Land Use & Natural Resources Committee

July 31, 3014

2016 Metropolitan Transportation Plan/Sustainable Communities Strategy Public Polling

Issue: What types of questions should be included in a public opinion poll for the 2016 MTP/SCS update?

Recommendation: None, this is for information only.

Discussion: At its June meeting, the Board released a Request for Proposals (RFP) for professional services to provide scientific polling for the 2016 Metropolitan Transportation Plan/Sustainable Communities Strategy (2016 MTP/SCS) update. Public opinion polling is one of three public input components of the 2016 plan update; the other components include the stakeholder sounding board and public workshops. The results of these three sources of public input will be presented to the Board for consideration in November and December of 2014, as it determines a framework for the draft preferred scenario. As of the writing of this staff report, three of the five consulting firms that responded to the RFP will be interviewed in early August; no consultant has been selected yet.

Staff heard Board interest in identifying polling questions that: measure change over time (i.e., replicate questions from past SACOG surveys); align with the phasing analysis/timing of projects; measure opinions on investment priorities in the early years of the plan; and identify funding priorities with regard to new road expansion, system maintenance, transit, and bicycle and pedestrian investments.

In preparation for working with a consultant, staff reviewed previous surveys from the Blueprint, 2008 MTP, Metropolitan Transportation Commission (MTC), Sacramento Transportation Agency (STA), and Southern California Association of Governments (SCAG). From these surveys, staff compiled the list of potential questions in Attachment A, with an eye toward incorporating the types of issues and questions of interest to the Board. Staff is requesting input from all Board policy committees on the list of questions in Attachment A and will modify the list of questions based on this input. Once a consultant is selected, staff intends to work closely with the consultant to develop the final survey questions.

For reference, Attachment B is the collection of all survey questions from the Blueprint, 2008 MTP, MTC, and STA. For both of the attachments, demographic questions (i.e., race, gender, income, level of education, home ownership, etc.) were not included; however, demographic questions will be included in the final survey.

Approved by:

Mike McKeever
Chief Executive Officer

MM:MH:gg
Attachment A: Collection of possible polling questions for use in SACOG poll
Attachment B: Collection of sample questions from peer agencies

Key Staff: Kacey Lizon, Acting Planning Manager (916) 340-6265
              Monica Hernández, Public Information Coordinator, (916) 340-6237

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
How would you rate investing in ways that maintain the existing transportation system? On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	• Investing in fixing road pavement conditions (potholes) • Investing in complete street improvements on the current system (pedestrian/bicycle improvements) • Investing in repairing or maintain transit vehicles (bus & light rail) • Investing in increasing bus and light rail service (service frequency) • Investing in new roads or bridges that increase traffic flow in existing areas • Addressing current traffic problems	Funding Strategy	staff suggestion
How would you rate investing in ways that maintain the existing transportation system? On a scale of 1 to 5, "strongly agree," to "strongly disagree," [6=DK]	• More money should be spent on maintaining public transit than anything else • More money should be spent on new roads than anything else • More money should be spent on adding bike lanes and sidewalks than anything else • More money should be spent on expanding freeways than anything else • More money should be spent on improving current roads (potholes and complete streets) than anything else	Funding Priorities	staff suggestion
How would you rate the following planning policy areas? On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	• The region should look at trade-offs between system maintenance and system expansion • The region should look at cost effectiveness of moving certain projects forward or backward in the plan • The region should look for short term strategies to improve regional travel patterns (reduce traffic and increase mode options)	Policy Priorities	staff suggestion

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
How would you rate the following planning trade-offs? On a scale of 1 to 5, "strongly agree," to "strongly disagree," [6=DK]	• Maximizing infill development that results in more travel options (walk, bike, transit) is important, even if it also results in increased local traffic • Increasing the number of travel options with investment in bicycle, pedestrian and transit is a good solution to reducing local traffic instead of investing in new roads	Investment Trade-offs	
I'd like you to think about what the Sacramento area might be like in 25 years if growth continues as it is today. [ROTATE 8 and 9.] Q8. Which of the following issues often cited as caused by growth would you be most concerned about? About which would you be next most concerned? [RANDOMIZE]	1. Loss of open space and farm land 2. Traffic congestion 3. A lack of affordable housing 4. Loss of the community feeling in the area 5. Air quality 6. DK/REF _____ 1st choice [DO NOT READ] _____ 2nd choice	Growth, Land Use, Transportation, Housing	Blueprint
Now, I'd like you to think ahead to your retirement years. Which of the following four items is the most important to you in thinking about your retirement needs? (READ LIST; GET ANSWER, THEN ASK), Which is the second most important to you? (READ CHOICES; RANDOMIZE)	1. Being close to amenities and services you need 2. Having an affordable place to live 3. Living in a place that is safe and secure 4. Having a pleasant, less stressful quality of life 5. DK/REF [DO NOT READ]	Retirement Considerations, Priorities	Blueprint
What do you think is the most serious transportation problem in the Sacramento region? (Open)	Open	Intro, Transportation	2008 MTP

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Are there any transportation system improvements you would like to see made, including roads, freeways, bus, light rail, or pedestrian or bicycle improvements?	Yes -- 1 [ask 6] No --- 4 [skip to 7] DK/Refused ------------------------------- 5 [skip to 7]	Priorities, Transportation improvements	2008 MTP
Can you please describe the specific improvement you would like to see made? Probe for specifics	Open	Priorities, Transportation improvements	2008 MTP
I would now like to ask you about the emphasis you want placed on different investments in the regional transportation system in the future (over the next 20 years). On a scale of 1 to 5, where 1 means "not important at all," and "5 means extremely important," how would you rate the importance of the following, remember you can use any number between 1 and 5.: [6=DK] ROTATE	Intro for Qs 7-11	Priorities, Transportation Investments	2008 MTP
Staff recommends revision of the transit priority questions below to include transit maintenance			
Public transit including buses, light rail, and commuter rail	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit	2008 MTP
Highways and freeways like 5, 50, 80, 99, and 65	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Highway System	2008 MTP

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Community transportation projects including bicycle lanes, sidewalks and safer residential streets	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Bicycle, Pedestrian	2008 MTP
Road maintenance	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads	2008 MTP
Now I want to ask you specifically about public transit options that might help reduce traffic congestion in the region. On a scale of 1 to 5, where 1 means "not important at all," and "5 means extremely important," how would you rate the importance of the following, remember you can use any number between 1 and 5.: [6=DK] ROTATE	Intro for Qs 12-18	Priorities, Transit	2008 MTP
Expand the light rail system	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit	2008 MTP
Add new types of buses that move faster and can carry more people	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit	2008 MTP
Add more regular buses that run more often and reach more destinations	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit	2008 MTP
Add more express bus service on the freeways	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit	2008 MTP
Expand community shuttle buses connecting to activity centers	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit	2008 MTP
Staff recommends revision of the road and freeway priority questions below to include system maintenance			

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Next, I would like to ask you about the road and freeway system. Again, I will read you a short list of options that might help reduce traffic congestion in the region. On a scale of 1 to 5, where 1 means "not important at all," and "5 means extremely important," how would you rate the importance of the following, remember you can use any number between 1 and 5: [6=DK] ROTATE	Intro for Qs 19-25	Priorities, Road and Freeway System	2008 MTP
New freeway lanes added to the regional system that can be used by all vehicles, 24 hours a day	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Freeway System	2008 MTP
New freeway lanes added to the regional system that would be a high occupancy vehicle lane (HOV lane) for carpools and busses only during rush hour traffic, and open to all traffic the rest of the time	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Freeway System	2008 MTP
New lanes should be added to improve four-lane or wider urban streets.	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads	2008 MTP
New lanes or wider shoulders should be added to improve rural highways	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Road and Freeway System	2008 MTP

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Add more bridges to the regional system	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Road and Freeway System	2008 MTP
Add more sidewalks and crosswalks	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads	2008 MTP
Add more bicycle lanes	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads, Bicycle	2008 MTP
How much do you think the price of gasoline will be five years from now?	Record dollars and cents	Travel Behavior	2008 MTP
Now, I will read you a list of changes that could occur over the next five years. For each one, tell me on a scale of 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK] ROTATE	Intro for Qs 28-33	Travel Behavior	2008 MTP
If the price of gas would be over $4.50 per gallon long term	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior	2008 MTP
If public transit was less expensive than driving and parking	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior	2008 MTP

