

# 2011 FasTracks Public Opinion Survey

**Presentation**  
~November 8, 2011~

*Prepared for:*



# Objectives & Methodology



# Objectives

1. To track how attitudes have shifted over time towards RTD and the services it offers.
2. To test messages that were developed through this summer's focus group process
3. To test reaction to service changes by RTD to help balance its budget.



# Methodology

Talmey-Drake Research & Strategy, Inc. conducted the 2011 RTD Messaging Issues Survey in October of 2011. A random sample was drawn from a list of active voters in the eight County RTD District.

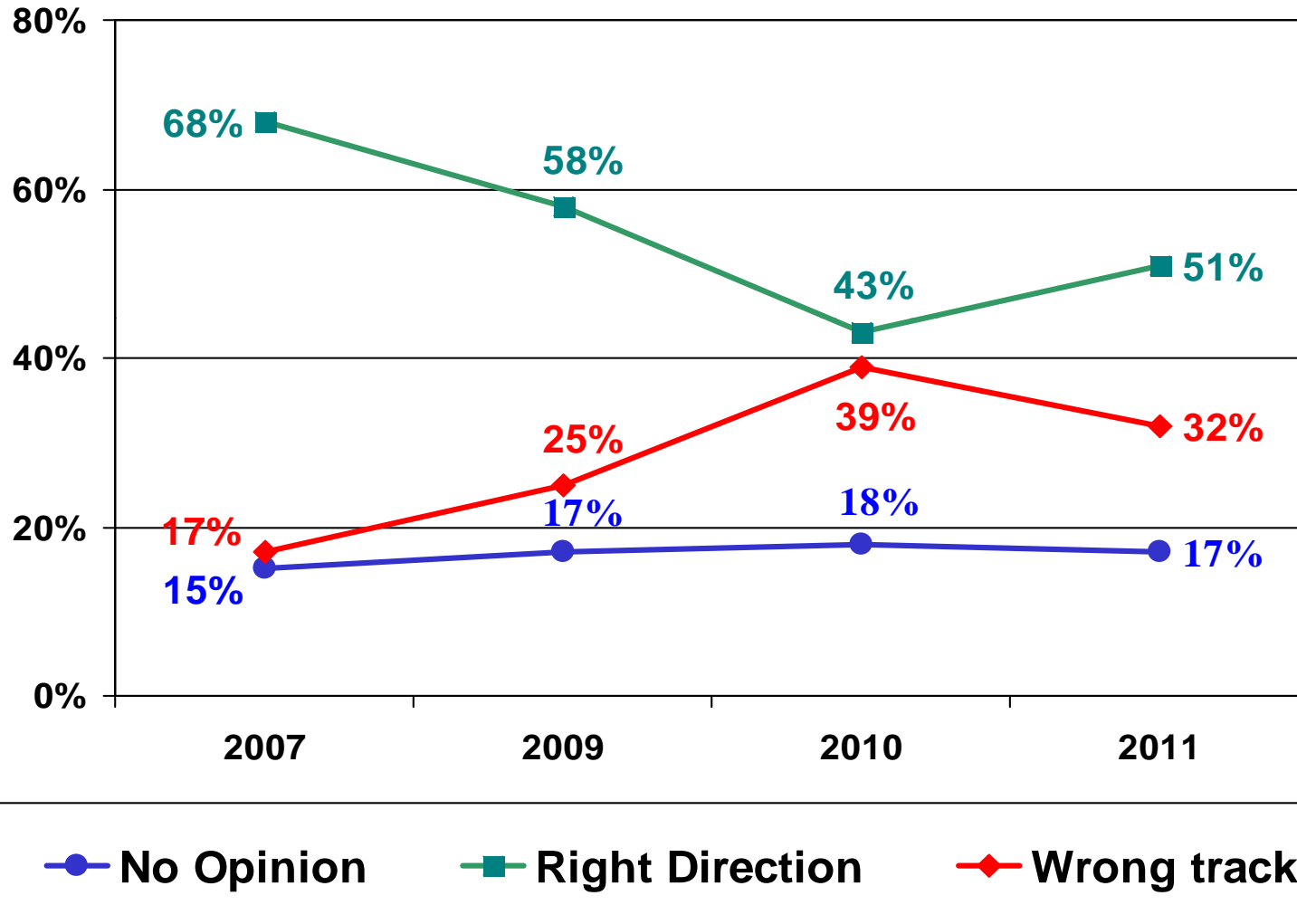
- Interviews were conducted between Oct. 3 – 6, 2011.
- Results are based on 556 telephone interviews with approximately 100 voters in each of the five large metro Denver counties, and approximately 30 spread across the RTD District precincts of Douglas, Broomfield and Weld Counties. Results were then weighted to approximate the percentage each county represents in the RTD District.
- The margin of error is plus or minus 4.2% about any one reported percentage.



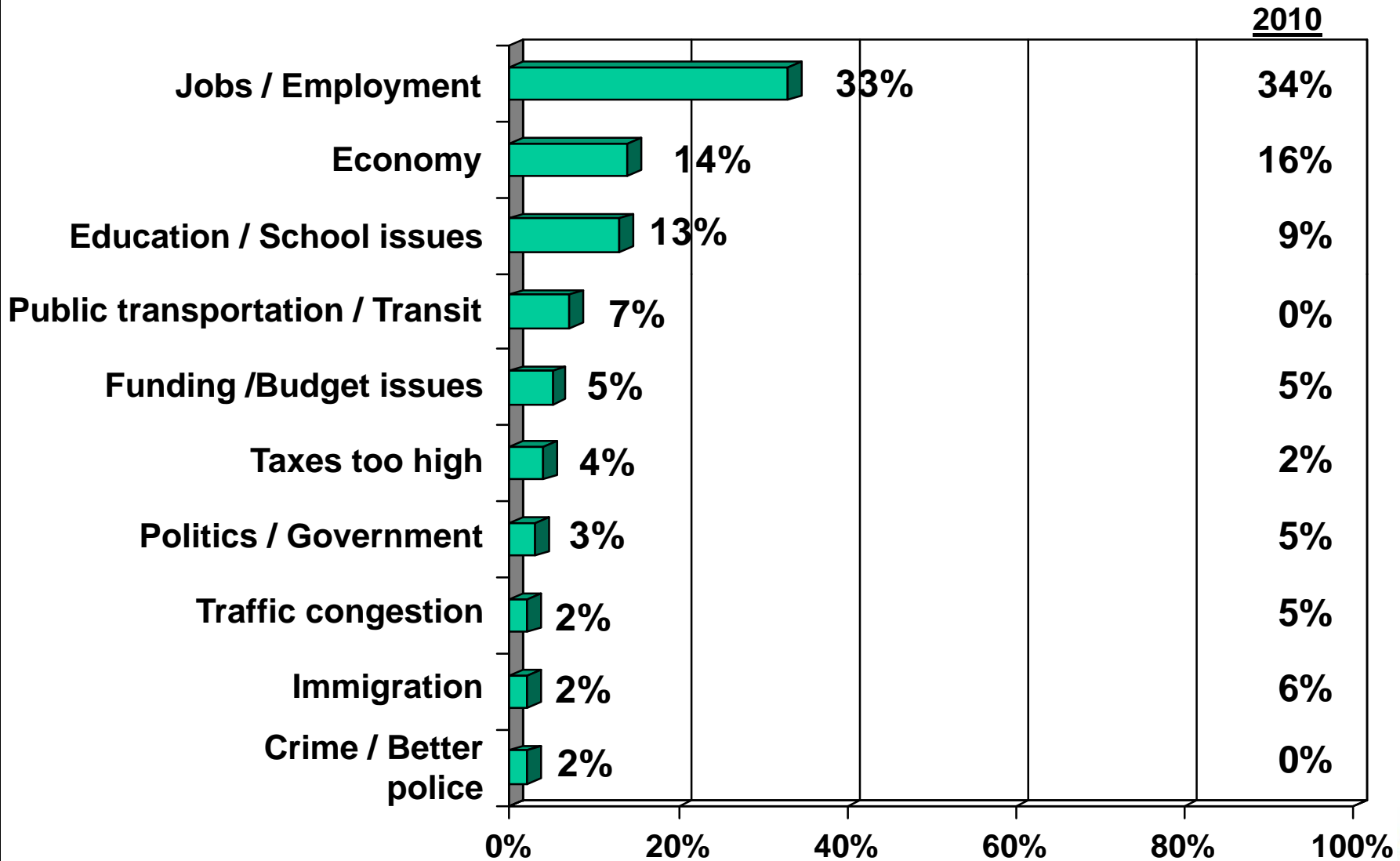
# The Climate in Metro Denver Today



# How are things going in Metro Denver today?



6 **What is the most important issue facing the Denver Metro Area today?<sup>1</sup>**



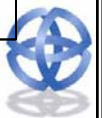
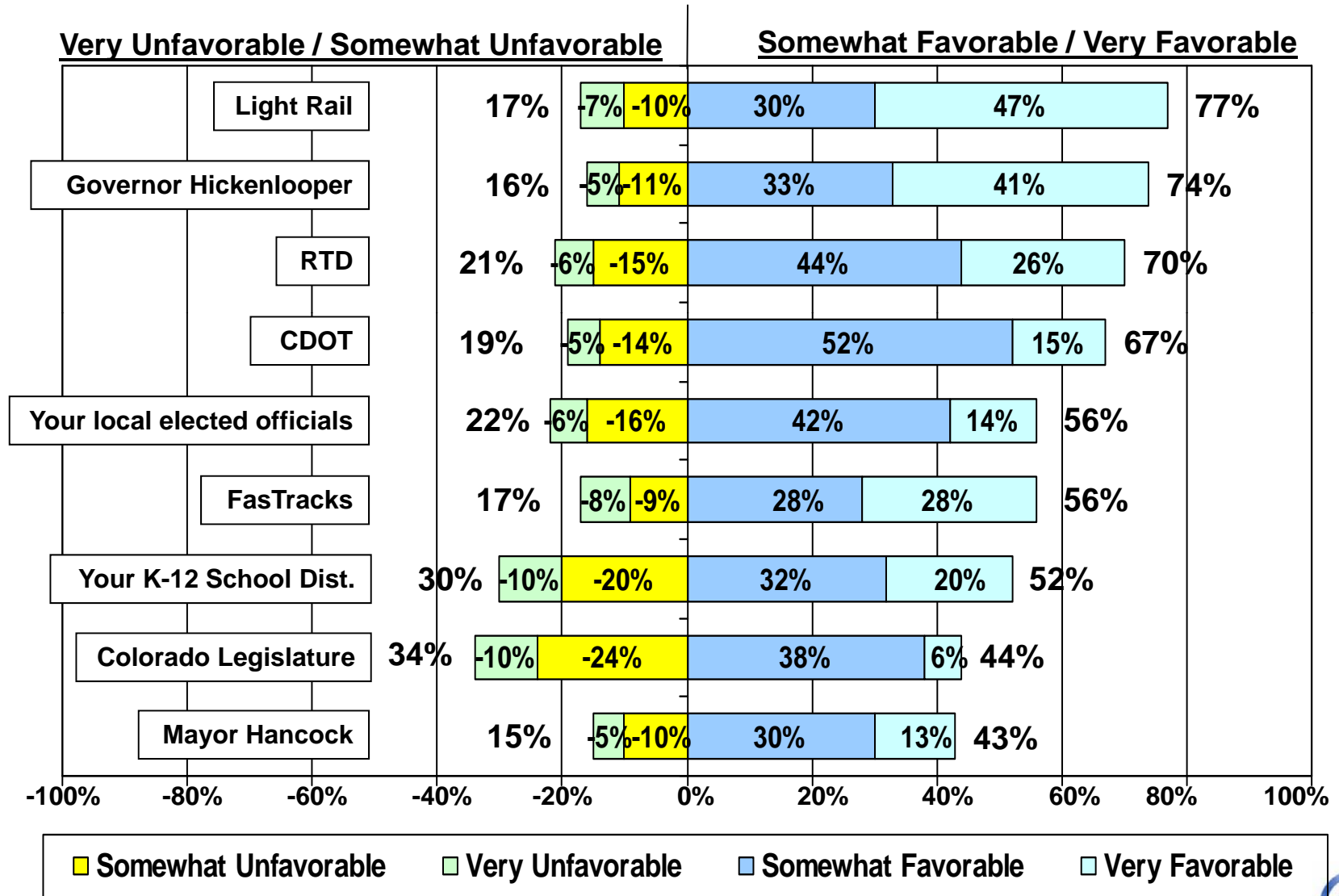
<sup>1</sup> Only responses 2% and higher are shown in the 2011 results



