



Survey of Likely November 2020 Voters Conducted for AC Transit

Conducted May 2020

Presented to AC Transit Board of Directors

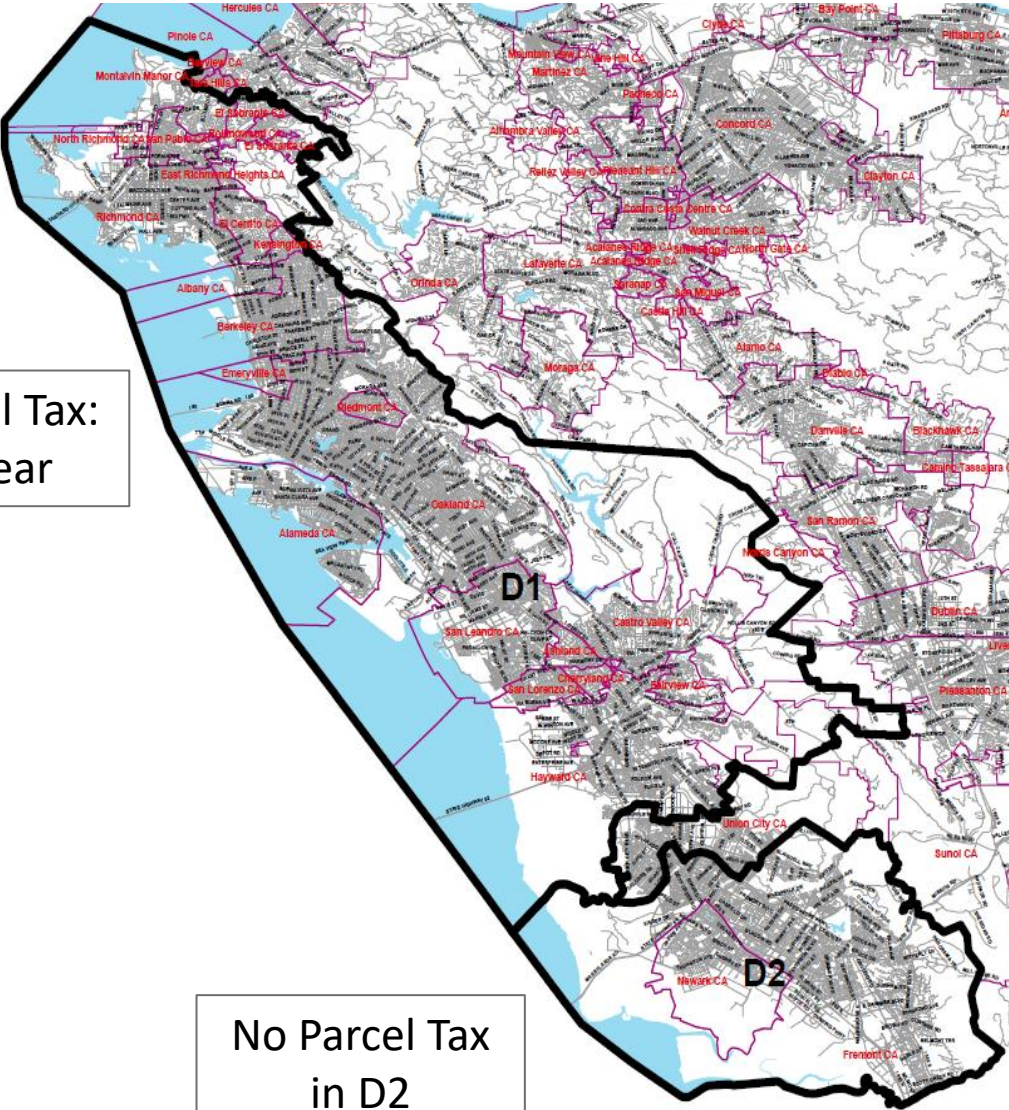
June 10, 2020

- ▶ Survey conducted May 19 – 24, 2020
- ▶ 1,200 interviews; overall margin of error ± 2.83 percentage points
- ▶ A split sample methodology was used to test different bond amounts; 400 interviews per sample, margin of error ± 4.9 percentage points per sample
- ▶ Mixed mode telephone and email-to-web methodology
- ▶ The survey was available in English, Chinese, and Spanish

Note on Survey Timing

This survey was conducted during week 10 of the Coronavirus Shelter-in-Place period. Businesses were closed, over 90,000 people had died from the pandemic nationally, and over 30 million had lost their jobs within the prior five weeks. California and the Bay Area were being lauded for their proactive response. Just prior to data collection, the State of California announced the beginning of Stage 2, allowing gradual reopening of lower-risk workplaces. This survey was conducted prior to the death of George Floyd in Minneapolis, which has led to national demonstrations around racial justice.

