

RTD – FASTRACKS SURVEY OF DENVER METRO RESIDENTS

OCTOBER 30 – NOVEMBER 4, 2007

Data & Findings



METHODOLOGY

- A phone survey of likely voters in the seven-county region of RTD conducted Oct. 30 through Nov. 4, 2007
- 771 interviews completed
- Demographics of the survey sample population were balanced to reflect gender, party registration and geographic distribution of the RTD district
- 95% confidence level; $\pm 3.53\%$ margin of error

ISSUES AND PERCEPTIONS

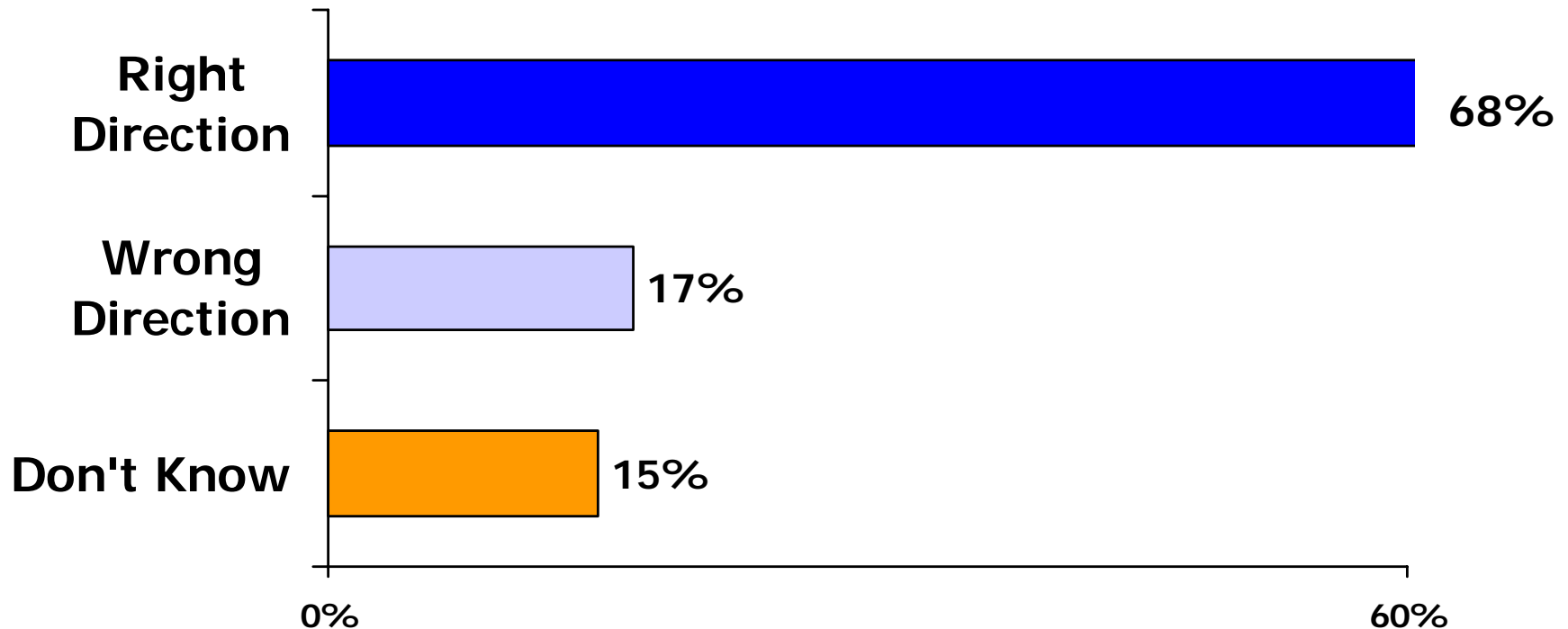


MAJOR FINDINGS

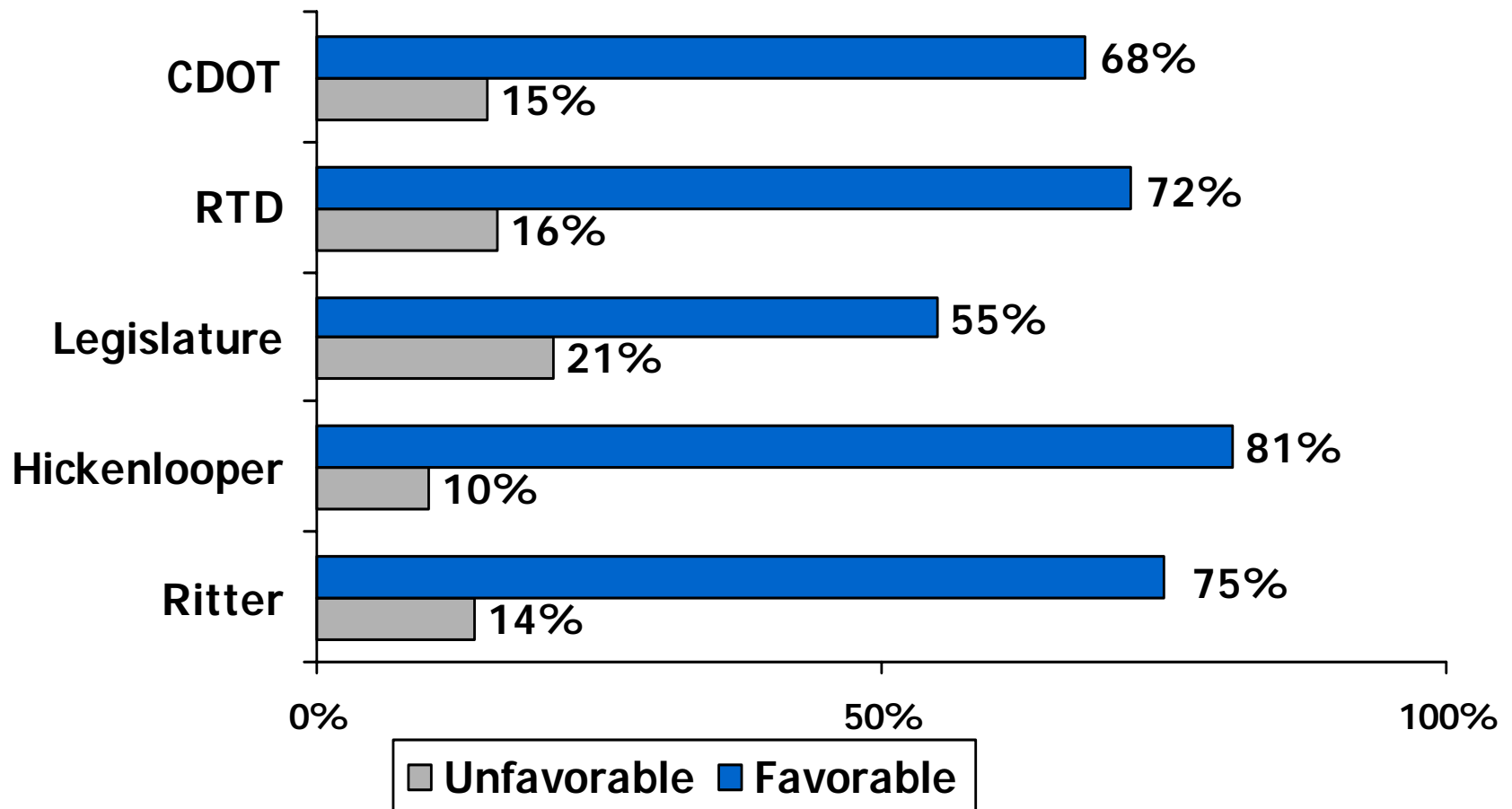
- The Denver metro electorate is content, and public entities — such as RTD — receive favorable marks.
- Traffic and transportation-related issues are top-of-mind for metro area residents.

Survey respondents are largely content with the way things are going in the region.

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



Among survey respondents, RTD, CDOT, and local officials receive positive marks and low negatives.



Transportation issues are top concerns of survey participants: 1/3 cite transit, roads, congestion as the region's #1 issue.

“What is the #1 issue facing the Denver metro area today?” [open-ended question]

Top answers

- | | |
|--|------------|
| 1. Transportation/affordable transportation | 14% |
| 2. Too much growth/overcrowding | 10% |
| 3. Traffic congestion | 9% |
| 4. Immigration | 8% |
| 5. Education/schools | 7% |
| 6. More mass transit/Light rail | 6% |
| 7. Housing/real estate issues | 5% |
| 8. Improve roads/highways | 5% |

GENERAL RTD PERCEPTIONS



MAJOR FINDINGS

- Both users and non-users of RTD services have positive impressions of RTD and the services it provides.