# **RTD's Favorability Ratings Compared to Others**

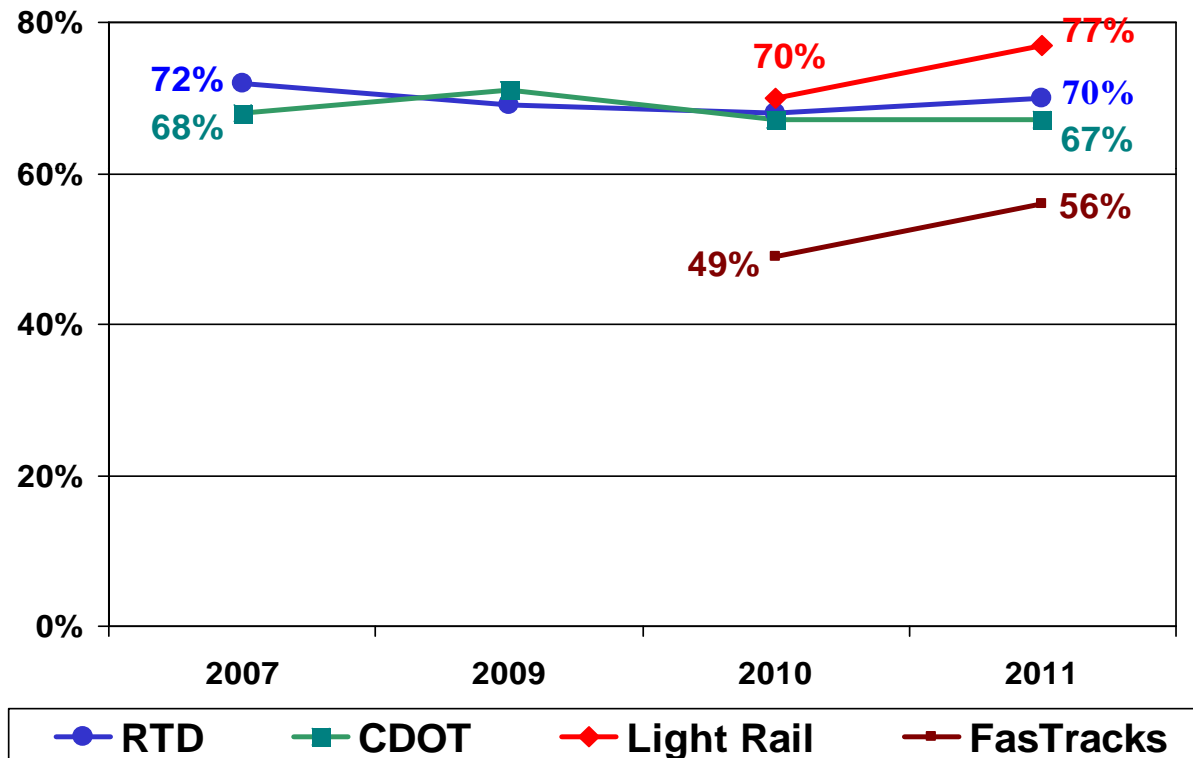


# Favorability Rating of Organizations & People



# Trends in RTD-Related Favorability Ratings?

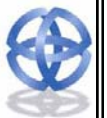
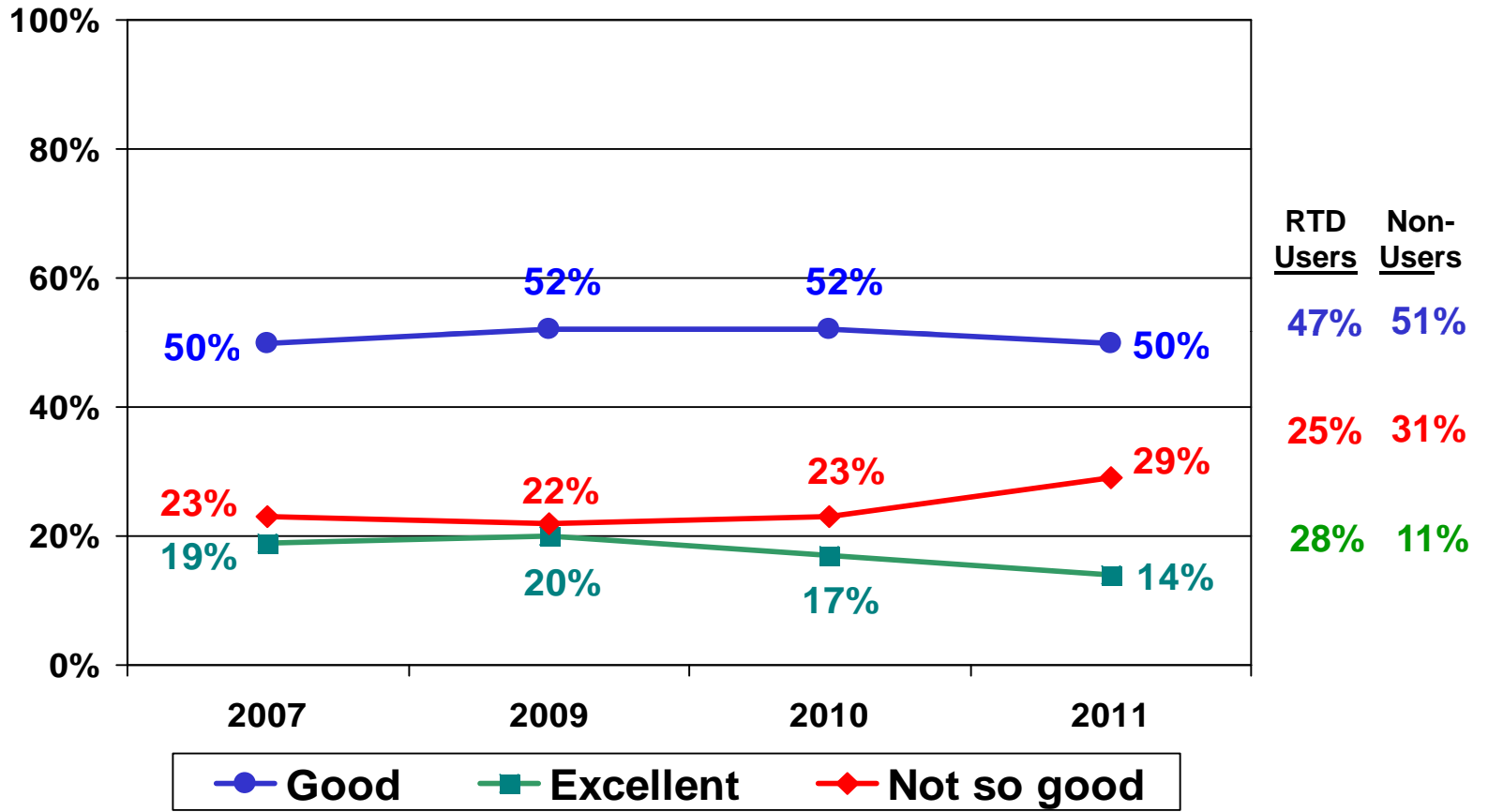
-Charts shows percent saying “Very” & “Somewhat” favorable-



