



**Survey of Likely November 2026 Voters
Conducted for AC Transit
Report for AC Transit Board of Directors
*April 30, 2025***

Survey Methodology

- ▶ Survey of likely November 2026 voters in the Alameda-Contra Costa Transit District
- ▶ Conducted March 23 – 31, 2025
- ▶ Mixed mode survey using a combination of telephone and online interviews, in English, Chinese, and Spanish
- ▶ Where applicable, results compared with prior surveys conducted for the District
- ▶ Split sample design used to measure independent support for two different parcel tax amounts (\$13 or \$19 per month)

	Entire Sample <i>margin of error</i>	\$13/month ballot question <i>margin of error</i>	\$19/month ballot question <i>margin of error</i>
Districtwide	800 interviews ± 3.5 pct pts	400 interviews ± 4.9 pct pts	400 interviews ± 4.9 pct pts
Special District 1	600 interviews ± 4.0 pct pts	300 interviews ± 5.7 pct pts	300 interviews ± 5.7 pct pts
Special District 2	200 interviews ± 6.9 pct pts	100 interviews ± 9.8 pct pts	100 interviews ± 9.8 pct pts

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

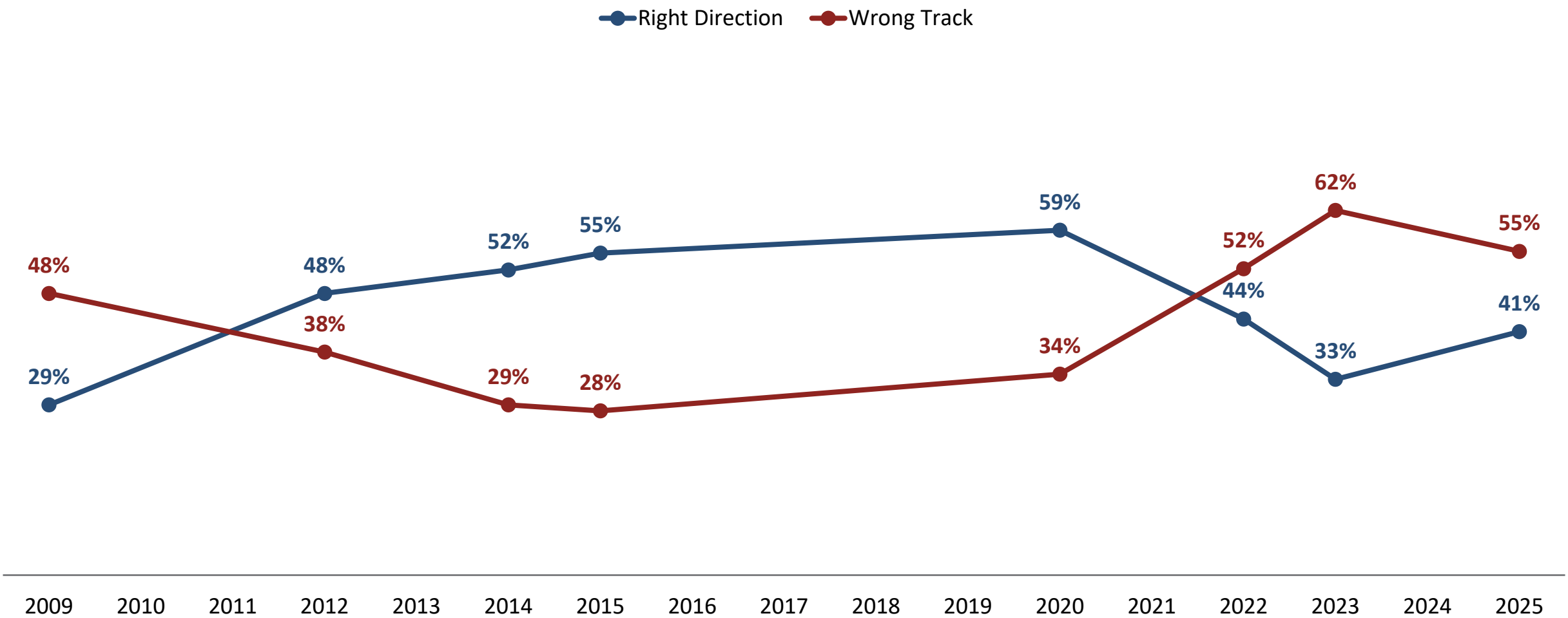
- ▶ **Three-quarters (75%) of voters rate AC Transit favorably.** MTC is largely unknown, with 44% of voters unable to rate it.
- ▶ **Voters also recognize the need for increased funding for AC Transit,** with 65% strongly believing that we need to ensure access to high-quality public transit service for those who rely on it, and 88% agree that good local bus service benefits everyone in the area.
- ▶ **Voter optimism is growing,** but the poll reveals high levels of voter pessimism and tax hesitancy, indicating a **challenging environment** for a tax measure at this time.
- ▶ A parcel tax measure for AC Transit is **supported by 54% of voters** Districtwide, with support slightly higher when looking only at Special Transit Service District 1.
- ▶ While there is little difference in initial support for measures at different tax rates, a measure with a lower rate that can **prevent cuts and preserve essential local transit service is ultimately better supported (61% vs. 53% after additional information)** than a higher-rate measure intended to make improvements.
- ▶ Providing additional information about a measure that will prevent cuts is effective at increasing support; however, the same is not true for the measure that improves service. **Opposition messaging undermines support** for either model.
- ▶ Voter priorities include **rider safety, preserving lifeline transit service** for those who rely on it, including seniors, people with disabilities, and students, **preventing major service cuts, and keeping fares reasonable.**



Issue Environment

Right Direction/Wrong Track

A majority of AC Transit District voters feel the Bay Area is going in the wrong direction, but optimism is up since 2023.

