

Survey of Likely Voters in RTD District

Sponsored by Coalition for Smart Transit

March 23-27, 2010

Data & Findings

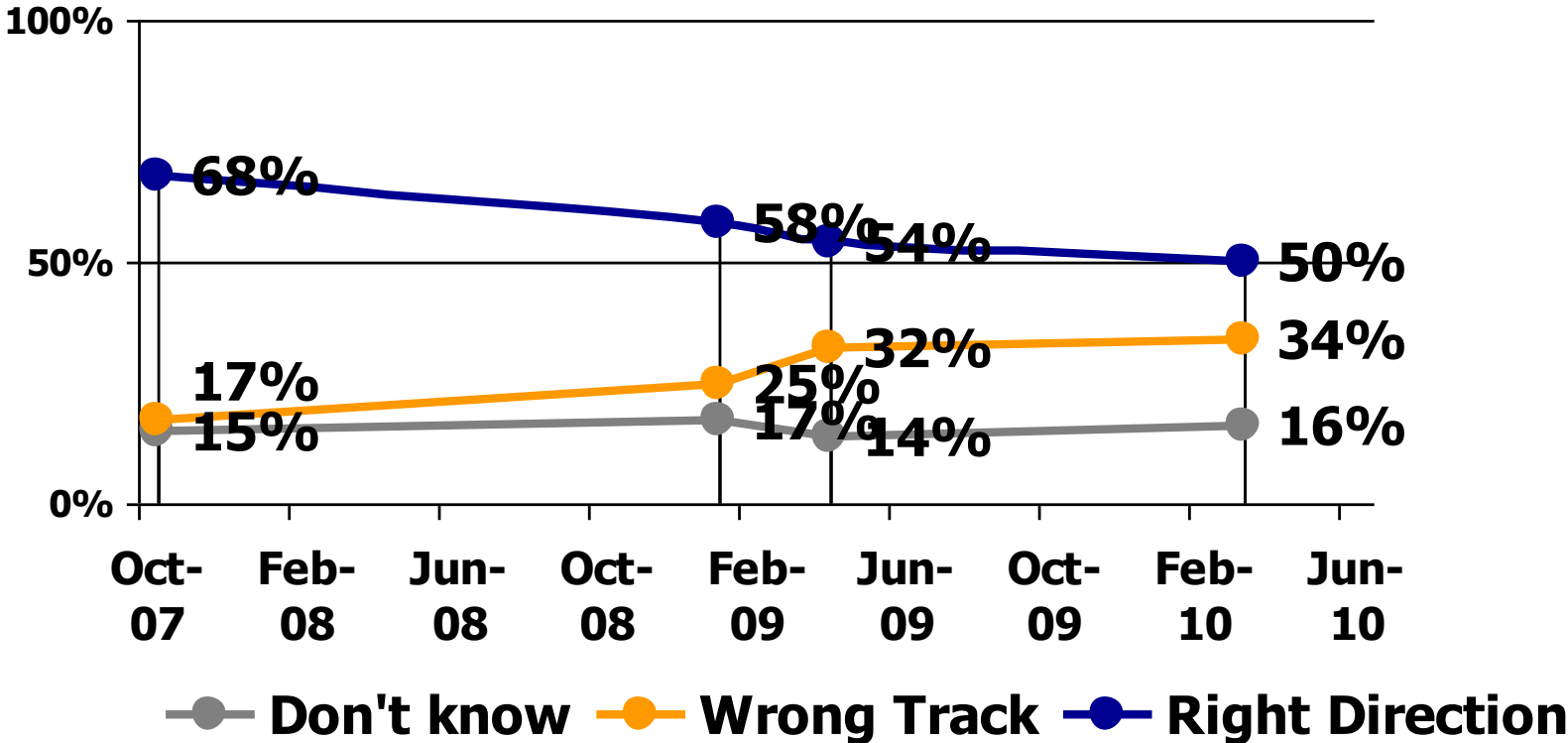


Methodology

- **A phone survey of 400 likely voters (voted in 2006 AND 2008 general elections, or registered since then) in the RTD district, conducted March 23-27, 2010.**
 - **Survey builds on RTD/FasTracks surveys conducted November 2007, January 2009, April 2009**
- **Sample was distributed to reflect county-by-county percentages of RTD district population.**
- **Demographics of the survey sample population were balanced to reflect gender, and party registration in each RTD county.**
- **Average length of interview: 23 minutes.**
- **Results have $\pm 4.9\%$ margin of error at a 95% confidence level**

Denver Metro right direction/wrong track

“How do you feel things are going in the Denver metro area these days?”



In November 2007 FasTracks survey, transportation, traffic, transit and roads were cited as the #1 local issue by 34% of survey respondents.

What do you believe to be the most important issue facing the Denver Metro Area today? [OPEN END]

11-2007 RTD SURVEY

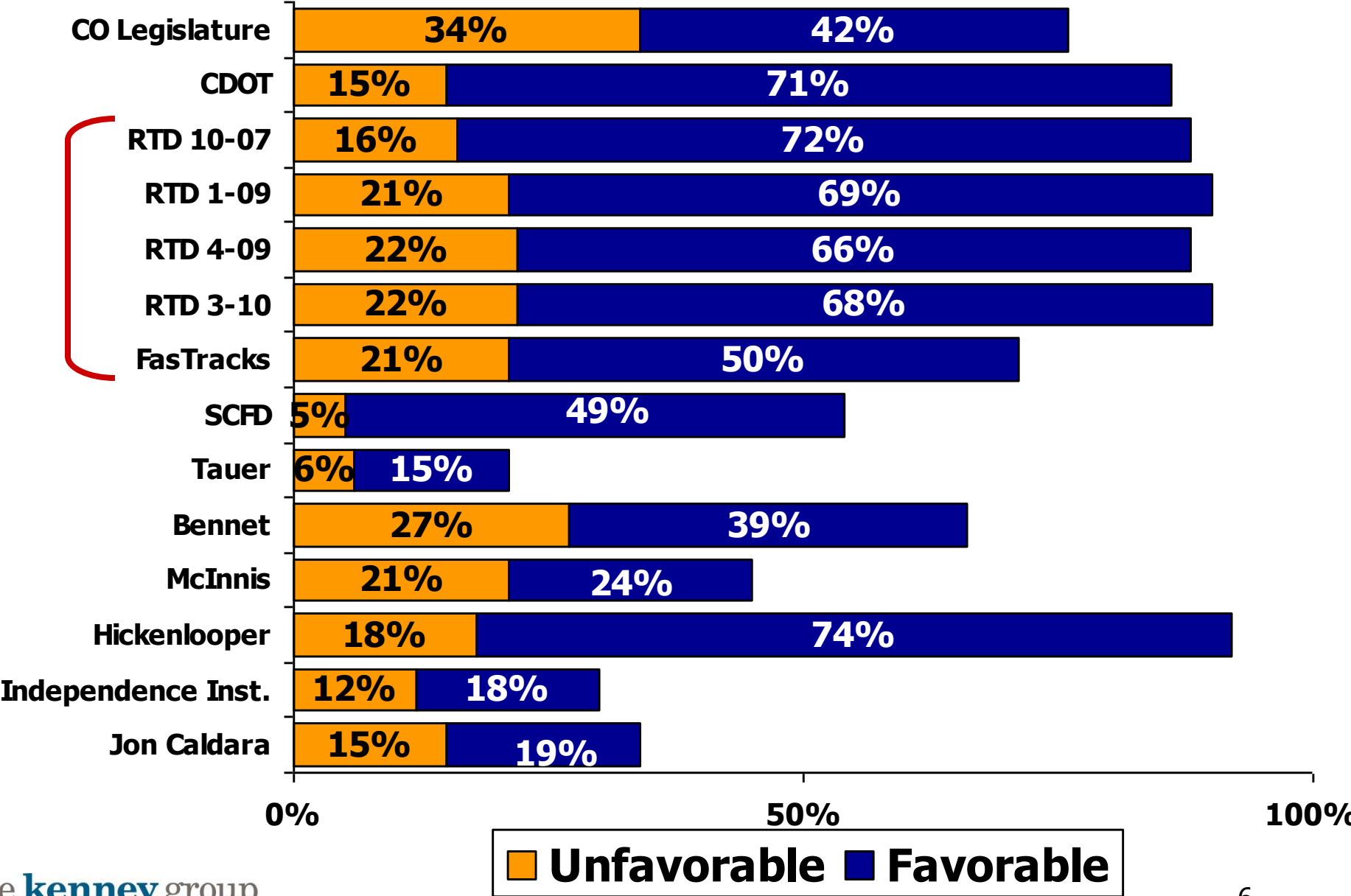
- **Transportation/affordable transportation** **14%**
- **Too much growth/development** **10%**
- **Traffic congestion** **9%**
- **Immigration** **8%**
- **Education/schools** **7%**
- **More mass transit/Light rail** **6%**
- **Housing/real estate issues** **5%**
- **Improve roads/highways** **5%**

In 2010, economy and jobs are identified by 41% of respondents as the top issues facing the Denver metro area. Transportation issues have dropped as priorities.