# **RTD's Ridership and Perceived Quality of Service**



# How RTD Does Providing Quality Services

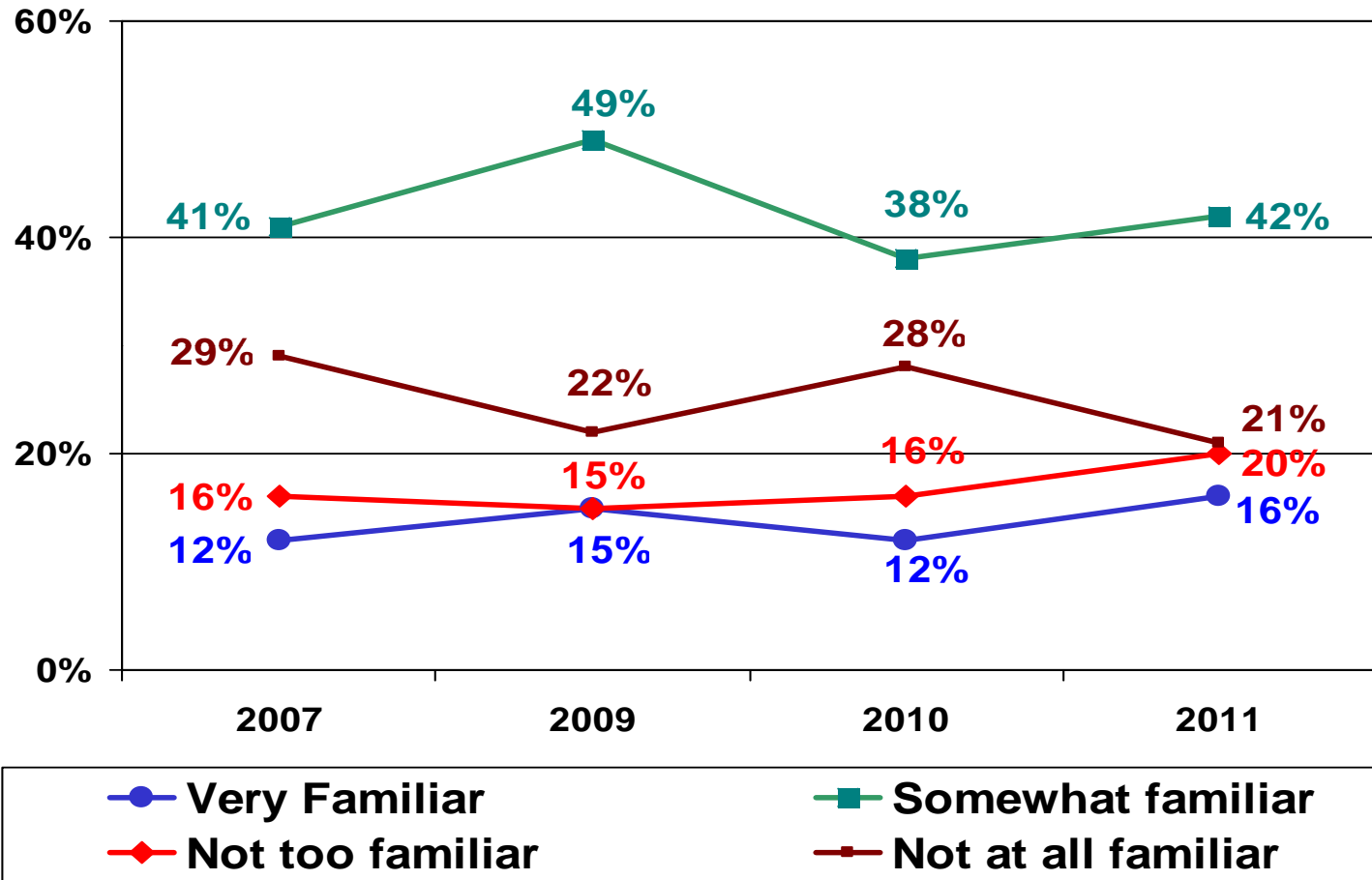


# RTD's FasTracks Program

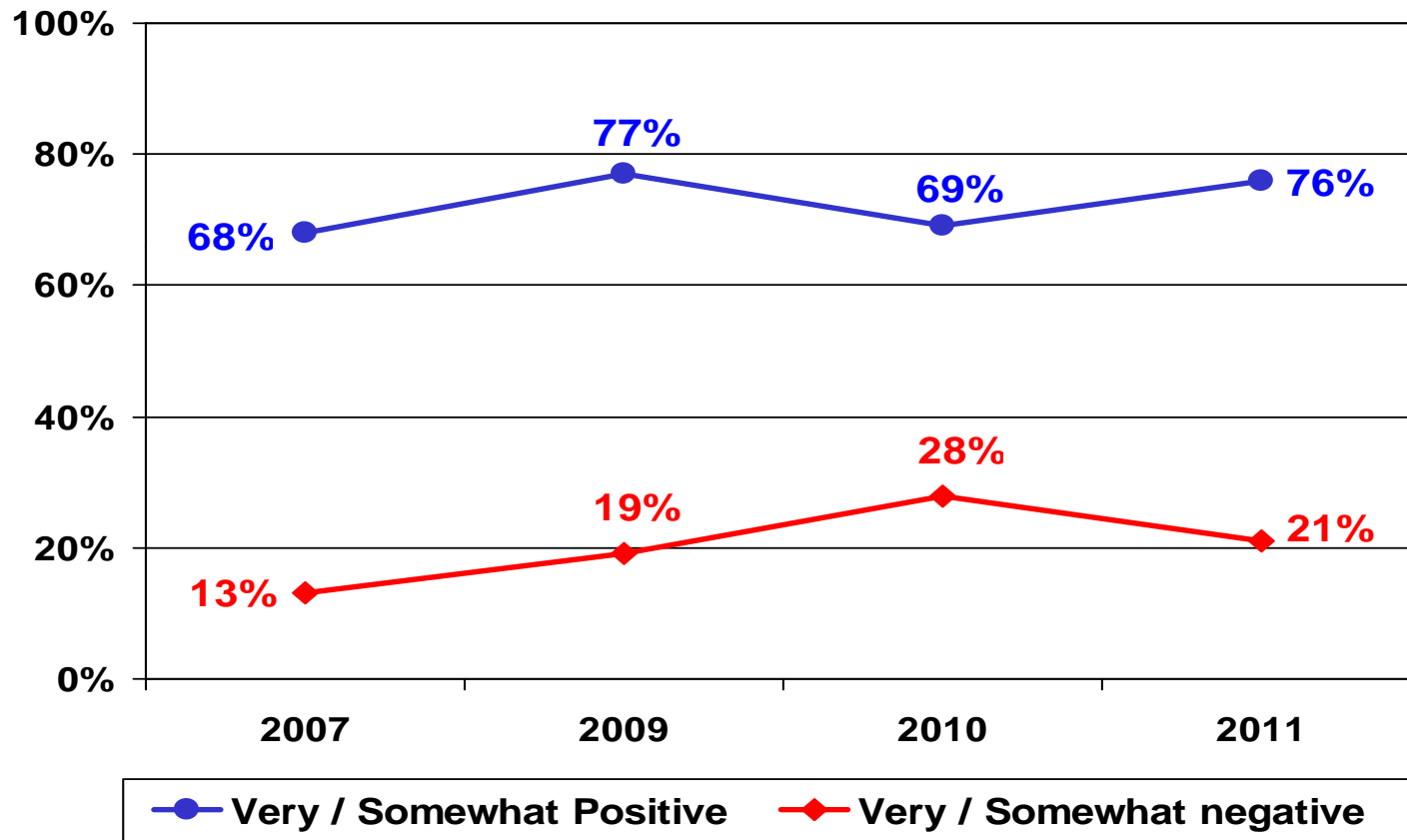
1. Familiarity with FasTracks
2. Impressions about FasTracks
3. Perceptions of FasTracks Build Out