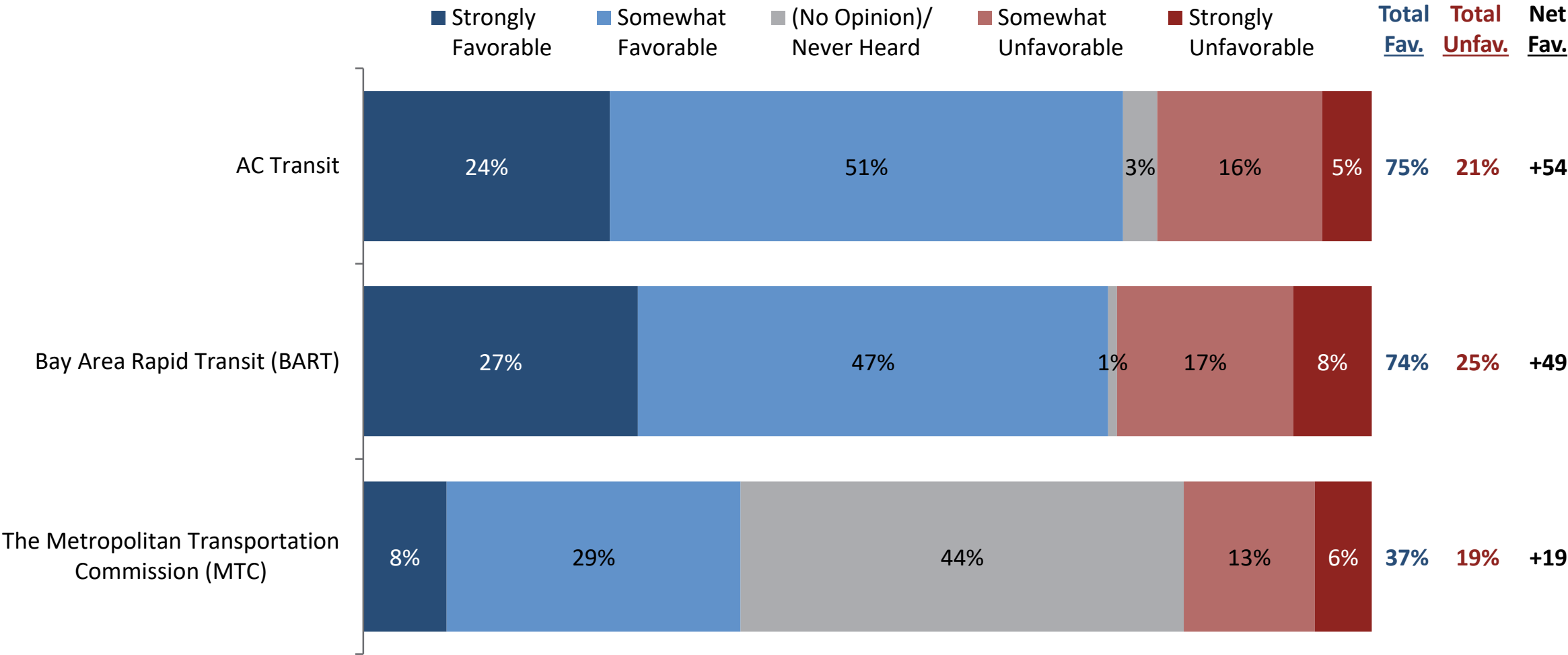


Q3. Do you feel that things in the Bay Area are generally going in the right direction or do you feel that things are pretty seriously off on the wrong track?

Prior data from earlier voter surveys of similar methodology, sample size, and margin of error.

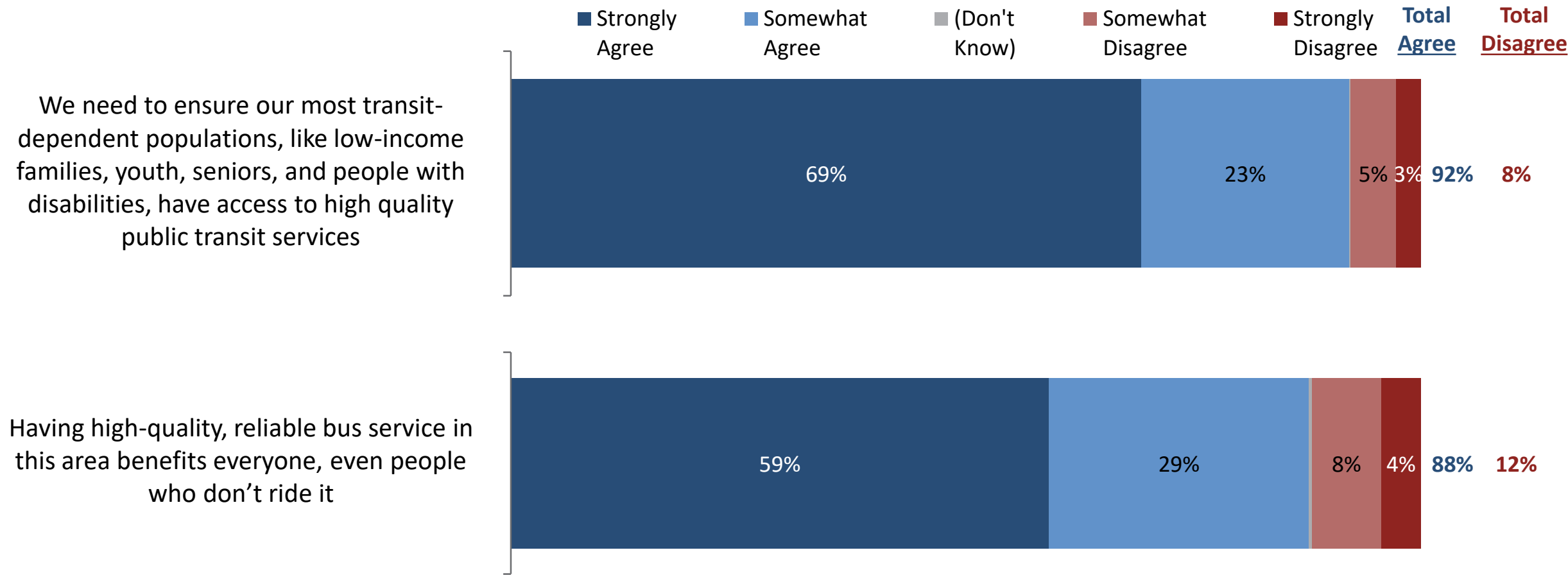
Favorable Ratings

AC Transit is well-regarded by voters, with three-quarters holding a favorable view. 44% of voter were unable to rate MTC.