Thinking about the issues facing the Denver metropolitan area ... in your opinion ... what is the number one priority you would want local officials to focus on in the next couple years? [OPEN END]

3/2010 survey

- Unemployment/lack of jobs 32%
- **Public Transportation 6%**
- Economic conditions 9%
- Education-general 4%
- Balancing budget 4%
- Healthcare access/affordability 4%
- Education funding 3%
- Crime/public safety 3%
- **Transportation congestion 3%**
- Lower taxes 3%



ECONOMIC OUTLOOK

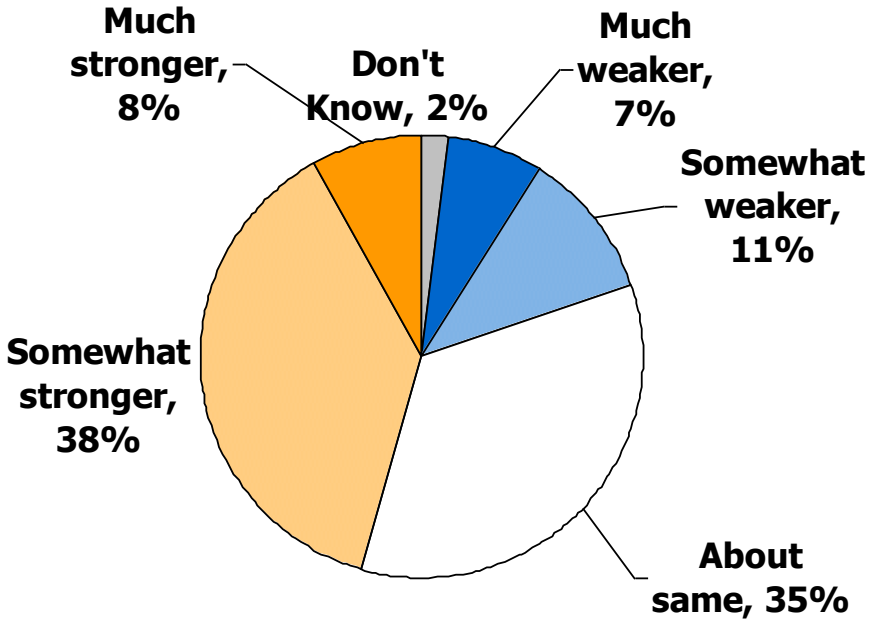


KEY FINDINGS

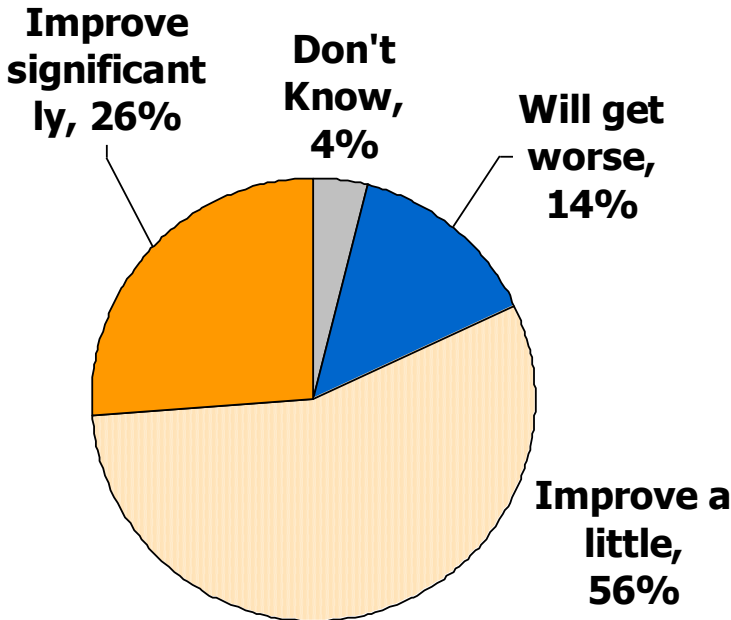
- **Just under 1/2 of respondents say they expect the local economy to get better in the next year. 35% say it will “stay about the same,” and 18% say the economy will get weaker.**
- **In the long-term, 56% say the economy will get “a little better,” while 26% say it will “improve dramatically.”**
- **1/2 of respondents say it is difficult keeping up with personal bills, and 1/2 say it is not difficult.**

In the "long-term," 56% of respondents say the economy will "improve a little." 26% expect it will improve significantly.