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
For your daily trips, do you usually drive alone, drive with someone else, take the bus, take light rail, walk or bicycle? (Please indicate all that apply.)	Drive alone ------ 1 Drive with someone else ------ 2 Take the bus ------ 7 Take light rail ------ 3 Walk ------ 4 Bicycle ------ 5 DK ------ 6	Travel Behavior and Demographics	2008 MTP
How often do you use public transit in your daily activities: 0 times per week, 1-3 times per week, 4-10 times per week, or 10+ times per week?	0 times per week ------ 1 1-3 times a week ------ 2 4-10 times per week ------ 3 10+ times per week ------ 4 DK ------ 5	Travel Behavior and Demographics	2008 MTP
Staff and consultant would revise the questions below to reflect the Sacrament region (i.e. BART vs. light rail, etc.)			
Living in a neighborhood where it is safe and convenient to walk or bike to do my errands (such as, grocery stores, banks, dry cleaners, post office, gym) is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use	MTC TOD
Living within an easy drive to downtown San Francisco is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Roads	MTC TOD

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Living within an easy transit ride to downtown San Francisco is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit	MTC TOD
Living where I can easily commute using transit is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit	MTC TOD
If it would shorten my commute, I would live in a smaller home	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use	MTC TOD
Even if I lived near quick and reliable public transit, I would frequently need access to a car to travel where I need to go Interviewer Note: "frequently" means more than once per week	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivation for living in area, roads	MTC TOD
Does anyone in your household use car sharing, for example zip car, flex car, or city car share?	1. Yes 2. No 3. (DO NOT READ) Don't Know	Demographics	MTC TOD

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?	Five point scale, where 5 is excellent and 1 is poor.	Priorities, General Issues	MTC RTP
Air quality	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Air Quality	MTC RTP
Traffic flow on roads and freeways	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Road and Freeway System	MTC RTP
Maintenance of roads and freeways	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Road and Freeway System	MTC RTP
Preservation of open space and parks	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Land Use	MTC RTP
Availability of job opportunities	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Jobs	MTC RTP
Next I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree.	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Attitudinal Statements - Bay Area statements	MTC RTP
Transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit services	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Transportation and Land Use	MTC RTP

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Throughout the Bay Area, there should be a focus on making it easier to walk or bike, rather than having to rely on a car	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Walk and Bike	MTC RTP
Now, I want to ask you about choosing a place to live. Many people say they face tradeoffs when choosing a place to live – meaning that they have to give up some things in order to have other things. How do you feel about the following tradeoffs? Other things being equal: rate each of the following as individual statements using the same scale…	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs	MTC RTP
I would live in a more densely populated area if there were better public transit and better neighborhood amenities	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs	MTC RTP
I would live in a smaller house to have a shorter commute	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs	MTC RTP
I would accept a longer commute to live in a larger house	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs	MTC RTP

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Now I want to ask you about transportation priorities in the Bay Area. For each, please indicate whether or not it should be a high investment priority for our region. Use a 5 point scale where 5 means a High Priority and 1 means it is Not a Priority (you may also use any numbers in between).	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
Improve traffic flow on freeways using ramp metering lights	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
Widen freeways	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
Maintain state highways, including fixing potholes	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
Increase the number of freeway lanes for carpoolers and bus riders	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
Provide more frequent public transit service	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
Maintain local streets and roads, including fixing potholes	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
Expand the network of bicycle lanes	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities	MTC RTP
The RTP should invest in a mix of transportation options, including road, highway, rail transit, express bus and bicycle/pedestrian.	1. Strongly agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree	Road and Freeway System, Transit, Bike, Walk	SCAG
Staff and consultant could revise the questions below to reflect a maintenance strategy			

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
Is _____a high, medium or low priority local issue for you?	1. maintaining local streets, roads and bridges, including resurfacing and filling potholes 2. improving worn out roads, by resurfacing, installing new lighting, curbs, gutters, sidewalks, traffic lights and safe pedestrian and bike routes 3. relieving traffic congestion on State Routes 50 and 99, and on Interstate 5 and 80 4. relieving countywide traffic congestion 5. extending light rail services 6. improving local and regional bus services	Priorities, Transit, Roads, Bike, walk	STA
...fixing potholes and old bridges, resurfacing local roads and improving road safety	Priority: High, medium, low, no opinion	Priorities, Roads and Bridges	STA
...increasing security for those using Sacramento Regional Transit with more uniformed policy officers, and installing better lighting and security cameras on buses, trains and at transit stations?	Priority: High, medium, low, no opinion	Priorities, Transit Security/Safety	STA
...rebuilding the oldest worn out local roads by mandating a "complete streets" approach that resurfaces roads, fixes pedestrian and bicycle safety problems, and adds new lighting, curbs, gutters, sidewalks, improved traffic control and signing?	Priority: High, medium, low, no opinion	Priorities, Complete Streets	STA

Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Survey Source
…replacing worn out light rail vehicles and upgrading the frequency and hours of light rail service?	Priority: High, medium, low, no opinion	Priorities, Transit	STA
….it's more cost effective to quickly repair roads rather than letting them deteriorate which costs twice as much.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax	STA
…our local roads are falling apart. We need to fix the potholes and resurface them now.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax	STA
…with the increasing cost of gasoline, Sacramento needs a better transit system that is frequent, reliable, affordable and safe, to get people where they need to go in a reasonable period of time.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax	STA

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
1	What would you say is the most important issue facing the Sacramento Region at this time? By this I mean Sacramento, El Dorado, Placer, Sutter, Yolo and Yuba Counties. Please tell me the one issue that you, yourself, are most concerned about living in this area.	**Growth-related:** Population growth, Too many new houses, Loss of open space, Loss of farm land, Growing too fast/general, Not managing growth well/no plans **Transportation:** Traffic congestion, Conditions of roads/streets/freeways, Need more highway/road construction, Need more rapid transit/buses **Environment:** Air pollution / smog, Water pollution, Water supply problems, Pollution by farms **Education:** Improving education/general, Need better teachers, Need more schools/overcrowding, Increasing education spending, Stricter academic standards needed, Cost of higher education, Availability of higher education **Social issues:** Illegal immigration, Health care/costs, Health care/availability, Health care/hard to get insurance, Social security system, Too much welfare Crime/violence, Drugs **Pocketbook issues:** Creating jobs/unemployment, Bringing new businesses into the area, Reducing taxes, Government spending, Cost of homes/affordable housing, Decline in farm/agricultural income, California state budget, High gasoline prices, Increase in cost of living **Government/Politics,** GOP a problem, Democrats a problem, Legislature not effective / a problem, Term limits, Don't like Governor Schwarzenegger, Don't like President Bush, Don't like Senator Kerry, Too much government spending, Not enough government spending, Government too big **Moral issues:** Abortion/for, Abortion/against, Gay marriage/for, Gay marriage/against, Violence/immorality in media Other Other (SPECIFY: _____)	Priorities	x					
2	Overall, how would you rate your city or community as a place to live? Would you say it is excellent, good, fair, or poor?	1. Excellent 2. Good 3. Fair 4. Poor 5. Don't know	Motivations for living in area	x					

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
3	And what do you like most about living in this area, meaning your community, city and the Sacramento region? (PROBE: What else, what else?)	**Small town feeling:** Small town but a big city, Slower pace of life, Quiet, Small town charm/feeling, Not like Bay Area or Southern California, Nice downtown area, **Open space/nature:** Open space, Farm land, Trees, Parks, Greenery in general, Low density/space between homes, Rural atmosphere, Scenery **The people:** Friendly people, Easy to meet people, Good neighbors, Community feeling: Easy to be involved, Feeling of community, Feeling of belonging **Access to retail/services/entertainment:** Wide choice of stores/retail, Good, restaurants, Cultural events, Arts community, Professional sports, Good medical services, Proximity to stores/retail, Convenient to things I need, Close to Bay Area **Access to outdoors/recreation:** Close to Tahoe/mountains, Close to beach, Access to outdoor recreation/general **Government services:** Good schools, Good local governments, Good transportation **Pocketbook/cost of living:** Affordable housing, High property values, Good jobs available Low cost of living Security: Low crime/violence, Safe area for children, Good police services **Other:** Good place to raise a family, Like being in a political town, Change of seasons Other (SPECIFY: _____)	Motivations for living in area	x					
4	Now I'm going to read you four different statements we have heard from different people across the Sacramento region about what they like about living here. After I read all four statements, please tell me which one is the most descriptive of how you feel about living in this area? (RANDOMIZE. REPEAT STATEMENTS IF NECESSARY.)	1. The slower pace of life in this area means I have less stress and greater peace of mind in my day-to-day life. 2. I feel a sense of belonging in this area because it's small enough to easily get to know people and become a part of the community. 3. The services and activities I need or want are close enough to where I live that I can be efficient and accomplish more in my life. 4. The variety of accessible activities and services in the area gives me lots of choices and helps make my life more interesting and fulfilling. 5. DK/REF [DO NOT READ]	Motivations for living in area	x					
5	Looking ahead to the next 10 years, do you think the population of the community in which you live will [ROTATE READING TOP TO BOTTOM, BOTTOM TO TOP] grow rapidly, grow slowly, stay about the same, or decline? (ROTATE 5 & 6)	1. Grow rapidly 2. Grow slowly 3. Stay about the same 4. Decline 5. DK/REF	Growth	x					