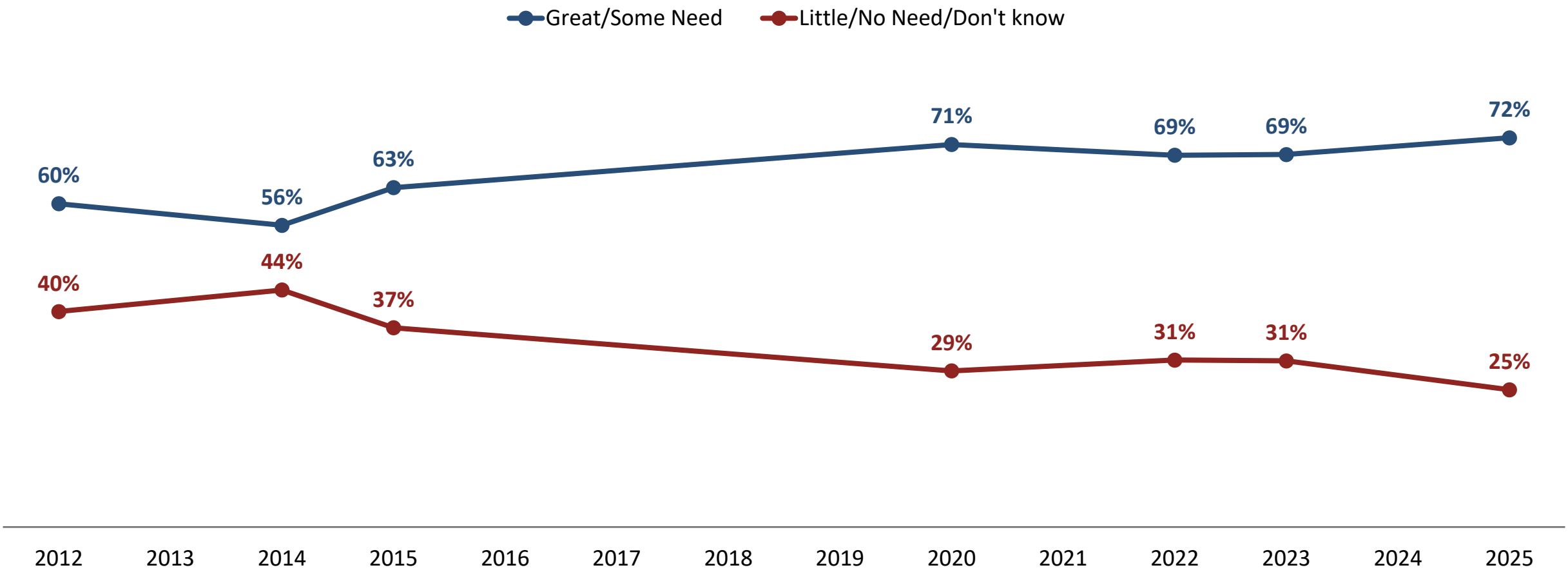
Transit Attitudes

Seven-in-ten voters strongly agree on the importance of ensuring transit-dependent populations have access to high quality transit, and most agree good bus service benefits everyone, including non-riders.



Perceived Need for Funding Over Time

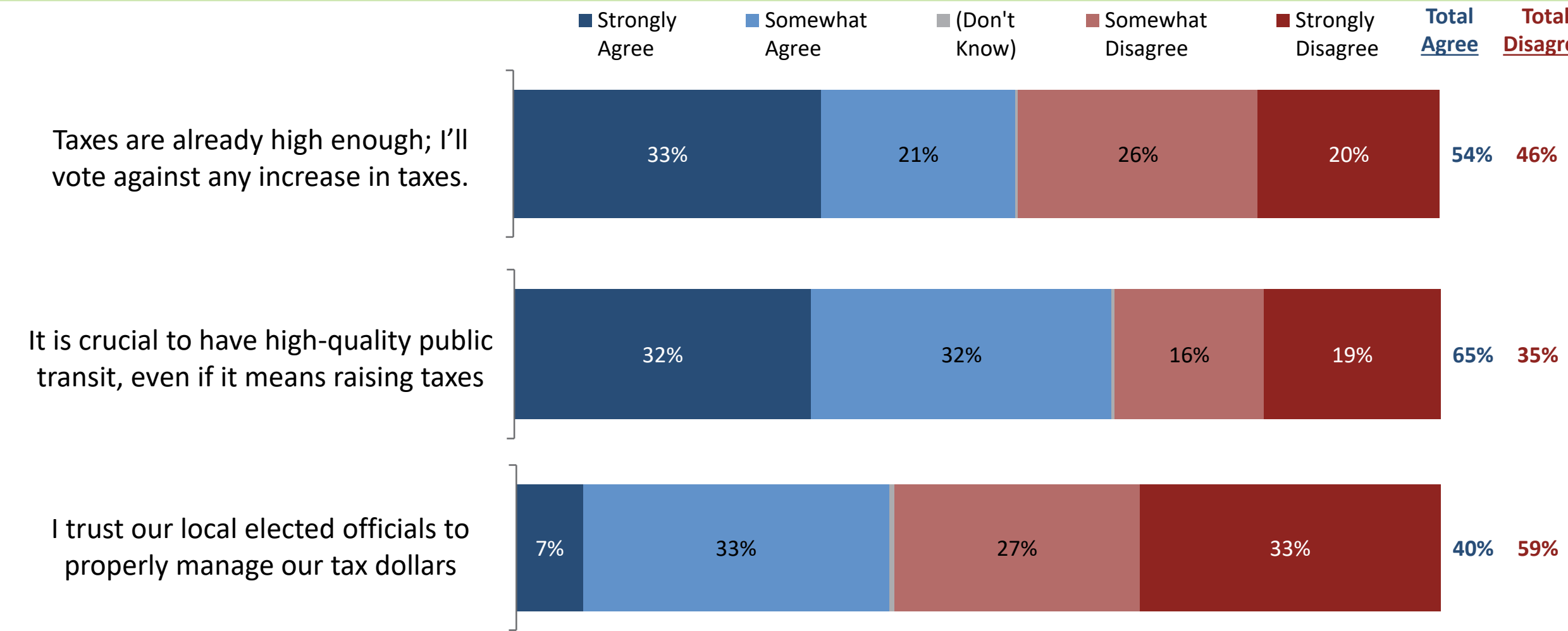
Perception for need for funding has remained reasonably stable over time since 2020.



Q9. As you may know, you live in the AC Transit Service area. AC Transit runs the public bus system in your area. Would you say that AC Transit has a great need for additional funding, some need, a little need, or no real need for additional funding?
Prior data from earlier voter surveys of similar methodology, sample size, and margin of error.