Economy one-year from now

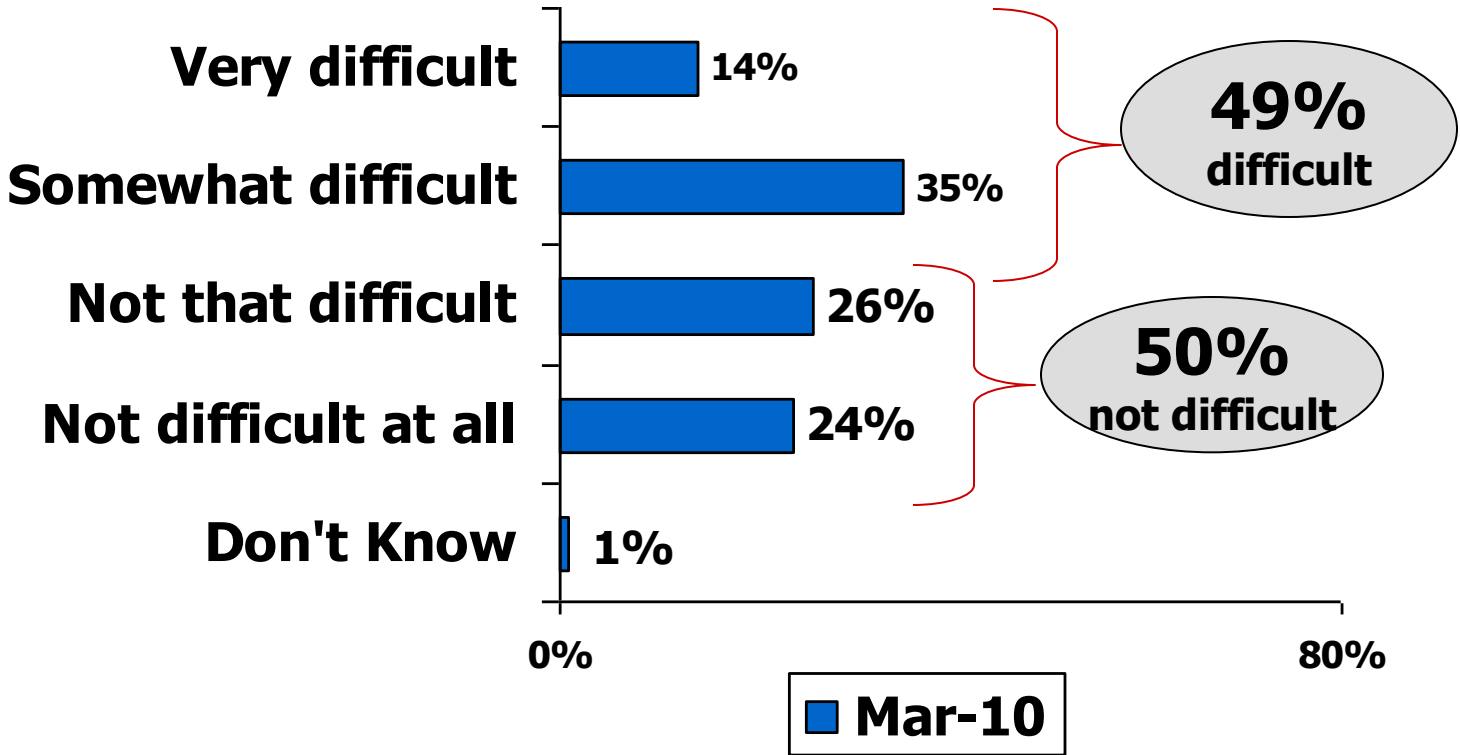


Longer-term economic outlook



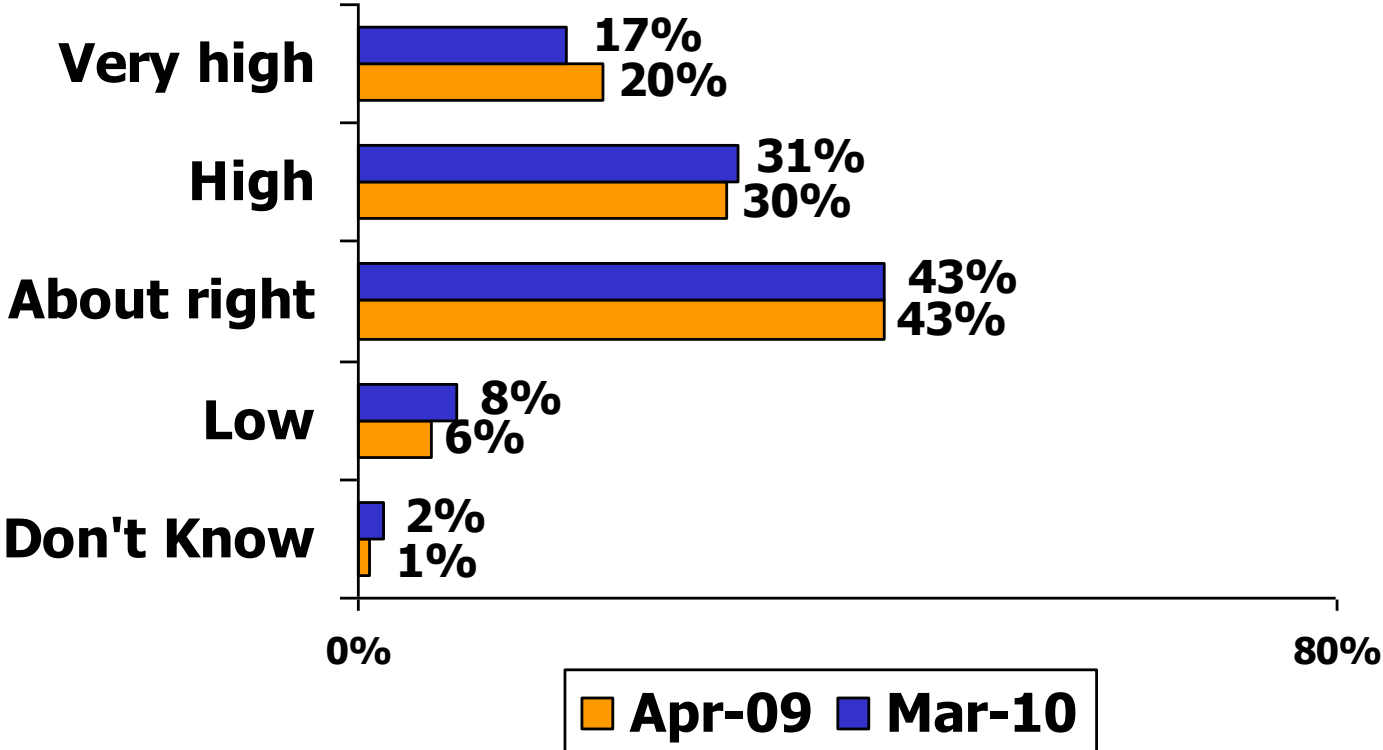
The survey respondents are split on whether it is difficult or not to keep up with their personal bills.

How difficult is it for you to keep up with your personal household bills these days?



Perception of the local tax burden has not shifted significantly from 2009 survey.

Do you feel your local taxes (property tax, sales tax, but NOT federal or state income tax) are very high, high, about right, or low?

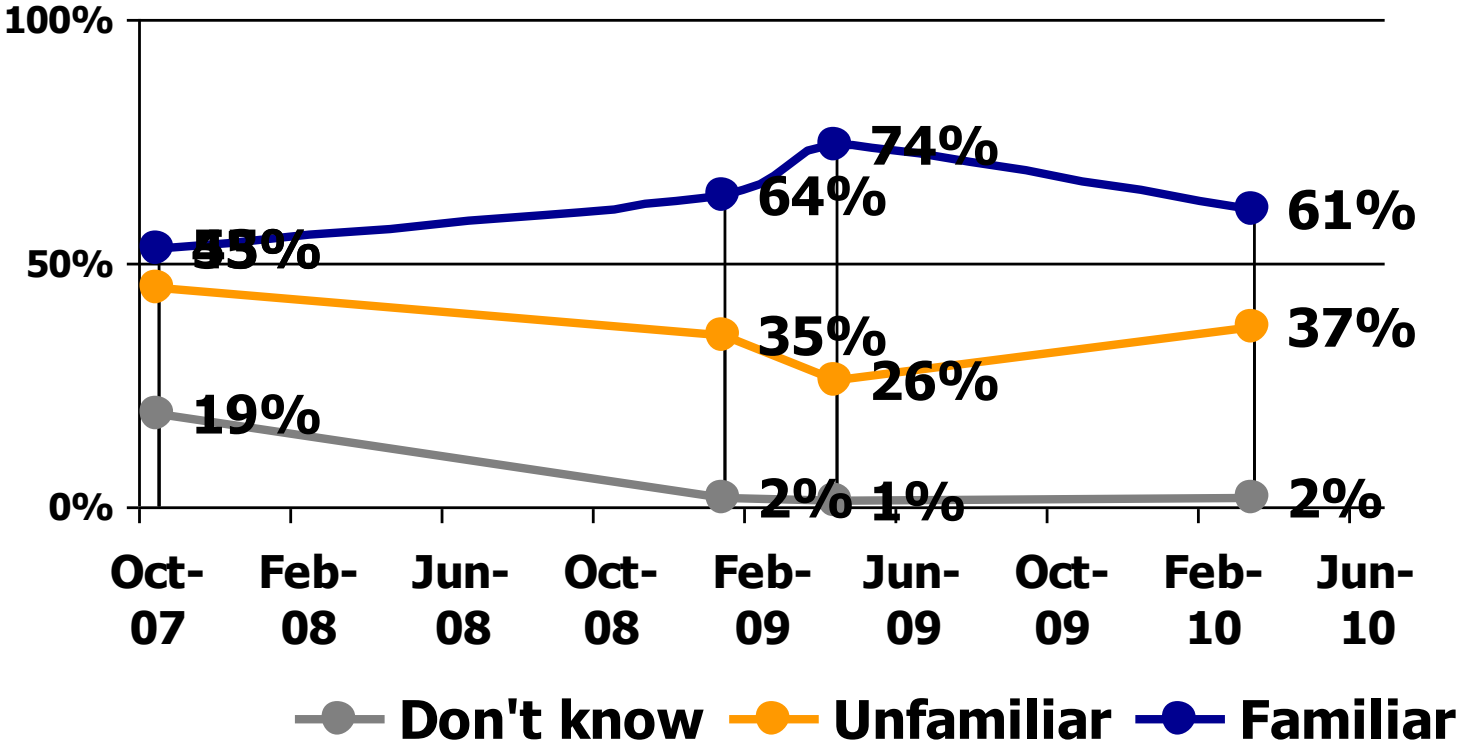


RTD & FASTRACKS – GENERAL AWARENESS



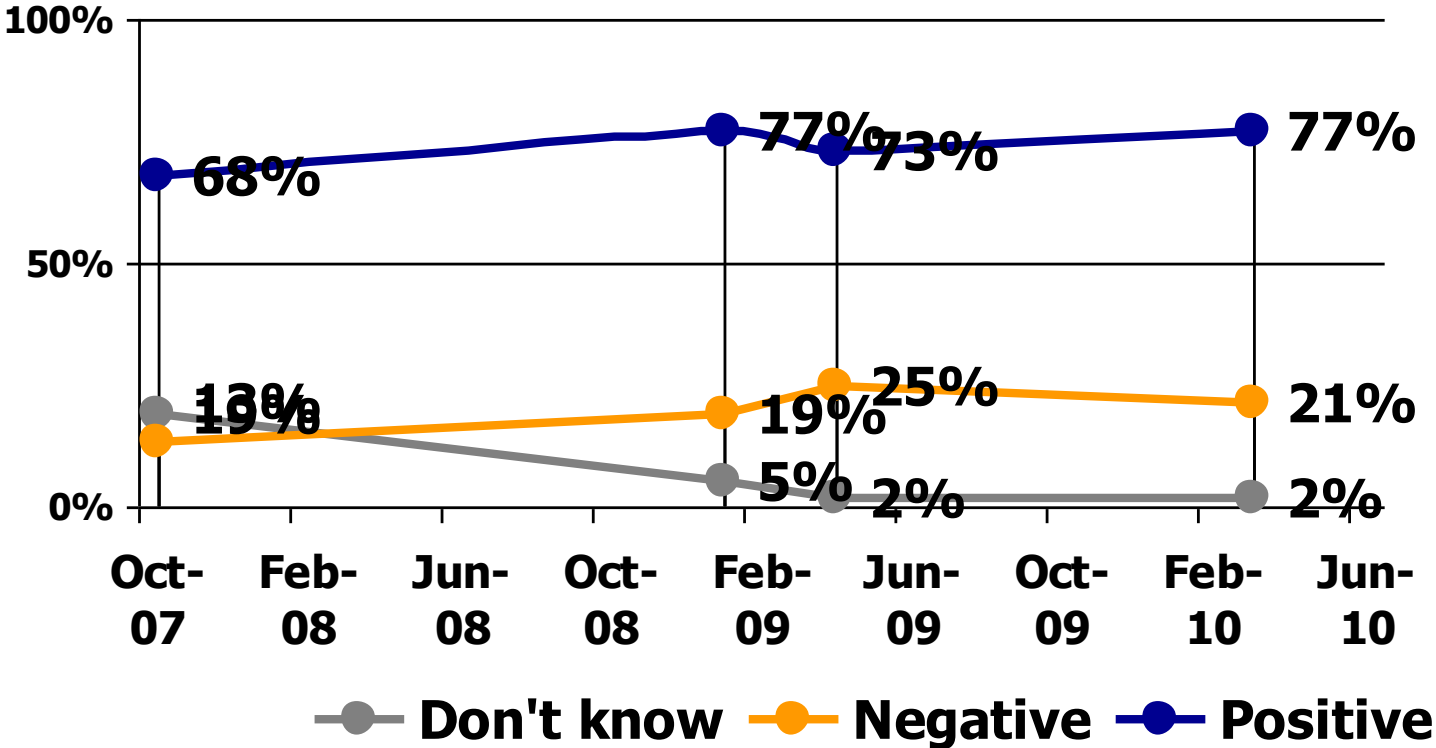
Familiarity with FasTracks (unaided—no add'l information provided) has declined slightly compared to 2009 survey—61% say they are “familiar” with FasTracks.