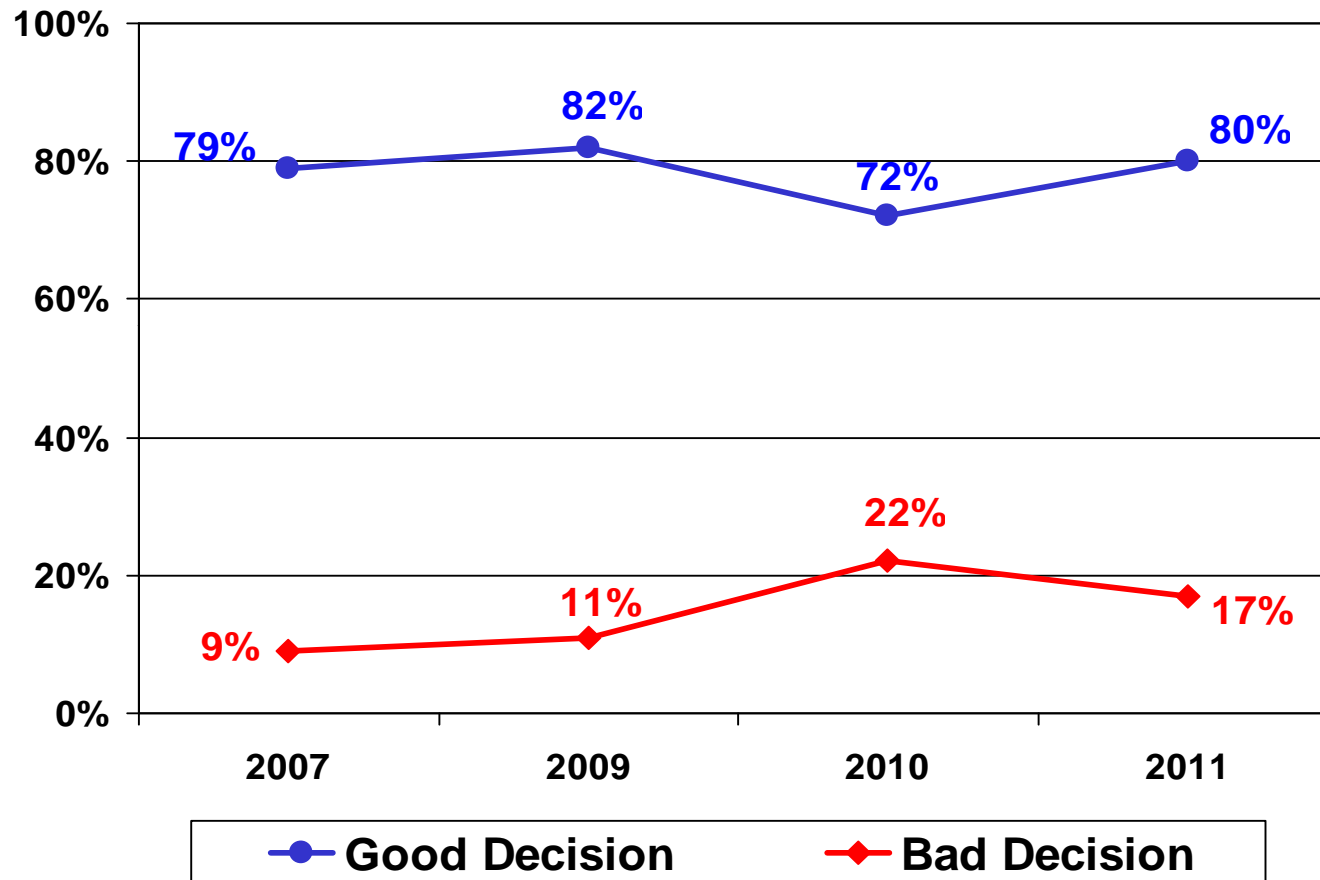
# Trends in familiarity with FasTracks



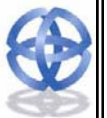
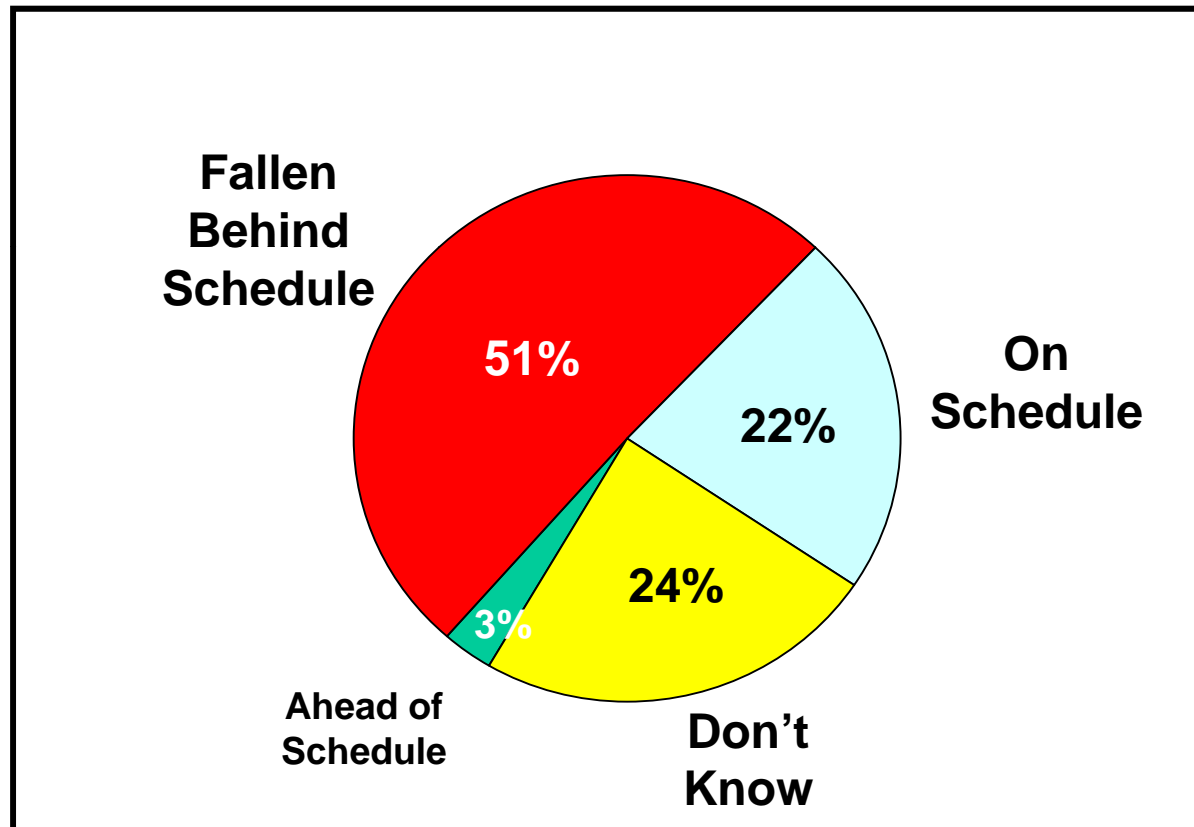
# Is Your Impression of FasTracks Positive or Negative?



# Was Approval of FasTracks a Good or Bad Decision?



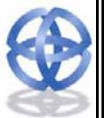
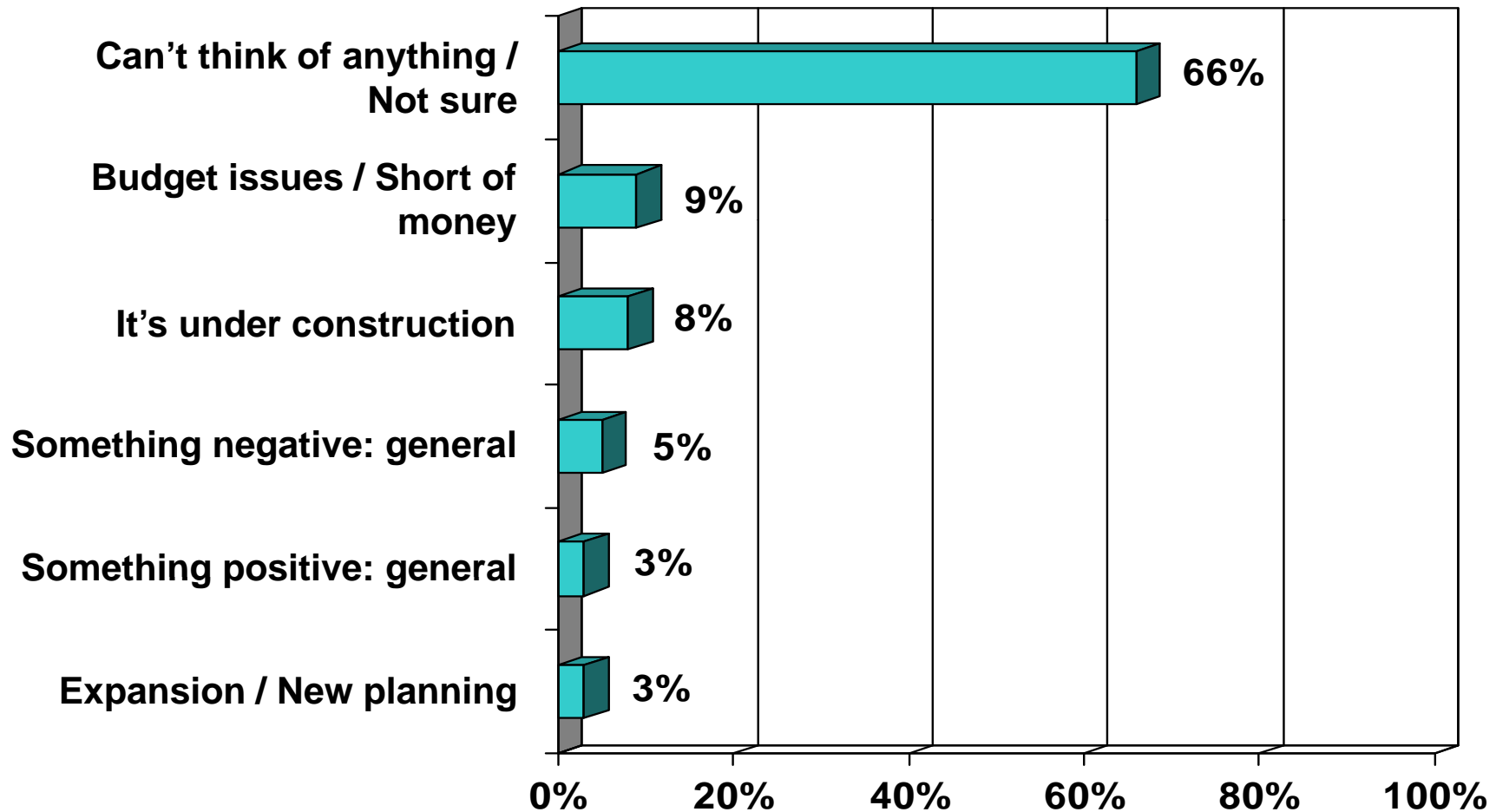
# Perceived Status Of The Build Out



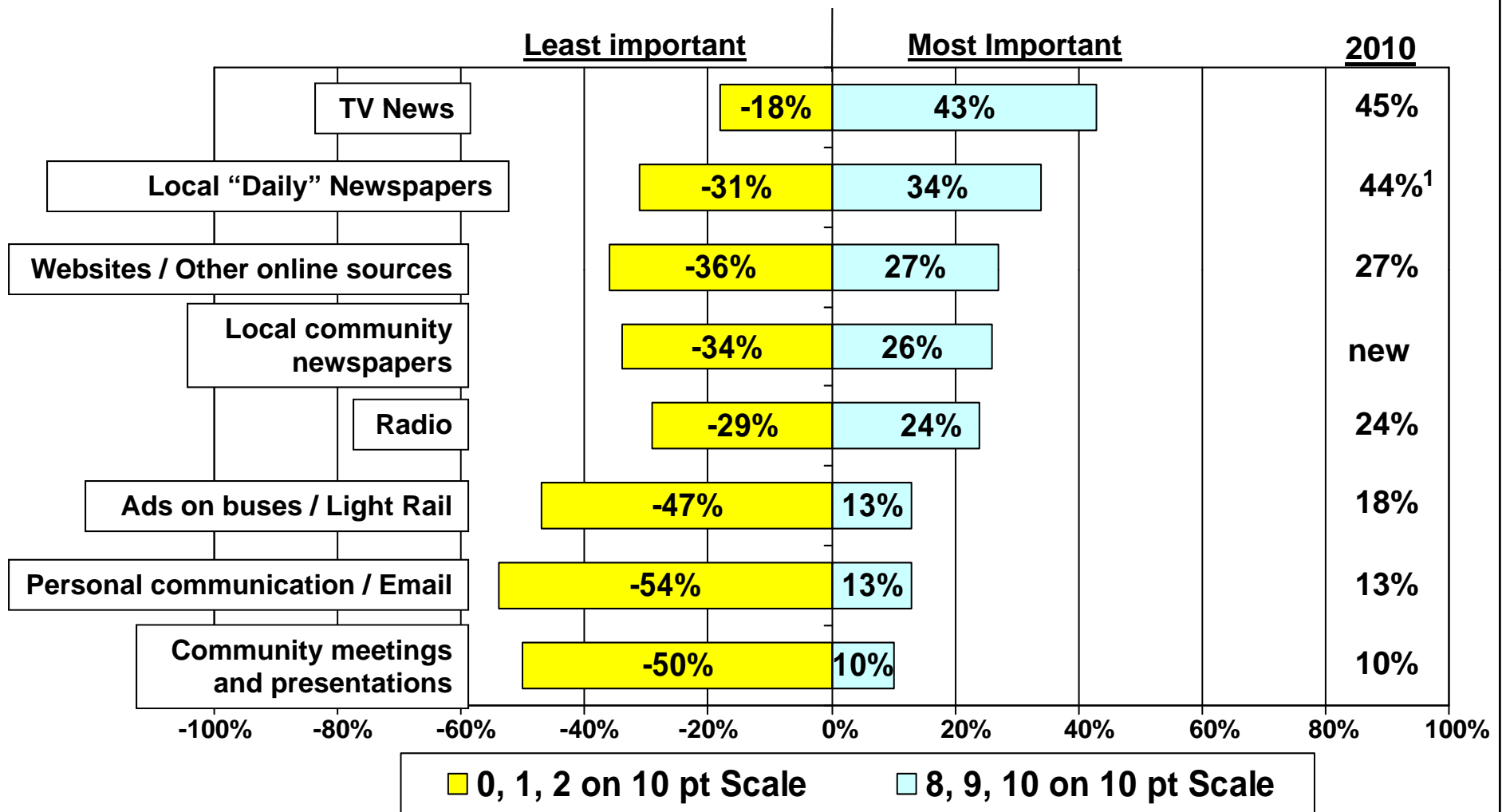
# **What people hear about FasTracks and where they hear it**



# What Do You Recall Hearing About FasTracks in Past 2 to 3 Months?



# Which Sources of Information About FasTracks Are Most Important To You?



<sup>1</sup> In 2011, the wording was changed to add "daily" and a new category, "Local community newspapers," was added



