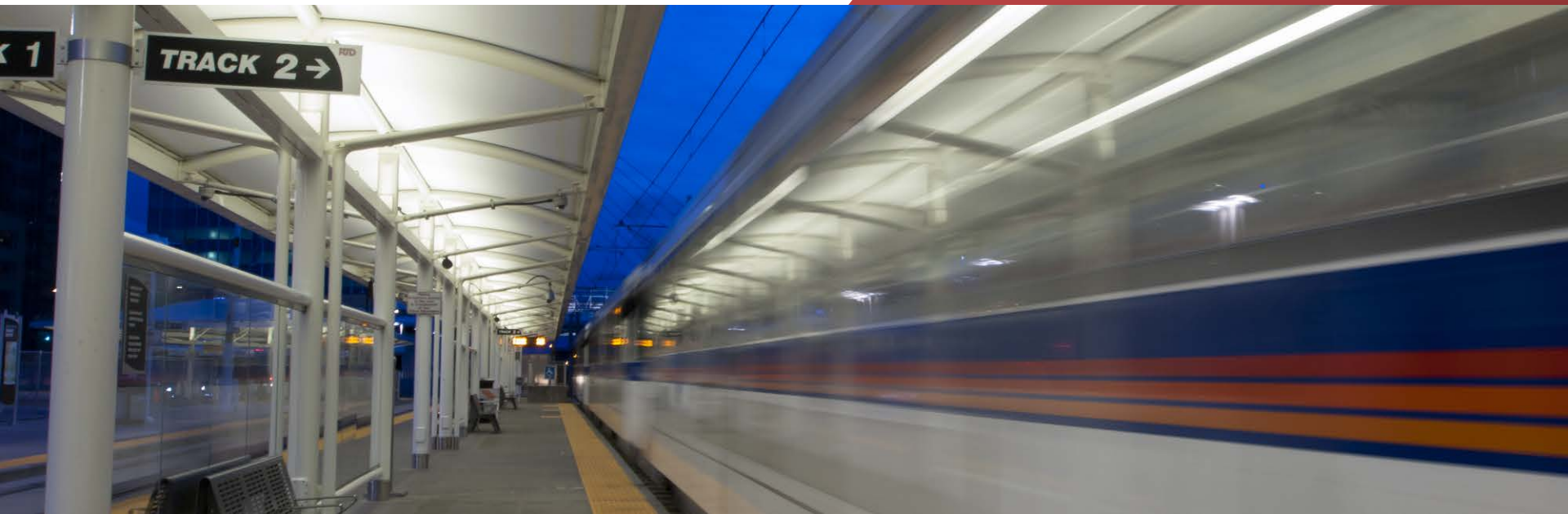


2013 FasTracks Public Opinion Survey

BBC
RESEARCH &
CONSULTING

June 2013



Presented by
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Prepared for
RTD FasTracks

RTD **FasTracks**

Objectives & Methodology

Objectives

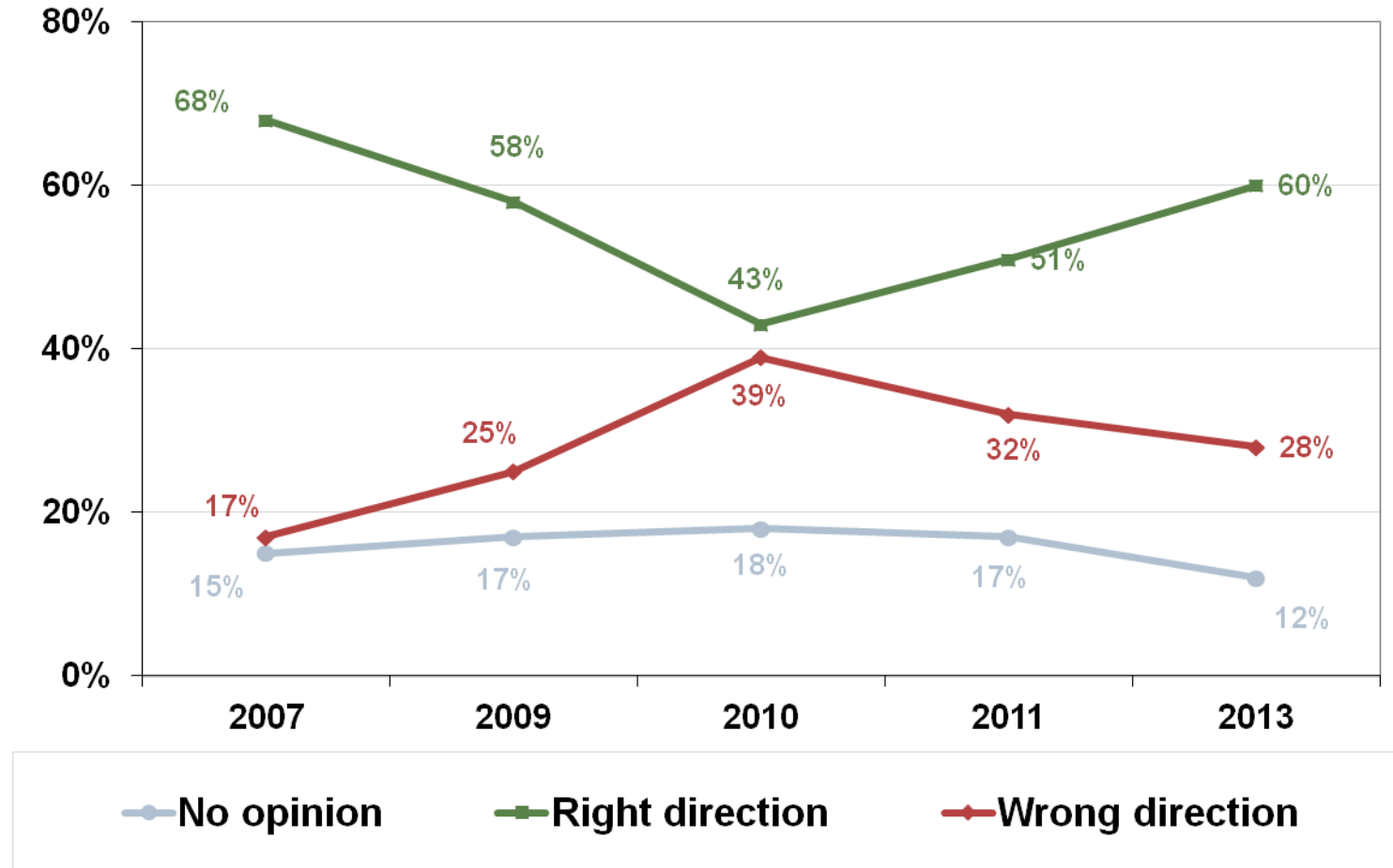
- Gather information from the public about RTD and the FasTracks program
- Gain a better understanding of public support, confidence, awareness and favorability of RTD and FasTracks
- Track attitudes of RTD District residents
- Measure likelihood of use of new rail lines
- Collect information on desired information channels
- Test potential messages about FasTracks buildout benefits

Methodology

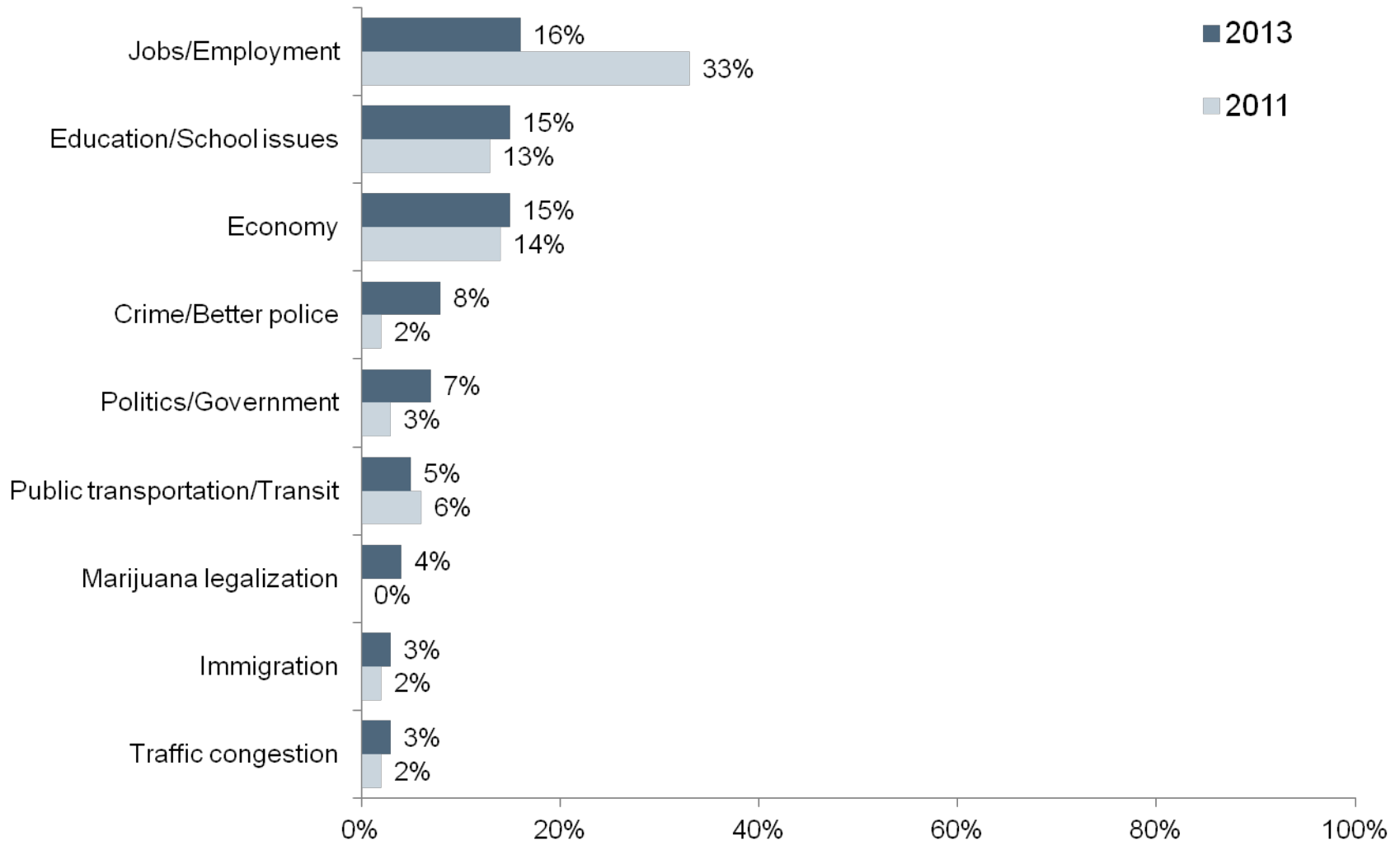
- Worked with FasTracks staff to refine survey
- Conducted telephone survey May 29 – June 5, 2013
 - ▶ Stratified random sample of residents
 - ▶ 800 completed surveys
- Weighted results to reflect RTD District population
- Achieved a low margin of error ($\pm 3.5\%$) for analyses that include all 800 participants
- Modified methodology from previous years to provide more meaningful results from respondents with an opinion
 - ▶ Prior year data re-analyzed for comparability