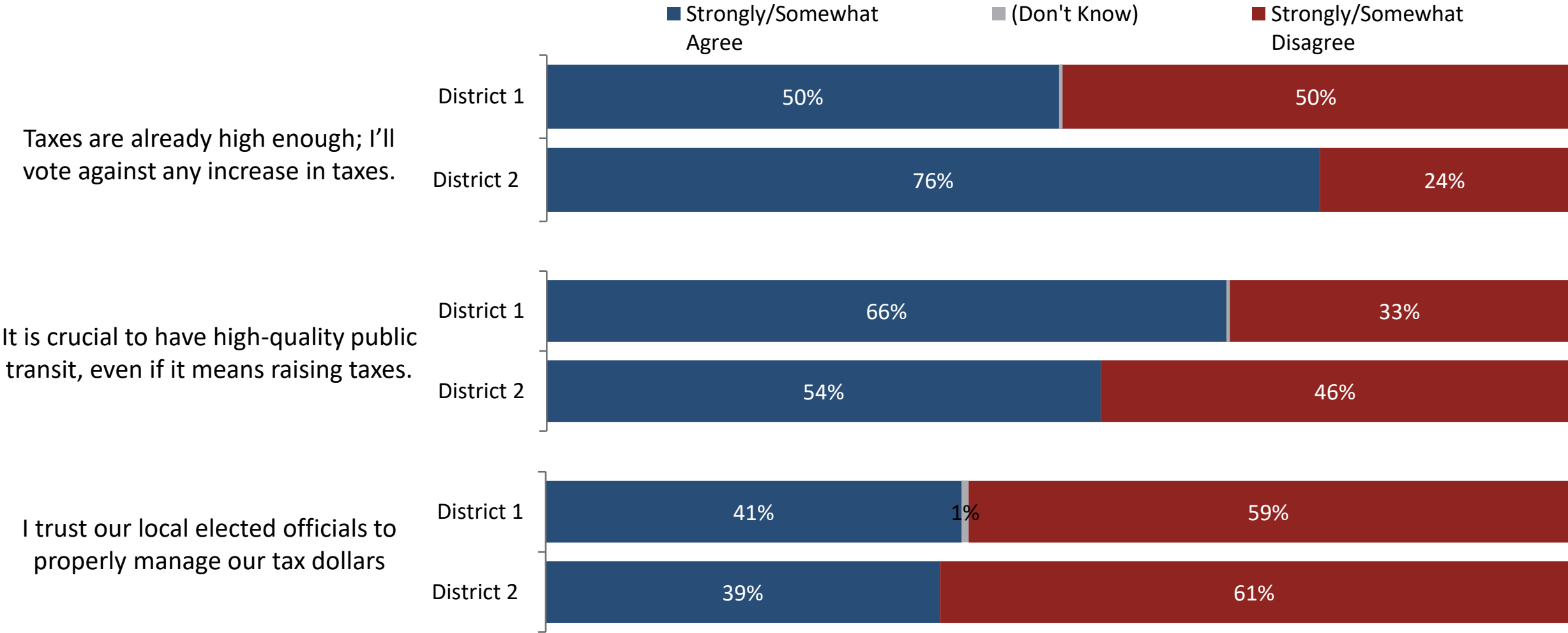
Districtwide Tax Attitudes

One-third of voters in the District are strongly against increasing taxes, although nearly two-in-three feel high quality transit could be worth it. Trust in local elected officials is low.



Tax Attitudes by District

Tax sensitivity is higher in Special Transit District #2.





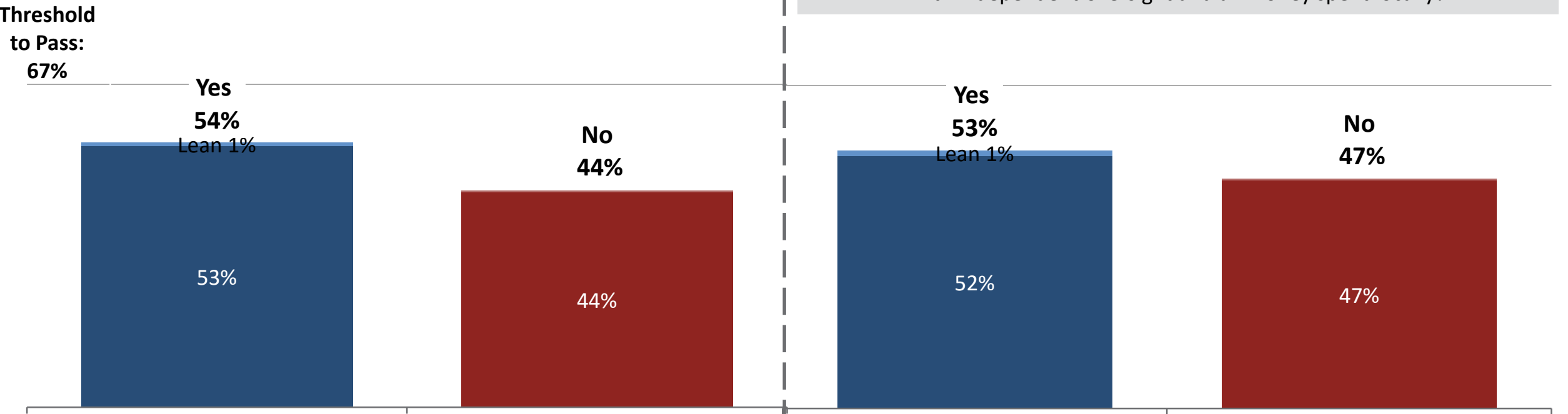
2025 Revenue Measure

Potential Revenue Measure – Initial Districtwide Vote

In an initial vote, a slight majority of voters districtwide support both the \$13/parcel and \$19/parcel measures, but neither are close to the two-thirds threshold.

SPLIT A: To prevent cuts and preserve essential local public transit service for people who rely on it, including youth, students, seniors, people with disabilities, shall the Alameda-Contra Costa Transit District, or AC Transit, be authorized to levy a tax of **\$13** per parcel, per month, for the next 20 years, raising approximately \$64 million annually, with independent oversight and all money spent locally?

SPLIT B: To improve essential local public transit service for people who rely on it, including youth, students, seniors, and people with disabilities, by increasing AC Transit frequency, reliability, safety, cleanliness, and connections with other transit services, shall the Alameda-Contra Costa Transit District, or AC Transit, be authorized to levy a tax of **\$19** per parcel, per month, for the next 20 years, raising approximately \$94 million annually, with independent oversight and all money spent locally?



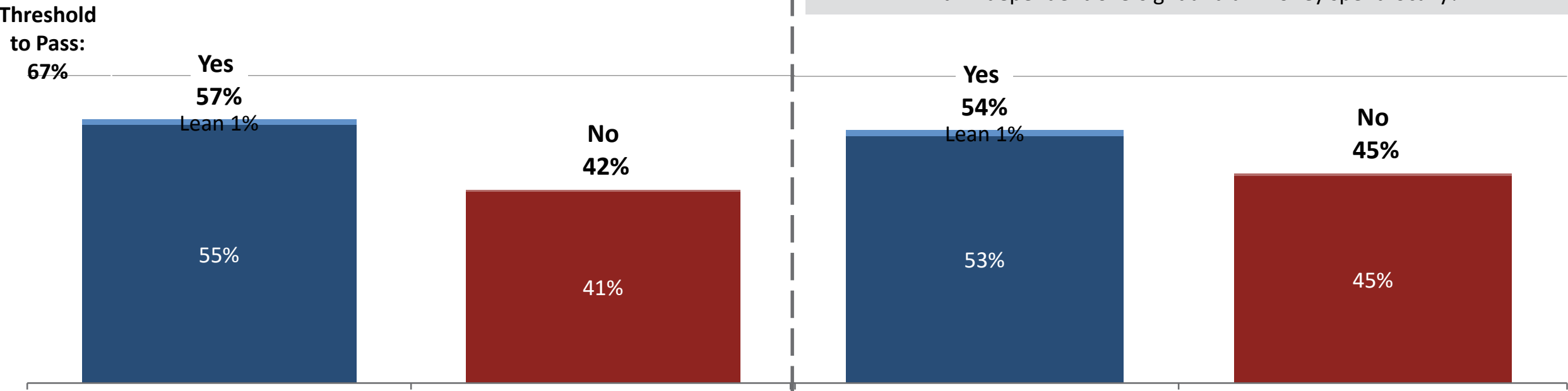
Q10. In November 2026, there may be a measure on the ballot that reads as follows... If the election were held today, would you vote yes to approve or no to reject this measure?

Potential Revenue Measure – Initial Vote – Special District 1

Among Special District 1 voters, neither measure reaches the necessary threshold for passage.

SPLIT A: To prevent cuts and preserve essential local public transit service for people who rely on it, including youth, students, seniors, people with disabilities, shall the Alameda-Contra Costa Transit District, or AC Transit, be authorized to levy a tax of **\$13** per parcel, per month, for the next 20 years, raising approximately \$64 million annually, with independent oversight and all money spent locally?