“How familiar are you with FasTracks?”



Positive vs. negative impression of FasTracks is 77% positive - 21% negative in 2010 survey.

“Based on what you know, what is your impression of FasTracks?”



Positive perceptions of FasTracks are tied to addressing traffic and the 'importance' of transit. Negative perceptions are tied to high costs and poor management.

"What is the primary reason your impression of FasTracks is positive/negative?"

Top POSITIVE answers (n=308)

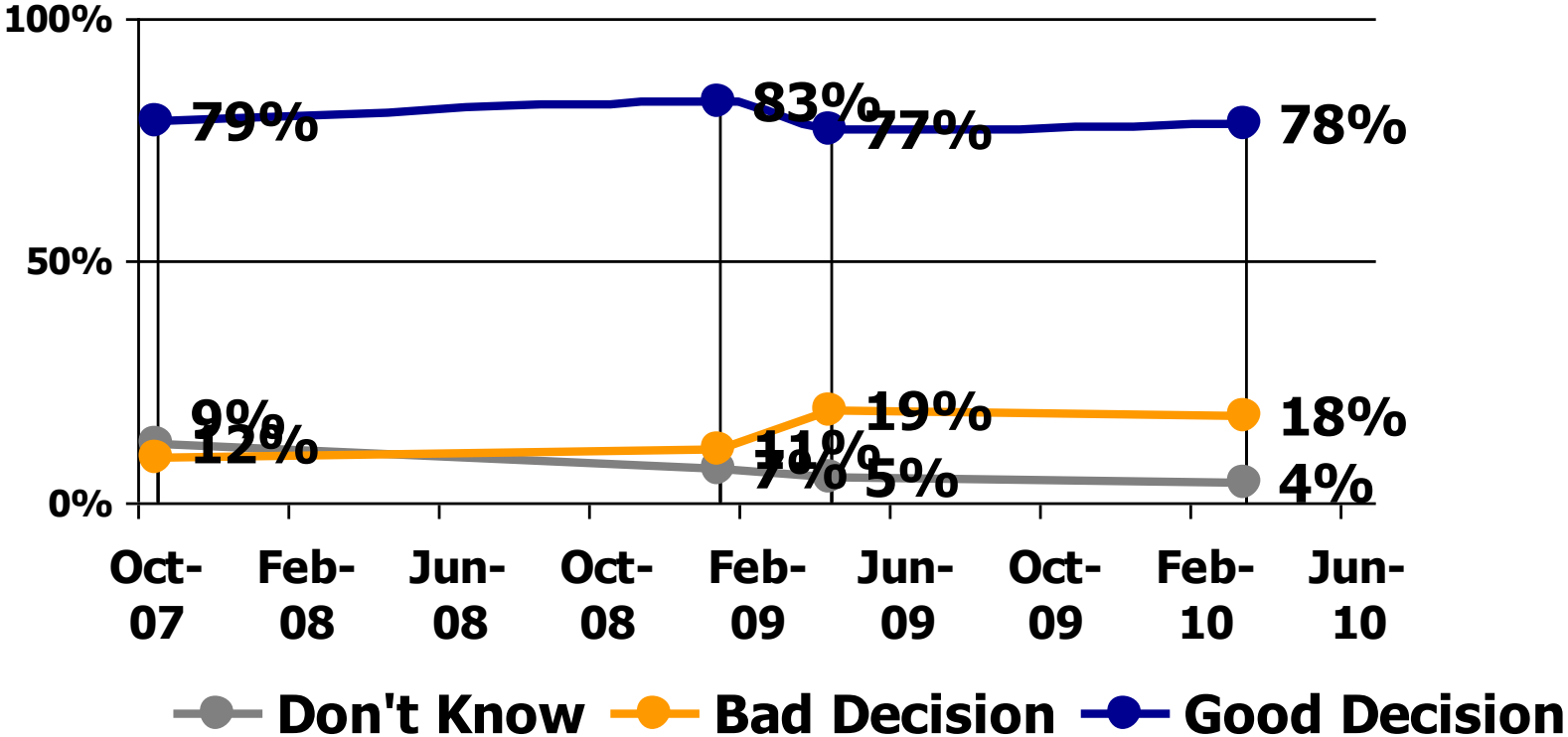
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|---|------------|
| 1. I use public transportation/we need it | 29% |
| 2. It will reduce traffic | 25% |
| 3. It's a good plan/I support public transit | 15% |
| 4. Create jobs/economic return | 11% |
| 5. Convenience | 5% |

Top NEGATIVE answers (n=84)

- | | |
|--|------------|
| 1. The costs/expensive | 45% |
| 2. Poor mgmnt/taking too long to complete | 21% |
| 3. Lack of use | 14% |
| 4. No access to it in my area | 5% |
| 5. Taking people's land away | 5% |

78% of 2010 survey respondents say approving FasTracks was a “good idea.”

Looking back with the benefit of hindsight ... do you believe approval of FasTracks in that 2004 election was a good decision ... or a bad decision?



RTD & FASTRACKS – BUDGET ISSUE AWARENESS & CONFIDENCE

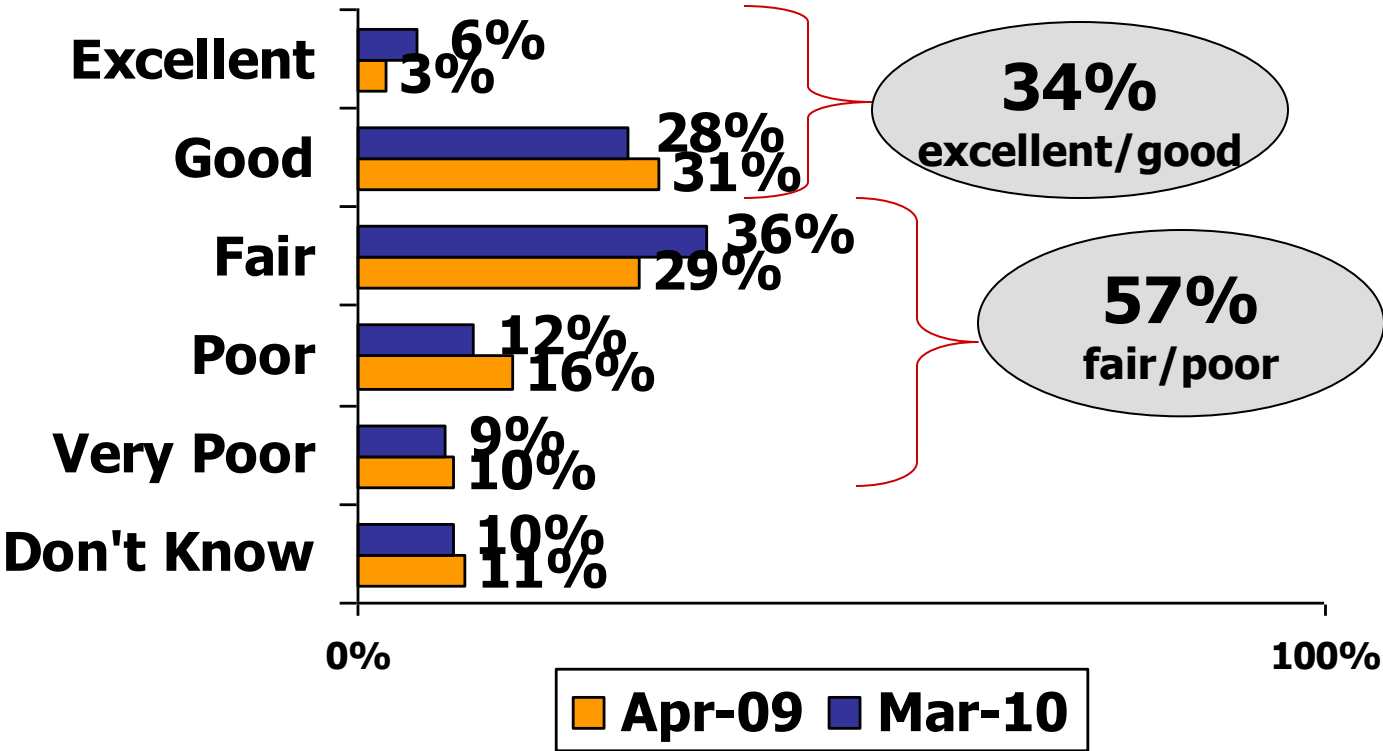


KEY FINDINGS

- **Familiarity with RTD budget issues remains moderate, at best.**
- **Confidence in RTD to implement FasTracks is up to 62% from 59% in 2009, but has declined overall going back to initial October 2007 survey.**
- **72% of respondents in 2010 survey say they are “very concerned” or “somewhat concerned” about rising FasTracks costs.**