Special Transit Service District Breakdown



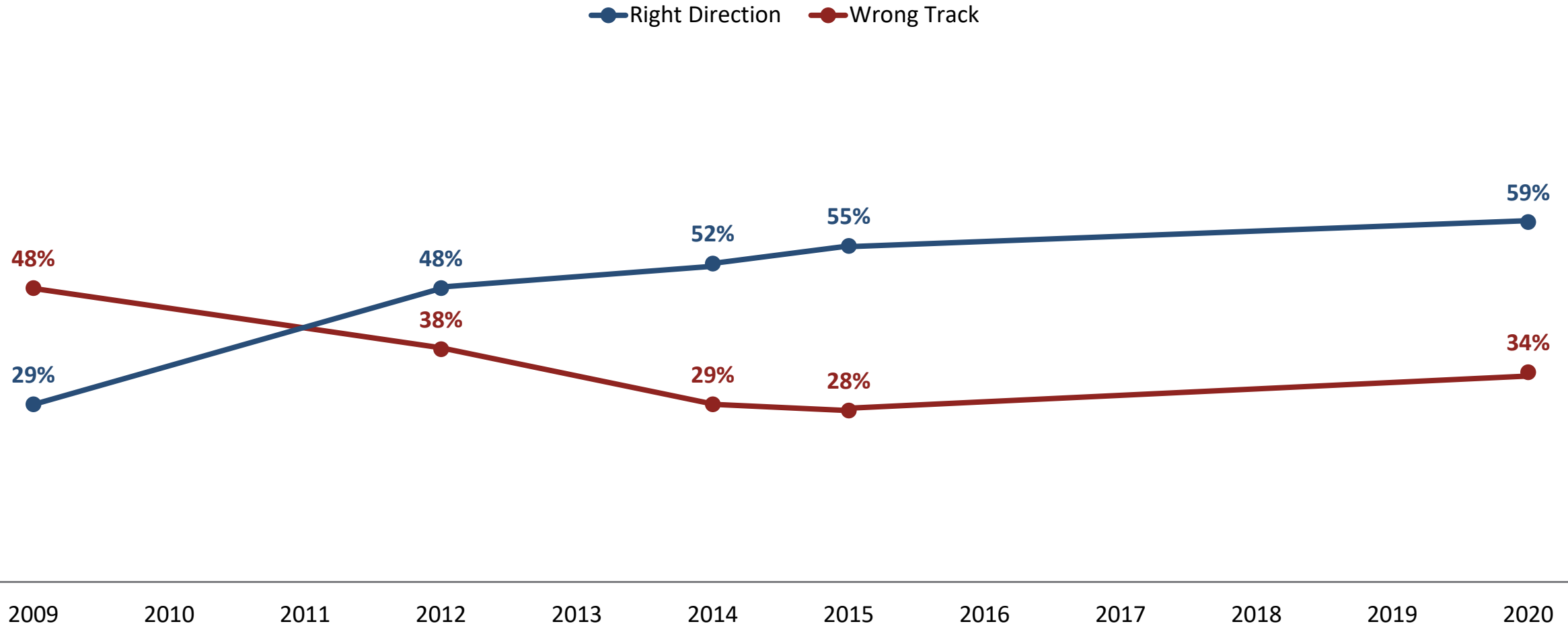
Area	Registered Voters	% of Registered Voters	Survey Sample Size	Margin of Error
Entire District	845,401	100%	1,200	±2.83
District 1	713,312	86%	1,033	±3.05
District 2	132,089	14%	167	±7.58