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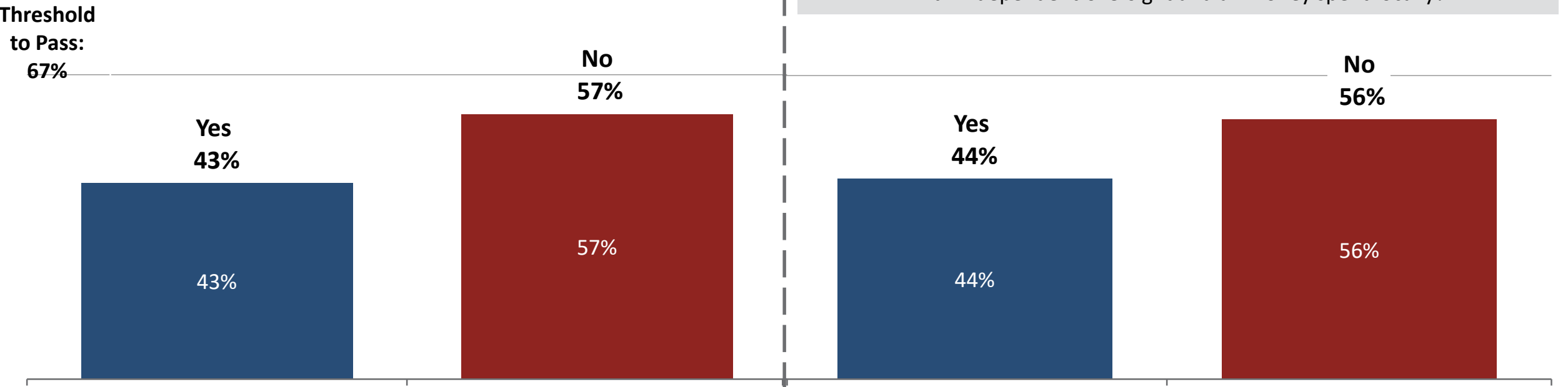
Per split: n=300, MoE=±5.7 points
Q10. In November 2026, there may be a measure on the ballot that reads as follows... If the election were held today, would you vote yes to approve or no to reject this measure?

Potential Revenue Measure – Initial Vote – Special District 2

Among Special District 2 voters, support is low for both measures and neither measure reaches the necessary threshold for passage.

SPLIT A: To prevent cuts and preserve essential local public transit service for people who rely on it, including youth, students, seniors, people with disabilities, shall the Alameda-Contra Costa Transit District, or AC Transit, be authorized to levy a tax of **\$13** per parcel, per month, for the next 20 years, raising approximately \$64 million annually, with independent oversight and all money spent locally?

SPLIT B: To improve essential local public transit service for people who rely on it, including youth, students, seniors, and people with disabilities, by increasing AC Transit frequency, reliability, safety, cleanliness, and connections with other transit services, shall the Alameda-Contra Costa Transit District, or AC Transit, be authorized to levy a tax of **\$19** per parcel, per month, for the next 20 years, raising approximately \$94 million annually, with independent oversight and all money spent locally?



Per split: n=100, MoE=±9.8 points

Q10. In November 2026, there may be a measure on the ballot that reads as follows... If the election were held today, would you vote yes to approve or no to reject this measure?

Top Five Reasons for Support/Opposition

Voters who support a measure mostly cite the importance of public transportation, while those who oppose cite cost concerns, inefficiency, and mismanagement.

Why would you support this measure? (of supporters; n=415)	%
Public Transportation Importance	47%
Infrastructure/Service/Reliability Improvements	17%
Community Support and Benefits (Economic, Social, Accessibility)	16%
Environmental Benefits	3%
Funding Inefficiency and Mismanagement	3%

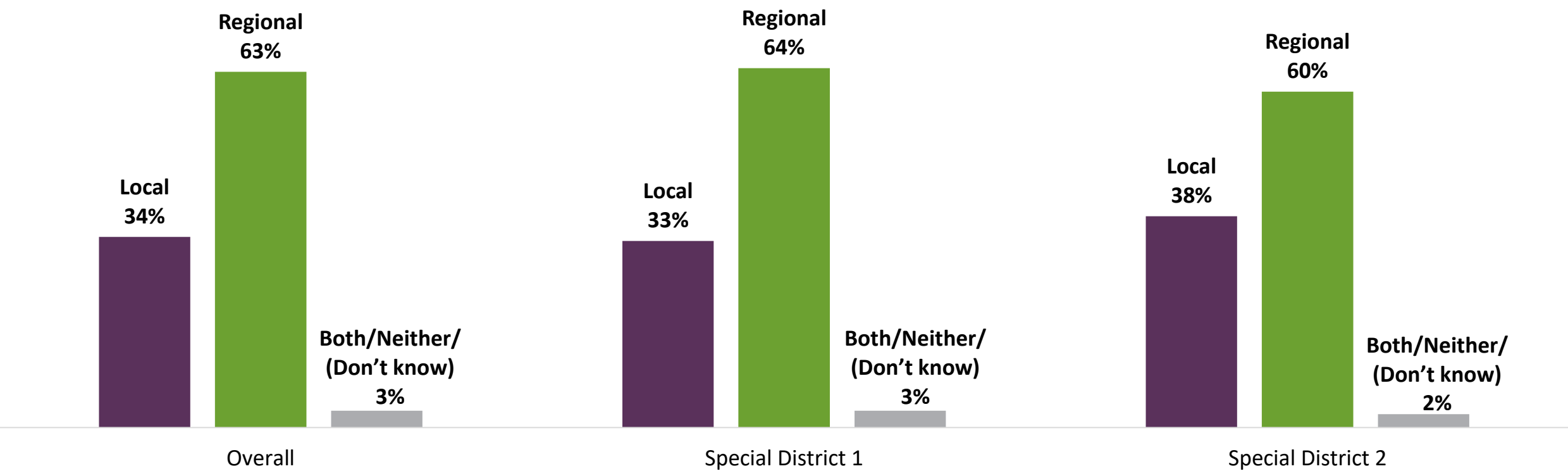
Why would you oppose this measure? (of opposers; n=378)	%
Anti-Tax/Cost Concerns	43%
Funding Inefficiency and Mismanagement	26%
Unfair Property Tax Burden	8%
Need More Information	6%
Alternative Funding Suggestions	3%

Regional or Local Measure

Voters prefer a regional approach to transit funding, even with the knowledge AC Transit would not receive as much funding.