Perceptions of Metro Denver

Do you feel that things in the Denver Metro area are headed in the right or wrong direction?



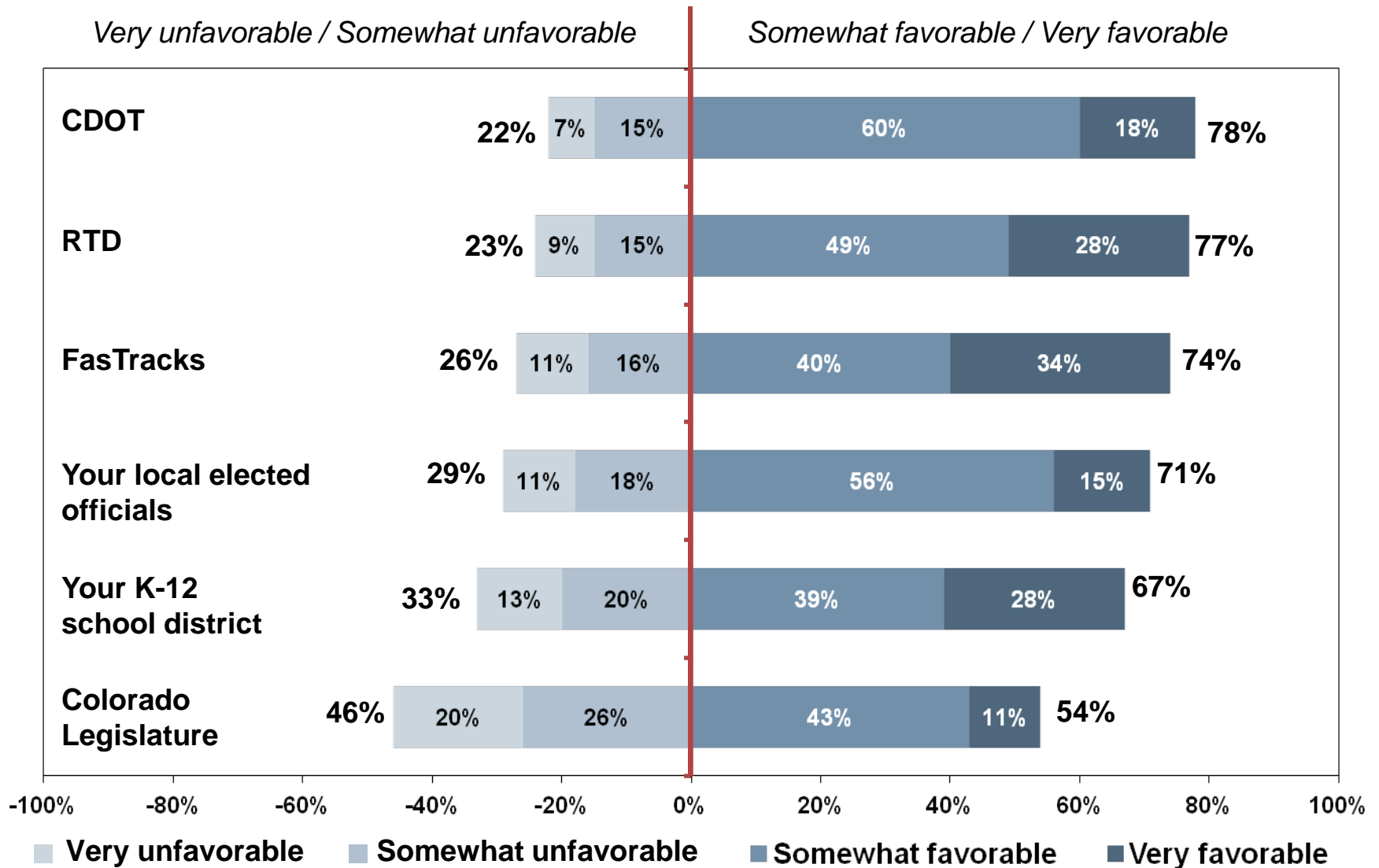
What is the most important issue facing the Denver Metro Area today?



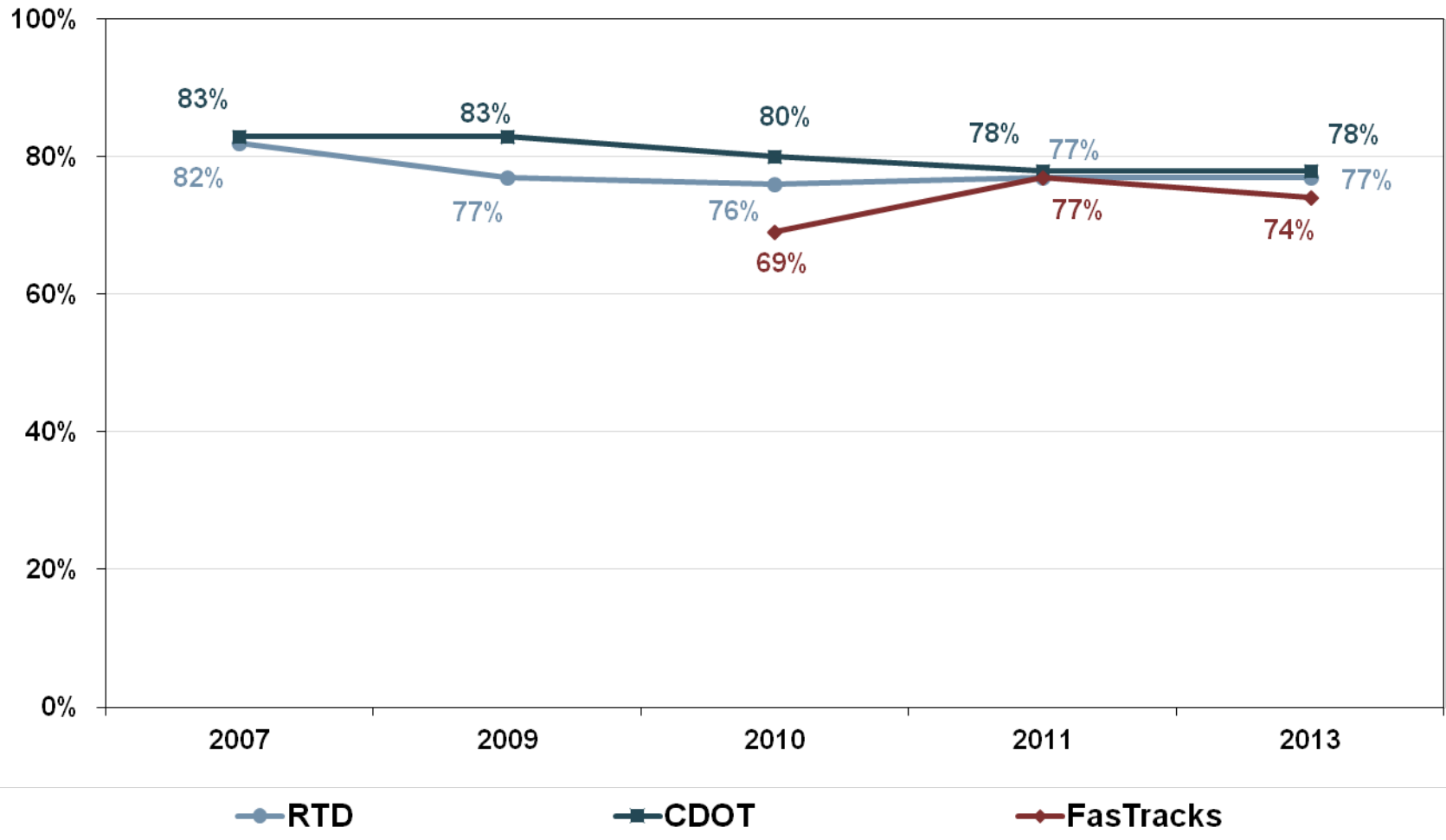
Only responses 3% and higher are shown in the 2013 results.