Key Findings

- ▶ In the midst of COVID-19 and shelter-in-place, voters feel positive about the direction of the Bay Area. However, they are widely concerned about the pandemic, and two in five anticipate an impact on their personal finances.
- ▶ Voters believe in public transit as part of the solution for the Bay Area's transportation problems, and believe AC Transit needs additional funding.
- ▶ A districtwide bond measure for AC Transit is short of the two-thirds support needed to succeed. Those living in Special Transit Service District 1 are more supportive of a bond measure, but not overwhelmingly so.
- ▶ Additional information about what a bond would do does increase support, but it remains below two-thirds.
- ▶ The most compelling information about the measure centers supporting high-quality, reliable public transit service for the people who need it, and improving local air quality.
- ▶ There is some evidence of cost sensitivity, with the more modest sized bond amounts receiving slightly higher support.
- ▶ Messaging critical of a measure is effective at undermining support.

Right Direction/Wrong Track

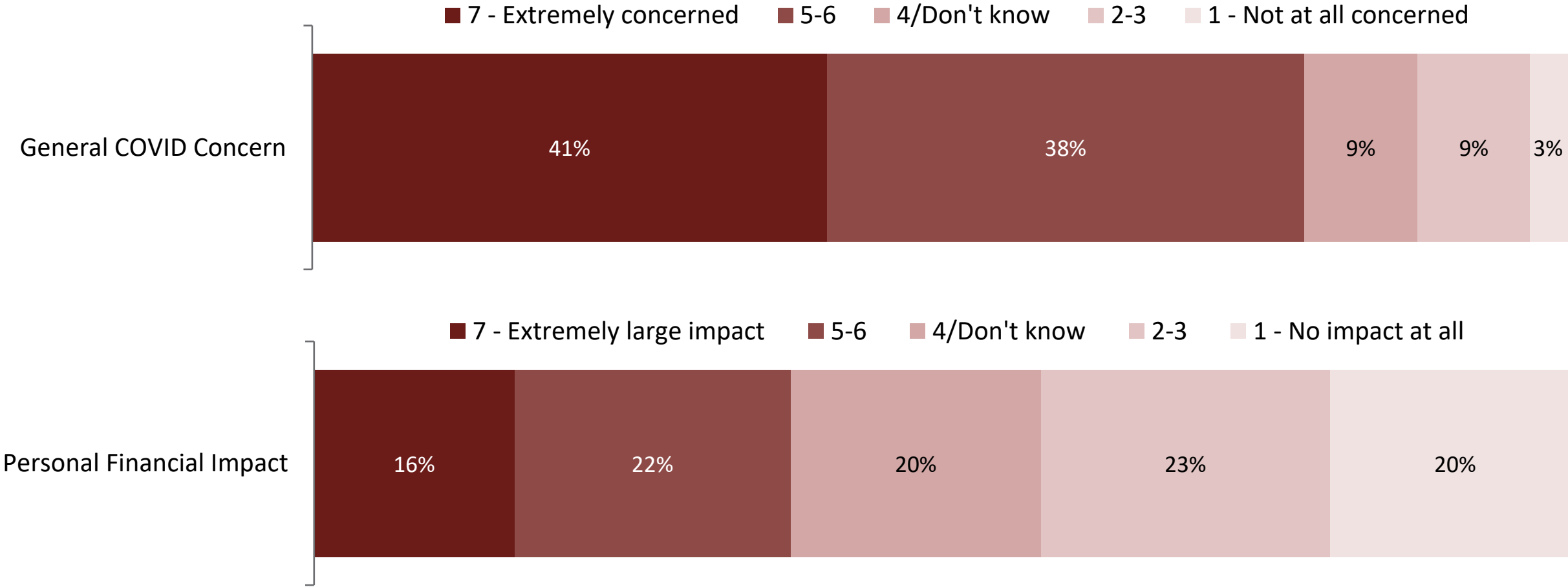
With California and Bay Area leaders receiving national attention for an effective response to the Coronavirus, voter sentiment on the direction of the Bay Area is largely positive.



Q4. 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?

COVID-19 Concerns

Voters are very concerned about Coronavirus, and many feel it will have a near term financial impact on their household.