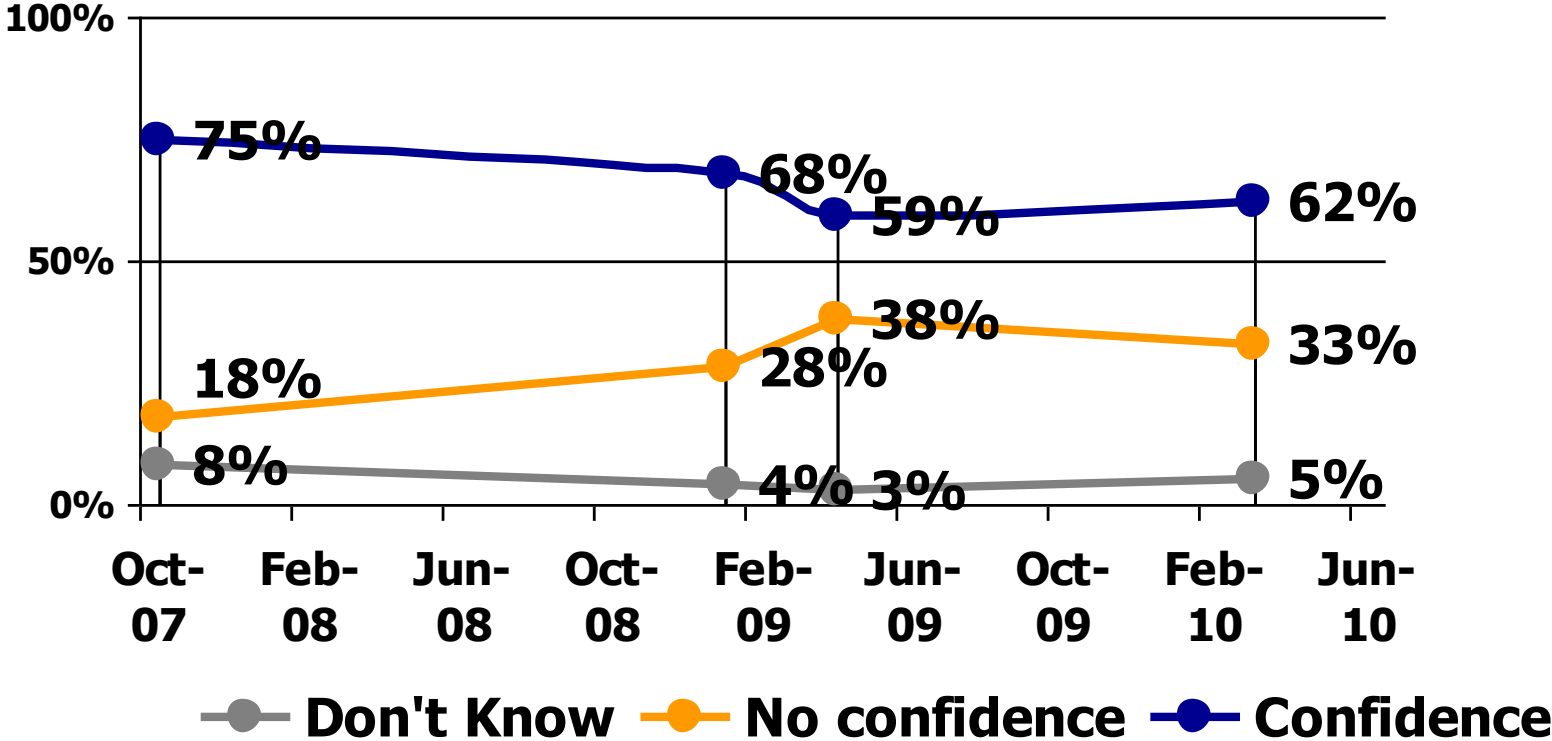
1/3 of respondents still give RTD excellent or good marks on implementation, but the intensity is lower.

“Based on what you currently know, how good of a job has RTD done implementing the FasTracks plan that was approved by voters?”



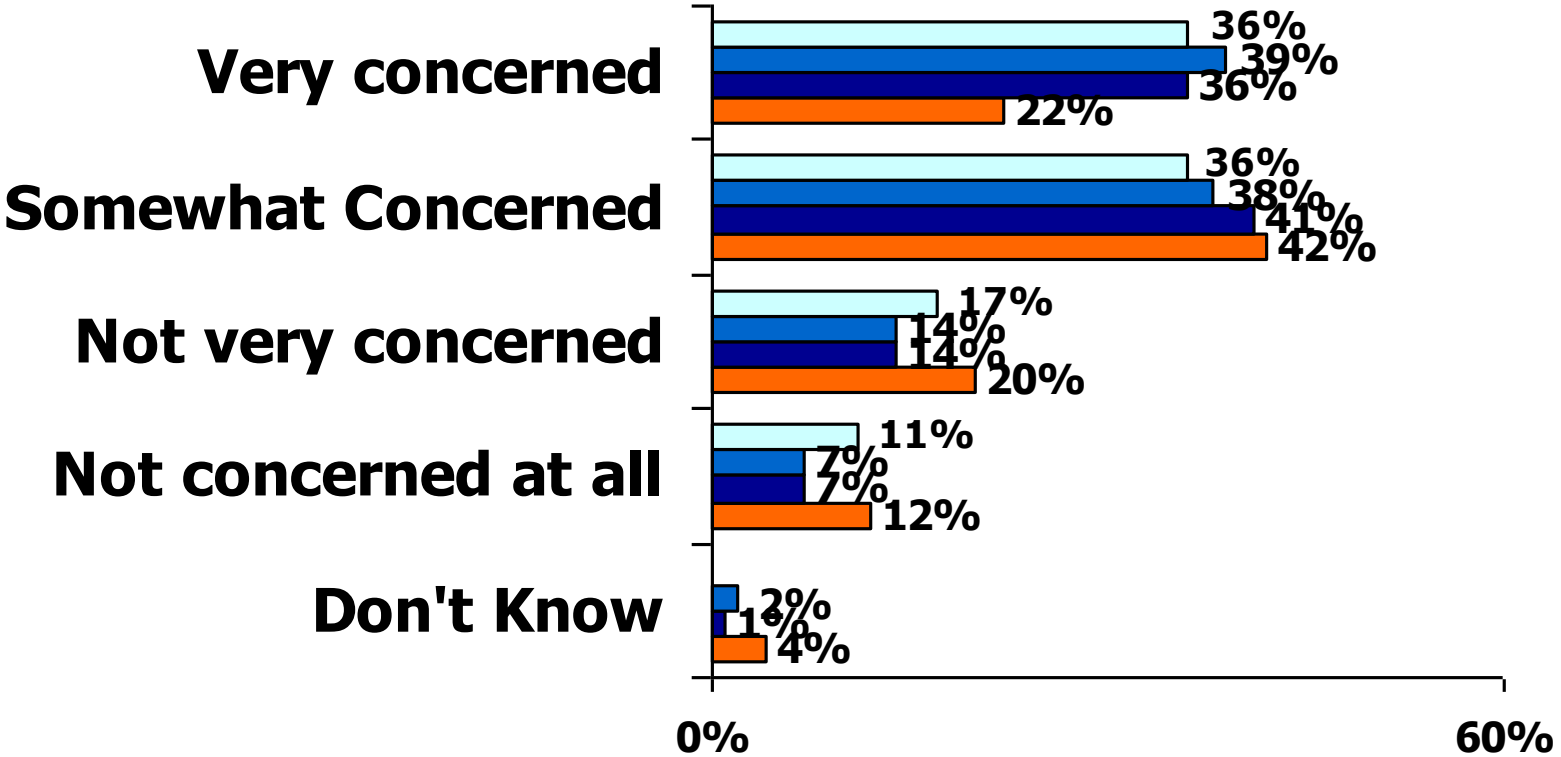
Confidence in RTD to implement FasTracks is up from 59% in 2009 survey to 62%, but has declined overall going back to initial October 2007 survey (75%).

How much confidence do you have in RTD to complete the FasTracks plan that voters approved?