Favorability Ratings

Favorability rating of organizations & officials



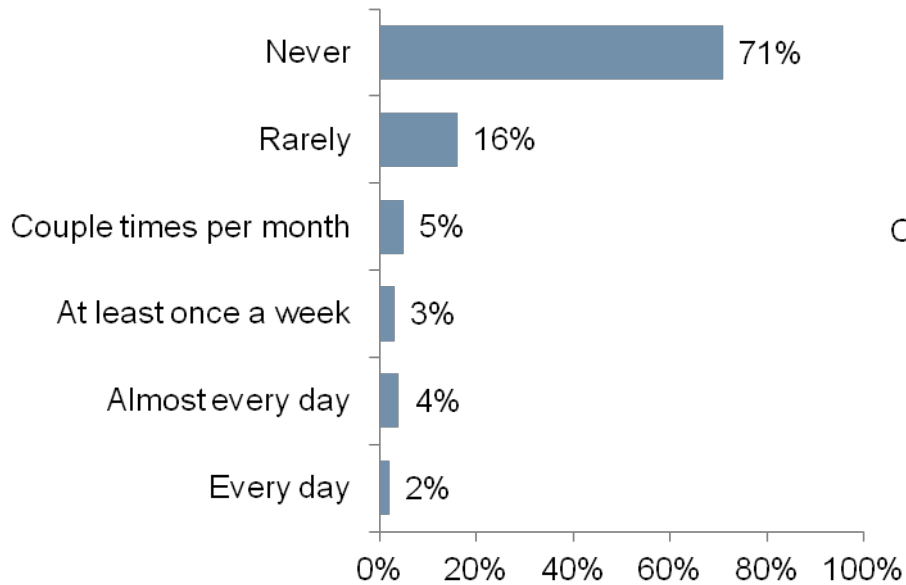
Trends in transportation favorability ratings



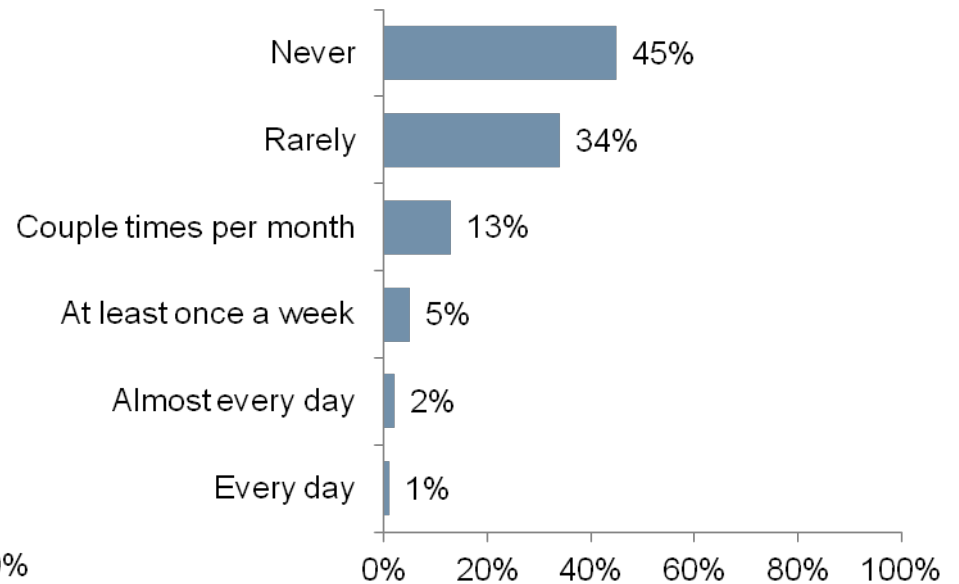
RTD Ridership and Perceived Quality of Service

How frequently do you use RTD?