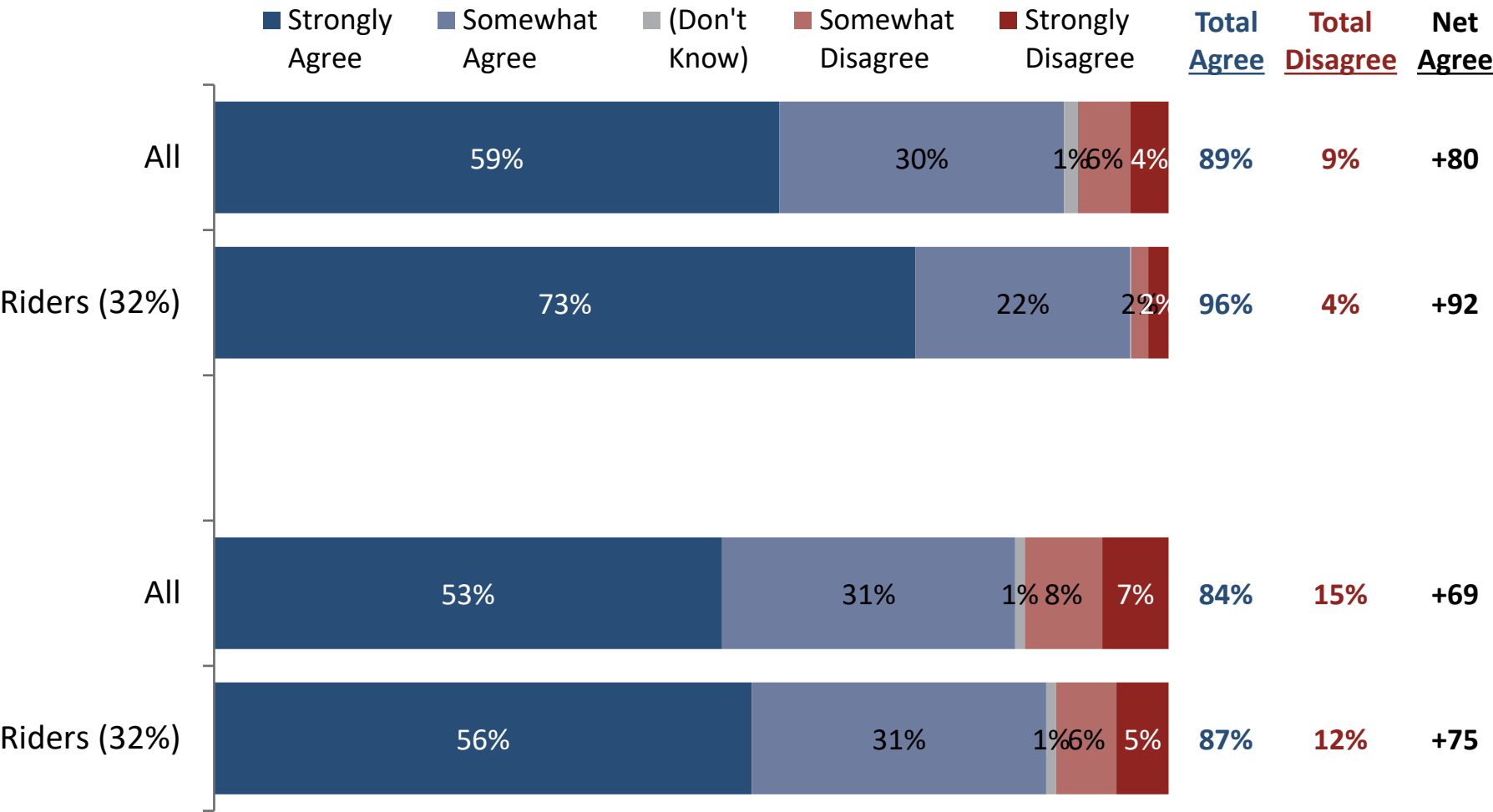


Transit Attitudes

Both AC Transit riders and non-riders see the value in frequent, reliable, and safe public transit, though intensity is greater among riders. Nearly all voters believe the transition to zero-emission buses is important to improve Bay Area air quality.