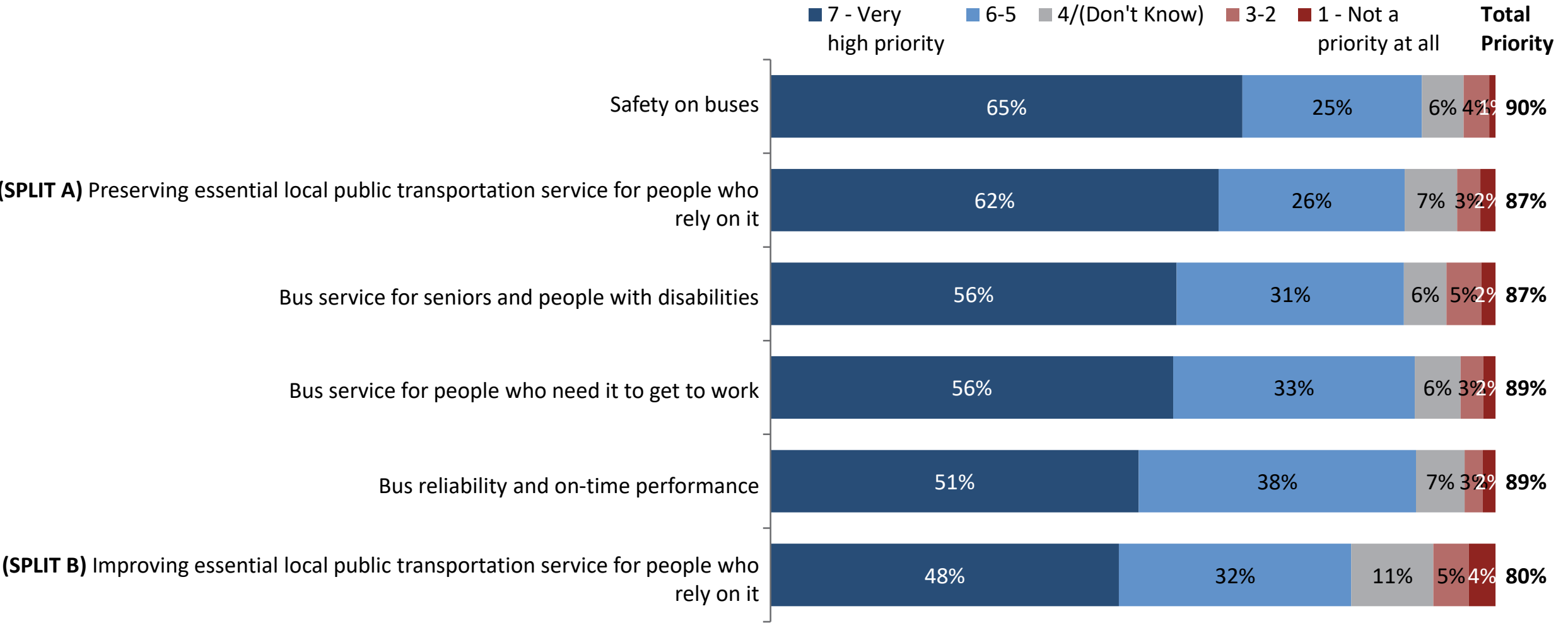
Some people say instead of a local measure to provide funding only for AC Transit, there should be a single regional measure that provides funding for public transit agencies across the Bay Area, including AC Transit, Muni, BART, Caltrain, and SamTrans. With a regional measure like this, AC Transit would not receive as much funding for local transit service in this area as they would with a measure just for AC Transit.

Hearing this, which option would you prefer, (**ROTATE:** a local measure that only provides funding for AC Transit, or a regional measure that would provide funding for multiple Bay Area transit agencies)?



Top Revenue Measure Priorities

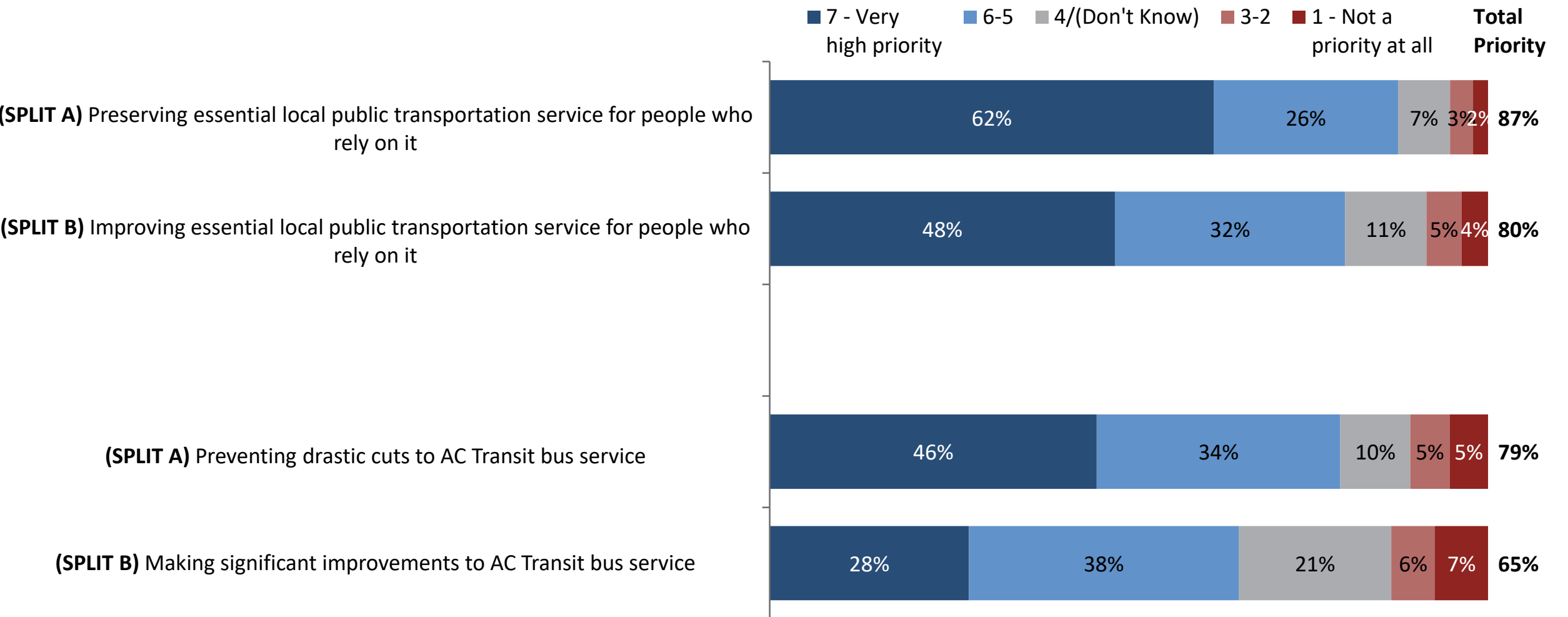
Safety and preserving services for those who need it, such as seniors, people with disabilities, and commuters is rated as a high priority. Improving essential local transportation is not rated as highly as preserving it.



Q12-25. Next, I'm going to read you a list of things that an AC Transit revenue measure could pay for. After each one, please tell me how high of a priority that item should be.

Revenue Measure Priorities

Framing priorities as preserving service/preventing cuts is more compelling to voters than improving service.



