



# New Berkeley/Albany Ferry Service

## Presentation of Survey Results



**Prepared for:  
Water Transit Authority**

**Evans/McDonough Company, Inc.**

**April 2005**

**EMC 05-3243**

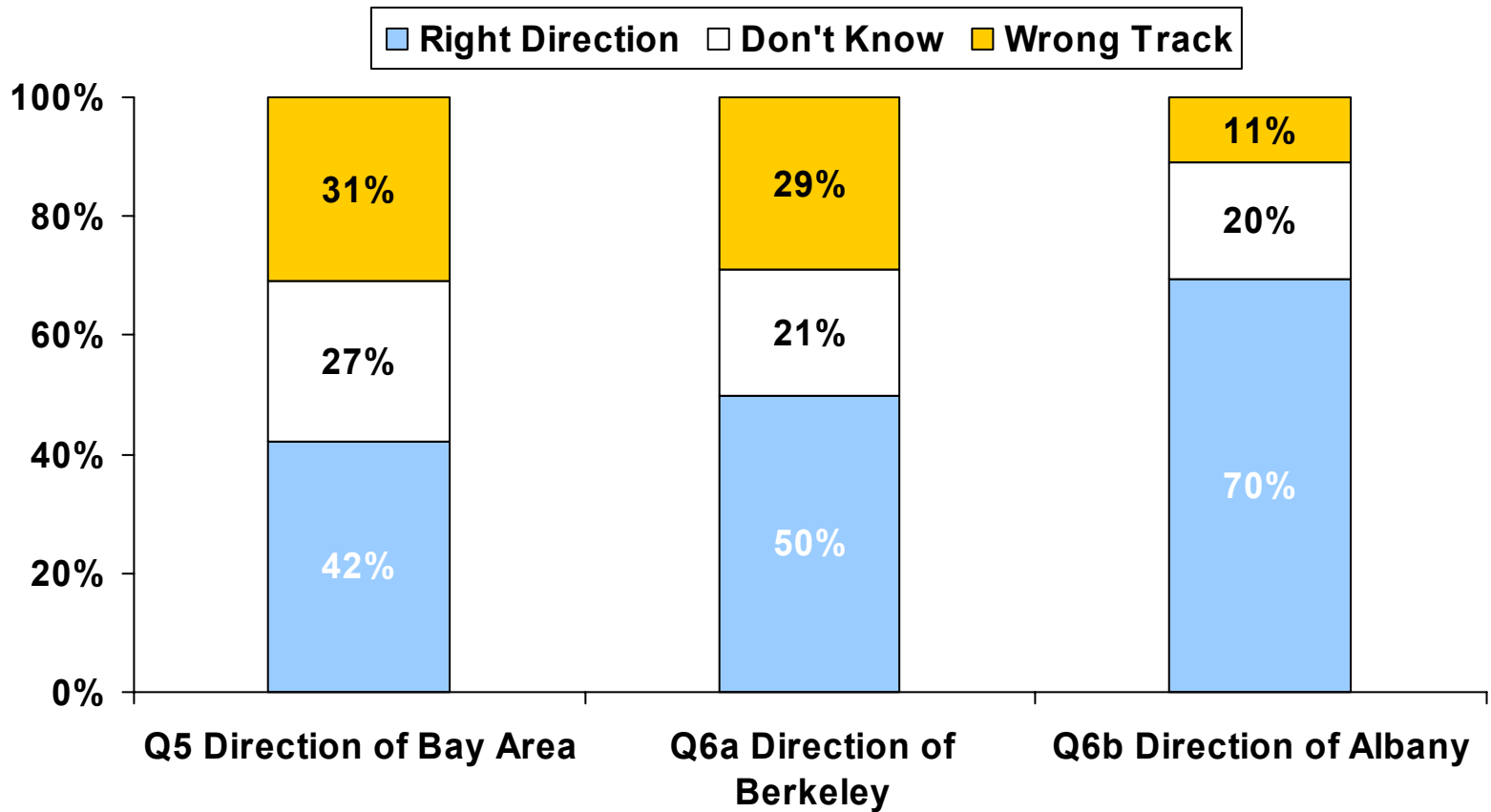
# Methodology

- Telephone survey
- 600 interviews, Margin of error  $\pm 4.0$  percentage points
  - Sample A: City of Berkeley, n=400, Margin of error  $\pm 4.9$  percentage points
  - Sample B: City of Albany, n=200, Margin of error  $\pm 6.9$  percentage points
- Interviews conducted April 7-11, 2005
- Trained, Professional interviewers.
- Random selection of registered voters in Berkeley and Albany.
- Overall results weighted to reflect geographic distribution of registered voters.