# FasTracks Messages



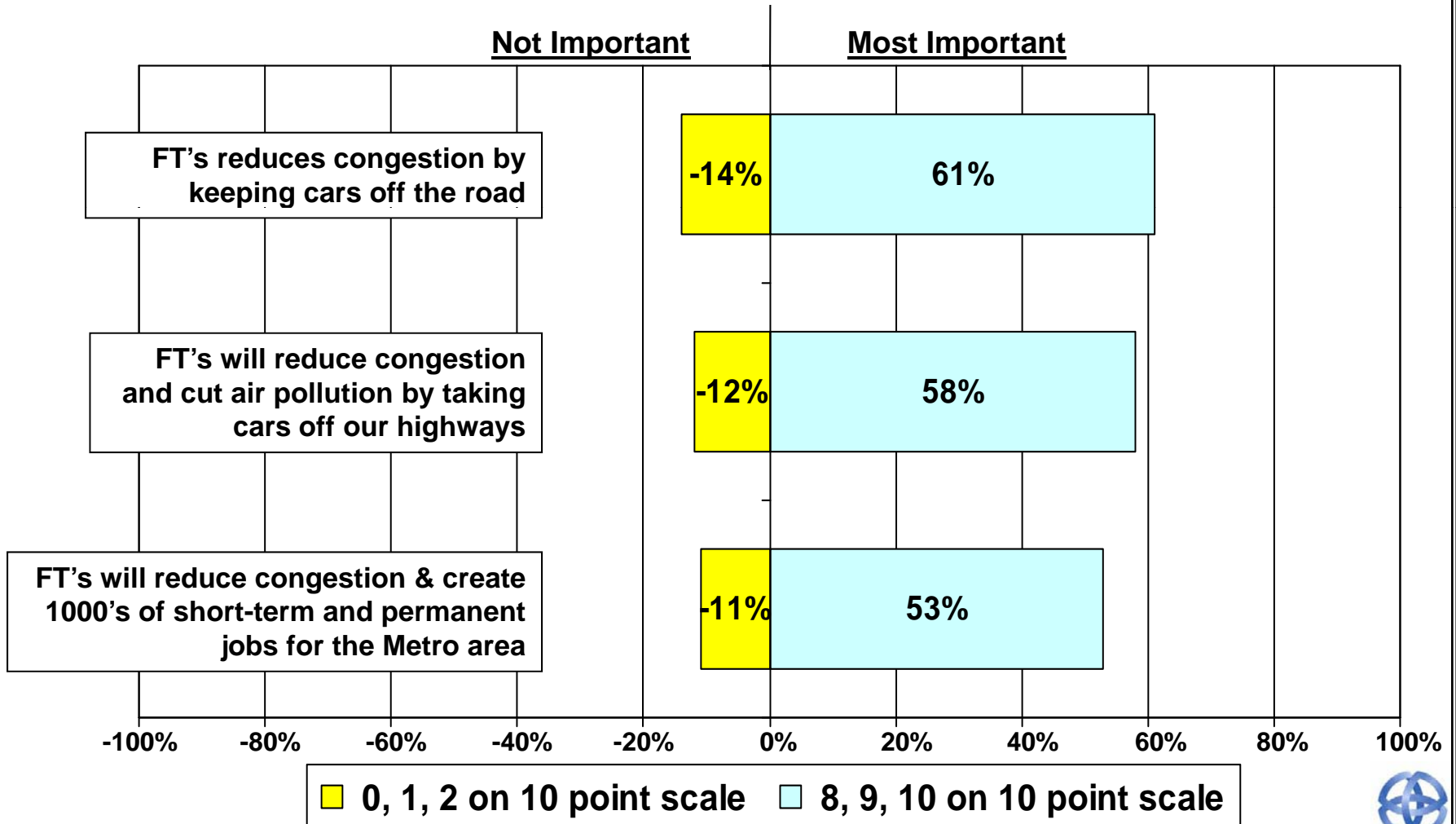
# FasTracks Messages: What Matters Most?

- This survey statistically validated the qualitative findings about messaging from focus groups conducted this summer
- The three most important messages about FasTracks are:
  - Relieving congestion
  - Providing greater choice when getting around
  - Providing greater convenience when getting around
- Two ancillary messages:
  - Reducing air pollution
  - Creating jobs
- These two messages address by-products of FasTracks and are not as important in peoples' minds as the others



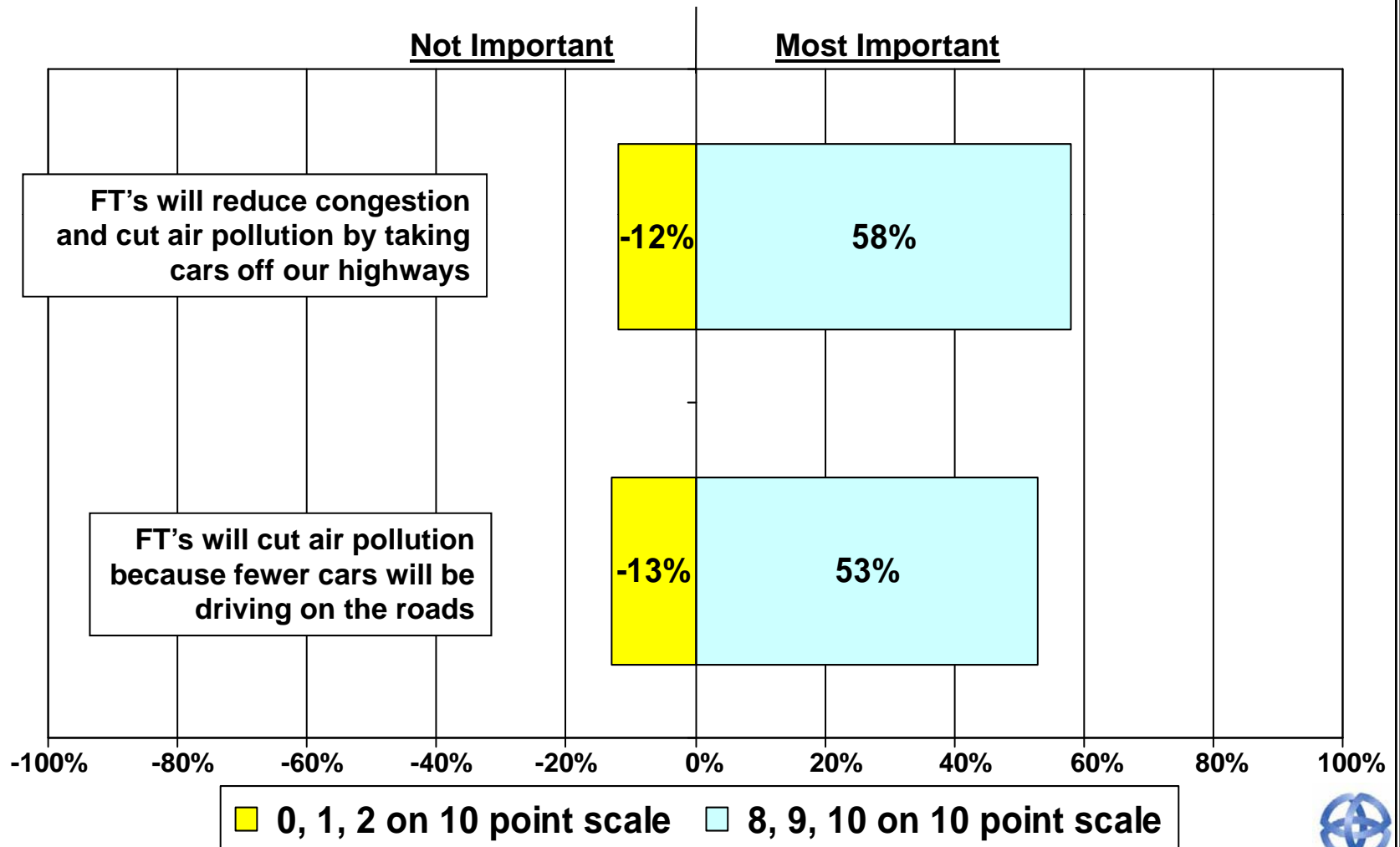
# The Message of Congestion

Again using a zero-to-10 scale, please tell me how important each statement is to you for why the FasTracks system should be completed. A 10 means the statement is **EXTREMELY** important to you, while a zero means that statement is **NOT AT ALL** important to you.



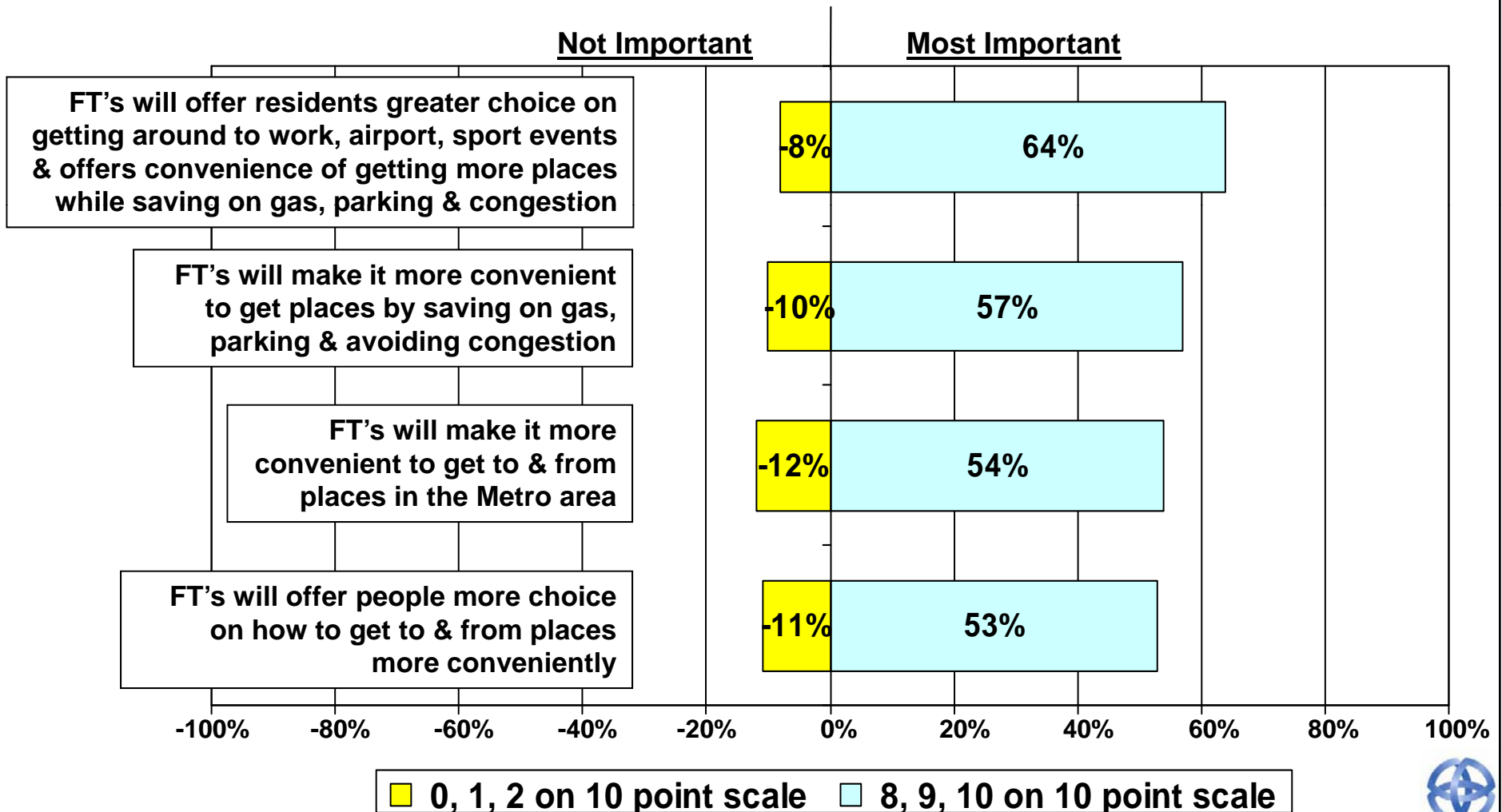
# The Message of Air Pollution

Again using a zero-to-10 scale, please tell me how important each statement is to you for why the FasTracks system should be completed. A 10 means the statement is *EXTREMELY* important to you, while a zero means that statement is *NOT AT ALL* important to you.