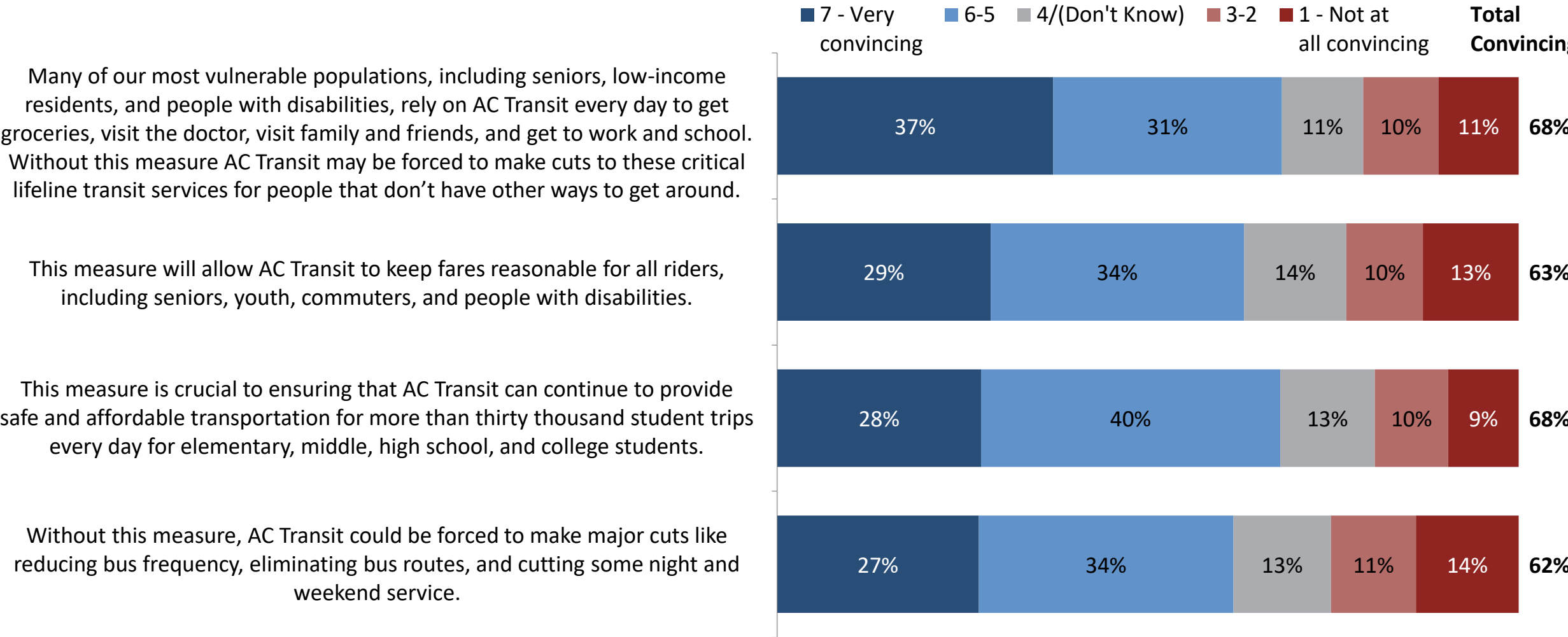
Q12-25. Next, I'm going to read you a list of things that an AC Transit revenue measure could pay for. After each one, please tell me how high of a priority that item should be.



Additional Information

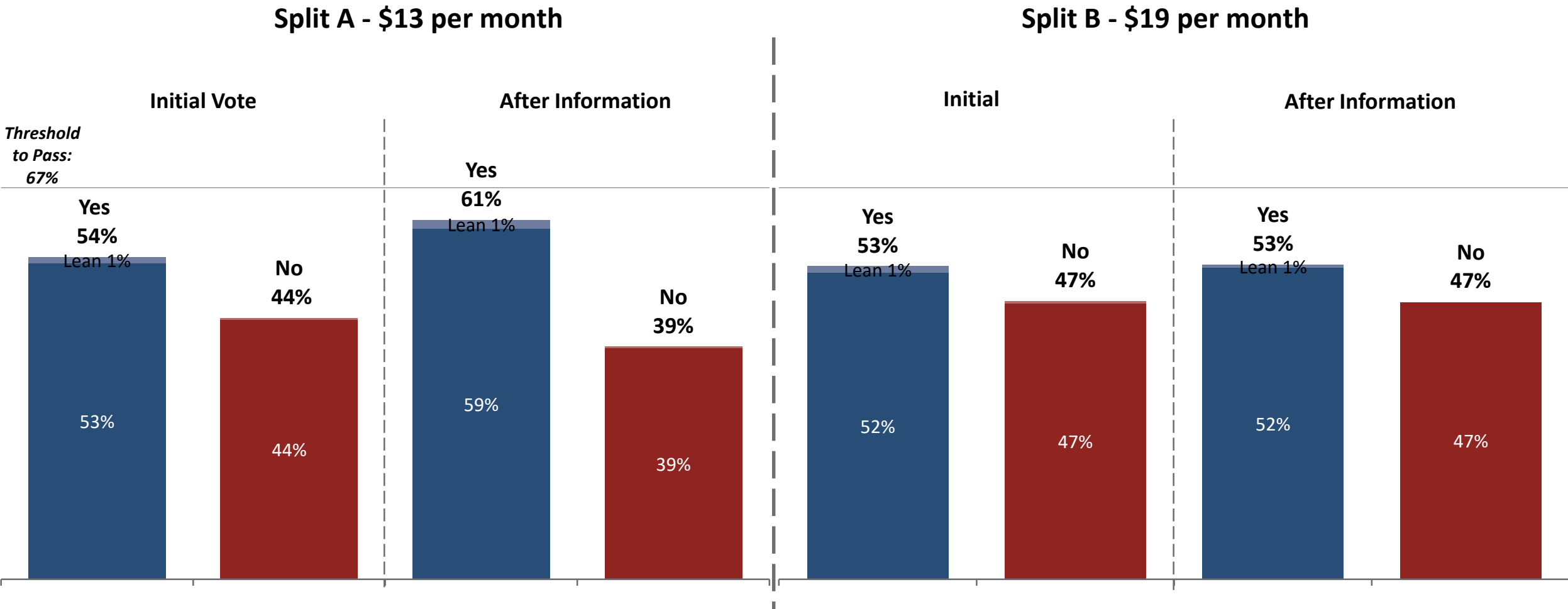
Top Additional Information

Preventing cuts to services relied on by vulnerable populations, keeping fares reasonable, and ensuring service for students are all compelling pieces of information about a measure.