*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*



# Right Direction/Wrong Track



# Most Important Problem Facing Bay Area Today

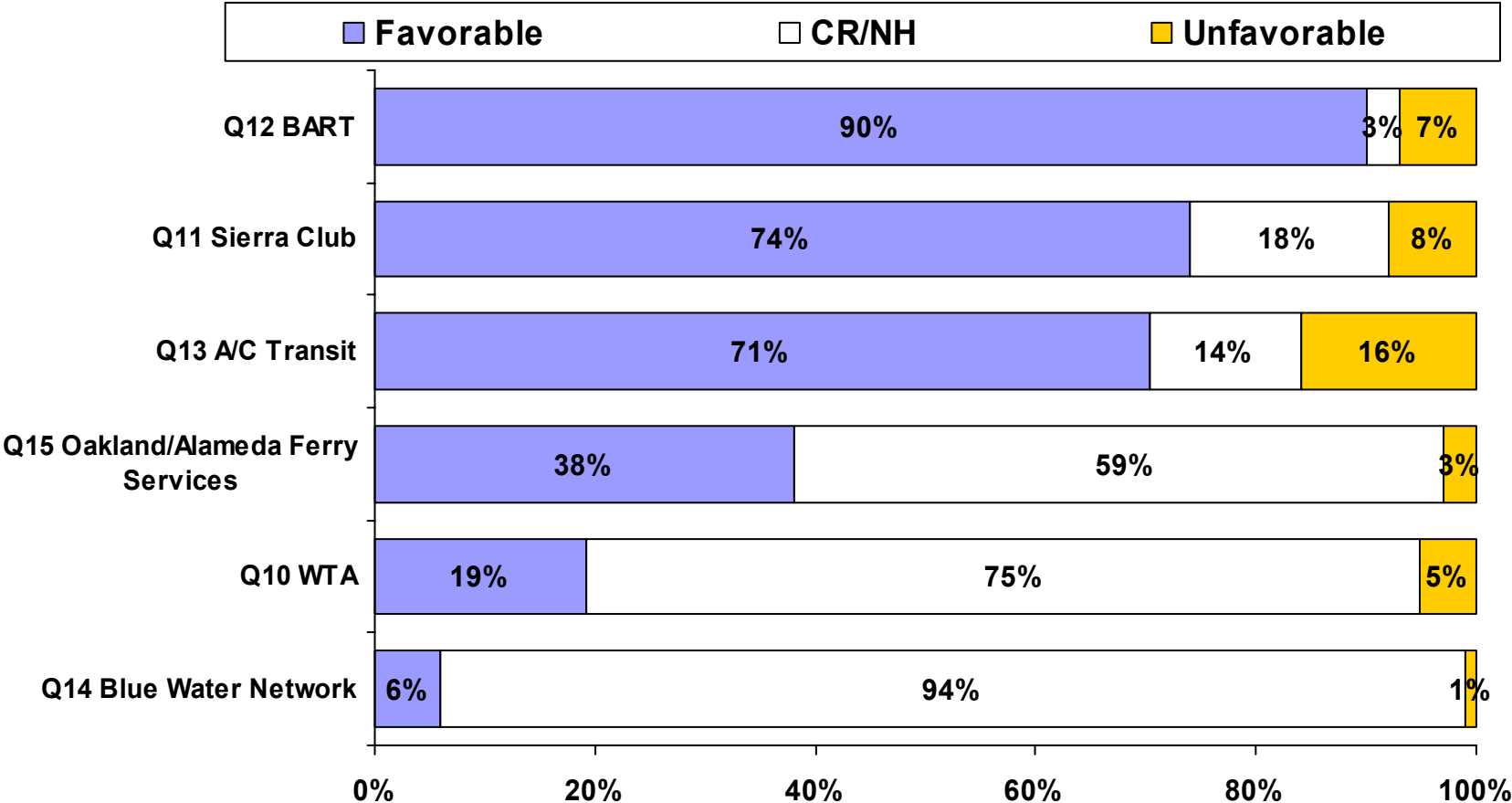


	Overall	Berkeley	Albany
Traffic/Transportation	21%	20%	25%
Education	13%	14%	11%
Affordable Housing	10%	9%	15%
Cost of Living	8%	9%	3%
Economy/Unemployment	8%	8%	10%
Homelessness	7%	8%	3%
Growth	6%	6%	8%
Environment	4%	4%	3%
Schools	4%	4%	4%

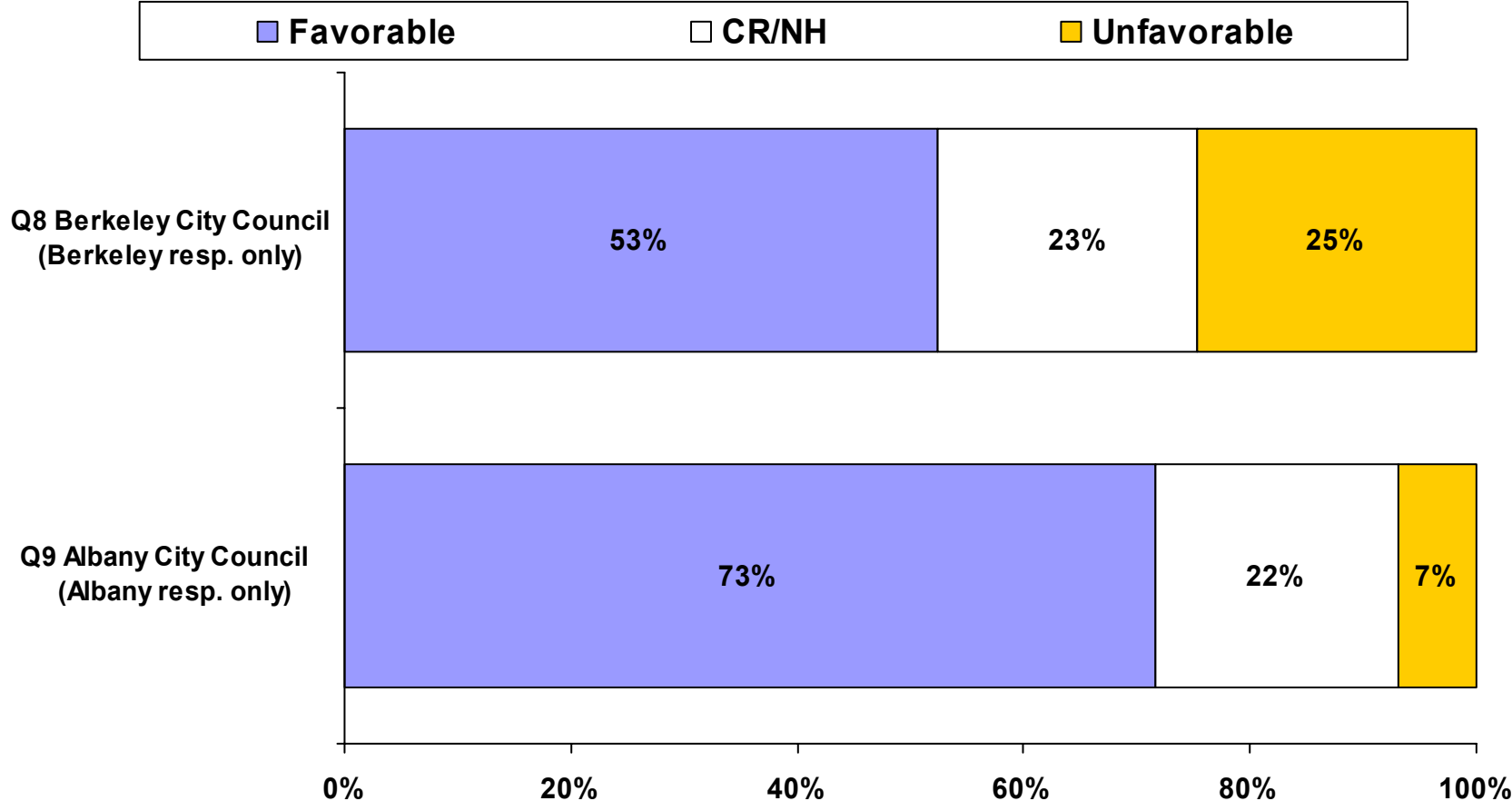
	Overall	Berkeley	Albany
Crime/Violence	3%	3%	4%
Budgetary	3%	3%	1%
Government/State	2%	2%	3%
Healthcare	1%	2%	1%
Money/Taxes	1%	1%	1%
Bay Bridge	1%	1%	2%
Gas prices	1%	1%	4%
Nothing	1%	1%	1%
Other	2%	2%	2%
Don't Know/Refused	4%	4%	3%