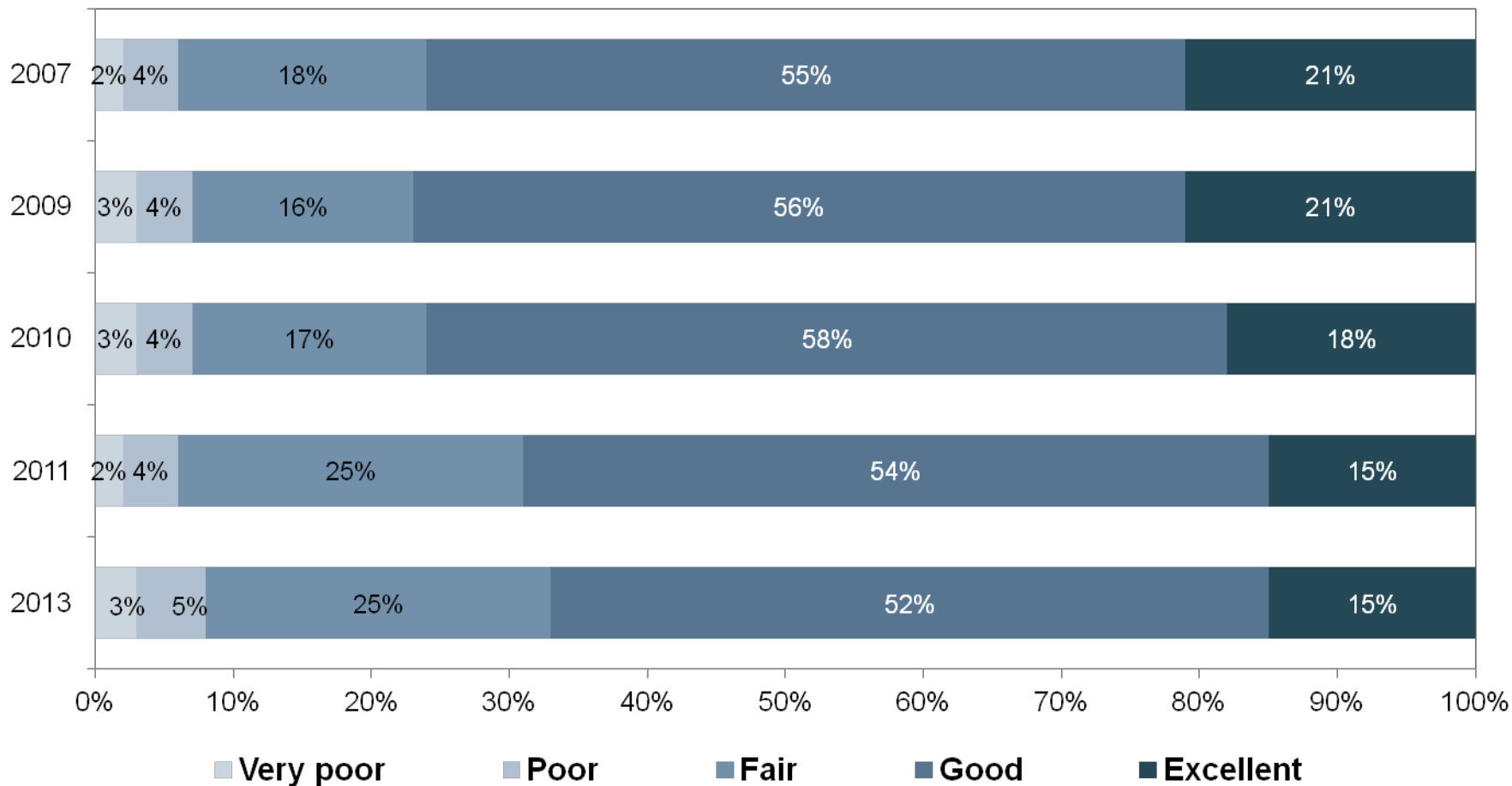
Commute to work



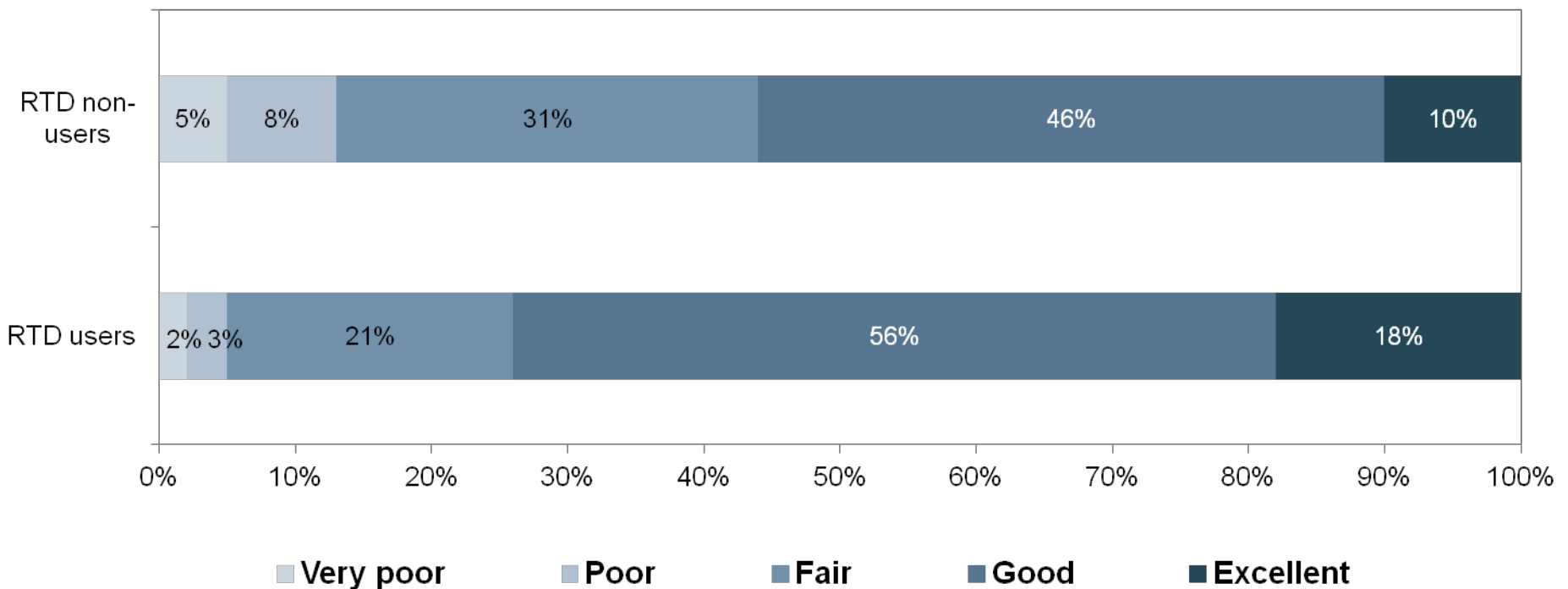
Other purposes



What is your impression of the quality of services provided by RTD?

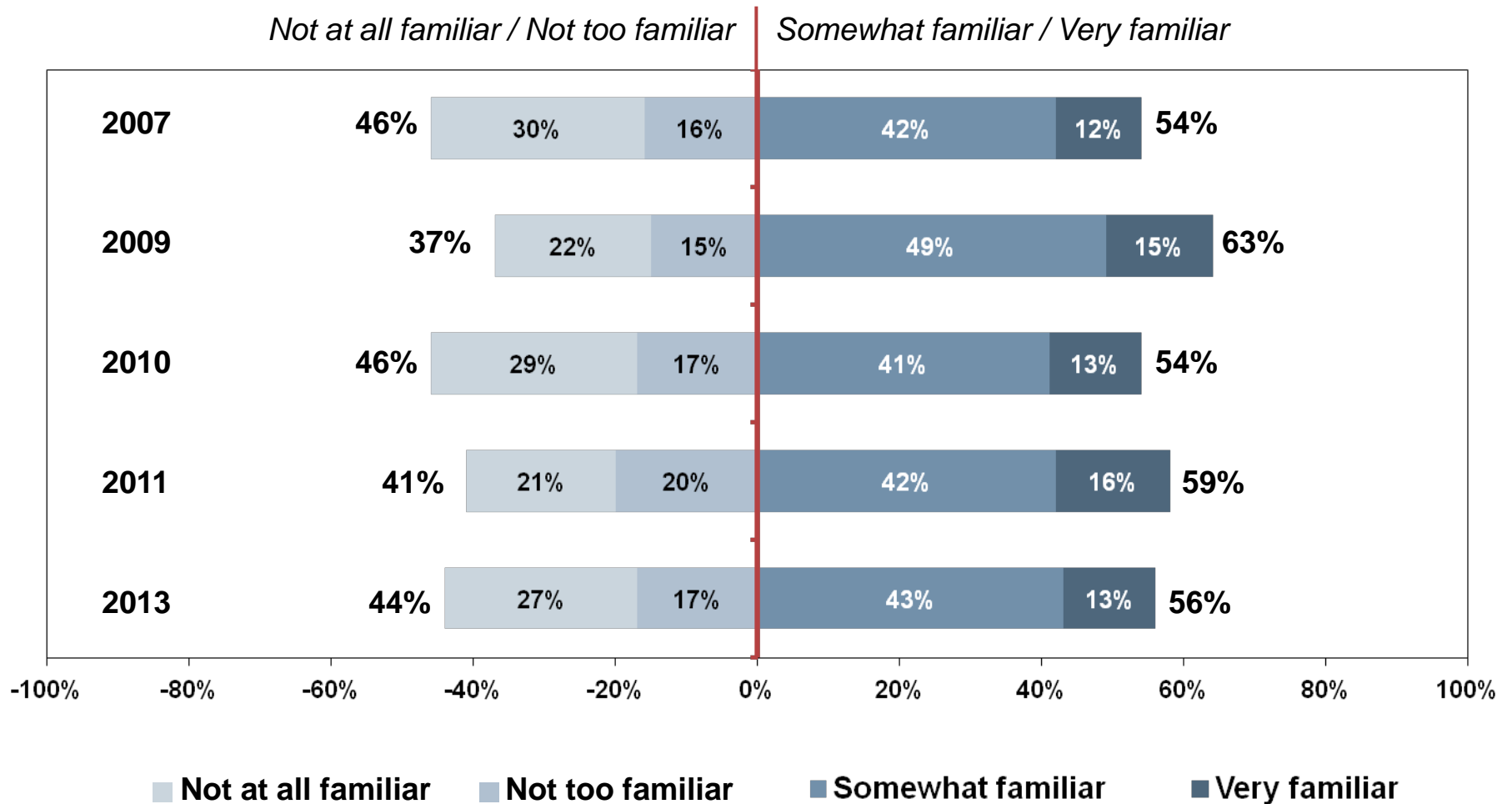


What is your impression of the quality of services provided by RTD?