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
6	Looking ahead to the next 10 years, do you think the population of the Sacramento region will [ROTATE READING TOP TO BOTTOM, BOTTOM TO TOP] grow rapidly, grow slowly, stay about the same, or decline?	1. Grow rapidly 2. Grow slowly 3. Stay about the same 4. Decline 5. DK/REF	Growth	x					
7	As you may know, the Sacramento area is one of the fastest growing regions in California. Population in the area is expected to almost double over the next 50 years. Based on what you know, would you say this growth will be generally a good thing or a bad thing for quality of life in this area? Is that very (good/bad) or just somewhat (good/bad)?	1. Very good thing 2. Somewhat good thing 3. Somewhat bad thing 4. Very bad thing 5. DK/REF	Growth	x					
8	I'd like you to think about what the Sacramento area might be like in 25 years if growth continues as it is today. [ROTATE 8 and 9.] Q8. Which of the following issues often cited as caused by growth would you be most concerned about? About which would you be next most concerned? [RANDOMIZE]	1. Loss of open space and farm land 2. Traffic congestion 3. A lack of affordable housing 4. Loss of the community feeling in the area 5. Air quality 6. DK/REF _____ 1st choice [DO NOT READ] _____ 2nd choice	Growth, Land Use, Transportation, Housing	x					
9	Which of the following benefits often cited as a result of growth do you consider to be the most positive? Which would you consider to be the next most positive? [RANDOMIZE]	1. Increased economic opportunities 2. More jobs 3. More and different types of services 4. More cultural amenities 5. Greater diversity in types of people 6. More political and economic power for the region 7. Increased property values 8. DK/REF [DO NOT READ] _____ 1st choice _____ 2nd choice	Growth, Economy, Jobs, Services	x					

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
10	As you likely know, there are a variety of issues that city and county officials must address in their positions. In your view, how much of a priority should it be for the community in which you live to have a comprehensive, master plan for how they will manage future population growth in your area? Would you say it should be….[READ CHOICES; ROTATE TOP TO BOTTOM, BOTTOM TO TOP]	1. The highest priority 2. A top priority, but not the highest priority 3. A priority, but not one of the top priorities 4. A low priority 5. Not a priority at all 6. DK/REF [DO NOT READ]	Growth, Planning	x					
11	People have different views about growth issues. I'm going to read you two statements. Please tell me if the first statement or the second statement comes closer to your views – even if neither is exactly right. [ROTATE] A. Local governments should work together and have a common regional strategy and vision OR B. Local governments should work independently and each have its own local plan. And, does this statement EXACTLY describe how you feel, or is it just SOMEWHAT close to how you feel?	1. Exactly work together 2. Somewhat work together 3. Somewhat work independently 4. Exactly work independently 5. DK/REFUSED	Growth, Planning	x					

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
12	We've discussed both some positive and negative things about growth in the Sacramento area. I'm going to read you some general principles or ideas that might be used in planning for future growth in the area. After I read each one, I'd like you to tell me what impact you think the implementation of this principle or idea would have on the overall quality of life in the Sacramento region. Please use a scale of 1 to 7, where 1 means "a very negative impact" and 7 means "a very positive impact." [RANDOMIZE]	Please use a scale of 1 to 7, where 1 means "a very negative impact" and 7 means "a very positive impact." a. Provide a variety of transportation choices such as driving, taking the bus, riding bicycles, walking, and using light rail. b. Offer many types of housing choices such as single family homes, condominiums, townhouses, and apartments. c. Encourage the use of compact, efficient development such as smaller homes or apartments and smaller lots in areas like downtown and transit corridors. d. Reuse and revitalize existing assets in the community such as old buildings and vacant lots. e. Mix different land use types together such as building housing above retail locations. f. Preserve open space, farmland, and natural beauty, through natural resources conservation. g. Encourage distinctive, attractive, and quality designs for building and development in communities. h. Identify and manage real boundaries in the area within which all new homes, buildings, and growth will happen. i. Encourage development in local communities that allows for more jobs to be much closer to where people live. DK/REF OK	Planning Principles, Transportation, Land Use	x					
13	How much confidence do you have in your local government's ability to implement the principles for growth we have just discussed – a great deal, only some, very little, or none at all?	1. A great deal 2. Only some 3. Very little 4. None at all 5. DK/Ref	Growth, Planning Principles	x					
14	Let's assume for a minute that officials in the Sacramento region are able to effectively implement the principles of growth that you believe are the most important. Which of the following best describes why this would be important to you: [RANDOMIZE]	1. Less pollution 2. Less traffic and congestion 3. More open space 4. More walking and chances for daily exercise 5. Greater accessibility to jobs, services, and activities 6. Fewer crowds 7. More affordable housing 8. More chances to bring people together 9. DK/Refused [SKIP TO Q18]	Planning Principles, Transportation, Land Use, Air Quality	x					

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
15	Which of the following best describes why having [READ ANSWER TO Q14] is important to you?	1. I will have better physical health 2. I will have better mental health 3. There will be less crime and safer neighborhoods 4. I will be able to get around easier 5. I will not waste time 6. I will save money 7. I will be able to better raise my family 8. DK/Refused [SKIP TO Q18]	Planning Principles, Health, Neighborhood, Economy	x					
16	And, why is it important that [INSERT ANSWER TO Q15]? Which of the following statements best describes why this is important to you?	1. I will feel more calm, less stressed, and have greater peace of mind. 2. I will feel a greater sense of well-being. 3. I will feel greater pride living in this area and in my community. 4. I will feel safer and more secure. 5. I will feel like I am accomplishing more as a good parent for my children. 6. DK/REF [DO NOT READ]	Planning Principles	x					
17	Now, a quick question about your stage of life… Q17. Are you and/or your spouse or partner now retired, or not?	1. Yes, retired [MARK IF EITHER OR BOTH ARE RETIRED] 2. No, not retired 3. DK/REFUSED	Retirement Considerations	x					
18	Now, I'd like you to think ahead to your retirement years. Which of the following four items is the most important to you in thinking about your retirement needs? (READ LIST; GET ANSWER, THEN ASK), Which is the second most important to you? (READ CHOICES; RANDOMIZE)	1. Being close to amenities and services you need 2. Having an affordable place to live 3. Living in a place that is safe and secure 4. Having a pleasant, less stressful quality of life 5. DK/REF [DO NOT READ]	Retirement Considerations, Priorities	x					

