percent
  5. BART or Senior Citizen/Disabled Service – 52 to 43 percent
Transportation/BART Survey

HEAD-TO-HEAD PRIORITY RESULTS

• BART is taxpayers’ highest priority. BART is followed in the head-to-head match-ups by:
  – Senior Citizens/Disabled Services
  – Increasing current bus and rail service/operations
  – CalTrain
  – Two new light rail lines
  – East Valley light rail
Opponents Proposals Against BART

- “BART won’t happen for 20 years, won’t get state/federal funds, so let’s use those dollars for other improvements”
  - Spend money on BART – 56 percent
  - Spend money on other projects – 39 percent
  - No Opinion – 5 percent

- “BART should stop in Milpitas, “save” $2 billion, and use the savings for other purposes”
  - Stop in Milpitas/Save Money – 20 percent
  - Build to San Jose/Santa Clara – 75 percent
  - No Opinion – 5 percent
Transportation/BART Survey

RESULTS BY JURISDICTION

- For Measure A dollars, BART is the top priority countywide
- For Measure A dollars, BART is the top priority in all five Supervisorial Districts
- For Measure A dollars, BART is the top priority in all 15 cities/towns, including Palo Alto to the north, (although tied with CalTrain in South County)
- For Measure A dollars, BART is the top priority in all four Congressional Districts
- For Measure A dollars, BART is the top priority in all 4 State Senate and all 7 State Assembly Districts (although tied with CalTrain in Simon Salinas’ south county assembly district)
Transportation/BART Survey

POTENTIAL NEW BALLOT MEASURE

- Quarter-Cent Transportation Sales Tax – 30 years
- Funds to complete 2000 Measure A, Local Street and Road maintenance and pothole repair, and signal synchronization on expressways/major arterials
  - 61 percent - Yes
  - 37 percent – No
  - 3 percent – No Opinion
- October, 2003 Survey – Quarter-Cent Sales Tax for 20 years only received 51 percent support – a pick-up of ten points for a measure lasting ten more years
Transportation/BART Survey

Mountain View Numbers

• Priority Projects – With Cost Data
  • BART
  • CalTrain
  • People Mover
  • Bus/Rail Operations
  • Seniors
  • Electrify CalTrain
  • Light Rail: Downtown San Jose to East Valley
  • Light Rail: Two new lines
Transportation/BART Survey

Mountain View Numbers continued...

- Priority Projects – Head to Head
  - BART – 2 New LRT: 78 to 17
  - BART – DT/EV: 80 to 17
  - BART or CalTrain: 59 to 37
  - BART or Bus/Rail Ops: 66 to 34
  - BART or Senior Service: 46 to 46
Transportation/BART Survey

Mountain View Numbers continued...

- Priority Projects – Head to Head, In Order
  - BART - #1
  - Seniors/Disabled - #2
  - CalTrain - #3
  - Bus/Rail Operations- #4
  - 2 New Light Rail Lines - #5
  - Downtown San Jose to East Valley - #6
Transportation/BART Survey

Mountain View Numbers continued...

BART – 20 years, if ever 51 / 46

BART – Milpitas 73 / 24