# Overall Favorables



# City Council Favorables



# Top Four Favorables

## *Berkeley Compared to Overall*

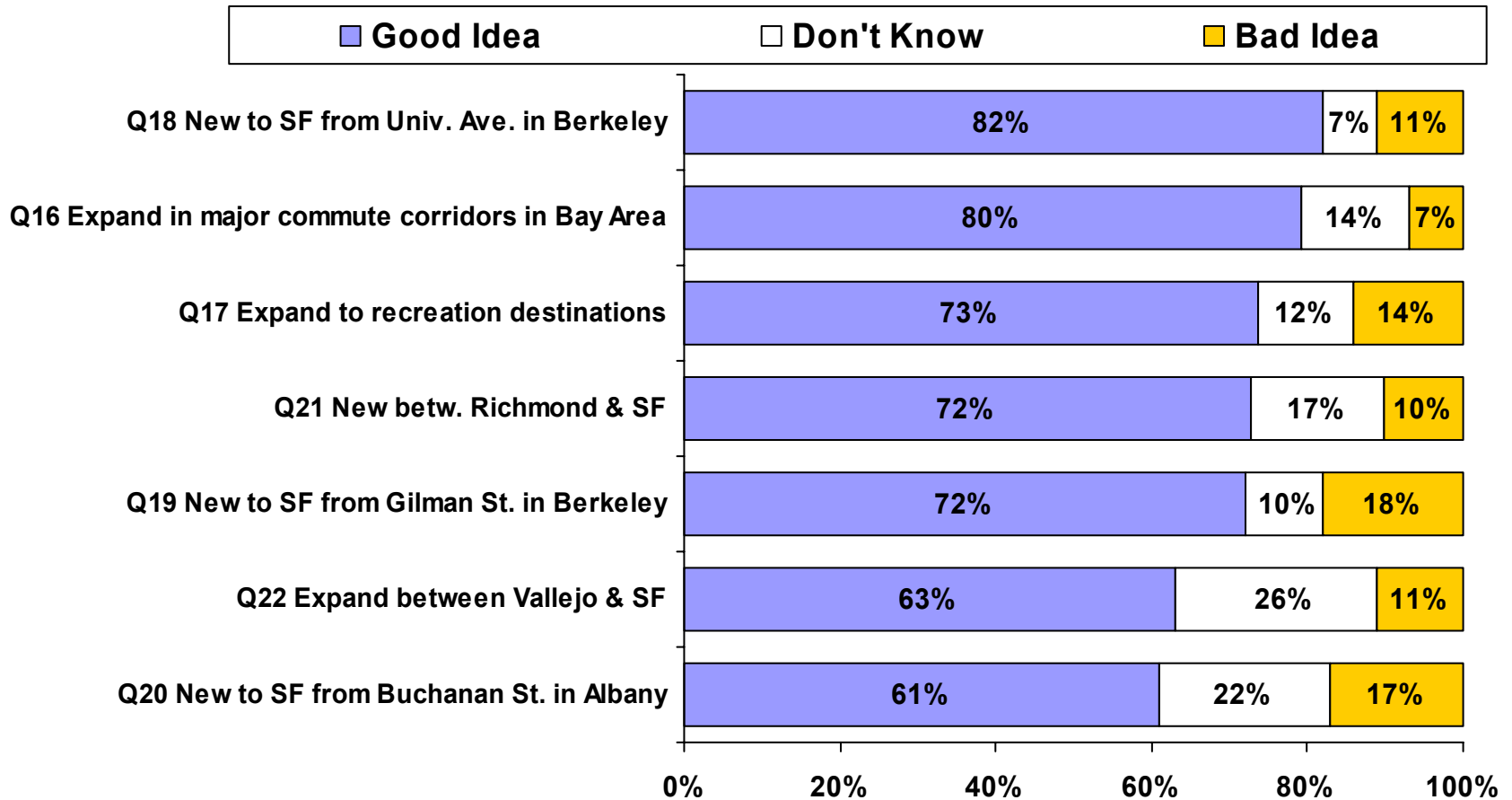
Favorable	All (Rank Overall)	Berkeley
<u>Q12 BART</u>	90% (#1)	91%
<u>Q11 Sierra Club</u>	74% (#2)	75%
<u>Q13 A/C Transit</u>	71% (#3)	71%
<u>Q8 Berkeley City Council</u>	Only asked of Berkeley residents	53%

# Top Four Favorables

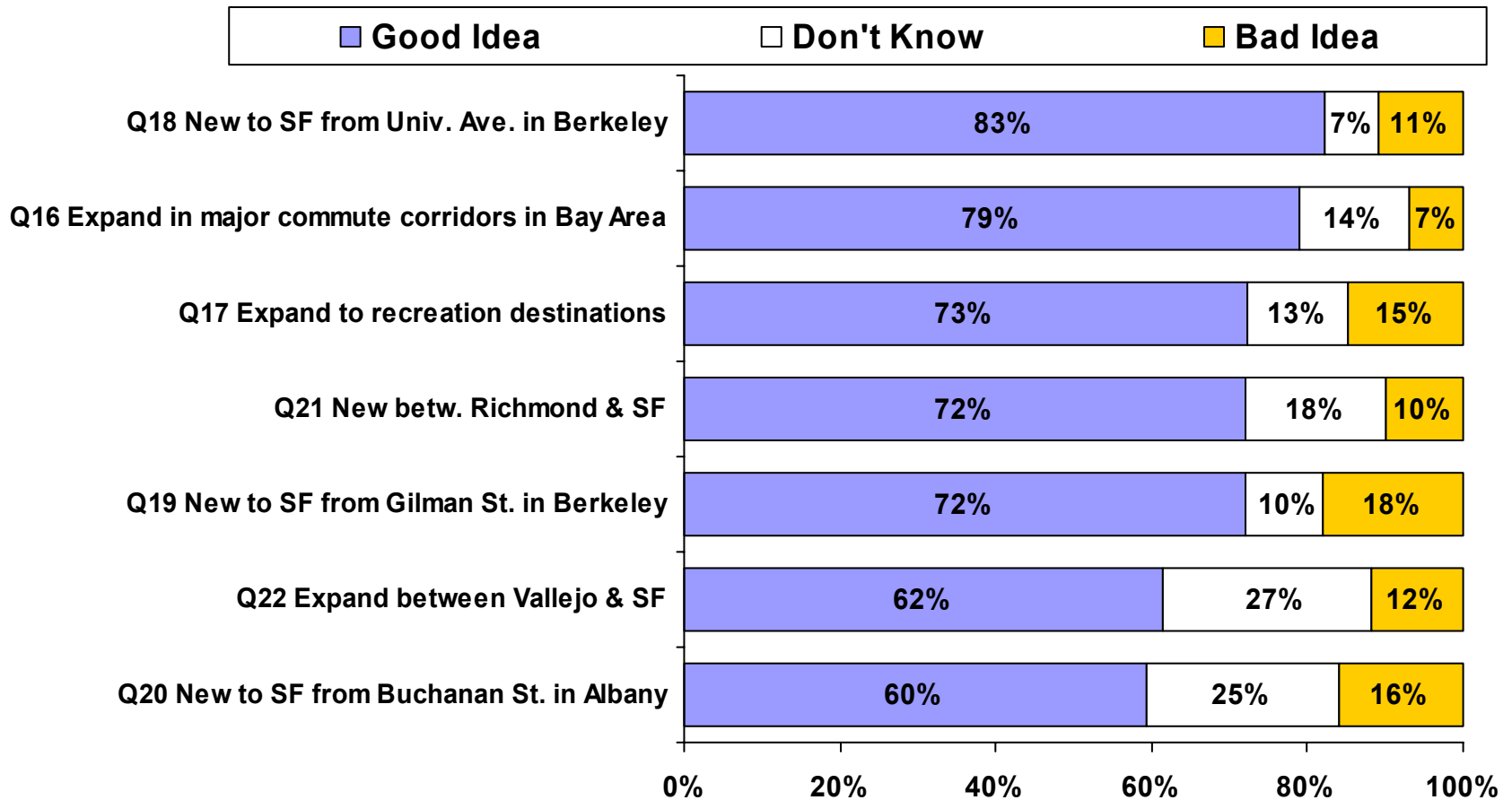
## *Albany Compared to Overall*

Favorable	All (Rank Overall)	Albany
<u>Q12 BART</u>	90% (#1)	88%
<u>Q11 Sierra Club</u>	74% (#2)	76%
<u>Q9 Albany City Council</u>	Only asked of Albany residents	73%
<u>Q13 A/C Transit</u>	71% (#3)	72%