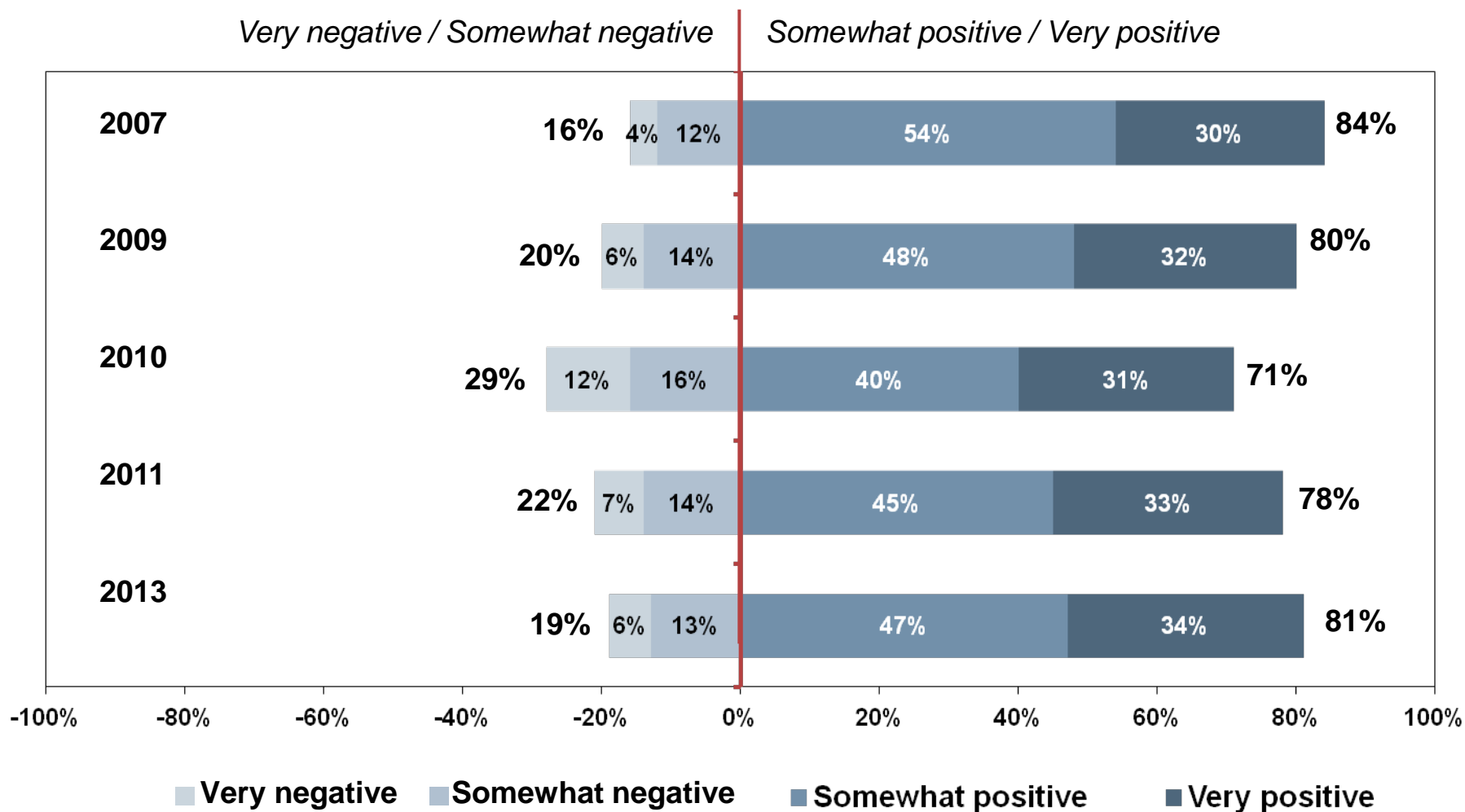


Familiarity and Impressions of FasTracks

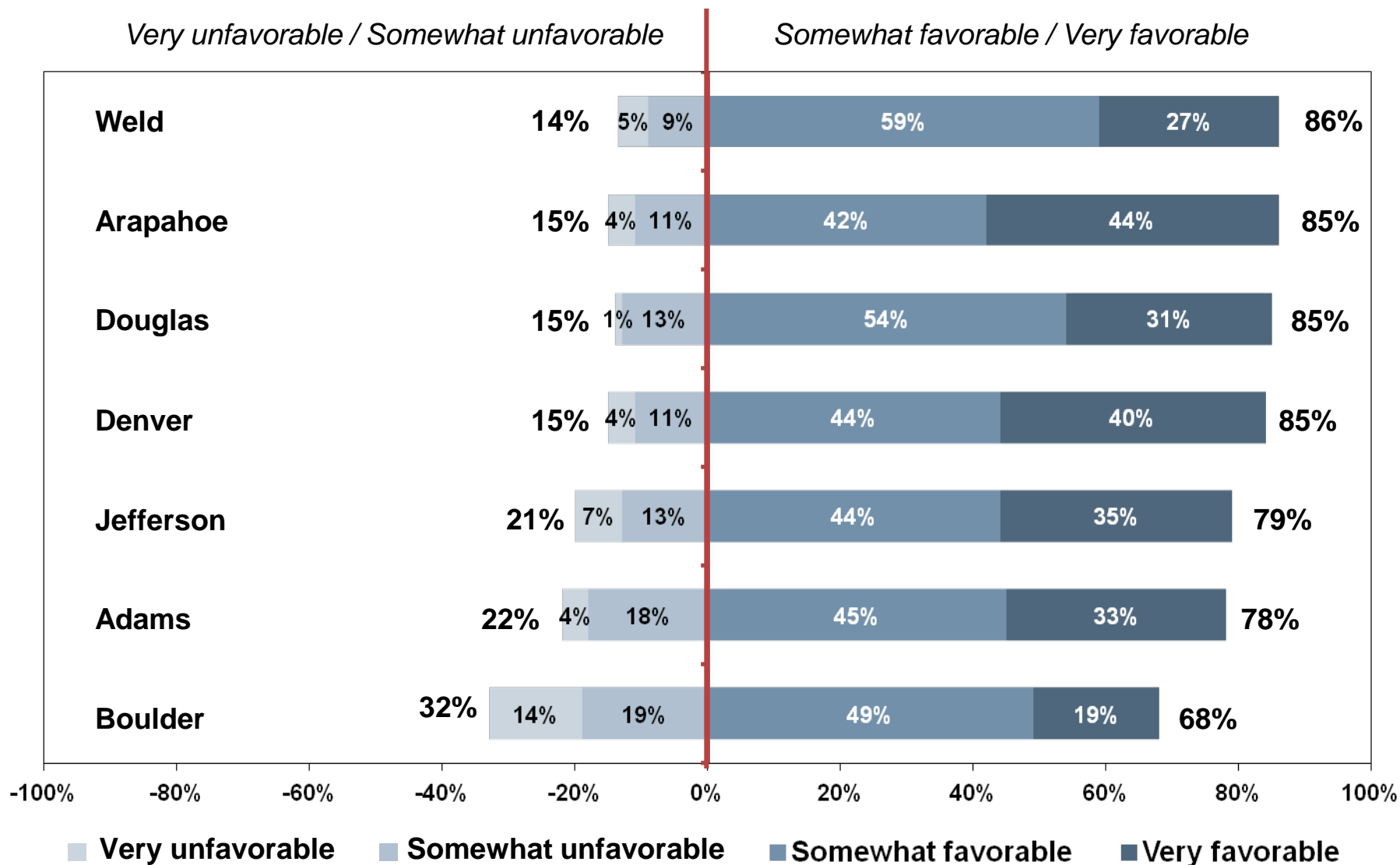
How familiar are you with FasTracks?



What is your impression of FasTracks?

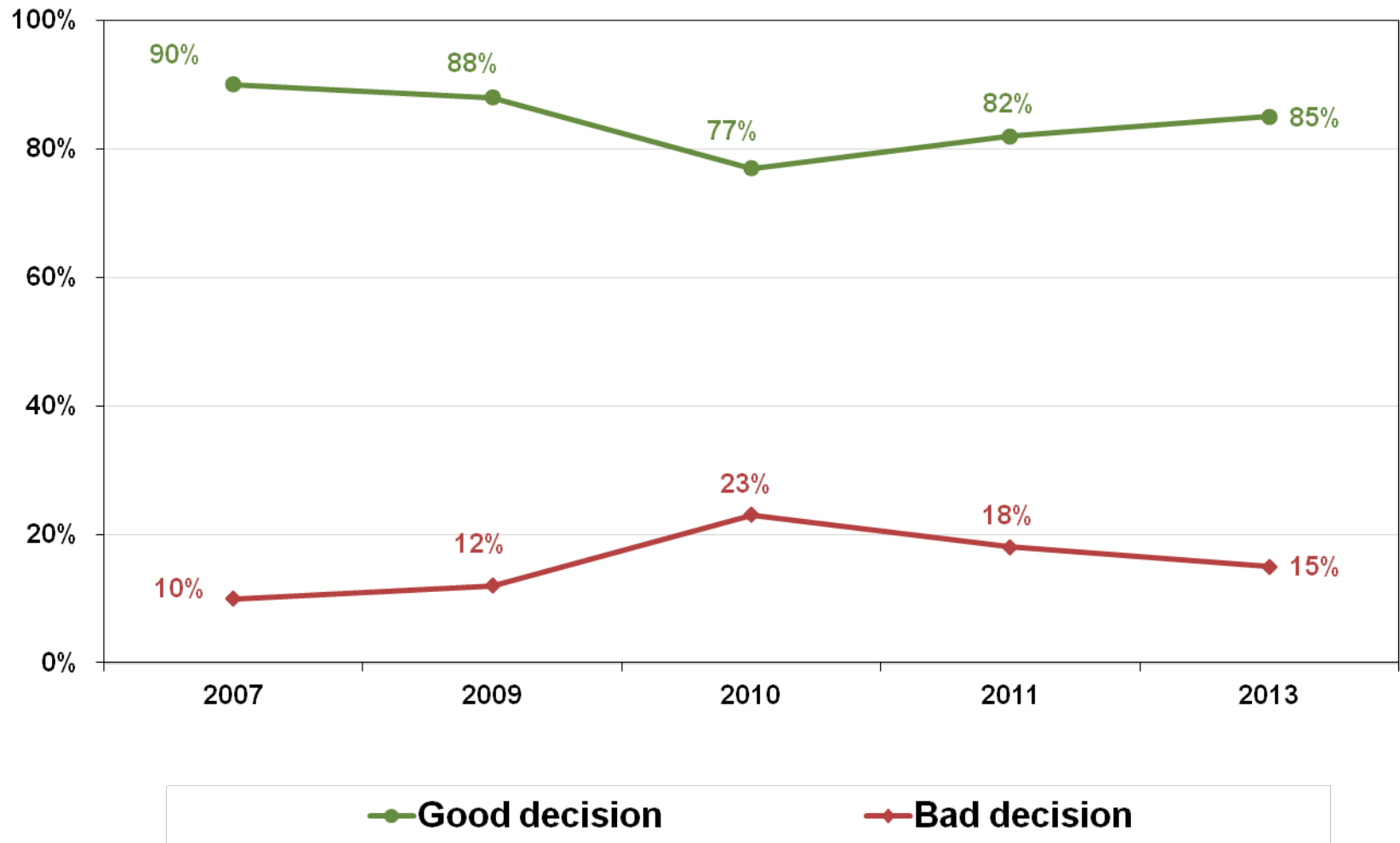


What is your impression of FasTracks? (by county*)