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
19	I am now going to read some of the same growth principles from earlier in the survey. This time, please consider whether the application of this principle would have a negative impact, a positive impact, or no impact at all on helping you have what is most important for you when you retire. As a reminder, you just told me [INSERT ANSWERS FROM Q19] will be most important to you when you retire. Let's again use a scale of 1 to 7, where 1 means "a very negative impact" and 7 means "a very positive impact" on helping you have what is most important to you during your retirement years. The first/next one is…. RANDOMIZE	a. Provide a variety of transportation choices such as driving, taking the bus, riding bicycles, walking, and using light rail. b. Offer many types of housing choices such as single family homes, condominiums, townhouses, and apartments. c. Encourage the use of compact, efficient development such as smaller homes or apartments and smaller lots in areas like downtown and transit corridors. d. Reuse and revitalize existing assets in the community such as old buildings and vacant lots. e. Mix different land use types together such as building housing above retail locations. f. Preserve open space, farmland, and natural beauty, through natural resources conservation. g. Encourage distinctive, attractive, and quality designs for building and development in communities. h. Identify and manage real boundaries in the area within which all new homes, buildings, and growth will happen. i. Encourage development in local communities that allows for more jobs to be much closer to where people live. DK/REF	Retirement Considerations, Transportation, Land Use	x					
20	ASK OF ALL: We have been talking a lot about future growth in the Sacramento area. If you were convinced that growth would be effectively managed consistent with the principles you said are important to you, would you then say that growth would generally be a good thing or a bad thing for quality of	1. Very good thing 2. Somewhat good thing 3. Somewhat bad thing 4. Very bad thing 5. DK/REF	Growth, Retirement Considerations	x					
D2	And now I have just a few final questions for statistical purposes only. D2. How long have you lived in this area? (READ LIST IF NECESSARY)	1. Less than 2 years 2. 2 to less than 5 years 3. 5 to less than 10 years 4. 10 to less than 15 years 5. 15 to less than 20 years 6. 20 to less than 30 years 7. 30 years or more 8. DK/REF (DO NOT READ)	Demographics	x					
D3/D5	Do you own or rent your home?	1. OWN 2. RENT 3. DK/REFUSED	Demographics	x		x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
D4	In what type of home do you currently live? [READ CHOICES IF NECESSARY]	A detached single family home with a small yard A detached single family home with a large yard An attached town home A condominium unit A unit in a rental apartment Other (specify) _____	Demographics	x					
D5/38/45/ D7	(for Blueprint & MTP 2008) What is your age, please? (DO NOT READ) (for MTC TOD) In which of these categories does your age fall? (Read responses, check one only) for (MTC RTP) May I ask your approximate age? (open ended, no age ranges given)	BLUEFPRINT 1. 18 - 20 2. 21 - 24 3. 25 - 29 4. 30 - 34 5. 35 - 39 6. 40 - 44 7. 45 - 49 8. 50 - 54 9. 55 - 59 10. 60 - 64 11. 65 - 69 12.70 - 74 13. 75 AND OLDER 14. REF MTC TOD & MTP 2008 (different categories than Blueprint) 1. 18 to 24 years old 2. 25 to 34 3. 35 to 44 4. 45 to 54 5. 55 to 64 6. 65 to 74 7. 75 and over 8. (DO NOT READ) Refuse	Demographics	x	x	x	x		
D6	Do you have any children? (IF YES, ASK) Are any of your children under 18 and still living with you in your home?	YES/ HAVE CHILDREN UNDER 18 AT HOME YES/HAVE CHILDREN BUT NO LONGER AT HOME OR 18+ NO/NO CHILDREN DK/REFUSED (DO NOT READ)	Demographics	x					

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
D7/44	(for Blueprint) Are you married, separated, divorced, or single and never been married? (for MTC TOD) What is your current marital status? (Read responses, check one only)	1. Married 2. Separated 3. Divorced 4. Single, and Never Been Married 5. (Do Not Read) Widowed 6. (Do Not Read) Engaged to Be Married 7. (Do Not Read) Living with Significant Other 8. (Do Not Read) Refused 1. Single 2. Married / living with partner 3. Divorced/separated 4. Widowed 5. (DO NOT READ) Refuse	Demographics	x			x		
D8	What is the last grade of formal education you completed? (READ CHOICES)	1. LESS THAN HIGH SCHOOL 2. HIGH SCHOOL GRADUATE 3. TECHNICAL/VOCATIONAL 4. SOME COLLEGE 5. COLLEGE GRADUATE 6. POST-GRADUATE 7. REFUSED (DO NOT READ)	Demographics	x					
D9A/39	Do you happen to be of Hispanic or Latino heritage?	1. YES 2. NO 3. DK/REF	Demographics	x	x				
D9B/40	What is your main racial or ethnic heritage... (READ LIST)	1. BLACK AMERICAN OR AFRICAN-AMERICAN 2. WHITE 3. ASIAN OR PACIFIC ISLANDER 4. AMERICAN INDIAN 5. MULTI-ETHNIC [DO NOT READ] 6. OTHER 7. REFUSED (DO NOT READ)	Demographics	x	x				

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
D10/41/D9	(for Blueprint & MTP 2008) What is your total annual family income? Please stop me when I reach your income. (READ CATEGORIES) (for MTC RTP) What is your approximate annual household income (before taxes)? (Read responses if necessary)	BP & MTP 01. UNDER $20,000 02. $20,000 BUT LESS THAN $30,000 03. $30,000 BUT LESS THAN $40,000 04. $40,000 BUT LESS THAN $60,000 05. $60,000 BUT LESS THAN $80,000 06. $80,000 BUT LESS THAN $100,000 07. $100,000 BUT LESS THAN $150,000 08. $150,000 OR MORE 09. (DO NOT READ) REFUSED MTC RTP 1 Under 15,000 2 $15,000 - $25,000 3 $25,001 – $50,000 4 $50,001 - $75,000 5 $75,001 - $100,000 6 $100,001 - $150,000 7 $150,001 - $200,000 8 More than $200,000	Demographics	x	x	x			
D11/42	What is your ZIP CODE, please? USE ZIP DEFINITIONS FOR RURAL, URBAN, SUBURBAN, ETC.	____ ____ ____ ____ ____	Demographics	x	x				
D12/43	Thank you, those are all the questions I have for you today. May I have your name, in case my supervisor needs to verify that this interview took place?	RESPONDENT NAME: _____	Demographics	x	x				
1	How would you describe the situation related to transportation here in the 6-county Sacramento region: not a serious problem, a problem but not that serious, a serious problem, or a critical problem?	Not a serious problem -------------------- 1 [skip to 3] A serious problem but not that serious ---- 2 [skip to 3] A serious problem --------------------------- 3 [ask 2] A critical problem ---------------------------- 4 [ask 2] DK/Refused ------------------------------- 5 [skip to 3]	Intro, Transportation		x				
2	What do you think is the most serious transportation problem in the Sacramento region? (Open)	Open	Intro, Transportation		x				

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
3	Overall, how would you rate your community as a place to live? You can use any number between 1 and 4, where 4 is excellent and 1 is poor.	Rating 1-4	Intro, Community		x				
4	What do you like most about living in this area, meaning your community, city, and the Sacramento region? (Open)	Open	Intro, Community		x				
5	Are there any transportation system improvements you would like to see made, including roads, freeways, bus, light rail, or pedestrian or bicycle improvements?	Yes -- 1 [ask 6] No --- 4 [skip to 7] DK/Refused ------------------------------ 5 [skip to 7]	Priorities, Transportation improvements		x				
6	Can you please describe the specific improvement you would like to see made? Probe for specifics	Open	Priorities, Transportation improvements		x				
Intro for Qs 7-11	I would now like to ask you about the emphasis you want placed on different investments in the regional transportation system in the future (over the next 20 years). On a scale of 1 to 5, where 1 means "not important at all," and "5 means extremely important," how would you rate the importance of the following, remember you can use any number between 1 and 5.: [6=DK] ROTATE	Intro for Qs 7-11	Priorities, Transportation Investments		x				
7	Public transit including buses, light rail, and commuter rail	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				
8	Highways and freeways like 5, 50, 80, 99, and 65	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Highway System		x				
9	Community transportation projects including bicycle lanes, sidewalks and safer residential streets	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Bicycle, Pedestrian		x				

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
10	Incentives to promote local government planning for efficient and environmentally friendly transportation and land use options	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, environment, land use		x				
11	Road maintenance	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads		x				
Intro for Qs 12-18	Now I want to ask you specifically about public transit options that might help reduce traffic congestion in the region. On a scale of 1 to 5, where 1 means "not important at all," and "5 means extremely important," how would you rate the importance of the following, remember you can use any number between 1 and 5.: [6=DK] ROTATE	Intro for Qs 12-18	Priorities, Transit		x				
12	Expand the light rail system	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				
13	Add new types of buses that move faster and can carry more people	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				
14	Expand the commuter train system	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				
15	Add more regular buses that run more often and reach more destinations	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				
16	Add more express bus service on the freeways	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				
17	Expand community shuttle buses connecting to activity centers	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				
18	Add new streetcar service	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Transit		x				

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
Intro for Qs 19-25	Next, I would like to ask you about the road and freeway system. Again, I will read you a short list of options that might help reduce traffic congestion in the region. On a scale of 1 to 5, where 1 means "not important at all," and "5 means extremely important," how would you rate the importance of the following, remember you can use any number between 1 and 5: [6=DK] ROTATE	Intro for Qs 19-25	Priorities, Road and Freeway System		x				
19	New freeway lanes added to the regional system that can be used by all vehicles, 24 hours a day	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Freeway System		x				
20	New freeway lanes added to the regional system that would be a high occupancy vehicle lane (HOV lane) for carpools and busses only during rush hour traffic, and open to all traffic the rest of the time	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Freeway System		x				
21	New lanes should be added to improve four-lane or wider urban streets.	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads		x				
22	New lanes or wider shoulders should be added to improve rural highways	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Road and Freeway System		x				
23	Add more bridges to the regional system	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Road and Freeway System		x				
24	Add more sidewalks and crosswalks	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads		x				
25	Add more bicycle lanes	On a scale of 1 to 5, "not important at all," to "extremely important," [6=DK]	Priorities, Roads, Bicycle		x				
26	How much do you think the price of gasoline will be five years from now?	Record dollars and cents	Travel Behavior		x				