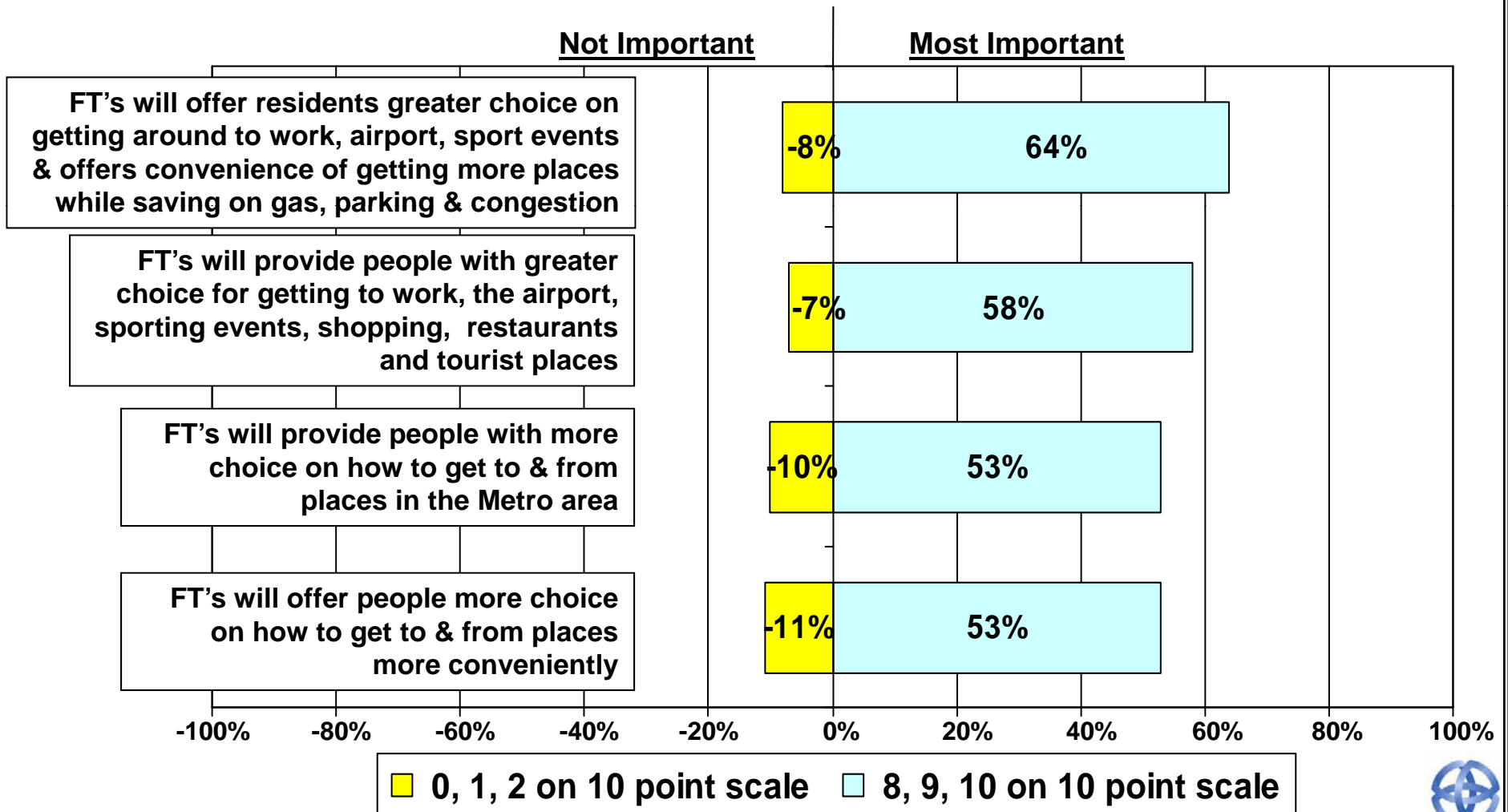
# The Message of Convenience

Again using a zero-to-10 scale, please tell me how important each statement is to you for why the FasTracks system should be completed. A 10 means the statement is **EXTREMELY** important to you, while a zero means that statement is **NOT AT ALL** important to you.



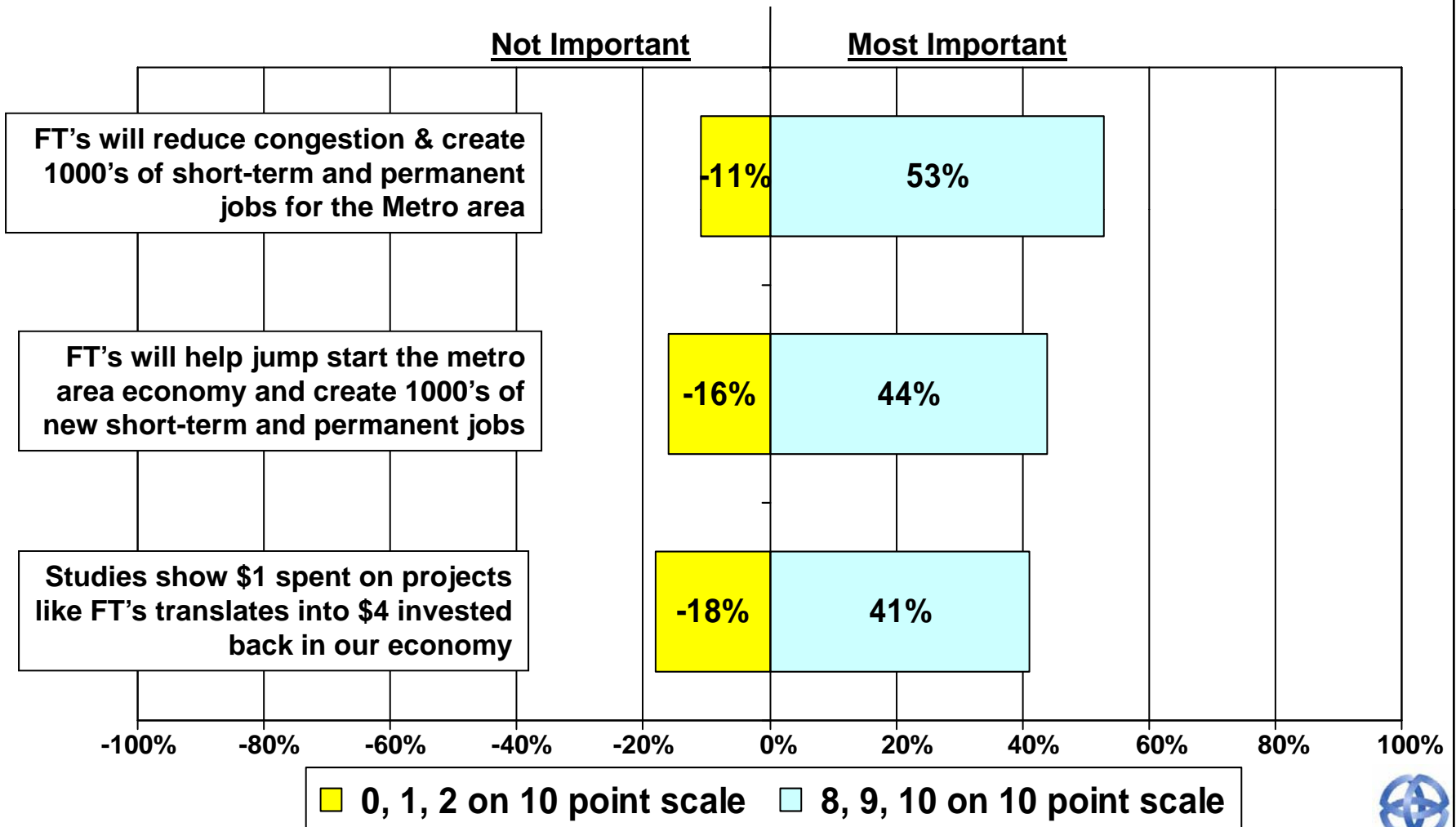
# The Message of Choice

Again using a zero-to-10 scale, please tell me how important each statement is to you for why the FasTracks system should be completed. A 10 means the statement is **EXTREMELY** important to you, while a zero means that statement is **NOT AT ALL** important to you.