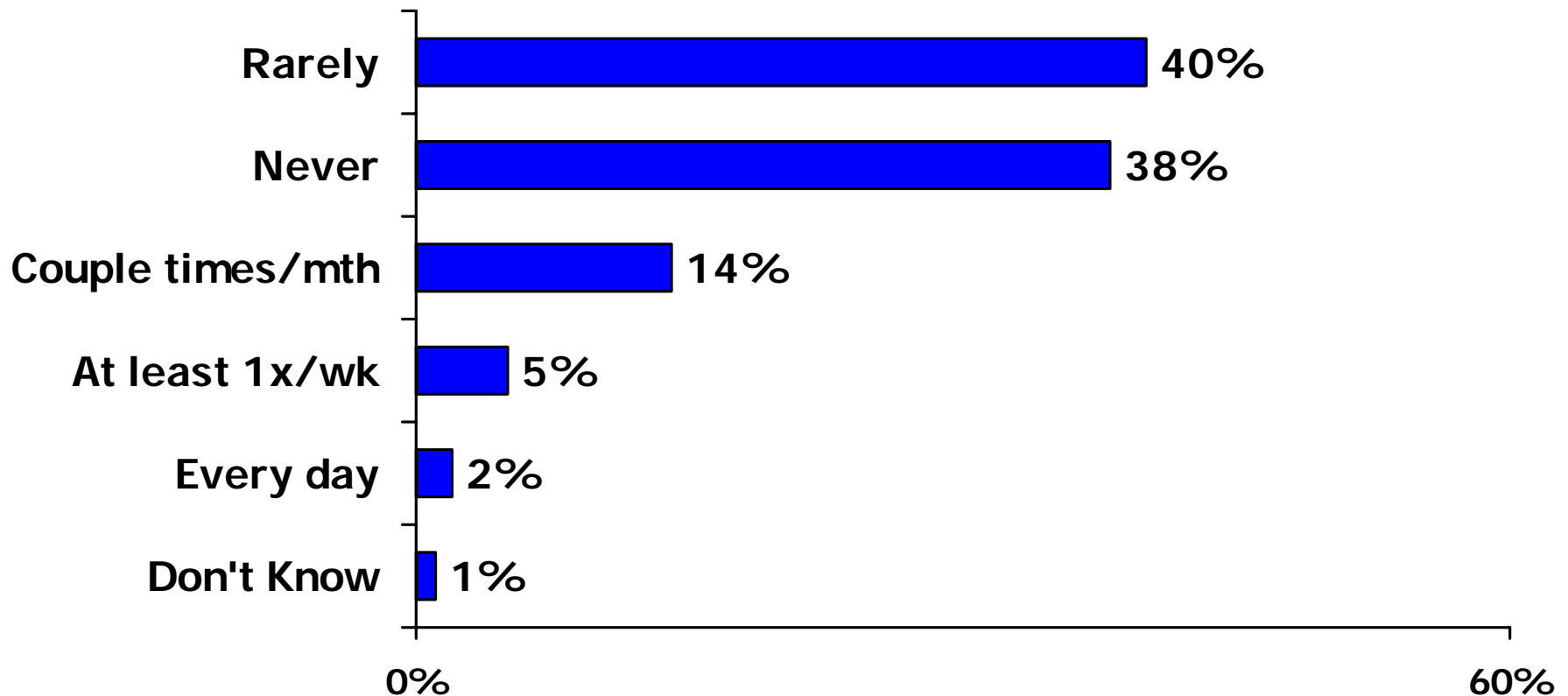
Not surprisingly, 4 of 5 survey respondents who work outside the home drive alone to work. Approximately 6% ride transit.

