

**Metropolitan Transportation Commission and Association of Bay Area Governments  
Joint MTC ABAG Legislation Committee**

**December 8, 2023**

**Agenda Item 3a**

**Bay Area Regional Transportation Effort – Voter Survey Report**

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**Subject:**

Analysis of a poll conducted by EMC Research, Inc. (EMC), which examined voter opinions on potential transportation funding measures, general concerns, and priorities and perceptions of transportation (and public transit in particular) to help inform a future regional transportation measure enabling legislation.

**Background:**

In October 2023, EMC Research, Inc. conducted a poll of 2,700 Bay Area voters in the nine-county region – with an overall margin of error of  $\pm 1.89$  percentage points -- related to Bay Area voter sentiments regarding general issues of importance, transit and transportation perspectives, as well as reactions to a potential funding measure, including three different revenue measure models (a sales tax, income tax, and payroll tax). EMC staff will present high-level findings from the poll and answer questions.

**Recommendations:**

Information.

**Issues:**

None identified.

**Attachments:**

None.



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