Frequent, reliable, and safe public transit is essential to addressing the Bay Area’s transportation challenges

Converting from diesel to zero-emission buses is essential to improve air quality in the Bay Area

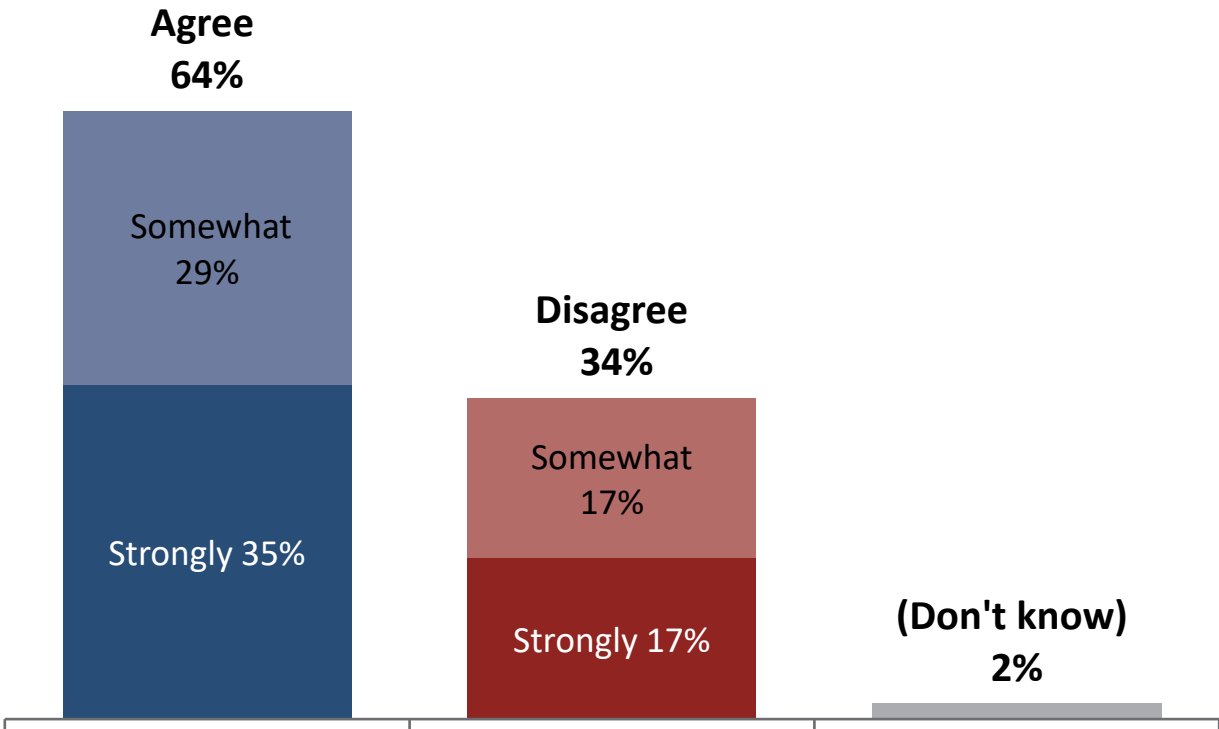


Q25-26. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

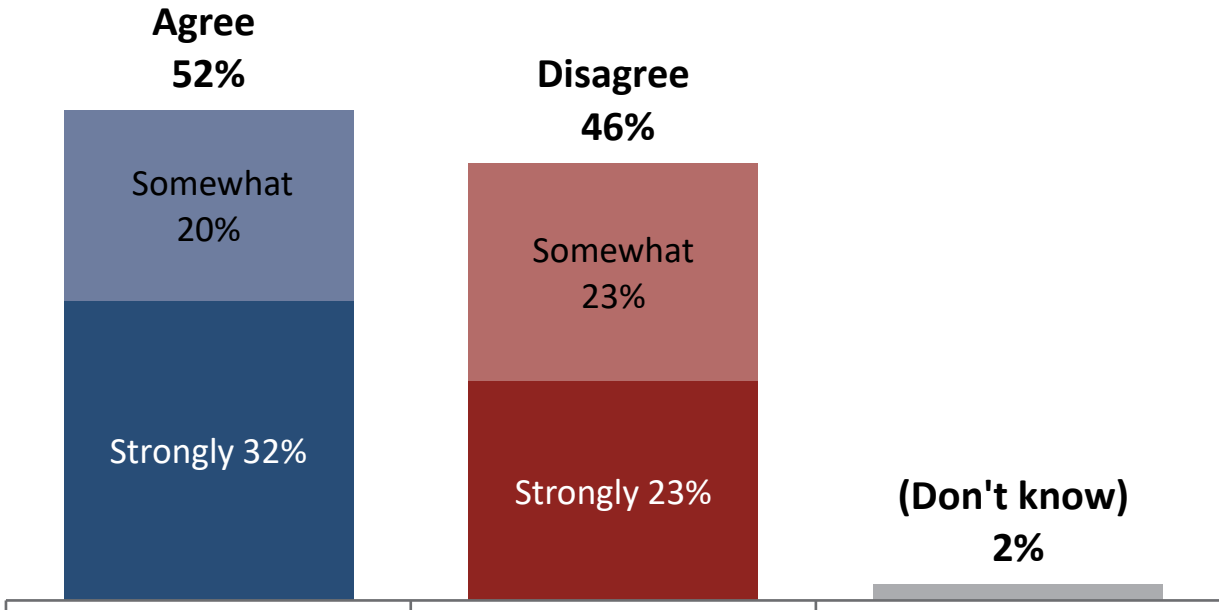
Tax Attitudes

While nearly two in three voters agree it is crucial to have high-quality public transit even if it means raising taxes, half are inclined to reject any tax increase.