“On a typical day, how do you currently commute to work? ”

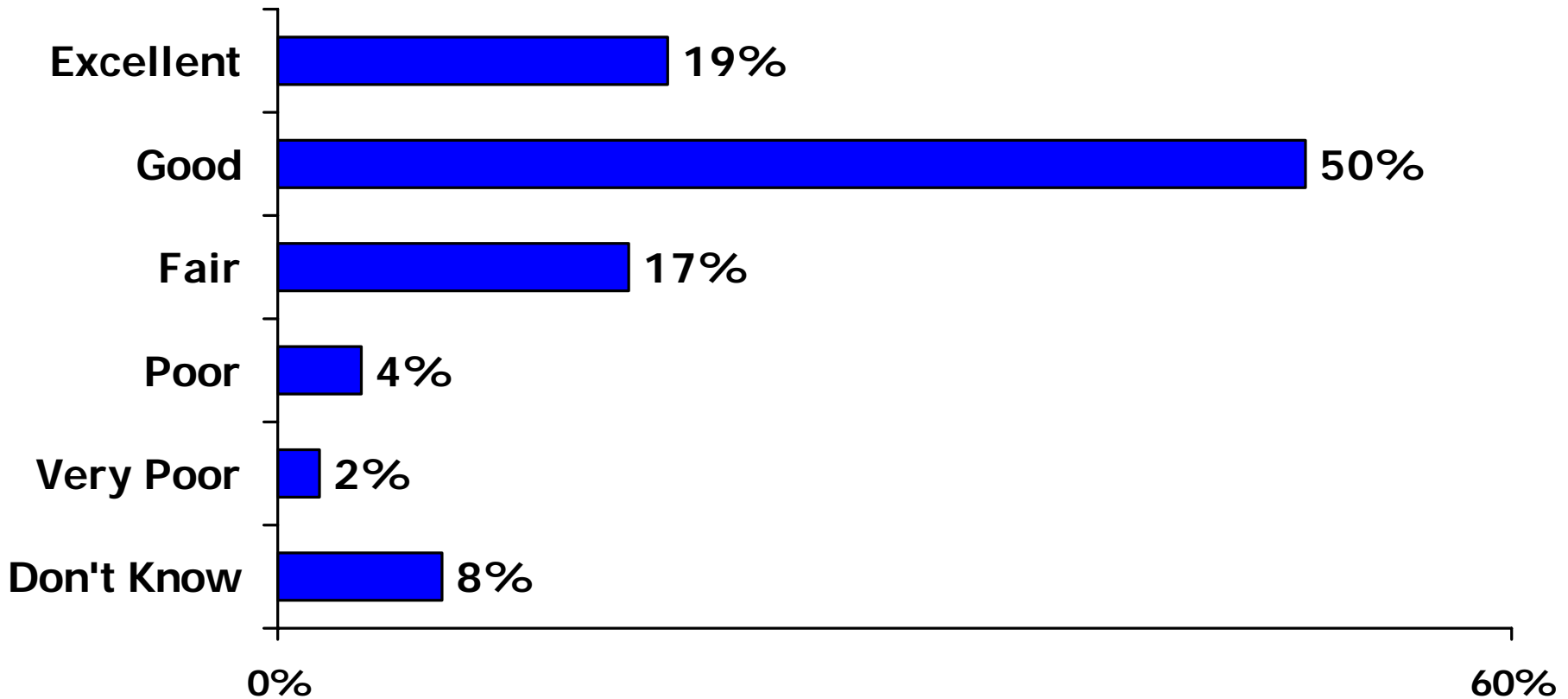
1. Drive alone	81%
2. Walk	4%
3. Carpool	4%
4. Local/regional bus	3%
5. Bicycle	2%
6. Light rail	2%
7. Mixed-modes (bus/drive/bike) to light rail	2%
8. Vanpool	<1%
9. DK/NA	2%

Non work-related transit usage (sports, entertainment, shopping, etc.) is still infrequent among survey participants.

“How often do you use RTD services for purposes other than work — sporting events, entertainment, shopping or school?”



The public—RTD users and non-users alike—has positive impressions of RTD services.



Among the survey respondents with positive views of RTD services, reliability was the most-cited impression.

Why do you rate RTD services “excellent,” “good,” or “fair”? [open-ended question]

Top answers

1. Reliable/on time	28%
2. Good service, provides transit	22%
3. Personal experience	13%
4. Clean	8%
5. Convenience	8%

Among the 6% of respondents with negative views of RTD services, reliability, access and convenience are cited.