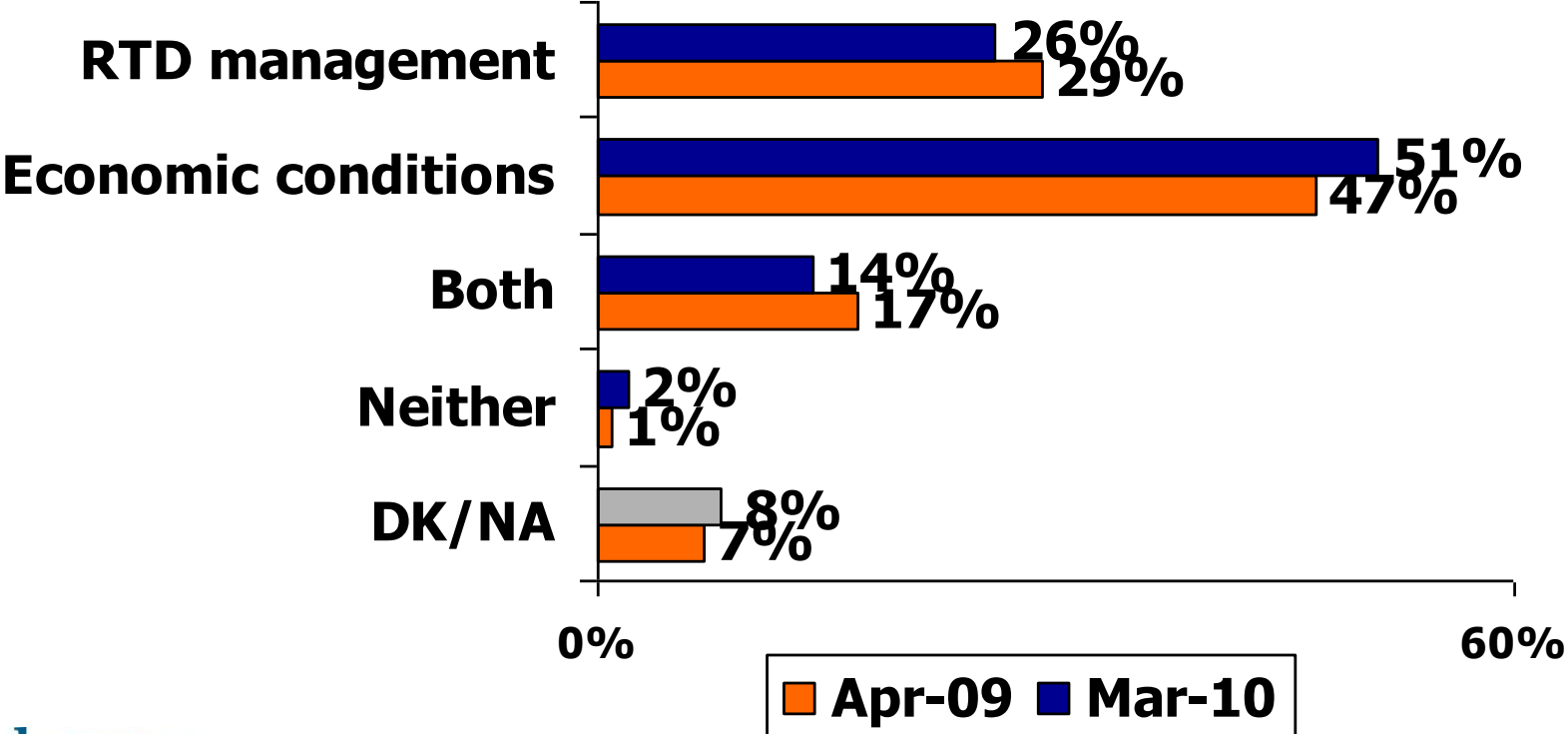
72% of respondents in 2010 survey say they are “very concerned” or “somewhat concerned” about rising FasTracks costs.

“How concerned are you personally about the issue of rising costs of building FasTracks?”



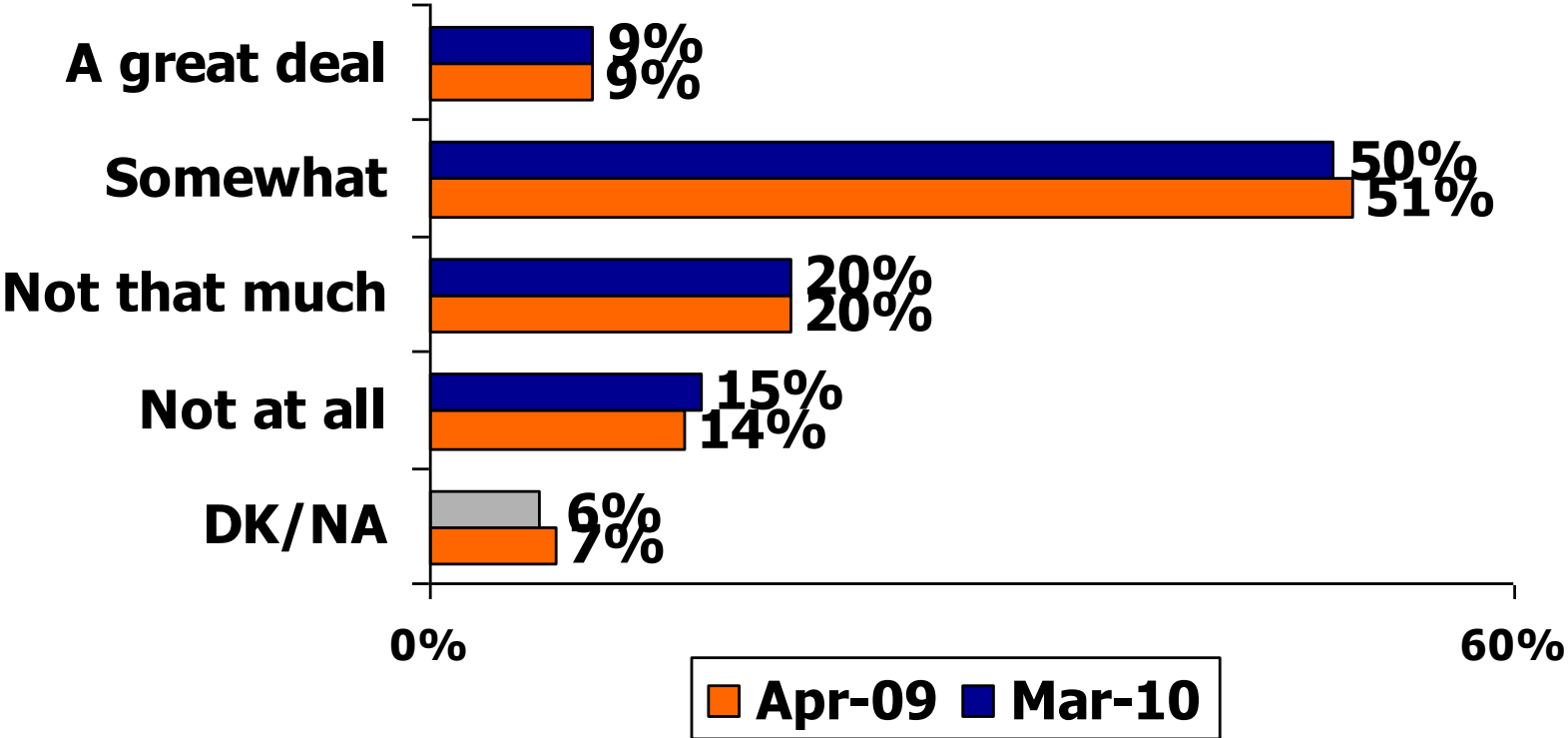
51% of 2010 respondents attribute FasTracks budget challenges solely to economic conditions. 26% say it is due to RTD management and decision-making.

Would you say that the budget challenges facing the implementation of FasTracks are mostly the result of mismanagement and poor decision making by RTD, or are they mostly the result of economic conditions that are outside RTD's control?



Trust in RTD management to be “honest and open” has not changed significantly from 2009: 59% say they trust RTD a “great deal” or “somewhat” to be honest about FasTracks.

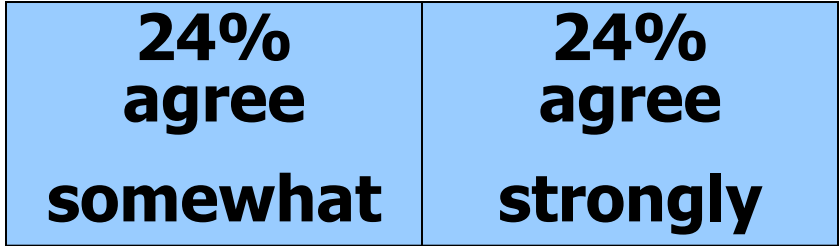
How much do you trust RTD’s management to be honest and open about FasTracks?



In a forced-choice question that poses two options on how to address FasTracks, respondents come down evenly on whether to double taxes to finish by 2017, or use existing revenues and wait to complete until after 2042.

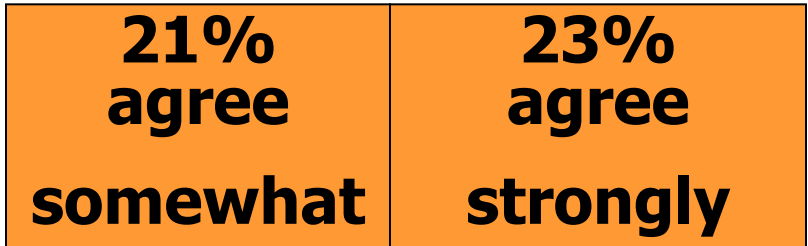
Statement A

Some people say **we should double the sales tax** from four-pennies-on-ten dollars to a total of eight pennies-on-ten-dollars **to fill the budget gap and complete FasTracks on time** in 2017.