It is crucial to have high-quality public transit, even if it means raising taxes



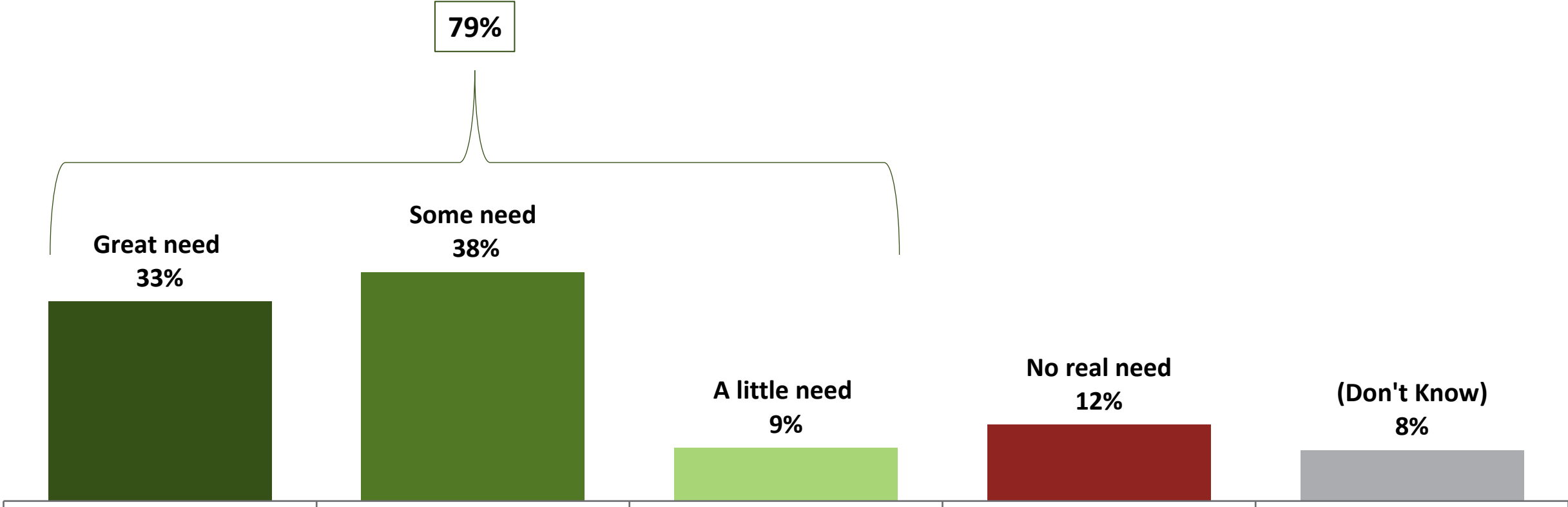
Taxes are already high enough; I'll vote against any increase in taxes



Q23-24. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

AC Transit Perceived Need for Funding

Voters perceive that AC Transit has an additional need for funding, with eight in ten saying there is at least a little need.