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
27	How likely is it that over the next 5 years you will shift at least 10% of your trips by car to transit, walking or bicycling: not at all likely, not very likely, somewhat likely, or very likely?	Not at all likely --------------------------------------- 1 Not very likely --------------------------------------- 2 Somewhat likely------------------------------------- 3 Very likely -- 4 DK --- 5	Travel Behavior		x				
Intro for Qs 28-33	Now, I will read you a list of changes that could occur over the next five years. For each one, tell me on a scale of 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK] ROTATE	Intro for Qs 28-33	Travel Behavior		x				
28	If the price of gas would be over $3.50 per gallon long term	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior		x				
29	If there were more bicycle lanes available to make me feel safer using my bicycle for short trips	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior		x				
30	If frequent transit service was within a short walk (5-15 minutes) to my home and work	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior		x				
31	If there were more lighting and sidewalk improvements to make me feel safer walking short distances	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior		x				
32	If the price of gas would be over $4.50 per gallon long term	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior		x				
33	If public transit was less expensive than driving and parking	On scale 1 to 5, 1 (Not At All Likely) to 5 (Very Likely), how likely it is to cause you to reduce your car trips by 10% or more? [6=DK]	Travel Behavior		x				
34	In general, do you think that over the next 10 years existing revenue sources will provide adequate funds to build the regional transportation system we will need in the future or do you think new revenue sources will be needed?	Existing revenue sources will provide adequate funds ---- 1 New revenue sources will be needed ------------- 2 DK --- 3	Trans Funding and Conclusion		x				

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
35	How long, in miles, is your typical one-way commute: 0 miles, 1-5 miles, 6-10 miles, 11-20 miles, 21-40 miles, 40 + miles?	0 miles -- 1 1-5 miles -- 2 6-10 miles --------------------------------------- 3 11-20 miles -------------------------------------- 4 21-40 miles -------------------------------------- 5 40+ miles -- 6 DK --- 7	Travel Behavior and Demographics		x				
36	For your daily trips, do you usually drive alone, drive with someone else, take the bus, take light rail, walk or bicycle? (Please indicate all that apply.)	Drive alone ----------------------------------- 1 Drive with someone else ----------------------- 2 Take the bus ----------------------------------- 7 Take light rail --------------------------------- 3 Walk --- 4 Bicycle --- 5 DK -- 6	Travel Behavior and Demographics		x				
37	How often do you use public transit in your daily activities: 0 times per week, 1-3 times per week, 4-10 times per week, or 10+ times per week?	0 times per week ---------------------------------- 1 1-3 times a week ---------------------------------- 2 4-10 times per week ------------------------------- 3 10+ times per week -------------------------------- 4 DK --- 5	Travel Behavior and Demographics		x				
1	Hello, I'm _____ with Corey Research calling on behalf of the Metropolitan Transportation Commission (MTC). We are conducting a survey with people who have recently moved, or are planning on moving, in the Bay Area.		Intro				x		
2	Have you moved within the past three years, or are you planning to move in the next year? Note: If respondent has both recently moved and about to move, then ask respondent to answer based on their upcoming move. If the respondent has moved several times within the past 36 months, ask to answer based on most recent move.	1. Yes, have moved within the past three years (Movers) 2. Yes, plan on moving in the next year (Potential Movers) 3. No (thank-terminate) 4. Don't know (thank-terminate)	Intro				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
3a	(Movers, ask) Which (Bay Area) county did you move to?	Alameda , Contra Costa , Santa Clara , San Francisco , or San Mateo 1 (Q. 3) Marin , Napa , Solano , Sonoma 2 (Thank/terminate) Outside of Bay Area 3 (Thank/terminate	Intro				x		
3b	(Potential Movers, ask) Which (Bay Area) county do you plan to move to?	Alameda , Contra Costa , Santa Clara , San Francisco , or San Mateo 1 (Q. 3) Marin , Napa , Solano , Sonoma 2 (Thank/terminate) Outside of Bay Area 3 (Thank/terminate	Intro				x		
4	About how long have you lived in the Bay Area? (Read list if necessary) [INTERVIEWER NOTE: this question applies to the total amount of time a person has lived in the Bay Area]	1. Less than 6 months 2. 6 months to 1 year 3. 1 – 2 years 3 4. 3 – 5 years 5. 6 – 10 years 6. 11 – 20 years 7. More than 20 years 8. Don't know / refused	Intro				x		
5	Do you own or rent your current home?	1. OWN 2. RENT 3. Other (Specify)	Demographics				x		
5a	(Potential Movers, ask) Do you plan on buying (owning) or renting your next home?	1. Buy/Own 2. Rent 3. Other (specify)	Demographics				x		
6	(Movers, ask) What was the main reason for choosing the home or apartment where you moved?	Open	Motivations for living in area				x		
6	(Potential movers, ask) What will be the main reason for choosing the home or apartment where you choose to move?	Open	Motivations for living in area				x		
7	Are (were) there others in your household involved in the decision on where to move, or are (were) you the only one making this decision? Interviewer Note: If respondent is not involved at all in decision on where to move, thank and terminate.	1. Others in household involved in decision 2. I am the only decision maker 3. Other (specify)	Motivations for living in area				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
Intro to Qs 8-42	Next, I am going to read you a list of statements regarding your move. Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10. MOVERS: Please rate these statements based on how you felt before you moved. That is, when you were making the decision about where to move. OTHERS INVOLVED IN DECISION TO MOVE (Q7): Please rate these statements based on the importance to the entire household, not just your own perspective. (RANDOMIZE Statements)	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area				x		
8	Living In a neighborhood where I felt safe enough walking at night is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
9	Living in a neighborhood that offers a mix of housing types such as single-family homes, town homes, and apartments - is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
10	Living in a new neighborhood as opposed to an older neighborhood is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
11	Living on a quiet street is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
12	Living in a clean neighborhood is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
13	Living in a neighborhood where it is safe and convenient to walk or bike to do my errands (such as, grocery stores, banks, dry cleaners, post office, gym) is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
14	Living where there are nearby places for outdoor recreation such as parks, hike and bike trails and greenways is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
15	Living in a neighborhood where there are places to spend time (such as bookstores, movie theaters, community centers, coffee shops and libraries) is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
16	Having a front yard or space in front of my home is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
17	Having a back yard is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
18	Having pleasant public parks nearby where my family or pets can safely play is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
19	Having my own garage is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
20	Having a dedicated parking spot is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
21	Having easy on-street parking is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
22	Living in a newer home is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
23	Having plenty of indoor space is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
24	Living within easy access to a freeway is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Roads				x		
25	Living within an easy drive to BART is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit				x		
26	Living within an easy walk to BART is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
27	Living within easy access to local bus or MUNI is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit				x		
28	Living within an easy drive to downtown San Francisco is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Roads				x		
29	Living in San Francisco is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
30	Living within an easy transit ride to downtown San Francisco is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit				x		
31	Living within easy access from my home to a commuter rail system (such as ACE, Caltrain, Capital Corridor, San Joaquin's) is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit				x		
32	Being able to safely walk to schools is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Walk				x		
33	Living in a school district that provides a good education is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
34	Living within a short commute to work is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
35	Living where I can easily commute using transit is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Transit				x		
36	If it would shorten my commute, I would live in a smaller home	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
37	Even if I lived near quick and reliable public transit, I would frequently need access to a car to travel where I need to go Interviewer Note: "frequently" means more than once per week	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivation for living in area, roads				x		
38	If I found a home that met more of my criteria, I would be willing to spend more money on it Interviewer Note: "criteria" means "needs"	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
39	If I found a home that met more of my criteria, I would be willing to have a longer commute	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		
40	If I could easily travel to where I needed to go without using my own personal vehicle, then having only one or fewer dedicated parking spots is sufficient. Interviewer Note: For example by walking, biking, using public transit or car sharing	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivations for living in area, Land Use				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
41	Living in a neighborhood where transit is reliable is one of the most important factors to my household in deciding where to move	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivation for living in area, Transit				x		
42	If transit was less expensive, I would take it more often	Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.	Motivation for living in area, Transit				x		
43	Now to finish up I would like to ask you a few questions for classification purposes only. All of your responses will be kept strictly confidential. In total, about how many times have you moved in the past 5 years? Record number (Refuse=99).	Record number of years.	Demographics				x		
46	Including yourself, how many people currently live in your household? Record number (Refuse=99). _____ Note: if '1' or '99' skip Q48		Demographics				x		
47	Is anyone in your household under the age of 18?	1. Yes 2. No 3. (DO NOT READ) Refused	Demographics				x		
48	How many are…	a. Under the age of 5..................... _____ b. 5 – 14 years old......................... _____ c. 15 – 18 years old .... _____ Record number above (Refuse=99).	Demographics				x		
49	Do any of the children in your household attend, or plan to attend, public school(s)?	1. Yes 2. No 3. (DO NOT READ) Refused	Demographics				x		
50/D3	Including yourself, how many of the people in your household work outside the home, either on a full-time or part-time basis?	Record Number	Demographics			x	x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
51/D4	How many registered vehicles (including cars, light trucks, vans, or motorcycles) are available to members of your household? (Interviewer note: Do not include car sharing in this number)	Record Number	Demographics			x	x		
52	Does anyone in your household use car sharing, for example zip car, flex car, or city car share?	1. Yes 2. No 3. (DO NOT READ) Don't Know	Demographics				x		
53	What is the highest level of education that you have completed? (Read responses, check one only)	Some high school or less (Grade 1-11) 1 High school graduate or equivalent 2 Some college or technical school 3 College graduate 4 Post Graduate or Professional Degree 5 (DO NOT READ) Refuse 6	Demographics				x		
54	What is your current job status? (Read responses, check one only)	Employed full-time * 1 Employed part-time * 2 Unemployed 3 Retired 4 Homemaker 5 Student 6 (DO NOT READ) Disabled 7 Other (specify): _____ 8 (DO NOT READ) Refuse 9	Demographics				x		
55	What was your approximate year 2007 annual household income before taxes? (Read responses, check one only)	Under $15,000 1 $15,000 to under $25,000 2 $25,0001 to under $35,000 3 $35,001 to under $50,000 4 $50,001 to under $75,000 5 $75,001 to under $100,000 6 $100,001 to under $150,000 7 $150,001 or more 8 (DO NOT READ) Refuse 9	Demographics				x		