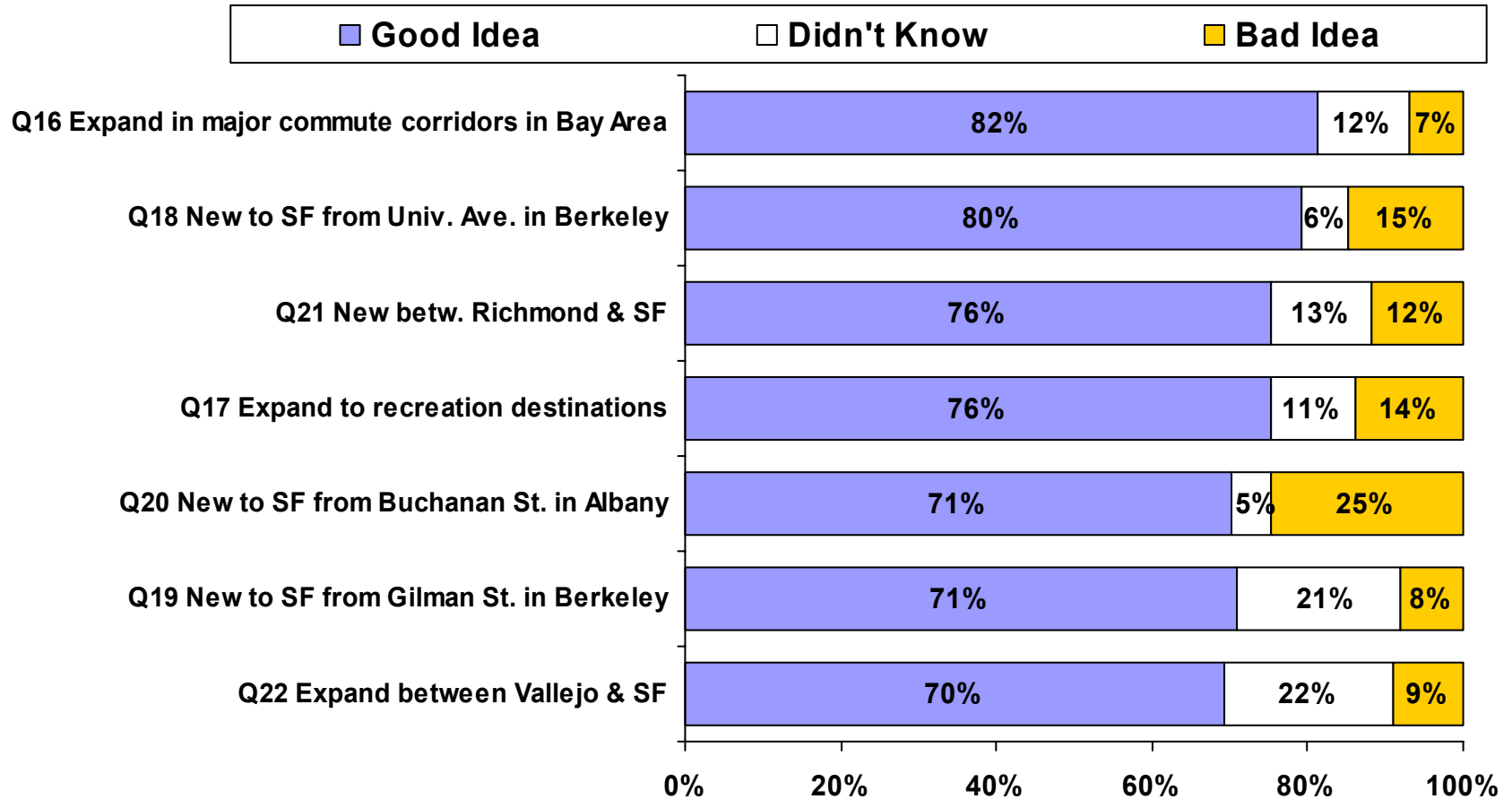
# Establish/Expand Service Overall



# Establish/Expand Service Berkeley



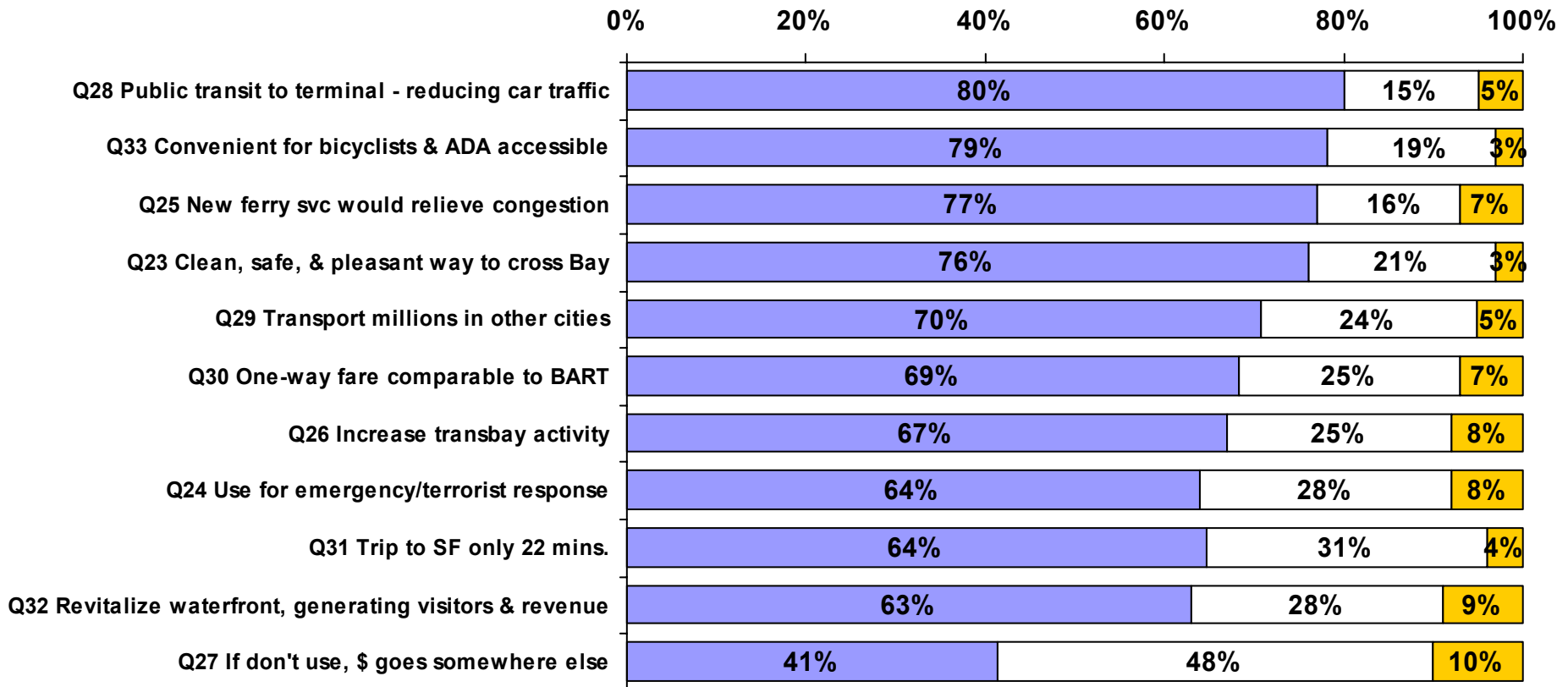
# Establish/Expand Service Albany



# Overall Positive Arguments



■ More Likely to Support   
 ■ Makes No Difference/DK   
 ■ More Likely to Oppose



# Top Four Positive Arguments

## *Berkeley Compared to Overall*

Favorable	All - Support (Rank Overall)	Berkeley - Support
<u>Q28 Public transit to terminal - reducing car traffic</u> Passengers would arrive at the new ferry terminal via convenient bus, shuttle, train, or other public transit, thus reducing car traffic;	80% (#1)	80%
<u>Q33 Convenient for bicyclists &amp; ADA accessible</u> Ferries are easy and convenient for bicyclists to use and they are also ADA accessible;	79% (#2)	78%
<u>Q25 New ferry svc would relieve congestion</u> The communities in this area suffer from increasing congestion on both I-80 and BART - as another transit alternative, new ferry service would relieve this congestion;	77% (#3)	77%
