

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%



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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)

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POLL FUNDERS

Member Companies:

Adobe Systems
Agilent Technologies
Bank of America
BEA Systems
Cadence Design Systems
California Water Service
Calpine
Cisco Systems
Gordon Biersch
Hewlett-Packard
Chuck Kissner
Knight Ridder
Lockheed Martin Space Systems Company
Mattson Technology
Mid-Peninsula Bank
New United Motor Manufacturing
Pacific Gas & Electric
Philips Electronics
San Jose State University
San Jose Water Company
Santa Clara University
SBC
Seagate Technology
Silicon Valley Bank
United Defense

Community Partners:

Amalgamated Transit Union
HMH Engineers
BKF Engineers
HNTBBiggs
California Alliance for Jobs
Cardosa Associates
Earth Tech
Bechtel
Building Trades
Carroll Engineering
CELSOCC
H2M Hill
Hatch Mott MacDonald
Korve Engineering
Mark Thomas Company
Nolte
Pacific Geotechnical Engineering
Parikh Consultants
Parson Transportation
Parsons Brinckerhoff
Rajappan & Meyer
URS

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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.

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EVALUATE AND PRIORITIZE 2000 MEASURE A

- 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 – Deisel 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

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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

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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

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OPPONENTS PROPOSALS AGAINST BART

- “BART won’t happen for 20 years, won’t get state/federal funds, so lets 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

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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)

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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

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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

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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

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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

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Mountain View Numbers continued...

BART – 20 years, if ever 51 / 46

BART – Milpitas 73 / 24