Ballot Question Tested

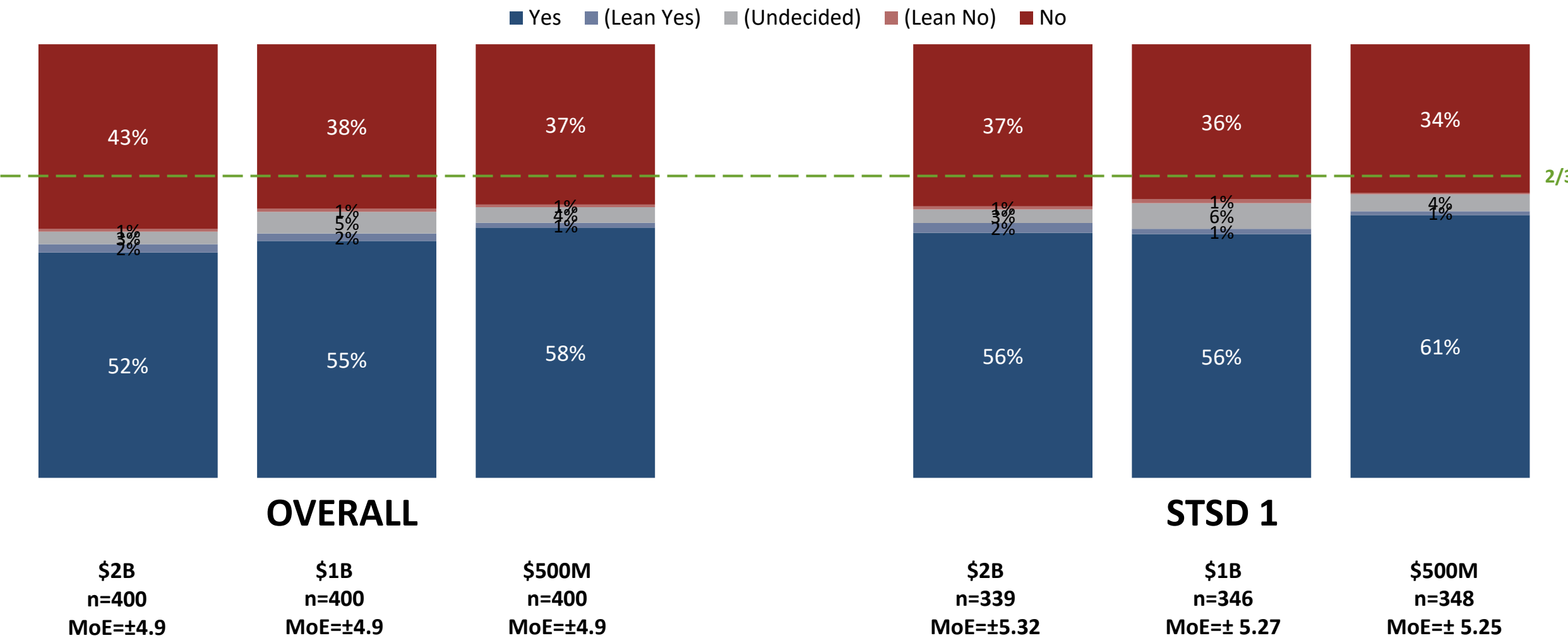
*A split sample methodology was used to test three different bond amounts:
\$2 billion, \$1 billion, and \$500 million*

To continue providing essential public transit service, enhance safety and reliability, improve local air quality, and meet state environmental regulations by supporting conversion to an all-zero-emissions bus fleet by upgrading AC Transit maintenance facilities and equipment, shall the Alameda-Contra Costa Transit District issue **[\$2 billion/\$1 billion/\$500 million]** in bonds at legal rates, raising approximately **[\$72 million/\$36 million/\$18 million]** annually while bonds are outstanding, at an estimated **[\$32/\$16/\$8]** per \$100,000 of assessed property valuation, with taxpayer oversight, audits, and all funds benefitting AC Transit?