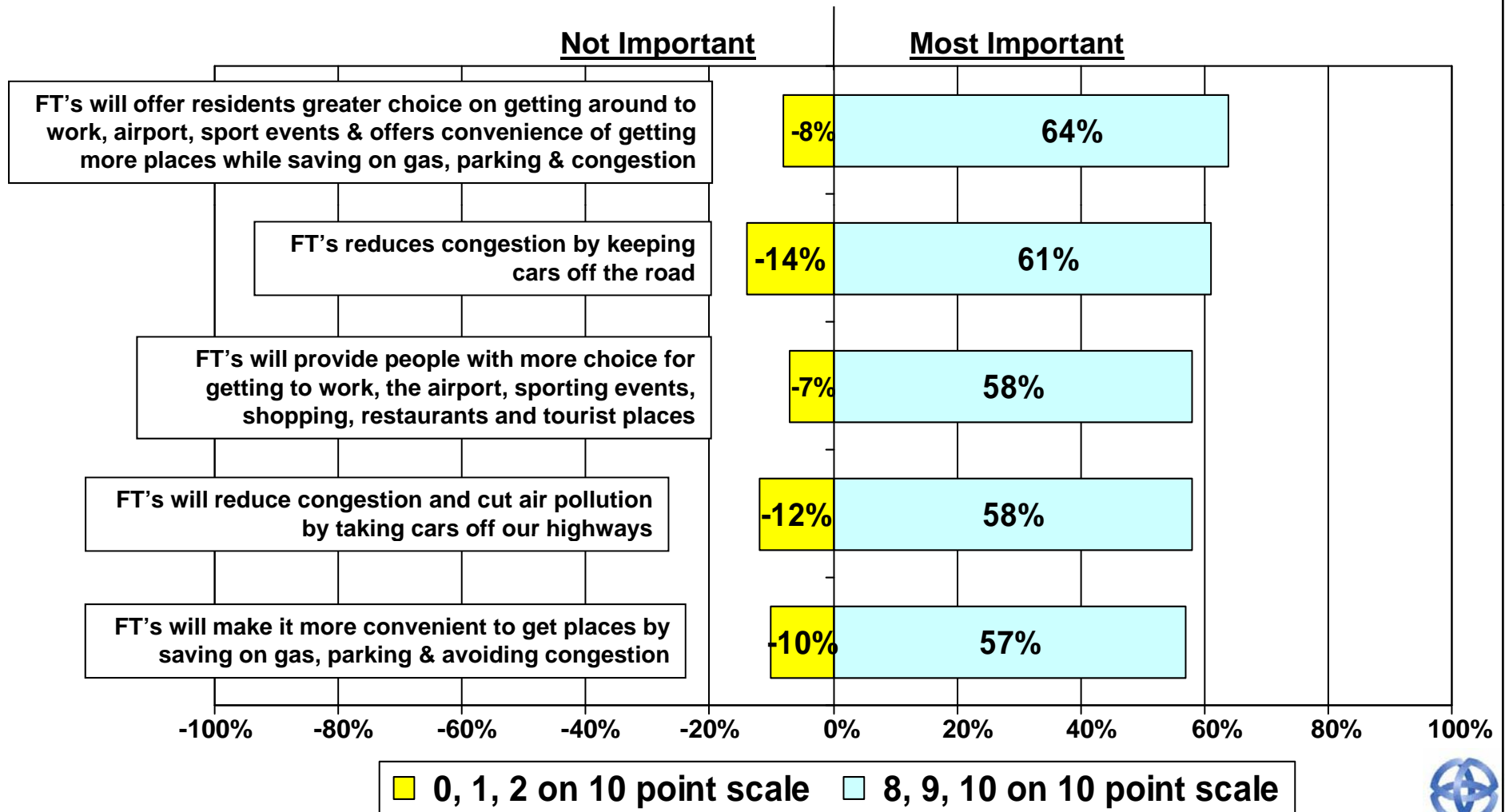
# The Message of Economy/Jobs

Again using a zero-to-10 scale, please tell me how important each statement is to you for why the FasTracks system should be completed. A 10 means the statement is **EXTREMELY** important to you, while a zero means that statement is **NOT AT ALL** important to you.



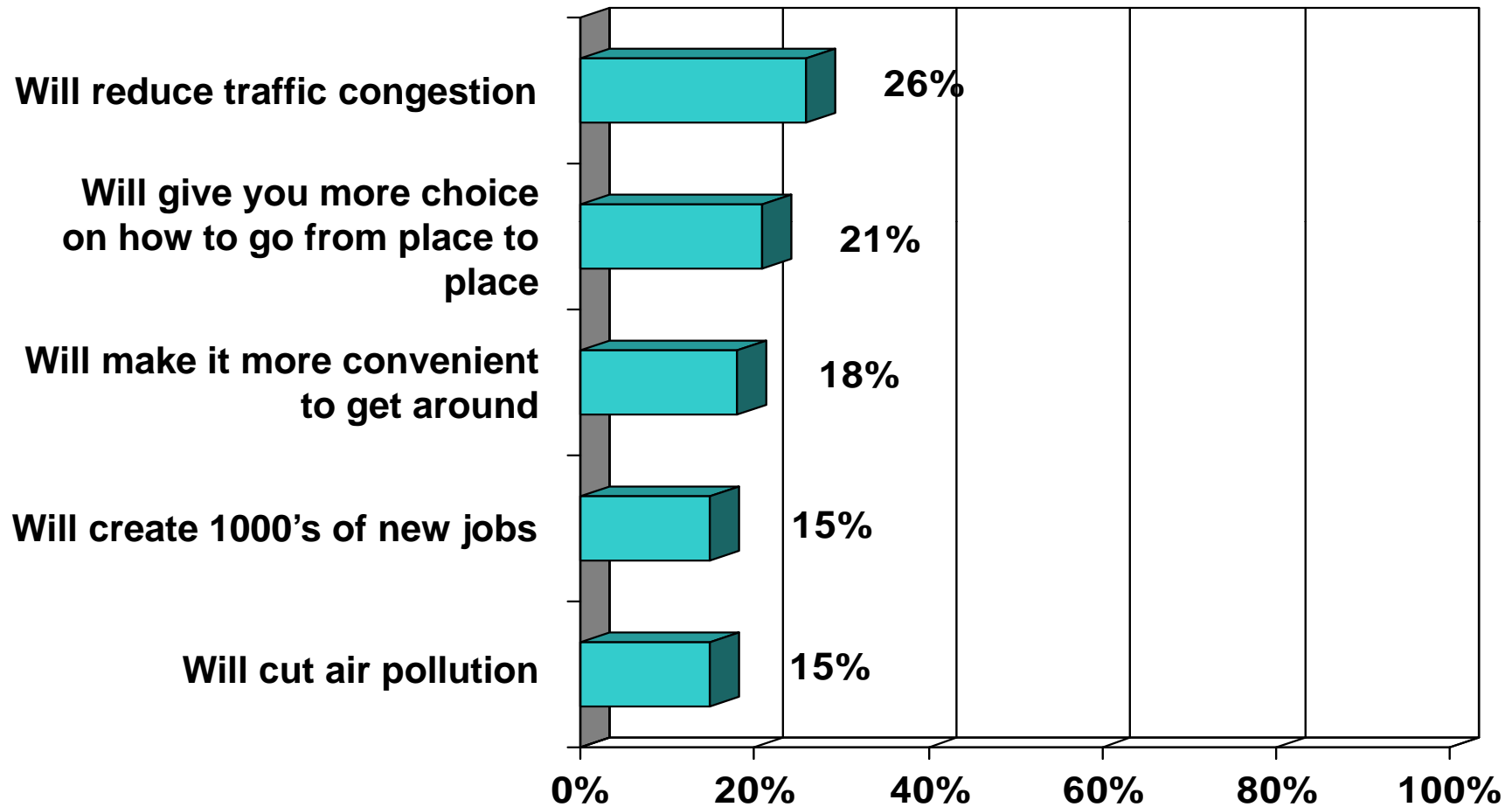
# Summary: The Top 5 Messages

Again using a zero-to-10 scale, please tell me how important each statement is to you for why the FasTracks system should be completed. A 10 means the statement is **EXTREMELY** important to you, while a zero means that statement is **NOT AT ALL** important to you.