Vote After Additional Information

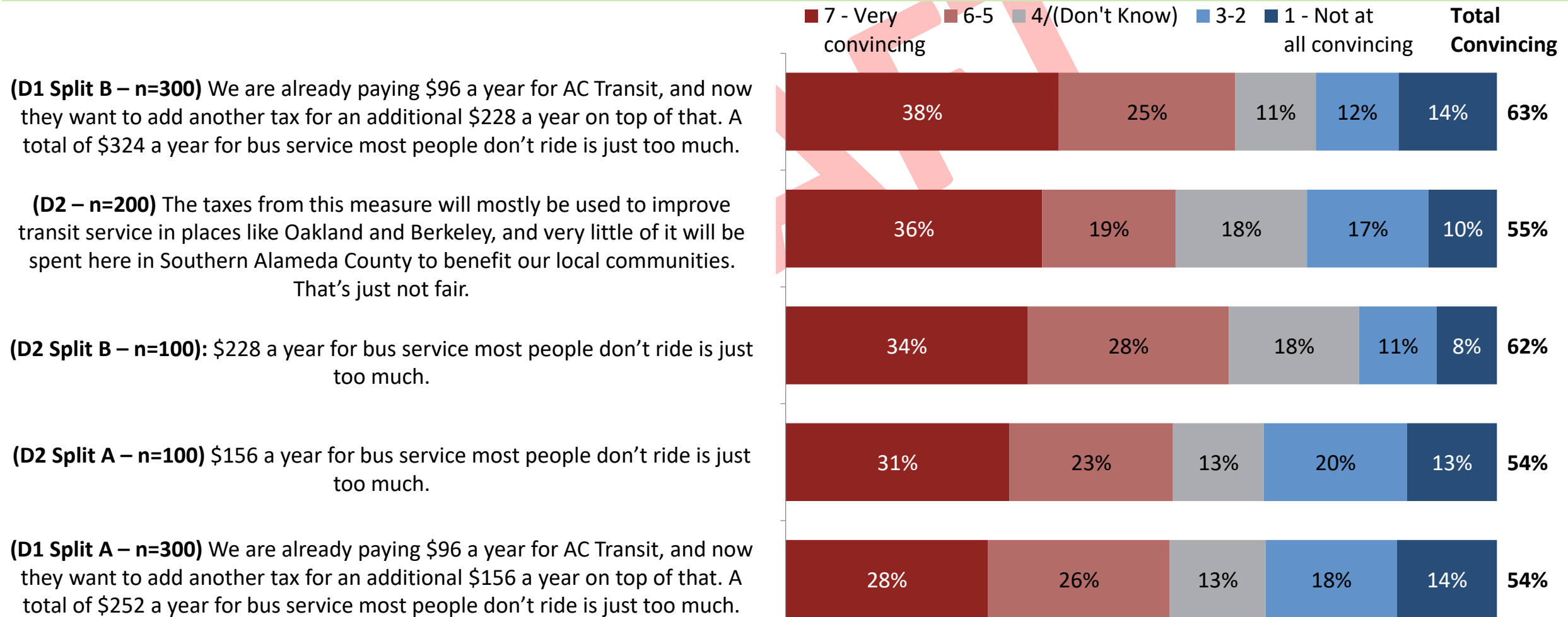
Additional information increases support for the \$13 measure, but it still falls short of the 2/3rds threshold. Support for the \$19 measure is stagnant.



Q10/41. Now that you have heard more, I'd like to ask you about the proposed measure again... If the election were held today, would you vote yes to approve or no to reject this measure?

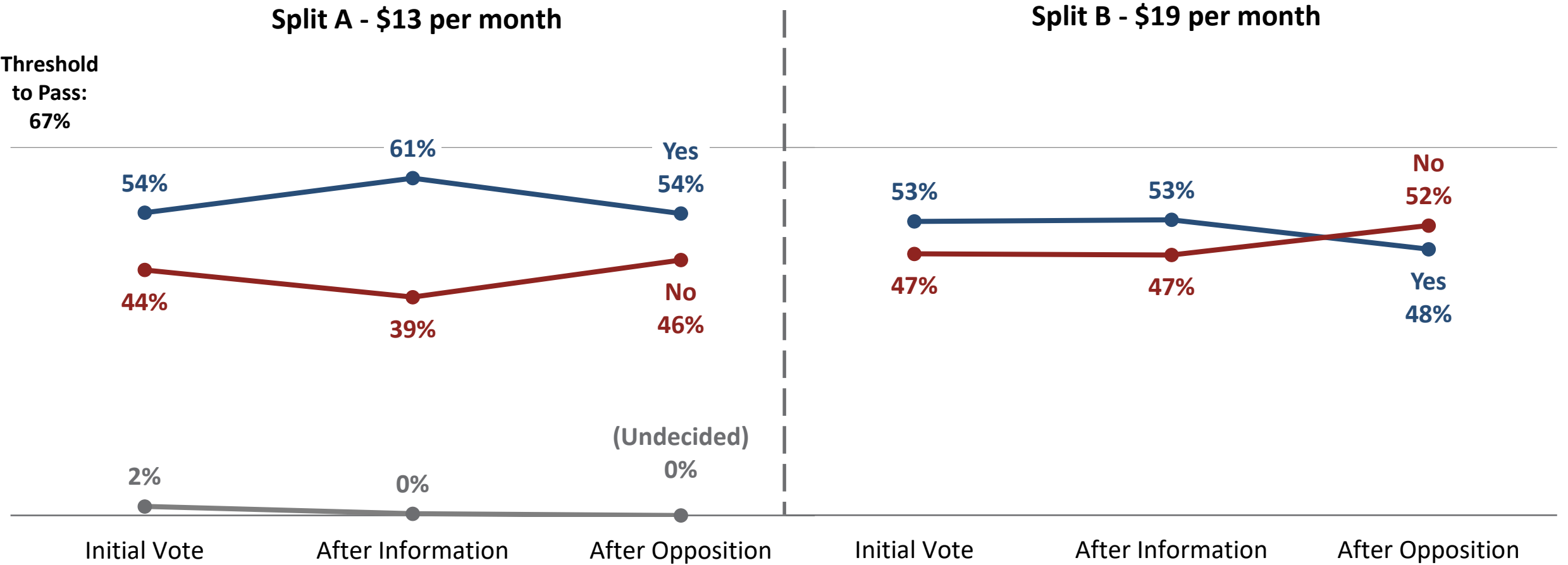
Top Opposition Messages

Messaging about the increased cost is rated as compelling by voters. Those in Special District #2 also find the argument about the unfairness of paying for services in other parts of the service area to be compelling.



Districtwide Vote Progression

Opposition messaging does drop support for both measures, with the \$19 measure seeing support falling under a majority.



Q10/41/51. Now, given everything you've heard, I'd like to read you the measure again... If the election were held today, would you vote yes to approve or no to reject this measure?

- ▶ Although voter optimism is growing, these poll results reveal high levels of voter pessimism and tax hesitancy, indicating a challenging environment for a tax measure at this time.
- ▶ Voters recognize the need for increased funding for local bus service, believe in the importance of high-quality transit for the local community, and think that preventing service cuts and preserving transit for those who need it are important.
- ▶ However, with strong anti-tax sentiment, low trust in government, and significant concerns about taxes and the economy, neither of the potential measures tested approach the two-thirds threshold either Districtwide or in Special District 1 alone.
- ▶ Additional information does little to increase support levels, and opposition is effective at undercutting support.



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