<u>Q23 Clean, safe, &amp; pleasant way to cross Bay</u> Ferries are a clean, safe, and pleasant way to cross the Bay;	76% (#4)	76%

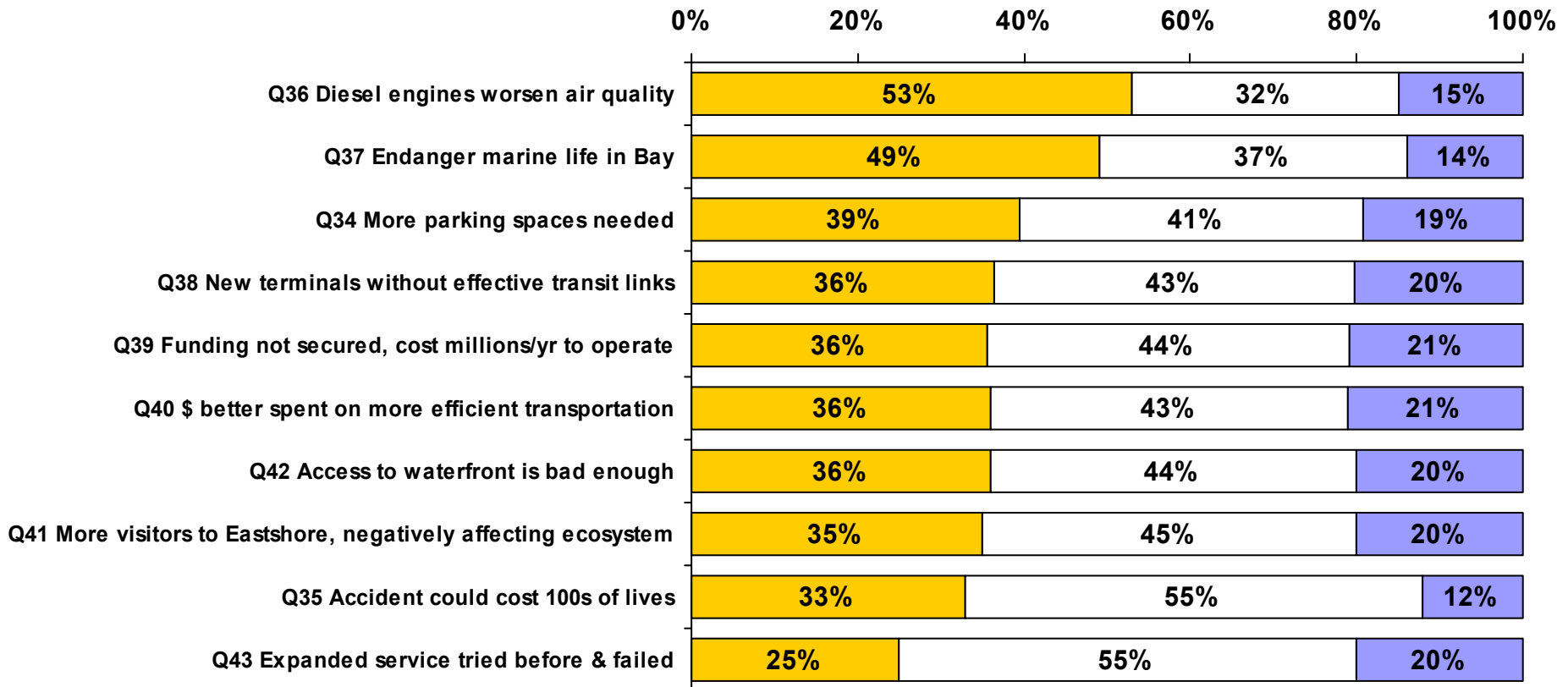
# Top Four Positive Arguments

## *Albany Compared to Overall*

Favorable	All - Support (Rank Overall)	Albany - Support
<u>Q33 Convenient for bicyclists &amp; ADA accessible</u> Ferries are easy and convenient for bicyclists to use and they are also ADA accessible;	79% (#2)	86%
<u>Q28 Public transit to terminal - reducing car traffic</u> Passengers would arrive at the new ferry terminal via convenient bus, shuttle, train, or other public transit, thus reducing car traffic;	80% (#1)	81%
<u>Q25 New ferry svc would relieve congestion</u> The communities in this area suffer from increasing congestion on both I-80 and BART - as another transit alternative, new ferry service would relieve this congestion;	77% (#3)	81%
<u>Q23 Clean, safe, &amp; pleasant way to cross Bay</u> Ferries are a clean, safe, and pleasant way to cross the Bay;	76% (#4)	79%