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
	Hello, I'm _____ calling on behalf of the Metropolitan Transportation Commission. We are conducting an important survey with Bay Area residents. The results will be used to help make future planning decisions in the region. (INTERVIEWER NOTES: If necessary, explain: -The Metropolitan Transportation Commission (MTC) is the transportation planning, coordinating and financing agency for the nine-county San Francisco Bay Area -The survey should take between 12-14 minutes to administer -No selling is involved -Responses will be treated in confidence -If Spanish or Chinese monolingual household, flag for callback.)		Intro			x			
1	About how long have you lived in the Bay Area? (Read list if necessary)	1 Less than one year 2 One – five years 3 Six – ten years 4 Eleven – twenty years 5 Over twenty years 6 Don't know (do not read)	Demographics			x			
2	Which county do you live in? (Read list if necessary)	1 Alameda 2 Contra Costa 3 Santa Clara 4 San Francisco 5 San Mateo 6 Marin 7 Napa 8 Solano 9 Sonoma 10 Other county outside Bay Area (thank and terminate) 11 Don't know / Refused (thank and terminate)	Demographics			x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
Intro for Qs 3-9	Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?	Five point scale, where 5 is excellent and 1 is poor.	Priorities, General Issues			x			
3	Air quality	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Air Quality			x			
4	Quality of public transit services	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Transit			x			
5	Traffic flow on roads and freeways	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Road and Freeway System			x			
6	Maintenance of roads and freeways	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Road and Freeway System			x			
7	Preservation of open space and parks	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Land Use			x			
8	Availability of affordable housing (Affordable housing = Housing that is actually affordable for a working Bay Area resident with limited income.)	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Housing			x			
9	Availability of job opportunities	Five point scale, where 5 is excellent and 1 is poor.	Priorities, Jobs			x			
Intro for Qs 10-14	In the Bay Area, roughly forty percent of greenhouse gas emissions come from transportation sources, mostly from cars and trucks. Several strategies are being considered to reduce greenhouse gas emissions in the Bay Area. Indicate whether you would support or oppose each of the following strategies. Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.	Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.	Specific Policy Issues - climate protection strategies			x			
10	Reduce maximum speed to 55 miles per hour on Bay Area freeways	Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.	Specific Policy Issues - climate protection strategies			x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
11	Require employers to offer a plan which allows their employees to pay for the cost of commuting by public transit, vanpooling, or bicycling with pre-tax dollars	Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.	Specific Policy Issues - climate protection strategies			x			
12	Charge higher parking rates during busy periods to make more parking spaces available, and reduce the need to circle the block	Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.	Specific Policy Issues - climate protection strategies			x			
13	Charge for parking where it is currently free to discourage commuters from driving and parking, and to make more short term parking spaces available ^ Locations may include – on-street spaces, public parking garages owned by cities and private parking garages used by employees. Will not include residential parking nor parking garages for shopping malls.	Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.	Specific Policy Issues - climate protection strategies			x			
14	Cities that allow more multi-unit^^ housing to be built near public transit should get more regional transportation dollars ^^Includes apartments, condos and townhouses	Please use a five point scale, where 5 is support strongly and 1 is oppose strongly.	Specific Policy Issues - financial incentives			x			
Intro for Qs 15-20	Next I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree.	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Attitudinal Statements - Bay Area statements			x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
15	Transit agencies should consolidate certain functions, such as purchasing buses (and other equipment), sharing maintenance yards, and marketing	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Transit			x			
16	Transit agencies should spend money more efficiently before taxpayers invest additional funds for transit improvements	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Transit			x			
17	There should be a focus on reducing tailpipe emissions and encouraging drivers to drive less, not on improving our ability to drive more easily around the Bay Area	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Climate/AQ			x			
18	Transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit services	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Transportation and Land Use			x			
19	Throughout the Bay Area, there should be a focus on making it easier to walk or bike, rather than having to rely on a car	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Walk and Bike			x			
20	Economic growth and prosperity are more important than environmental issues	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Attitudinal Statements - Economy/Enviro			x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
Intro to Qs 21-24	Now, I want to ask you about choosing a place to live. Many people say they face tradeoffs when choosing a place to live – meaning that they have to give up some things in order to have other things. How do you feel about the following tradeoffs? Other things being equal: rate each of the following as individual statements using the same scale…	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs			x			
21	I would live in a more densely populated area if there were better public transit and better neighborhood amenities	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs			x			
22	I would live in a smaller house to have a shorter commute	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs			x			
23	I would accept a longer commute to live in a larger house	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs			x			
24	I would be willing to accept an increase in the number of homes and traffic in my community, if it helped protect open space and air quality in the Bay Area	5 point scale, where 5 means strongly agree and 1 means strongly disagree.	Choosing Place to Live - Trade Offs			x			
Intro to Qs 25-34	Now I want to ask you about transportation priorities in the Bay Area. For each, please indicate whether or not it should be a high investment priority for our region. Use a 5 point scale where 5 means a High Priority and 1 means it is Not a Priority (you may also use any numbers in between).	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
25	Improve traffic flow on freeways using ramp metering lights	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
26	Widen freeways	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
27	Maintain state highways, including fixing potholes	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
28	Increase the number of freeway lanes for carpoolers and bus riders	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
29	Allow solo drivers the opportunity to use carpool lanes if they are willing to pay a fee	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
30	Provide more frequent public transit service	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
31	Maintain local streets and roads, including fixing potholes	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
32	Expand the network of bicycle lanes	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
33	Expand ferry service across the bay	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
34	Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area	5 point scale where 5 means a High Priority and 1 means it is Not a Priority	Transportation Funding Priorities			x			
35	Next I want to ask about transportation funding in the Bay Area. 35) First, I want to ask about how much transportation money should go to public transit versus freeways and roads. The Bay Area currently spends two-thirds of its transportation money on public transit, and one-third on freeways and roads. In the future, should the region continue to spend its money on transportation projects in these same proportions, or spend more for public transit, or more for freeways and roads?	1 Keep the same proportions 2 More for public transit 3 More for freeways and roads 4 Don't know (do not read) 5 Refused (do not read)	Funding Ratio			x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
36	Now I want to ask how much transportation money should go to maintenance versus expansion. The Bay Area spends 80 percent of its transportation moneys on maintaining and operating the existing transportation system which includes public transit, freeways, and local roads. The remaining 20 percent goes toward expansion of public transit, freeways and local roads. In the future should the region continue to spend its money on transportation projects in these same proportions, or spend more for maintenance and operation, or more for expansion?	1 Keep the same proportions 2 More for maintenance and operation 3 More for expansion 4 Don't know (do not read) 5 Refused (do not read)	Funding Ratio			x			
37	Do you own a bicycle or have regular access to one?	1 Yes 2 No	Bicycling			x			
38	On average, how often do you bike per week, per month, or per year?	_____ days □ per week □ per month □ per year	Bicycling			x			
39	What would be the one thing that would motivate you most to ride a bicycle (or ride more often) in the future? (Interviewer: Probe for single, specific response. Keep brief)	Open	Bicycling			x			
D1	Including yourself, how many people currently live in your household?	Record Number	Demographics			x			
D2	Is anyone in your household under the age of 18?	1. Yes ---Record Number_____ 2. No 3. Refused	Demographics			x			
D6	Have you used public transit in the past month?	1. Yes 2. No 3. Don't know	Demographics			x			