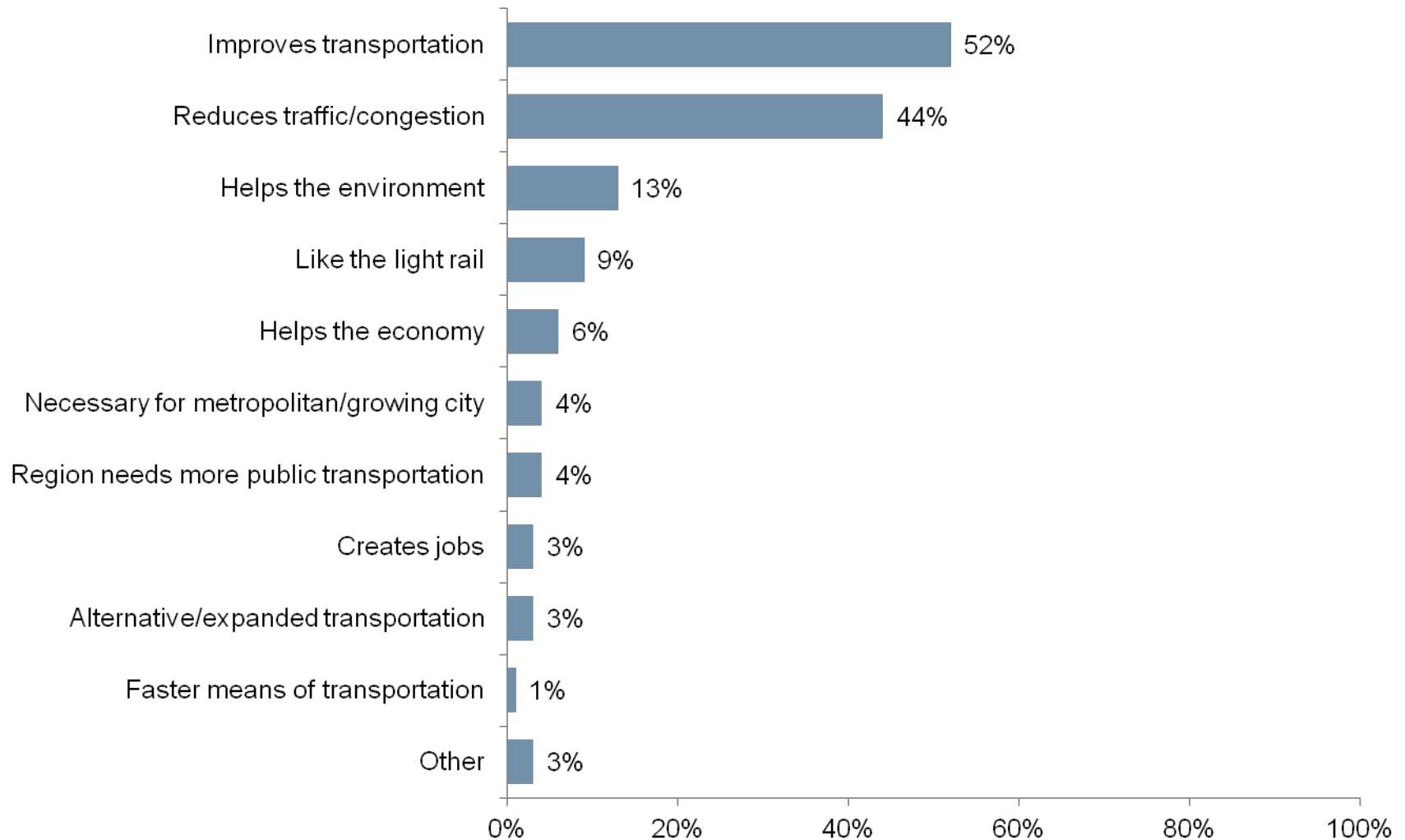


*Broomfield was not included due to low sample size

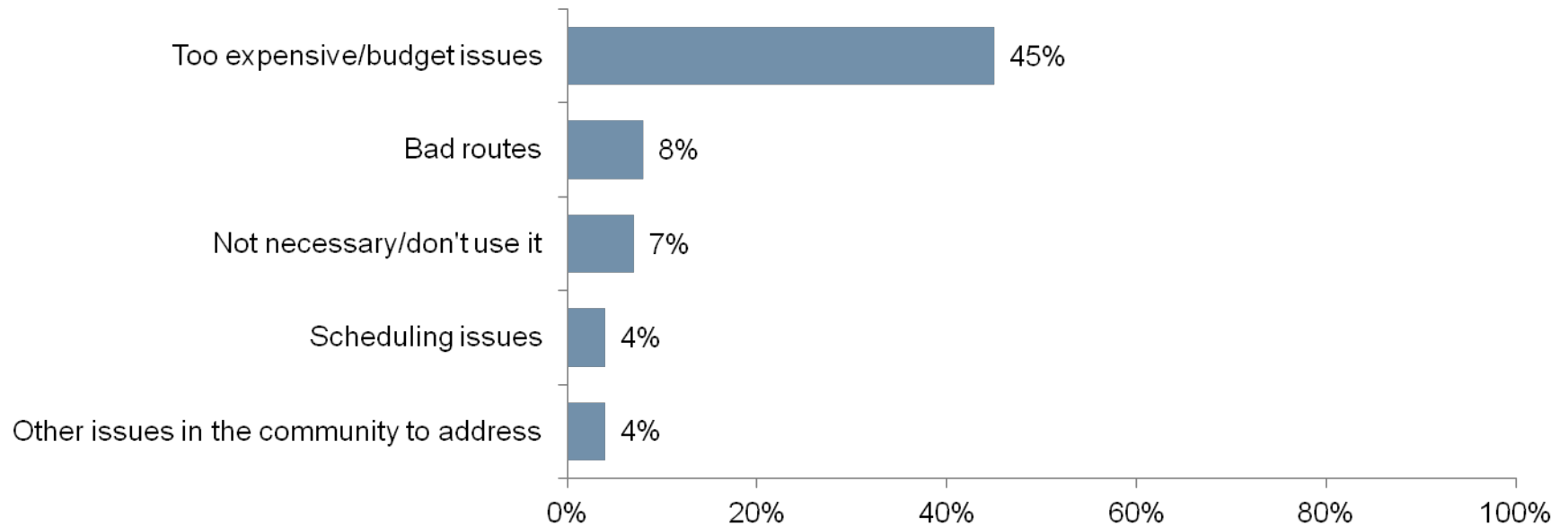
Was approval of FasTracks a good or bad decision?



Why do you believe FasTracks was a good decision?



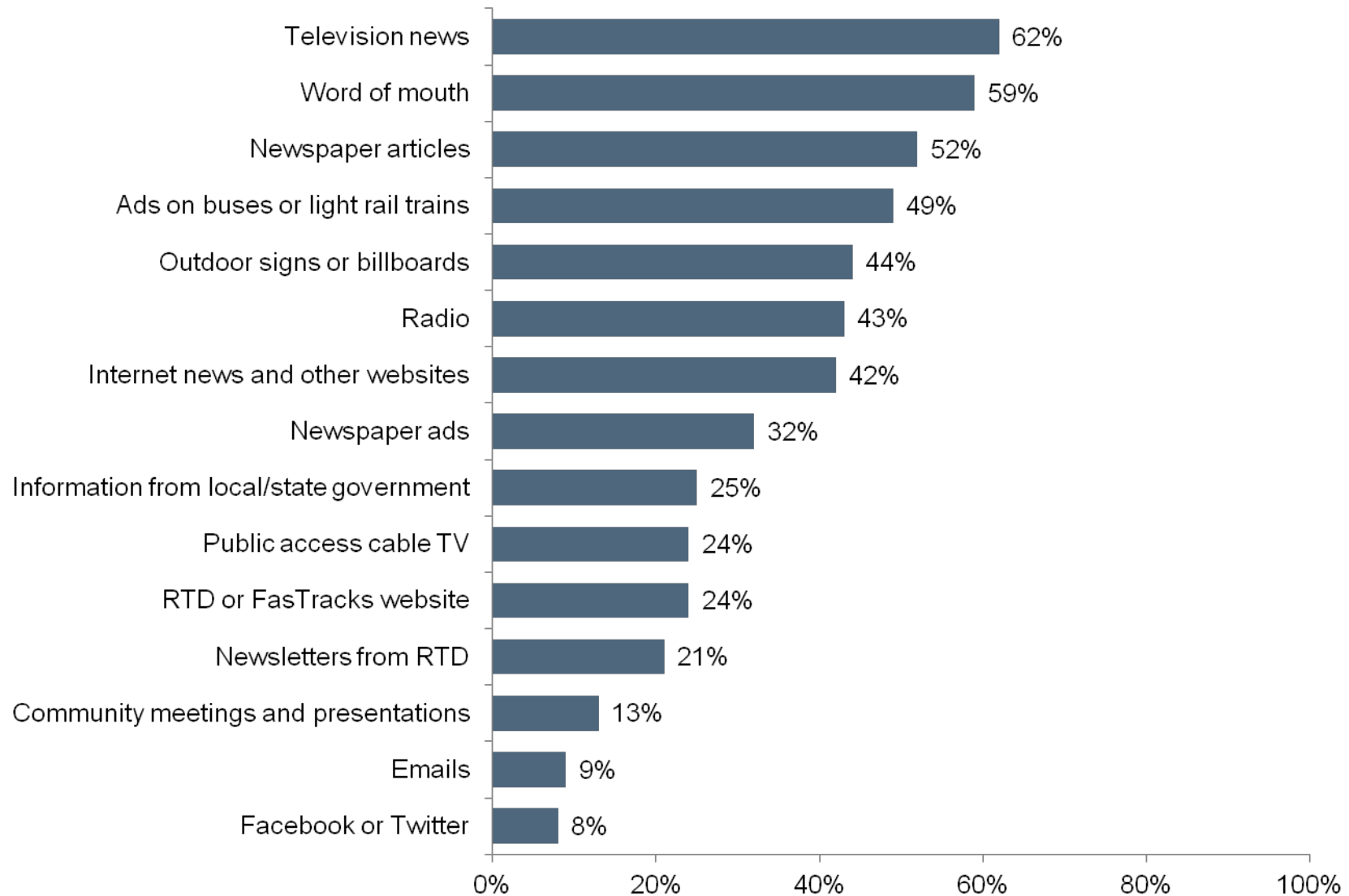
Why do you believe FasTracks was a bad decision?