# Overall Negative Arguments

■ More Likely to Oppose   
  Makes No Difference/DK   
 ■ More Likely to Support



# Top Four Negative Arguments

## *Berkeley Compared to Overall*

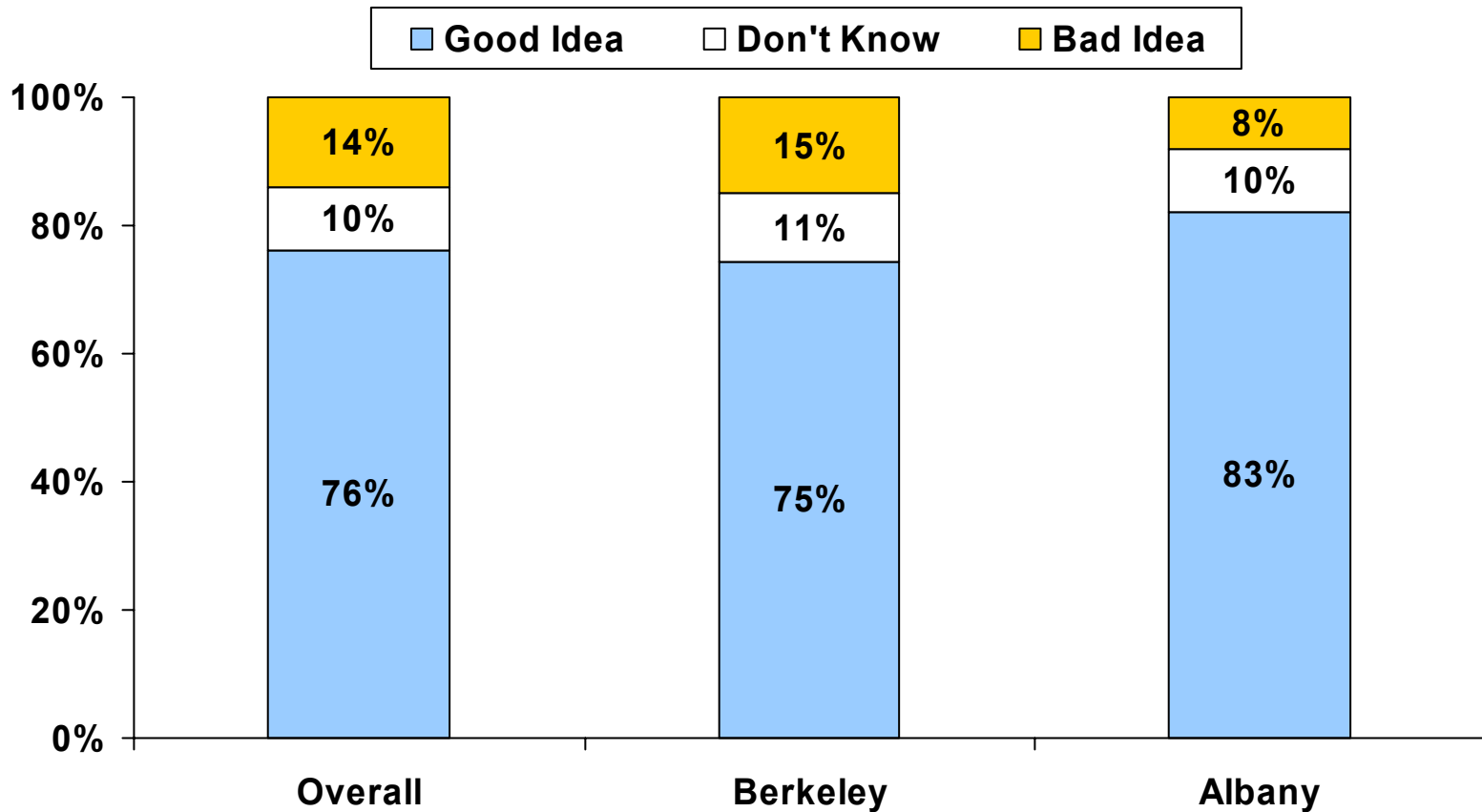
Favorable	All - Oppose (Rank Overall)	Berkeley - Oppose
<u>Q36 Diesel engine worsens air quality</u> New ferries will run on polluting diesel engines, worsening our already bad air quality;	<b>53% (#1)</b>	<b>53%</b>
<u>Q37 Endanger marine life in Bay</u> High-speed ferries will endanger whales, seals, and other marine life in the Bay;	<b>49% (#2)</b>	<b>50%</b>
<u>Q34 More parking spaces needed</u> To accommodate all of the ferry users who will be driving, more parking spaces will have to be created, and the ferry users will crowd out other park and shore users;	<b>39% (#3)</b>	<b>39%</b>
<u>Q39 Funding not secured, cost millions/yr to operate</u> Funding to establish new ferry service has not been secured and it will cost millions of dollars a year to operate;	<b>36% (#4)</b>	<b>37%</b>