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
D8	What ethnic group do you consider yourself a member of? (If hesitates, ask) Are you white, African American, Hispanic/Latino, Asian or some other ethnic or racial background?	1 White 2 African American 3 Hispanic / Latino 4 Asian / Pacific islander 5 Other (specify) _____ 6 Refused	Demographics			x			
D10	Are you currently registered to vote?	1. Yes 2. No 3. Don't know/refused	Demographics			x			
D11	In about how many of the past 5 elections have you voted, would you say…(Read List)	1 All 5 of the past 5 elections 2 4 of the past 5 elections 3 3 of the past 5 elections 2 2 of the past 5 elections 1 1 of the past 5 elections 0 None of the past 5 elections 6 Don't know / Refused (Do not read)	Demographics			x			
D12	Are you registered as a Democrat, a Republican or with some other party?	1 Democrat 2 Republican 3 Decline to State / Independent registration 4 Green Party 5 American Independent 6 Libertarian 7 Peace and Freedom 8 Other party (specify) _____ 9 Don' t know / Refused	Demographics			x			
D13	And for validation purposes, may I please have your first name…		Demographics			x			
	Those are all the questions I have. Comments (If volunteered) Interviewer note: Prompt for comments only if comments mentioned during the interview.		Demographics			x			
D15	Language	English, Spanish or Chinese	Demographics			x			
1	Which do you prefer?	1. Paper 2. Plastic 3. I bring my own 4. Oops... I forgot mine at home	Attitudinal					x	

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
2	Which part of the region do you live in?	1. Riverside Count/San Bernadino 2. Orange County 3. Ventura County 4. North Los Angeles County 5. South Bay Cities 6. San Fernando Valley 7. San Gabriel Valley 8. Westside Cities 9. Gateway Cities 10. Los Angeles City	Demographics					x	
3	Which part of the region do you work/go to school in?	1. Riverside Count/San Bernadino 2. Orange County 3. Ventura County 4. North Los Angeles County 5. South Bay Cities 6. San Fernando Valley 7. San Gabriel Valley 8. Westside Cities 9. Gateway Cities 10. Los Angeles City	Demographics					x	
4	What is the first most important priority in Southern California?	1. Economy 2. Environment 3. Housing 4. Infrastructure 5. Public Health 6. Social Equity 7. Transportation	Attitudinal					x	
5	What is the second most important priority in Southern California?	1. Economy 2. Environment 3. Housing 4. Infrastructure 5. Public Health 6. Social Equity 7. Transportation	Attitudinal					x	
6	Which statement best describes your daily commute?	I primarily drive alone. I primarily walk or bike to common destinations. I primarily carpool. I primarily use public transportation. I do not commute.	General Transportation					x	

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
7	Which statement best describes your access to transportation options?	I drive; little access to transit. I have some access to transit but choose to drive. I have adequate access to transit and do not drive.	Transit					x	
8	What is the biggest barrier to using public transportation?	Does not stop near my home Does not go where I need. Does not come frequently enough or run late enough. Too crowded, I do not enjoy riding. Too expensive for my budget. None of the above.	Transit					x	
9	The RTP should invest most of its money into roads and highways.	1. Strongly agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree	Road and Freeway System					x	
10	The RTP should invest in a mix of transportation options, including road, highway, rail transit, express bus and bicycle/pedestrian.	1. Strongly agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree	Road and Freeway System, Transit, Bike, Walk					x	
11	The RTP should invest most of its money into rail transit, express bus and bicycle/pedestrian.	1. Strongly agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree	Transit, Bike, Walk					x	
12	The RTP should focus relatively more on expanding ways to travel more quickly, or reduce distances traveled?	1. Expand Mobility (expand roads and transit). 2. Balance between 1 and 3. 3. Focus most on reducing distances traveled.	Transportation, Land Use					x	
13	Encourage more employment growth in or near residential communities.	1. Strongly agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree	Land Use					x	
14	Encourage more employment growth in or near employment centers.	1. Strongly agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree	Land Use					x	