Initial Vote: Overall & STSD1 Comparison

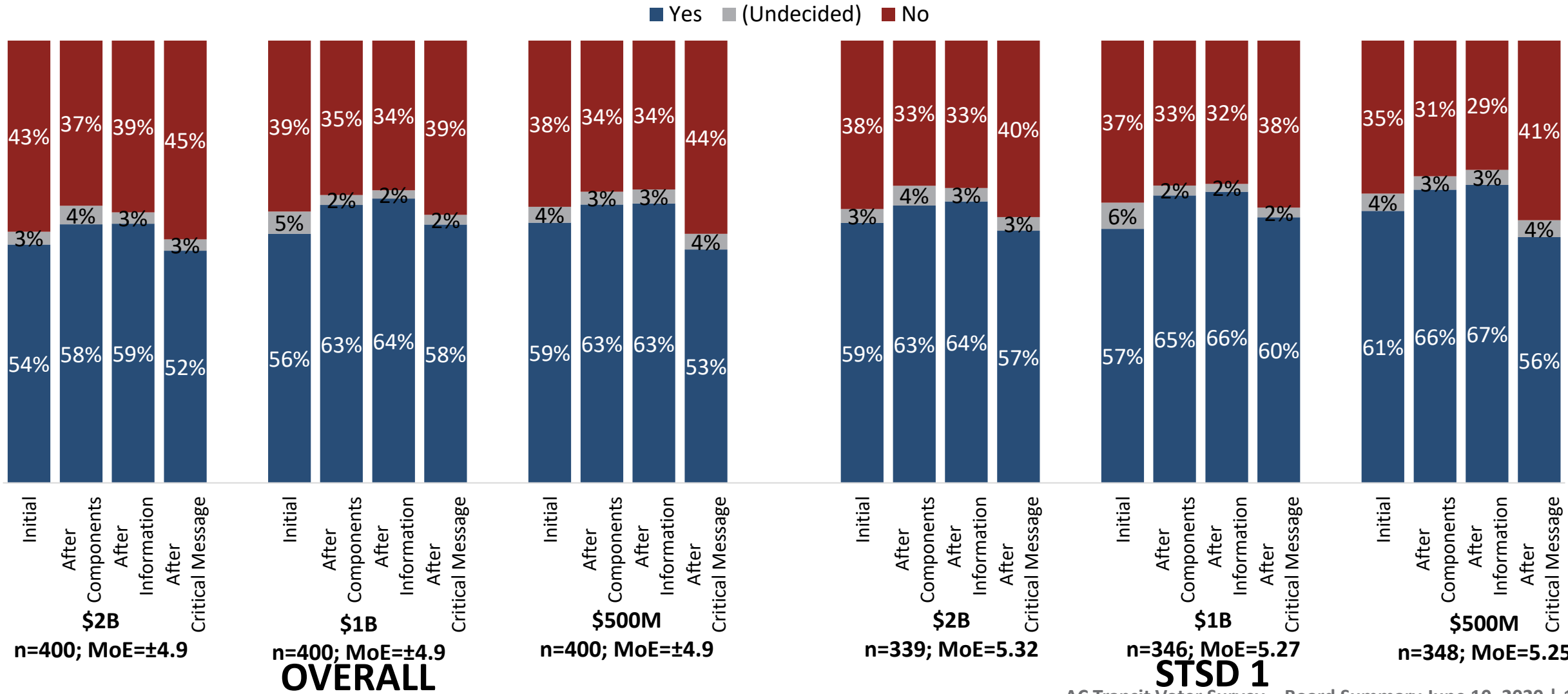


All three bond amounts tested are currently short of the two-thirds threshold needed for passage. While support is higher in STSD 1, it is still below two-thirds.



Vote Progression: Overall & STSD1 Comparison

Support for a measure grows as voters learn more about what it would do, but is easily undermined by messaging critical of a measure. While support is slightly higher throughout in STSD 1, even the most modest sized measure barely reaches two-thirds support.



Conclusions/Recommendations

- ▶ Based on the poll results, a bond measure for AC Transit does not appear feasible for the November 2020 ballot.
- ▶ While voters do support AC Transit's mission and believe additional revenues are needed, those beliefs do not overcome their concerns about taxes and near-term financial consequences of the pandemic economy.
- ▶ The District should continue to evaluate the climate for a potential bond measure on a future ballot.
- ▶ This allows the District the time needed to educate the public on why a bond is needed in order for the District to continue providing quality transit for the people and communities that rely on it, as well as to gain the internal stakeholder alignment that will be necessary to place a measure on a future election ballot.



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