# Top Four Negative Arguments

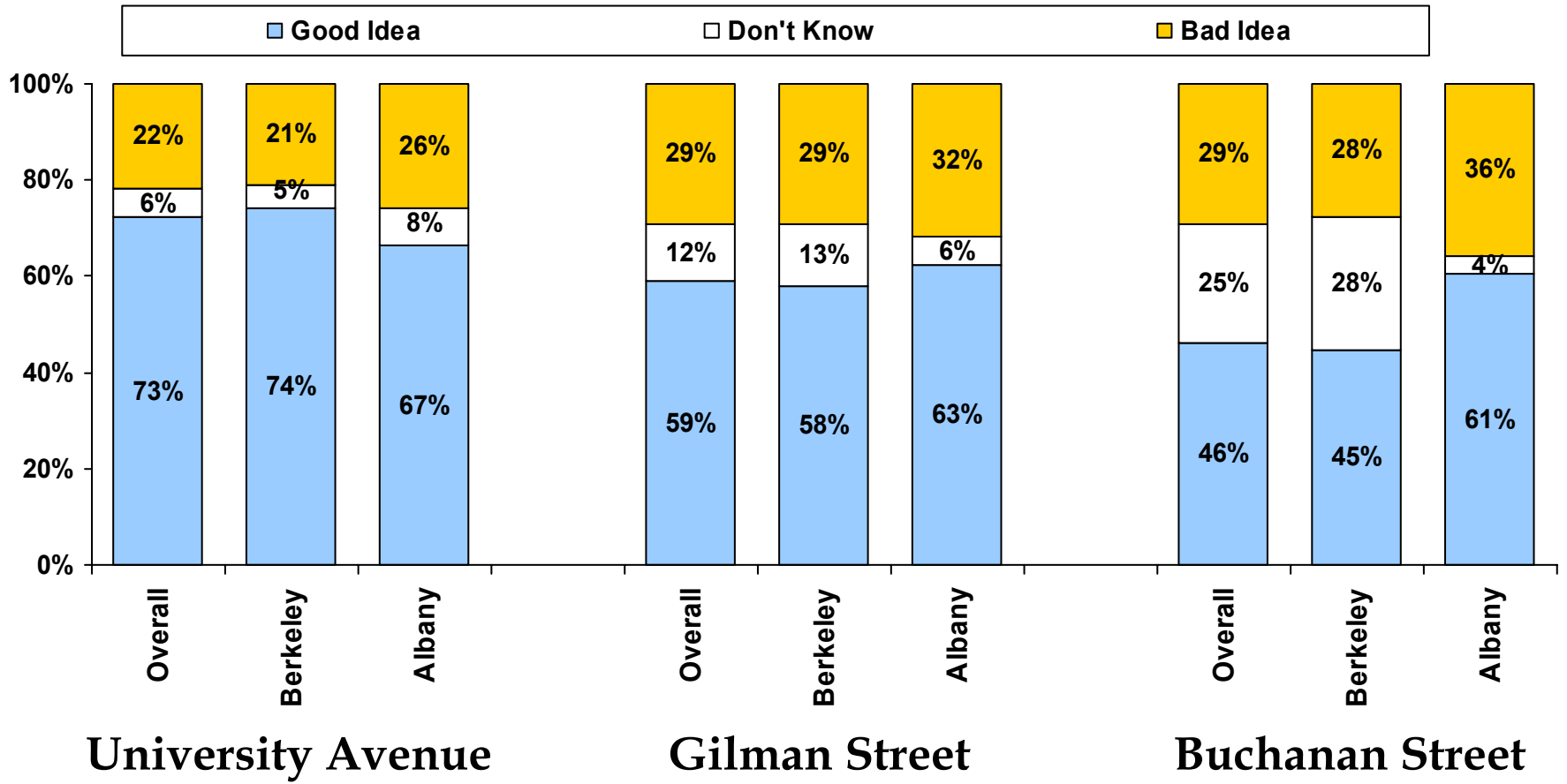
## *Albany Compared to Overall*

Favorable	All - Oppose (Rank Overall)	Albany - Oppose
<u>Q36 Diesel engine worsens air quality</u> New ferries will run on polluting diesel engines, worsening our already bad air quality;	<b>53% (#1)</b>	<b>53%</b>
<u>Q37 Endanger marine life in Bay</u> High-speed ferries will endanger whales, seals, and other marine life in the Bay;	<b>49% (#2)</b>	<b>46%</b>
<u>Q38 New terminals without effective transit links</u> New ferry terminals won't have effective transit links, so new ferry service won't get people out of their cars;	<b>36% (#4)</b>	<b>40%</b>
<u>Q34 More parking spaces needed</u> To accommodate all of the ferry users who will be driving, more parking spaces will have to be created, and the ferry users will crowd out other park and shore users;	<b>39% (#3)</b>	<b>38%</b>

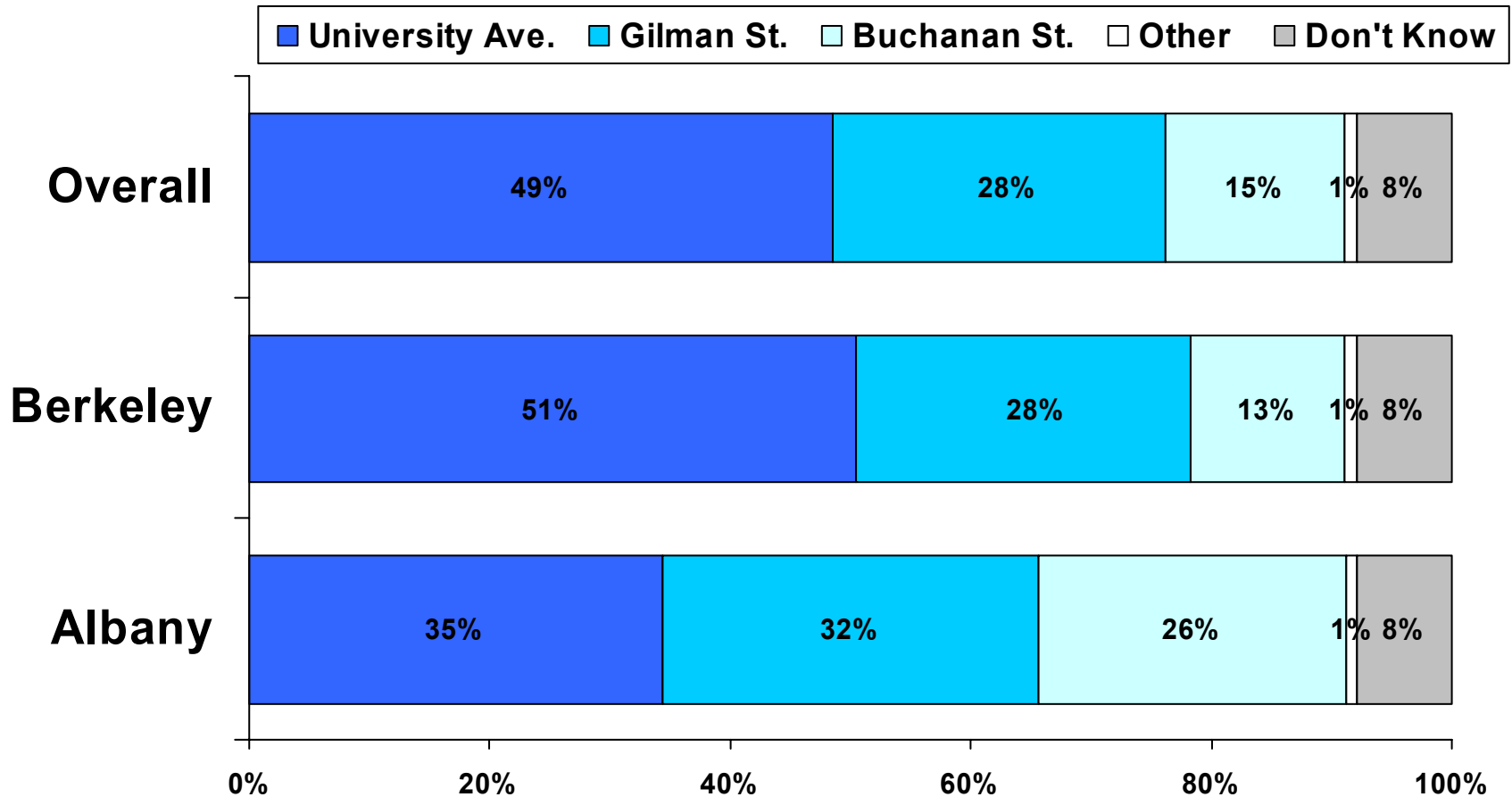
# After arguments: Establish Ferry Service in your area?