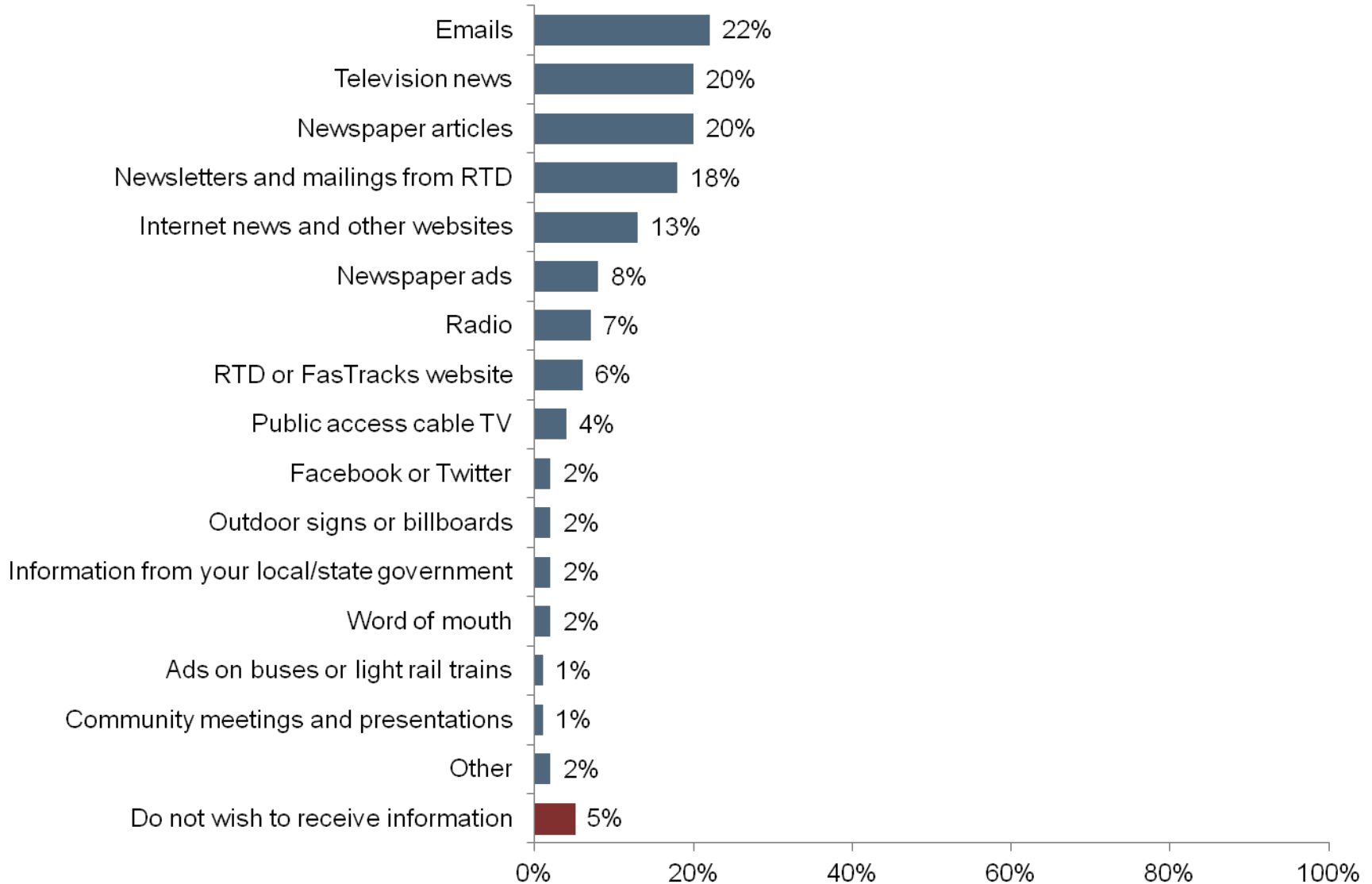
Only responses 4% and higher are shown in the results.

FasTracks Information Channels

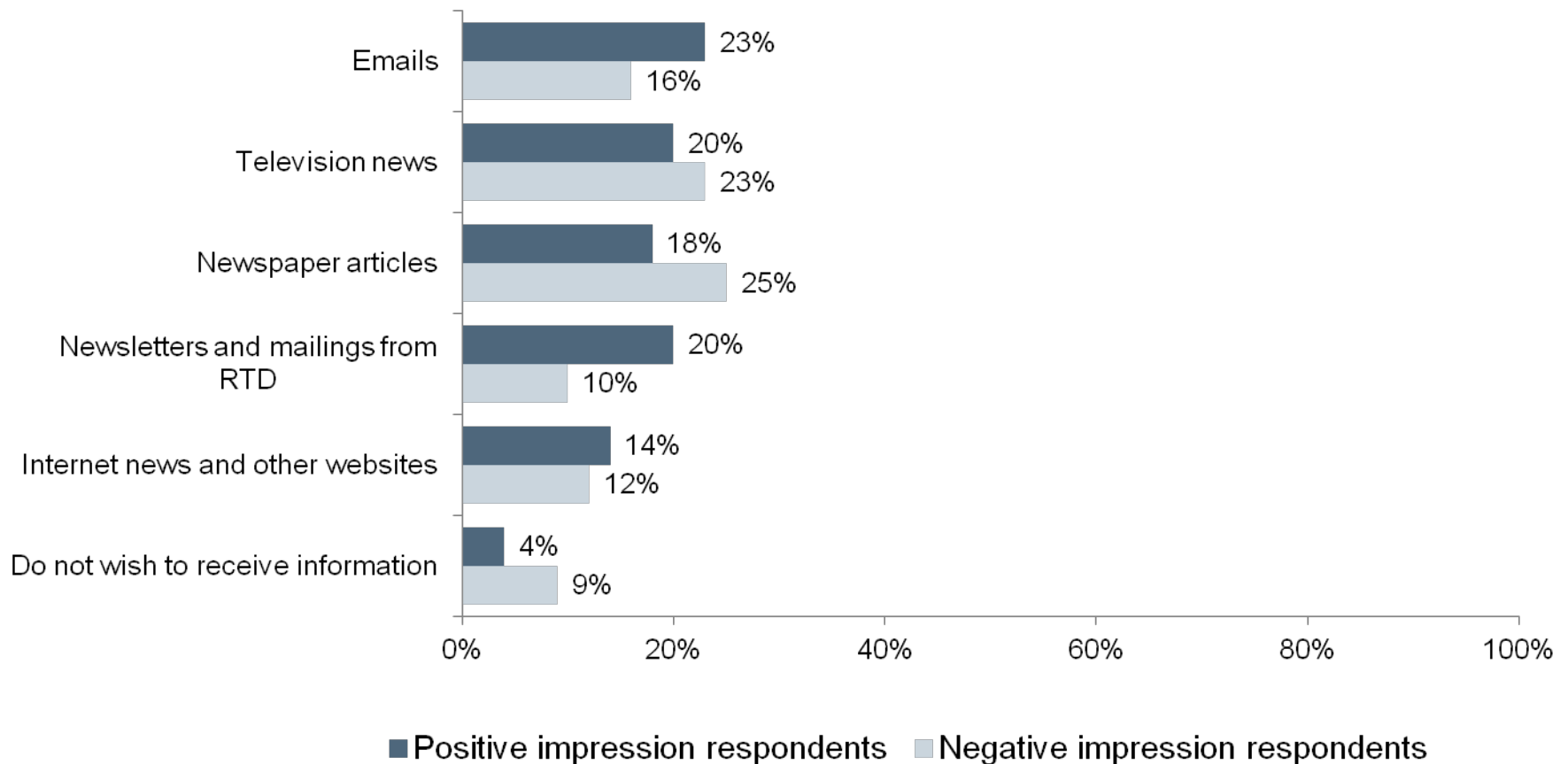
From which sources do you recall receiving information about FasTracks?



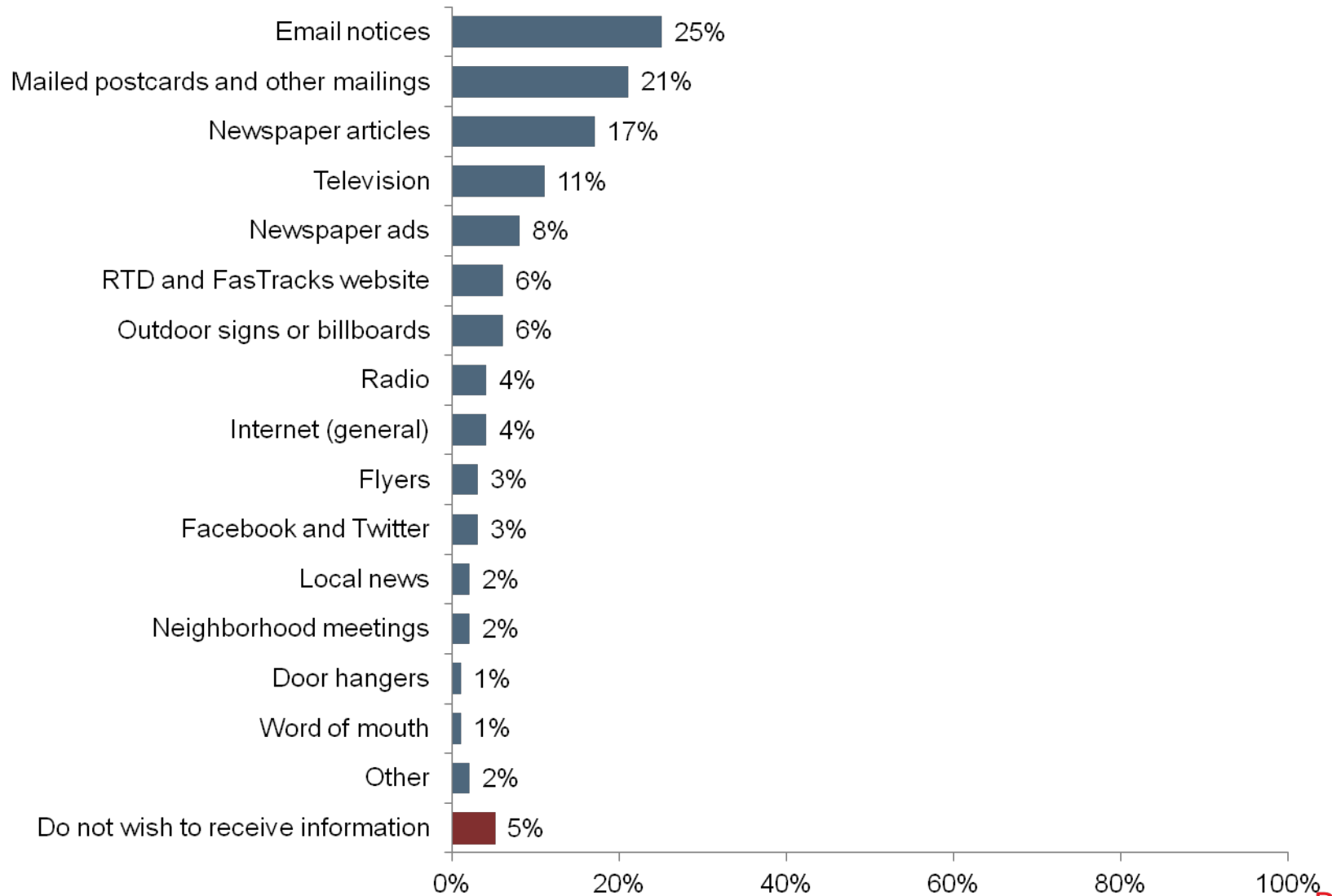
From which sources would you most prefer to receive information about FasTracks?