Statement B

Some people say we should pay for FasTracks **with the funding already approved by voters**, even if the full system **won't be finished until after 2042**.



ADDITIONAL SALES TAX FUNDING: BALLOT TEST I



BALLOT TEST I

“If the election were held today, would you vote for or vote against a sales tax increase for FasTracks?”

For: 50%
Against: 48%
Don't Know: 3%

Boulder
Support: 54%
Oppose: 42%

Broomfield
Support: 30%
Oppose: 50%

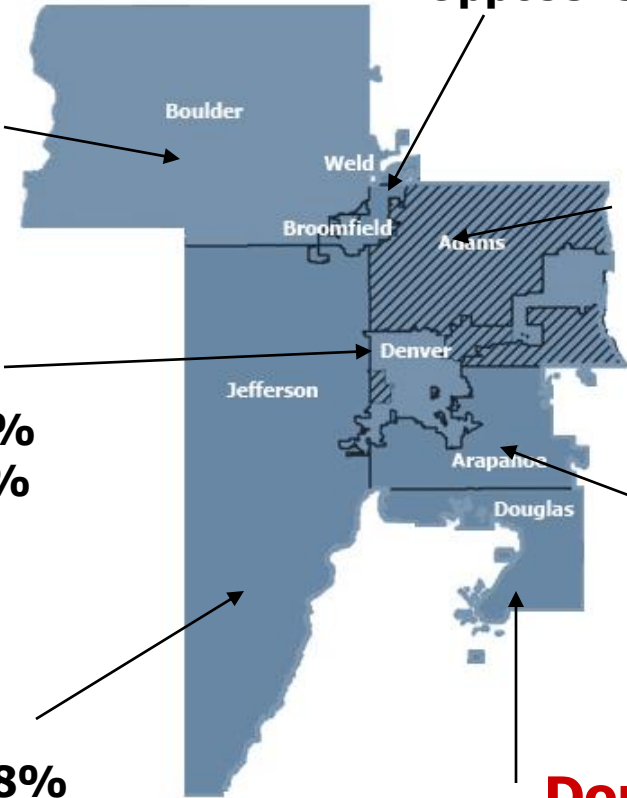
Adams
Support: 40%
Oppose: 60%

Denver
Support: 56%
Oppose: 41%

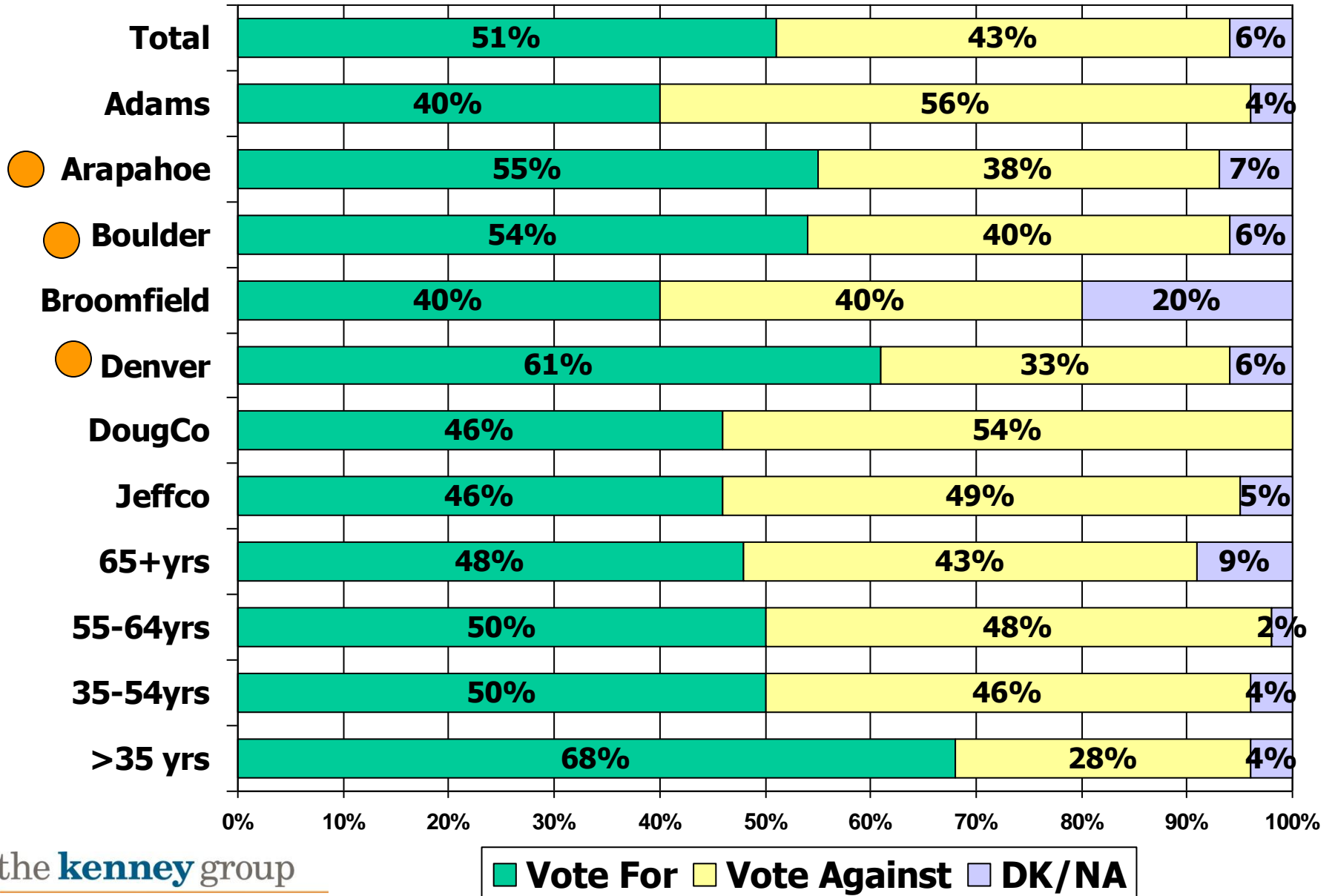
Jeffco
Support: 48%
Oppose: 48%

Arapahoe
Support: 54%
Oppose: 45%

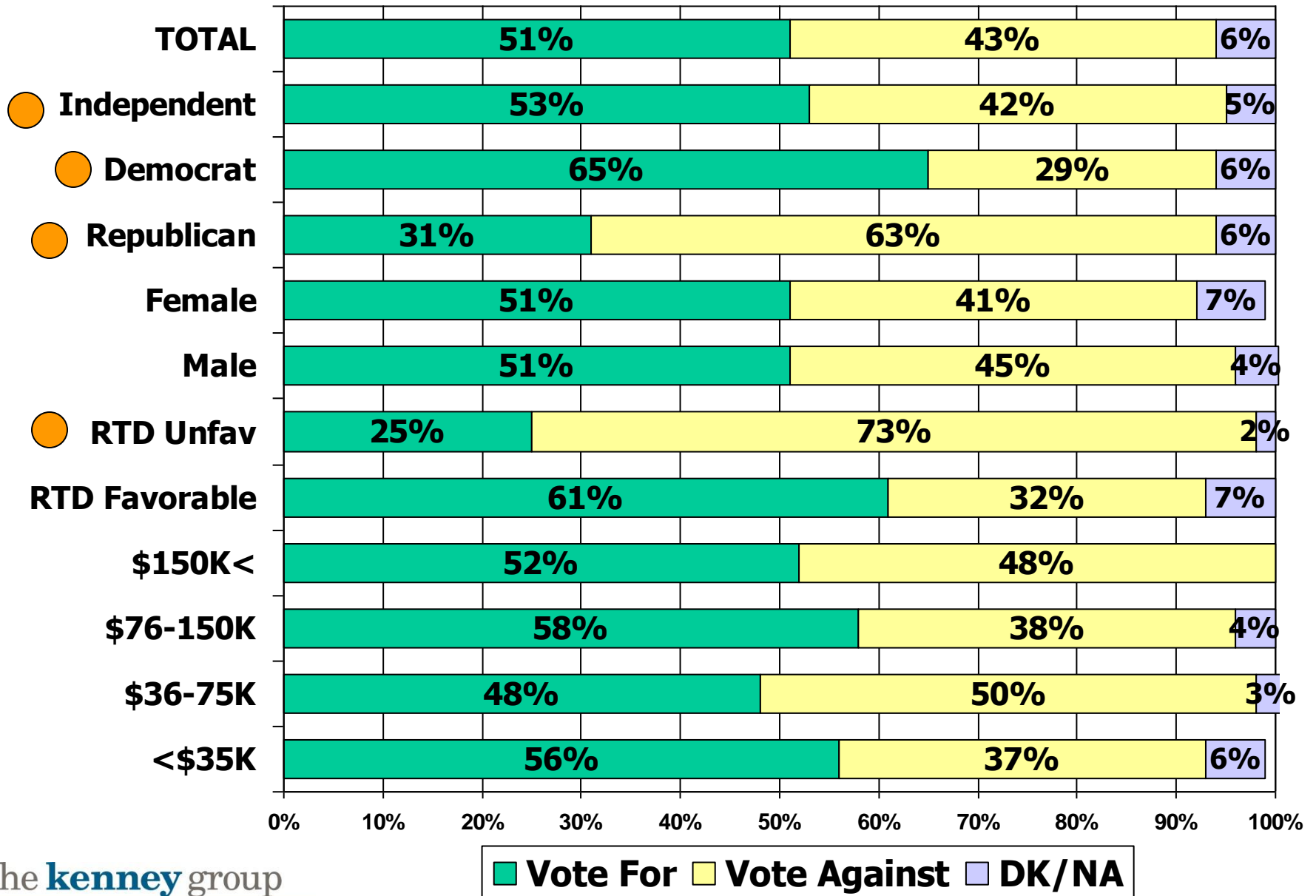
Douglas
Support: 43%
Oppose: 57%



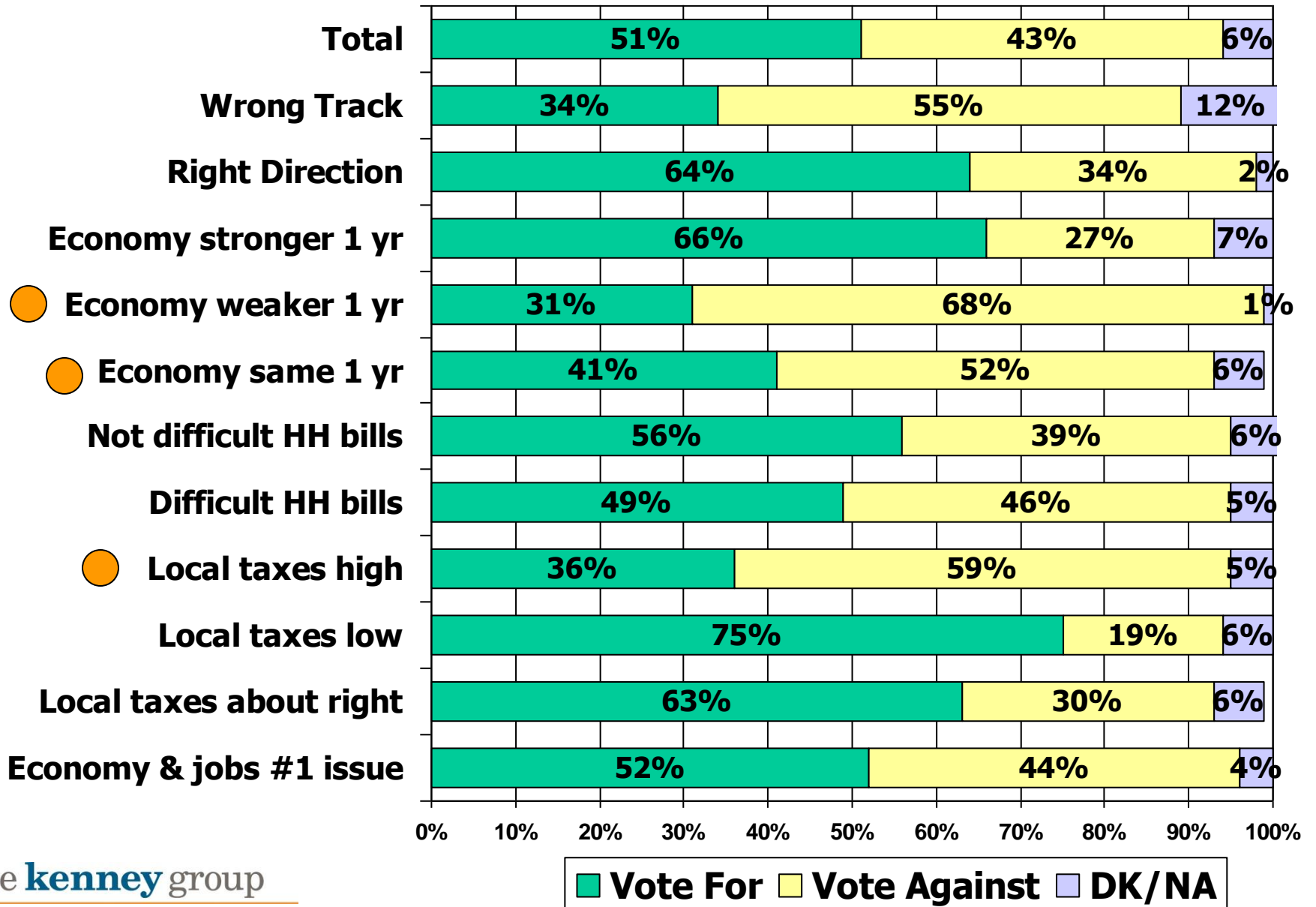
DEMOGRAPHICS ON SUPPORT/OPPOSE FASTTRACKS TAX INCREASE



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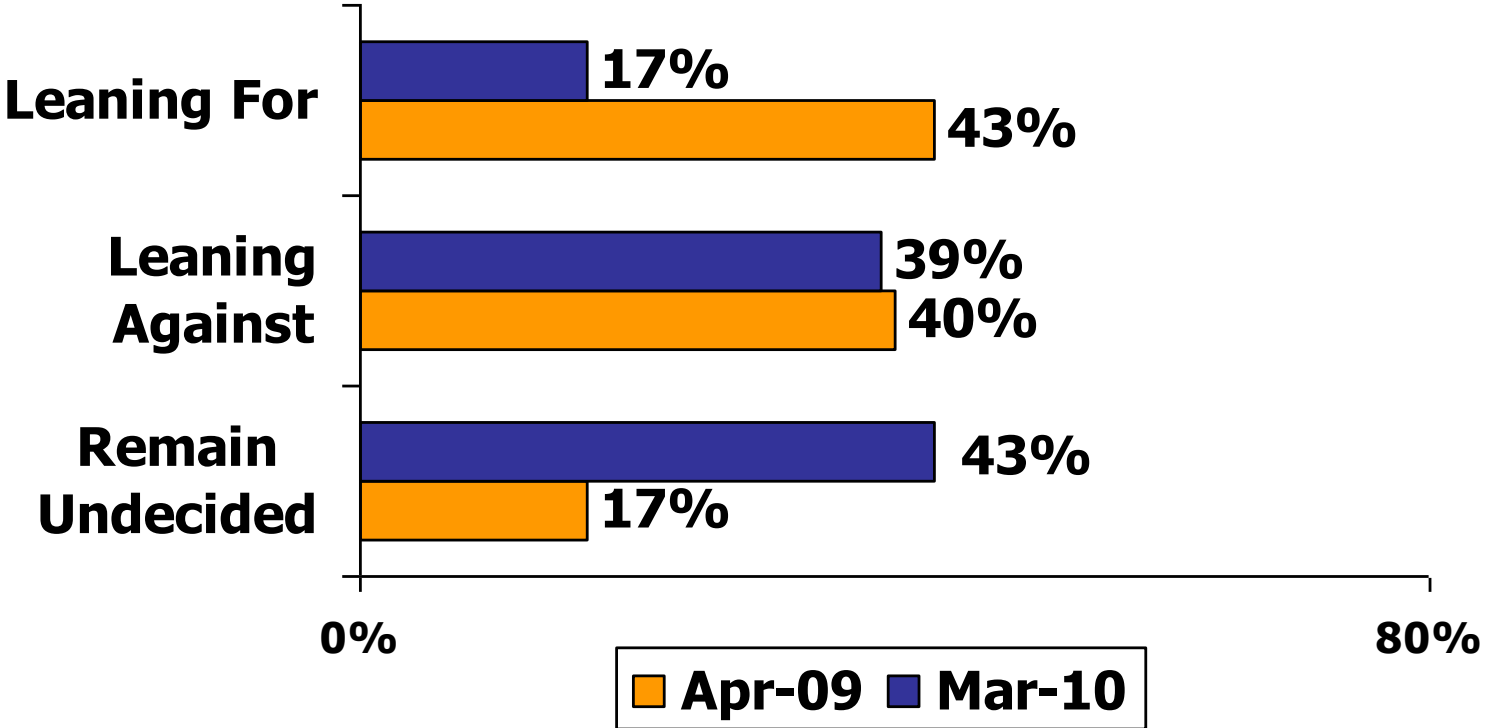


DEMOGRAPHICS ON SUPPORT/OPPOSE FASTTRACKS TAX INCREASE



Undecided respondents in 2010 survey tilt much more towards “remain undecided” compared to undecideds in 2009 survey.

Although you are currently undecided ... if you had to make a decision right now ... would you say you would lean toward supporting or opposing an increase in taxes to complete the FasTracks system?



SUMMARY

The Good News

- **FasTracks still held in high regard – and voters still want a regional system**
- **Positive vs. negative impression of FasTracks is 77% positive - 21% negative. 78% of 2010 survey respondents say approving FasTracks was a “good idea.”**

The Bad News

- **Traffic, transit and transportation continue to give way to economy and jobs as the most pressing concerns**
- **40% of respondents say RTD is partially or fully responsible for FasTracks’ budget challenges**
- **Compared to other public services and funding needs, completing FasTracks is not a high-intensity priority at this time**

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