# The Most Important Simple Message

*“Which one of these is most important to you?”*

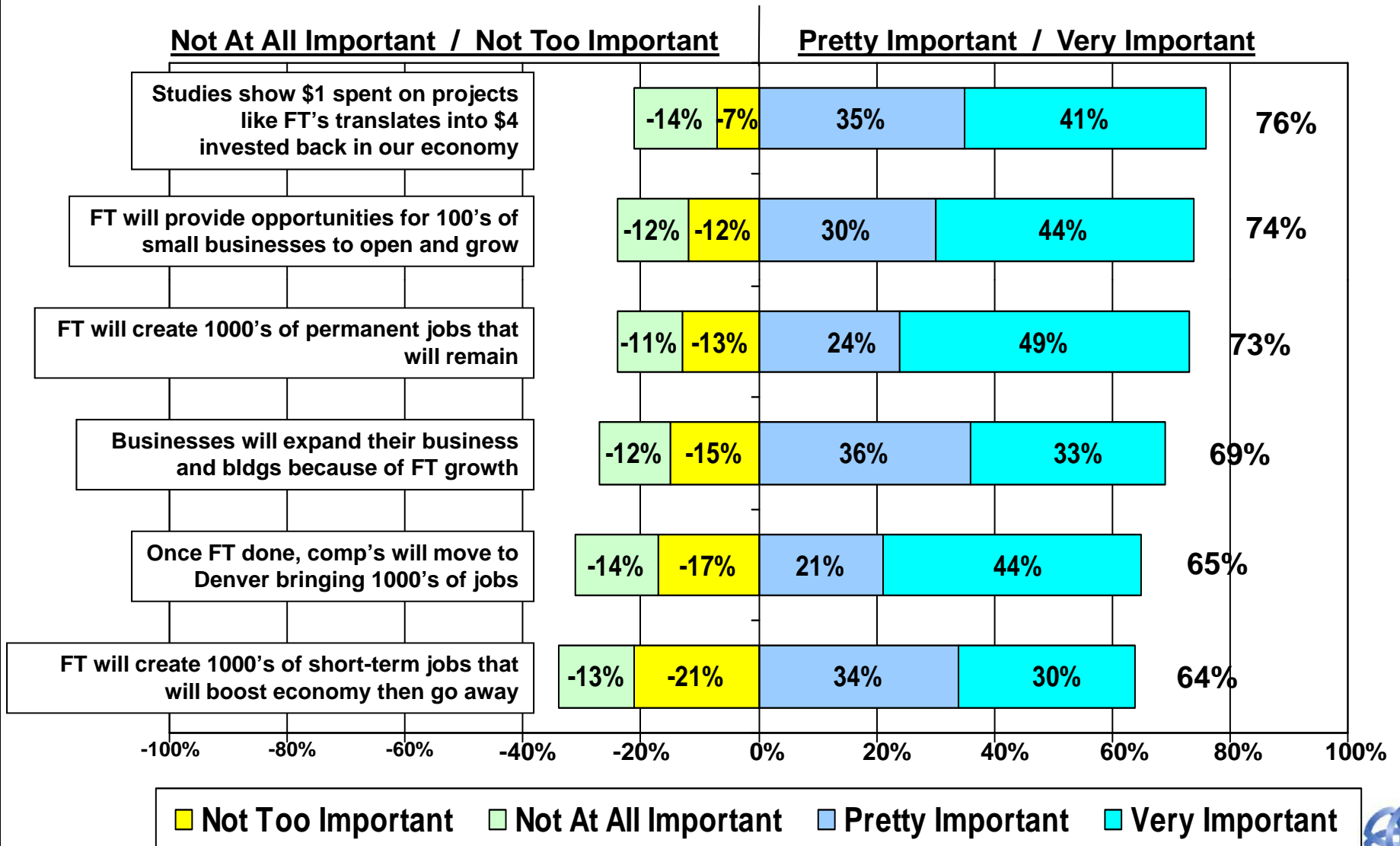


# **Economic Messages on FasTracks: Their Importance and Credibility**



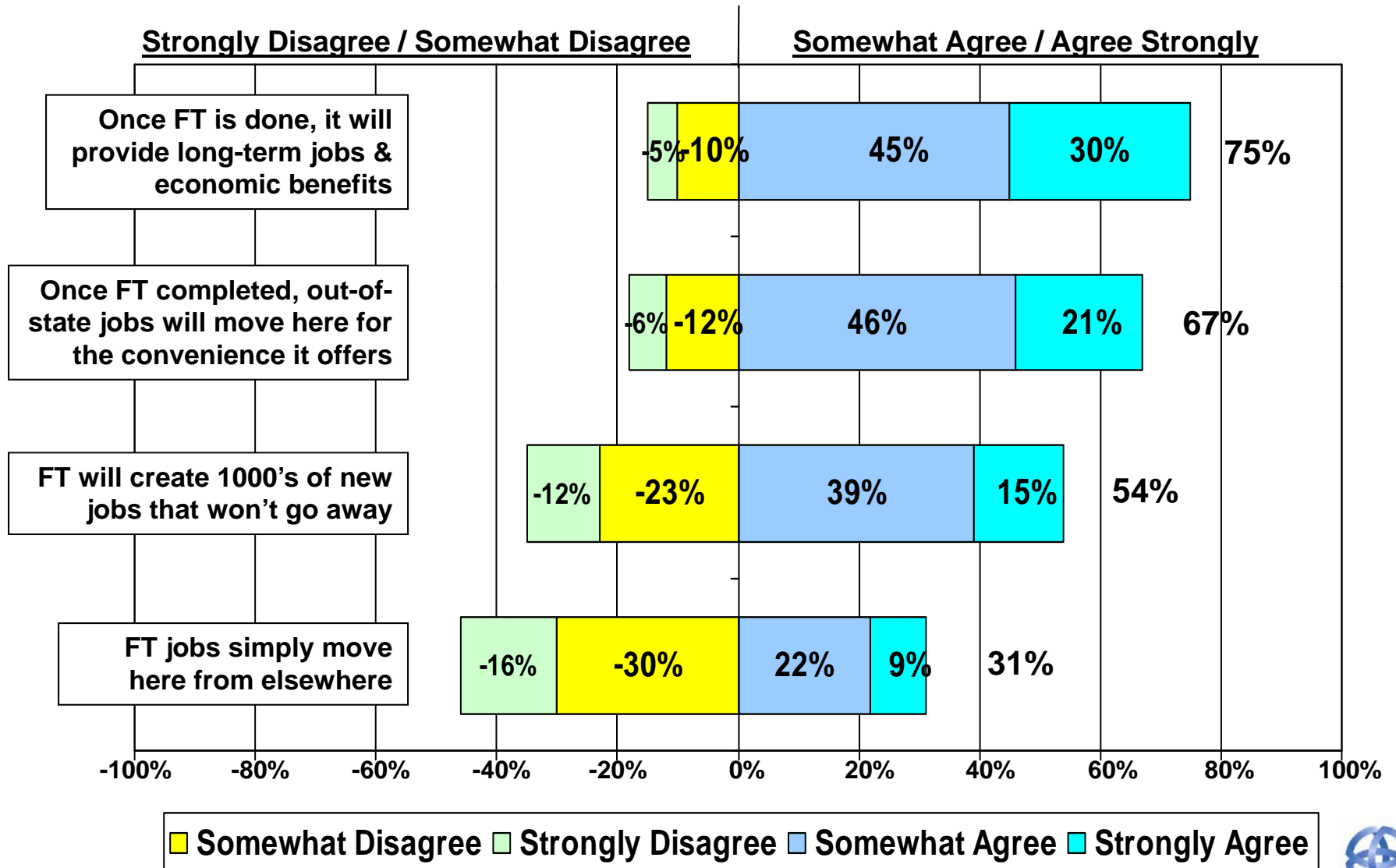
# Importance of Economic Arguments

-Asked of 1/2 sample-



# Credibility of Economic Arguments

-Asked of 1/2 sample-



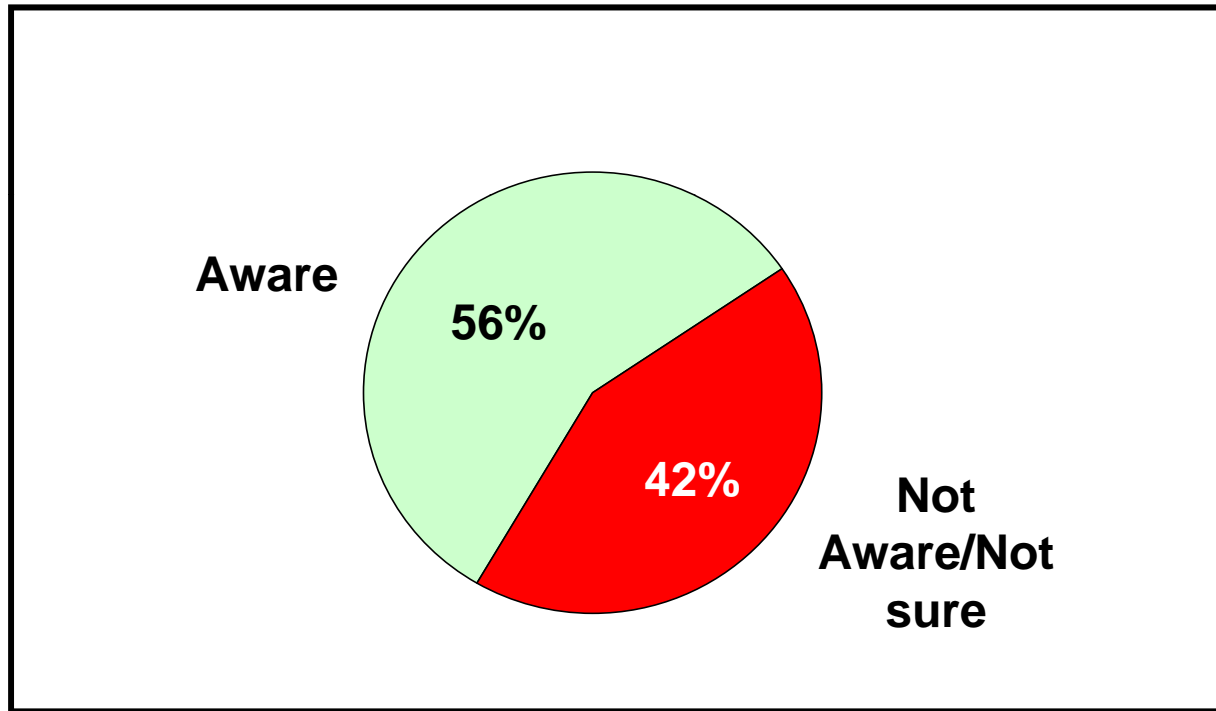
■ Somewhat Disagree 
 ■ Strongly Disagree 
 ■ Somewhat Agree 
 ■ Strongly Agree



# **Reaction to Proposed Reductions in RTD Service**



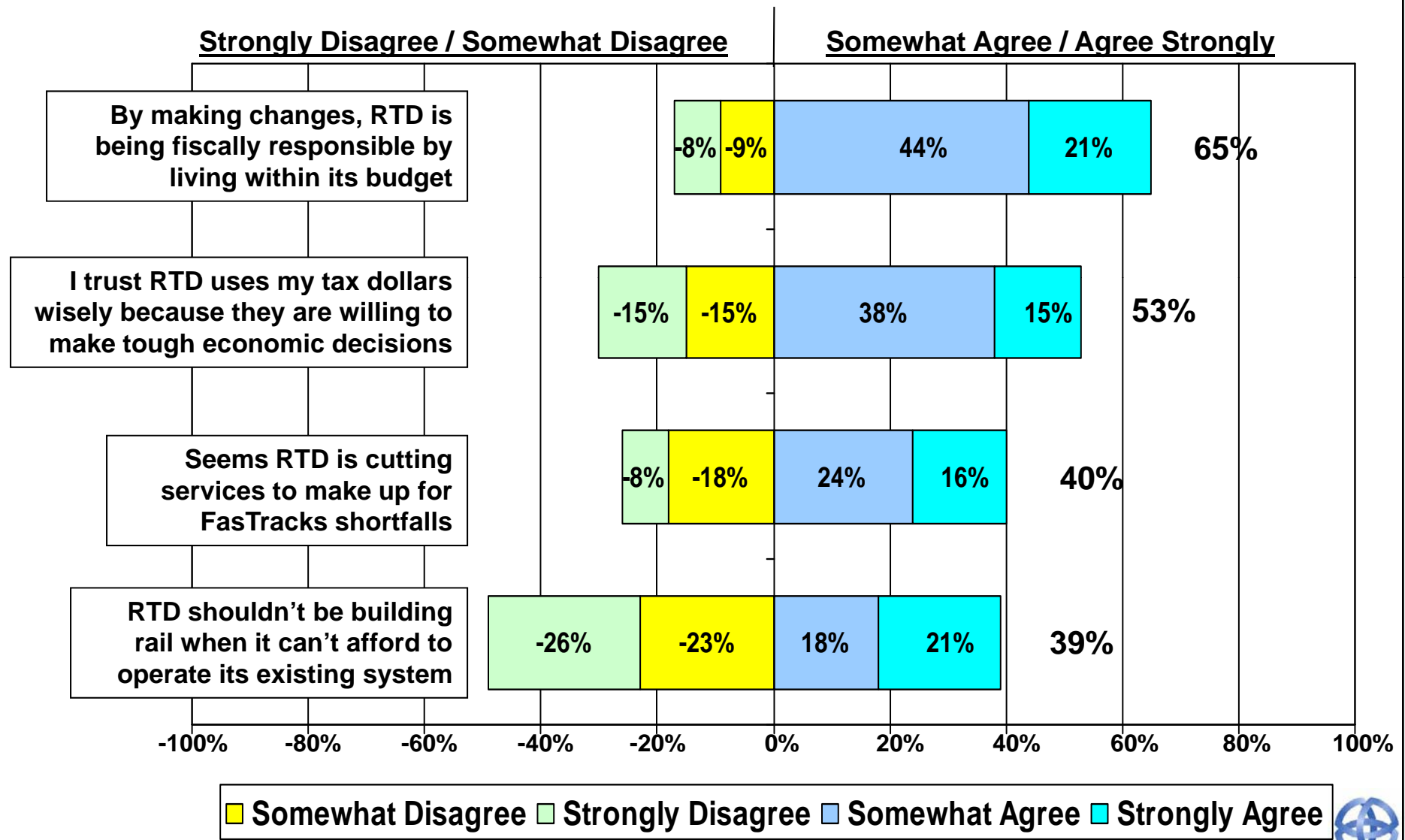
# Awareness of Proposed RTD Reductions in Service?



Awareness  
Among  
RTD Users   Non-Users  
76%   51%



# Statements About the Proposed RTD Reductions in Service?



# Key Findings



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- **RTD, Light Rail and FasTracks comprised three of the top four highest “Very” favorable ratings among nine key organizations and public officials**
- **Familiarity with FasTracks is at 58%, up eight points over 2010**
- **76% of voters have a positive impression of FasTracks, up seven points from 2010: negative impressions have dropped seven points to 21%**
- **78% of voters still say approving FasTracks in 2004 was the right decision (significantly higher than the 58% that actually approved the measure in ‘04), with only 17% saying it was wrong**
- **A slight majority (51%) understand that the program is behind schedule**



## **Key Findings** *(cont.)*

- **People primarily turn to major media – community newspapers, TV, radio – for information about FasTracks**
- **Social media and outdoor advertising (billboards, busboards, etc.) are also on the rise as primary sources of information**
- **66% of voters don't recall hearing anything specific about FasTracks over the past few months, reinforcing the importance of focusing communication efforts and resources on primary information sources**



## **Key Findings** *(cont.)*

- **This survey statistically validated the qualitative findings from focus groups conducted this summer:**
  - **The message that resonates most with people is the combination of FasTracks offering more choice and convenience, followed closely by a message on reducing congestion**
  - **Messages about economic benefits are the least important and aren't seen as particularly "credible"**
- **68% of voters believe that, by altering current routes and services, RTD is showing sound fiscal responsibility, by living within its budget**



# Questions?