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
15	To accommodate the region's future population, new housing development and housing types in the coming decades should be primarily…	1. Large Lot Detached 2. Small Lot Detached 3. Townhouse 4. Muli-Family Development	Land Use					x	
16	Future development of employment center and commercial areas should mostly occur in…	1. Standard suburban areas 2. Part standard, part mixed use walkable 3. Mixed use walkable 4. Part Mixed use walkable, part urban 5. Urban areas	Land Use					x	
17	Future development of residential areas should mostly occur in…	1. Standard suburban areas 2. Part standard, part mixed use walkable 3. Mixed use walkable 4. Part Mixed use walkable, part urban 5. Urban areas	Land Use					x	
1	Gernally speaking, are you satisfied or dissatisfied with how_____is performing their job?	1. Caltrans 2. your local city government 3. Sacramento Regional Transit 4. the Sacramento County Board of Supervisors 5. the Sacramento Transportation Authority	Public Sector Satisfaction Rating						x
2a	Is_____a high, medium or low priority local issue for?	1. improving the local economy 2.reducing crime and gang activity 3. providing more jobs to get people back to work 4. balancing local government budgets 5. keeping taxes affordable 6. improving local public schools 7.controlling rising costs of local government 8. filling potholes and resurfacing local streets, roads and bridges 9. relieving traffic congestion 10. reducing air pollution that causes global warming 11. planning for new growth and development 12. improving the local transportation system by extending light rail transit	Priorities, Transportation, Jobs, Crime, Budget, Schools, AQ, Growth						x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
2b	Is _____a high, medium or low priority local issue for you?	1. maintaining local streets, roads and bridges, including resurfacing and filling potholes 2. improving worn out roads, by resurfacing, installing new lighting, curbs, gutters, sidewalks, traffic lights and safe pedestrian and bike routes 3. relieving traffic congestion on State Routes 50 and 99, and on Interstate 5 and 80 4. relieving countywide traffic congestion 5. extending light rail services 6. improving local and regional bus services	Priorities, Transit, Roads, Bike, walk						x
3	Transportation planners and Sacramento local elected officials are currently preparing a long-term transportation plan for the county. To fund this plan, local officials are considering asking voters to increase the Sacramento County sales tax by one-half cent, for 30 years, to pay for the long-term transportation plan Would you generally support or oppose this idea?	Support Oppose No opinion	Funding, Tax					3	x
4	Could you afford a half-cent increase in the local sales tax?	Yes/can afford no/cannot afford no opinion	Funding, Tax						x
5	Shall Measure "A", the Sacramento County Transportation Plan, be implemented with a half-cent sales tax for 30 years that:	gives top priority and reserves a majority of the funding for filling potholes, resurfacing, improving safety and upgrading maintenance on city streets, county roads and bridges expands special transit services for seniors and disabled persons constructs light rail from downtown to the Sacramento airport constructs a new......							x
5a	To implement this program, would you vote "yes" or "no" on this measure?	Yes No No opinion	Funding, Tax						x
6a	Would you give a high, medium or low priority to ____?	Priority: High, medium, low, no opinion	Priorities						x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
6a.1	...requiring annual independent audits that would inform the public to ensure funds are spent as approved by voters?	Priority: High, medium, low, no opinion	Priorities, Funding						x
6a.2	...expanding special transit services for seniors who can no longer drive, as well as providing basic transit for disabled persons?	Priority: High, medium, low, no opinion	Priorities, Transit						x
6a.3	...fixing potholes and old bridges, resurfacing local roads and improving road safety	Priority: High, medium, low, no opinion	Priorities, Roads and Bridges						x
6a.4	...increasing security for those using Sacramento Regional Transit with more uniformed policy officers, and installing better lighting and security cameras on buses, trains and at transit stations?	Priority: High, medium, low, no opinion	Priorities, Transit Security/Safety						x
6a.5	...rebuilding the oldest worn out local roads by mandating a "complete streets" approach that resurfaces roads, fixes pedestrian and bicycle safety problems, and adds new lighting, curbs, gutters, sidewalks, improved traffic control and signing?	Priority: High, medium, low, no opinion	Priorities, Complete Streets						x
6a.6	...constructing a 4-lane road connecting Highway 50 in Folsom to Elk Grove, following Grant Line Road, connecting to Highway 99 and Interstate 5 in elk Grove to bypass traffic congestion in the downtown central Sacramento area, relieving congestion on State Routes 50 and 99?	Priority: High, medium, low, no opinion	Priorities, Roads and Highway System						x
6a.7	....extending light rail from downtown Sacramento to the Sacramento airport through the Natomas Town Center	Priority: High, medium, low, no opinion	Priorities, Transit						x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
6a.8	…replacing worn out light rail vehicles and upgrading the frequency and hours of light rail service?	Priority: High, medium, low, no opinion	Priorities, Transit						x
6a.9	…providing new bicycle trails and lanes on local roads for daily commuting and recreational use by bicyclists?	Priority: High, medium, low, no opinion	Priorities, Bicycle						x
6a.10	After hearing the project list in more detail, would you support or oppose increasing the Sacramento County sales tax by a half-cent for 30 years?	Support Oppose No opinion	Funding, Tax						x
7a	As part of the new transportation sales tax measure a program of transportation improvements will be constructed in each local community in the county. Would you give high, medium or low priority to_____?	Priority: High, medium, low, no opinion	Priorities						x
7a.1	….reconstructing and improving the freeway to freeway interchange at the junction of Highway 50 and 99 and Business 80 in downtown Sacramento	Priority: High, medium, low, no opinion	Priorities, Highway System						x
7a.2	…construction of the final phase of the downtown regional transportation terminal making it possible to walk to downtown Sacramento and Old Sacramento, which will connect by light rail transit and Amtrak to all areas of the Sacramento region and to the Bay Area?	Priority: High, medium, low, no opinion	Priorities, Transit and Rail						x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
7a.3	…widening and improving key arterial corridors throughout the County by resurfacing, and improving street lighting, pedestrians and bicycle safety, traffic lights, landscape and signing at Watt Avenue, Madison Avenue, the Jackson Highway, Elk Grove Boulevard, Hazel Avenue, Antelope Road, Arden way, Folsom Boulevard, Florin Road, Greenback Lane, Fulton Avenue and Stockton Boulevard	Priority: High, medium, low, no opinion							x
7a.4	…constructing a new Rancho Cordova parkway interchange on Highway 50 in the City of Rancho Cordova to reduce congestion on the Sunrise Boulevard Interchange.	Priority: High, medium, low, no opinion							x
7a.5	…constructing new bus and carpool lanes on Highway 50 from Watt Avenue into downtown Sacramento.	Priority: High, medium, low, no opinion							x
7a.6	…a new American River bridge crossing, connecting downtown Sacramento to the Natomas Town Center for use by the light rail transit line to the airport, and as a new local arterial connection for cars and trucks, bypassing congestion on Interstate 5.	Priority: High, medium, low, no opinion							x
7a.7	…improving Sunrise Boulevard and Folsom Boulevard in the City of Rancho Cordova.	Priority: High, medium, low, no opinion							x
7a.8	…a new streetcar system for local transit connecting the downtown regional terminal to the K Street Mall, Mid-Town Sacramento, Old Town Sacramento and over the river to a streetcar coming from West Sacramento paid for by Yolo County residents.	Priority: High, medium, low, no opinion							x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
7a.9	…constructing new bus and carpool lanes on Interstate 5 from Highway 50 to Elk Grove Boulevard.	Priority: High, medium, low, no opinion							x
7a.10	double tracking the Gold light rail transit line in Rancho Cordova and Folsom to provide for more frequent and improved light rail transit services to the communities.	Priority: High, medium, low, no opinion							x
7a.11	rebuilding Auburn Boulevard, San Juan and Antelope Roads, in the City of Citrus Heights by resurfacing, adding new lighting, ,curbs, gutters, sidewalks, pedestrian and bicycle safety, traffic lights, landscaping and signing improvements.	Priority: High, medium, low, no opinion							x
7a.12	…widening and improving the interchange at Highway 50 and Hazel Avenue.	Priority: High, medium, low, no opinion							x
7a.13	…widening and improving Interstate 5 from Florin Road to Pocket Road.	Priority: High, medium, low, no opinion							x
7a.14	…constructing a new extension of the Blue light rail transit line from the campus of Consumnes River College in South Sacramento to the future regional mall in the City of Elk Grove.	Priority: High, medium, low, no opinion							x
7a.15	…widening and improving Green Valley Road in Folsom to the new bridge over Folsom Dam, improving connections to El Dorado and Placer Counties.	Priority: High, medium, low, no opinion							x
7a.16	…widening and improving Kammerer Road between Interstate 5 and Highway 99 in the City of Elk Grove	Priority: High, medium, low, no opinion							x
7a.17	…constructing a new interchange at Highway 99 and Walnut in the city of Galt.	Priority: High, medium, low, no opinion							x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
7b	After hearing the project list, would you support or oppose increasing the Sacramento County sales tax by a half-cent for 30 years?	Support Oppose No opinion	Funding, Tax						x
8a.	Supporters say_____ . Is this a good, fair or poor reason to support increasing the Sacramento County sales tax?		Funding, Tax						x
8a.1	….it's more cost effective to quickly repair roads rather than letting them deteriorate which costs twice as much.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8a.2	…as the economy improves, traffic congestion in Sacramento County is now increasing. We need to keep making transportation improvements NOW to prevent traffic from getting even worse.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8a.3	…our local roads are falling apart. We need to fix the potholes and resurface them now.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8a.4	…with the increasing cost of gasoline, Sacramento needs a better transit system that is frequent, reliable, affordable and safe, to get people where they need to go in a reasonable period of time.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8a.5	…this ballot measure provides funds to meet special transportation needs for our aging population who are living longer and can no longer drive a car, as well as for disabled persons.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
8a.6	…extending light rail to the airport will complete regional connections to the Folsom line along Highway 50, the south line to Elk Grove along Highway 99, and the Watt Avenue line along Interstate 80, to the new regional transportation terminal in downtown Sacramento.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8a.7	…the measure will include independent audits conducted by taxpayer watchdog committee, annually to show voters how their money is being spent.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8a.8	…investing in a better transit system will motivate people to get out of their cars and reduce greenhouse gases.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8a.9	…the Sacramento Transportation Authority has an excellent record delivering on their promises to spend available transportation funds well in recent years.	Good, fair or poor reason to support increasing the Sacramento County sales tax?	Funding, Tax						x
8b	After hearing these statements made by supporters, would you support or oppose increasing the Sacramento County sales tax by a half-cent for r30 years	Support Oppose No opinion	Funding, Tax						x
9.a	Opponents say ____. Is this good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9a.1	…our sales taxes are too high already. We don't need more taxes.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9a.2	…government is already wasting most of our money. We shouldn't give them more to waste.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9a.3	…this proposed sales tax will be unfair to the poor and older people on fixed incomes.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
9a.4	…now is not a good time to raise taxes when the economy is just recovering.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9a.5	…there are more important things to spend our limited tax dollars on, such as public schools, police and fire services.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9a.6	…transportation improvements should be paid for by state and federal governments, not local taxpayers.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9a.7	…we just can't afford to make new transportation improvements like building a new road between Elk Grove and Folsom.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9a.8	…we just can't afford to make new transportation improvements like light rail transit to the airport.	Good, fair or poor reason to oppose increasing the Sacramento County sales tax?	Funding, Tax						x
9b	After hearing these statements made by opponents, would you support or oppose increasing the Sacramento County sales tax by a half-cent for 30 years.	Support Oppose No opinion	Funding, Tax						x
d1	In terms of your political outlook, do you consider yourself a Conservative, a Moderate or a Liberal?	Conservative Moderate Liberal	Demographics						x
d2	Are you a member of any of the following ethnic or minority groups?	Hispanic or Latino Asian Black/African-American Handi-capped or disabled None of the above	Demographics						x
d3	For statistical purposes only: what was the approximate total income of your household last year?	30,000 or less 30,000-60,000 60,000-90,000 90,000 or more Refused	Demographics						x

Question Number	Question	Responses	Topic/Theme (roads, transit, bike, walk, AQ, LU, funding, maint, traffic)	Blueprint	2008 MTP	MTC RTP	MTC TOD	SCAG	STA Poll
d4	Do you use _____ at least twice a week on average	I-5 I-80 State Route 50 State Route 99 Light Rail RT Buses Special Transit for seniors and disabled None of the above	Demographics						x