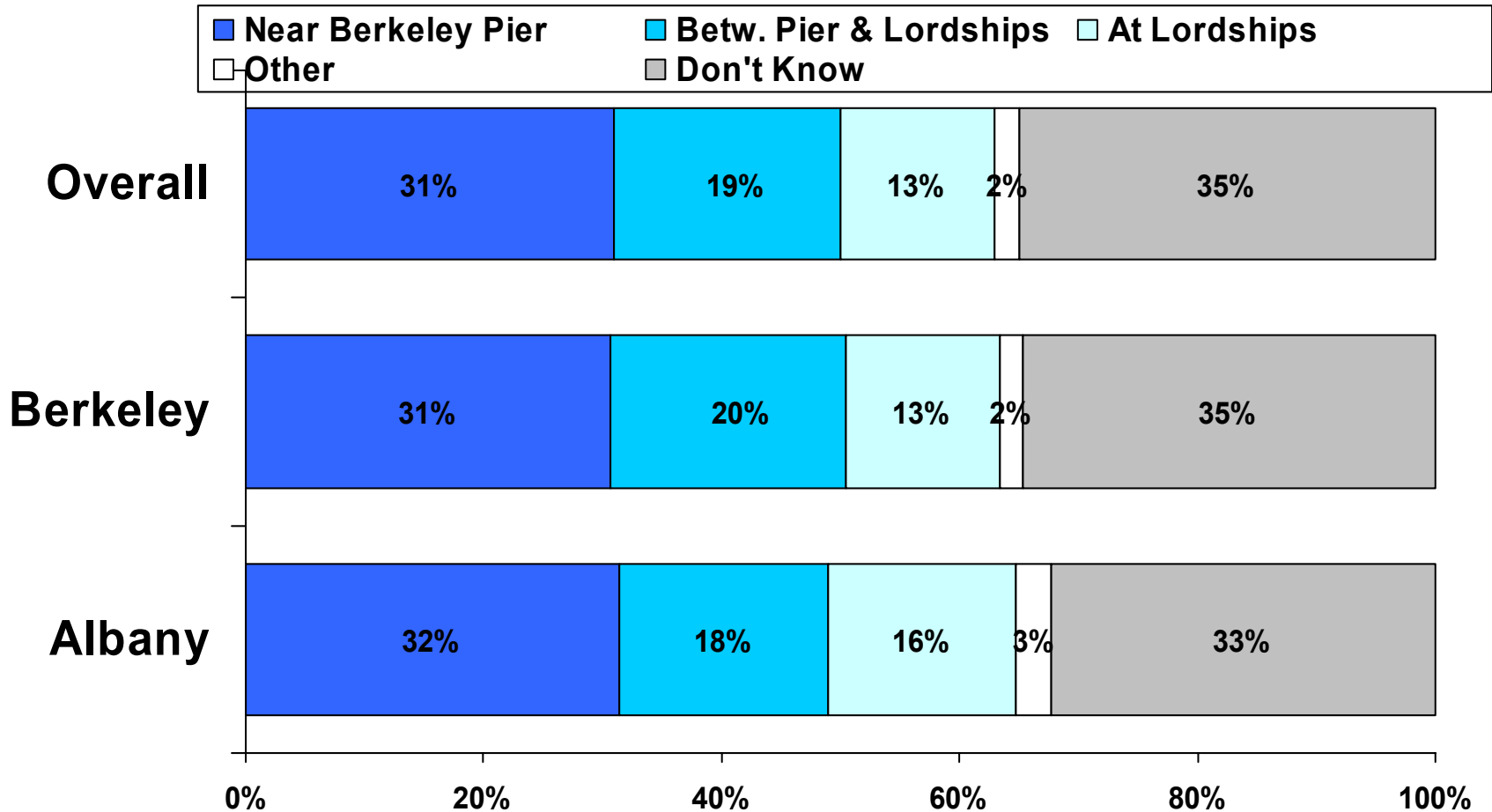
# Possible Locations



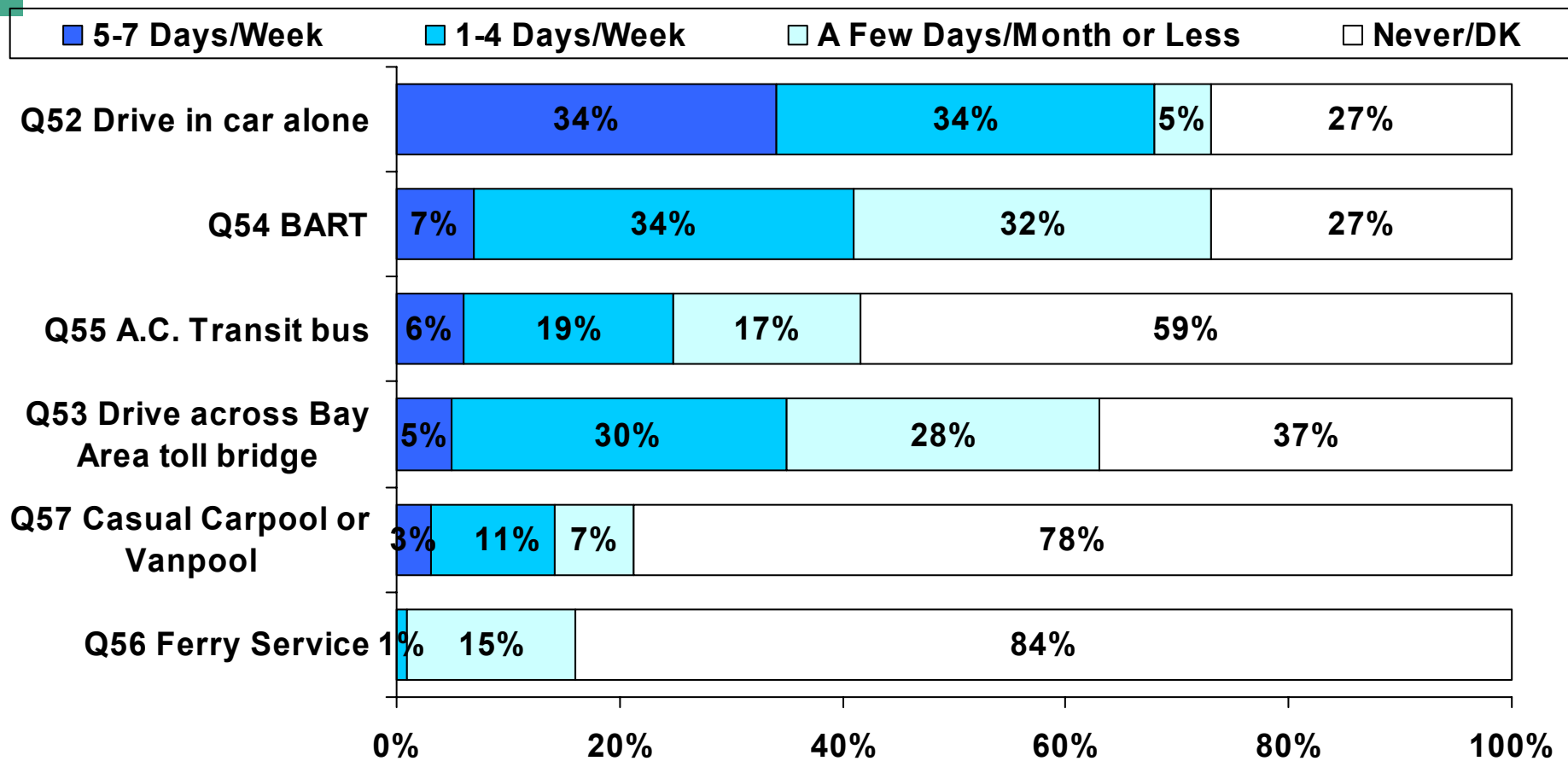
# Choose One Location for New Ferry Terminal



# Specific Location for New Ferry Terminal



# How Many Days/Week Do You Use Different Forms of Transportation?



# Environmentalist

■ 1 Not environmentalist   
 ■ 2   
 ■ 3   
 ■ 4/DK   
 ■ 5   
 ■ 6   
 ■ 7 Strong environmentalist