Differences in preferred source of FasTracks information by impression of FasTracks

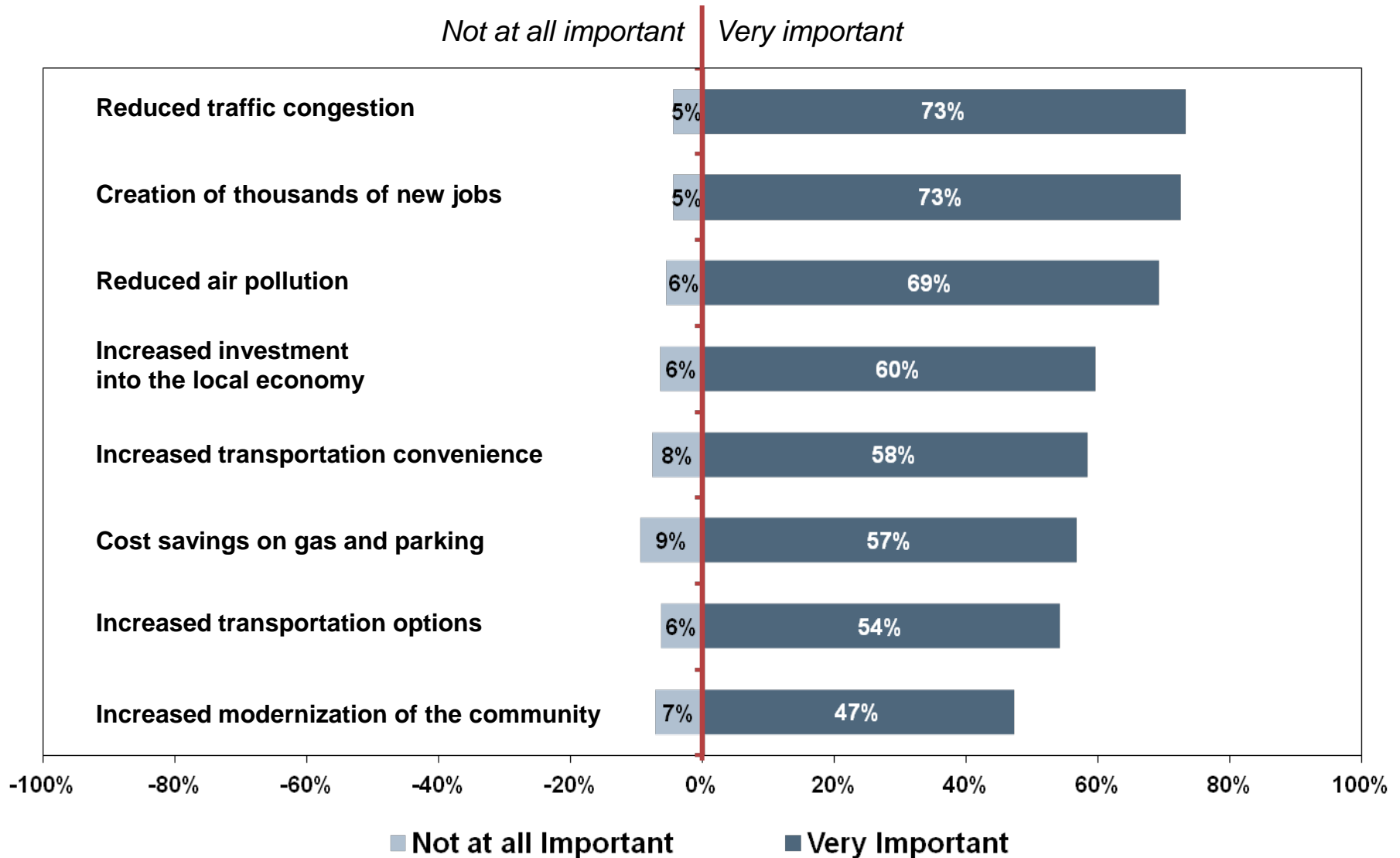


From which sources would you most prefer to receive information about RTD construction?



FasTracks Messages

Which potential benefits of completing FasTracks are important to you?



Key Findings

Key Findings

- FasTracks has the most “very favorable” ratings among six state and local organizations and elected officials
- FasTracks is in the top three (with RTD and CDOT) in terms of overall favorability
- Familiarity with FasTracks is at 56%, slightly lower than 2011
- 81% of participants have positive impressions of FasTracks, up from 2011
- RTD users are more likely to have positive impressions of FasTracks than non-users (83% vs. 77%)

Key Findings *(cont.)*

- 85% of respondents with an opinion stated that approval of FasTracks was a good decision
- Most cited reasons for FasTracks being a good decision were “improves transportation” and “reduces traffic/congestion”
- Primary reason cited for FasTracks being a bad decision was “too expensive/budget issues”

Key Findings *(cont.)*

- Highest recall about FasTracks by information source:
 - ▶ Television news
 - ▶ Word of mouth
 - ▶ Newspaper articles
- Preferred source for information about FasTracks:
 - ▶ Emails
 - ▶ Television news and newspaper articles
 - ▶ Newsletters and mailings from RTD
- Residents with negative impressions of FasTracks are much less likely to want FasTracks to reach out to them

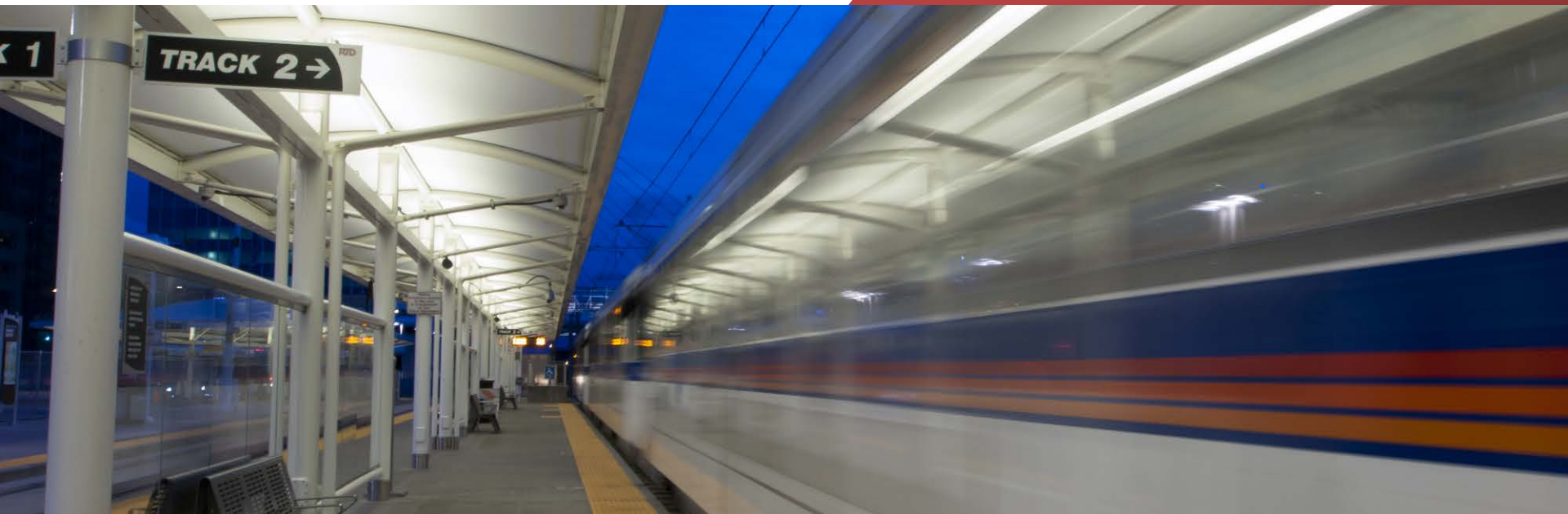
Key Findings *(cont.)*

- Three most important messages about FasTracks are:
 - ▶ Reduced traffic congestion
 - ▶ Creation of thousands of new jobs
 - ▶ Reduced air pollution
- Residents with negative impressions of FasTracks are most swayed with messages about job creation

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