Why do you rate RTD services “poor” or “very poor”? [open-ended question]

Top answers

1. Not reliable/not on time	23%
2. Doesn't service my area	19%
3. Not convenient	10%
4. Don't like it	8%
5. Service isn't logical	8%
6. Room for improvement	6%

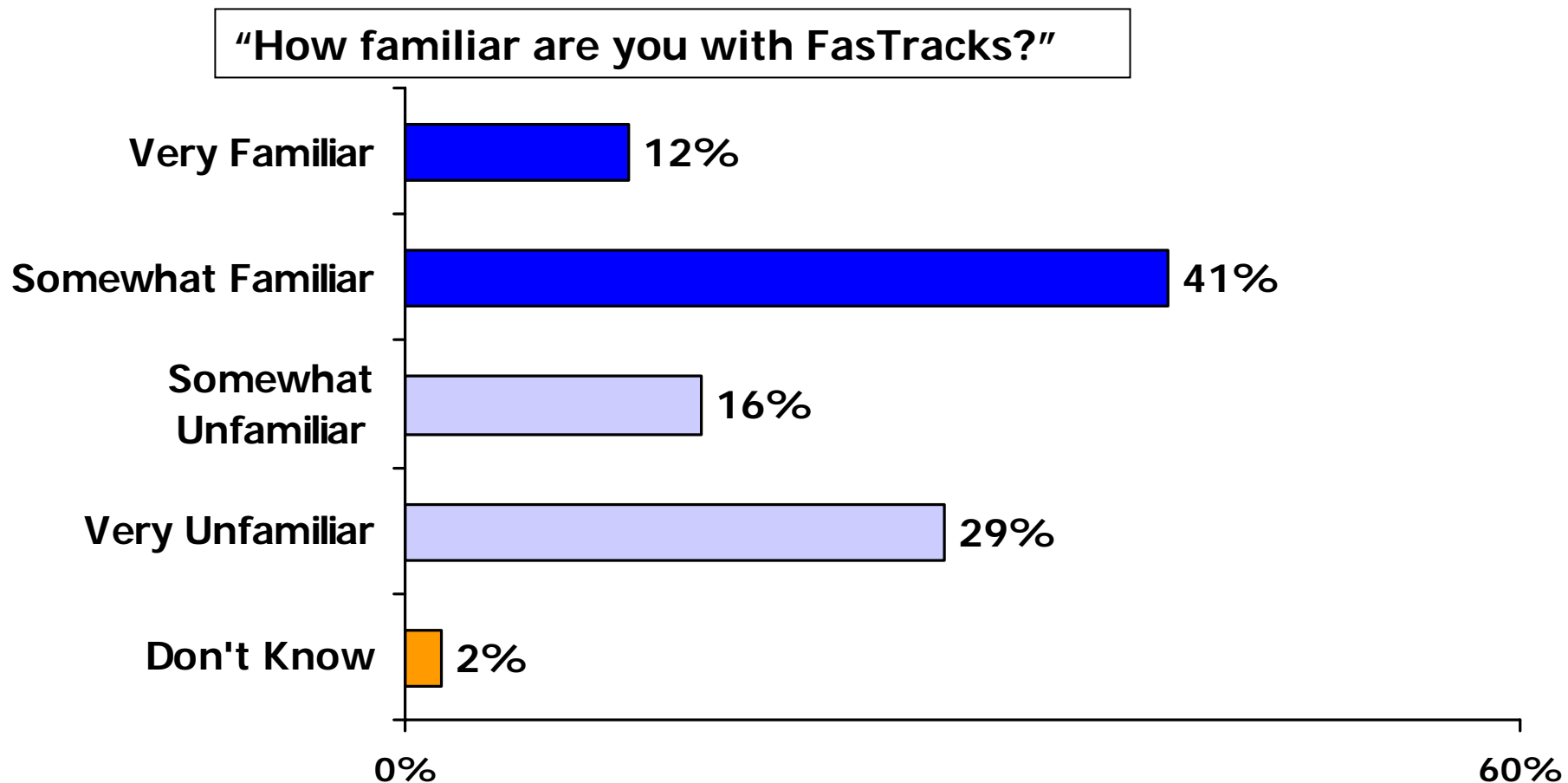
GENERAL FASTRACKS PERCEPTIONS



MAJOR FINDINGS

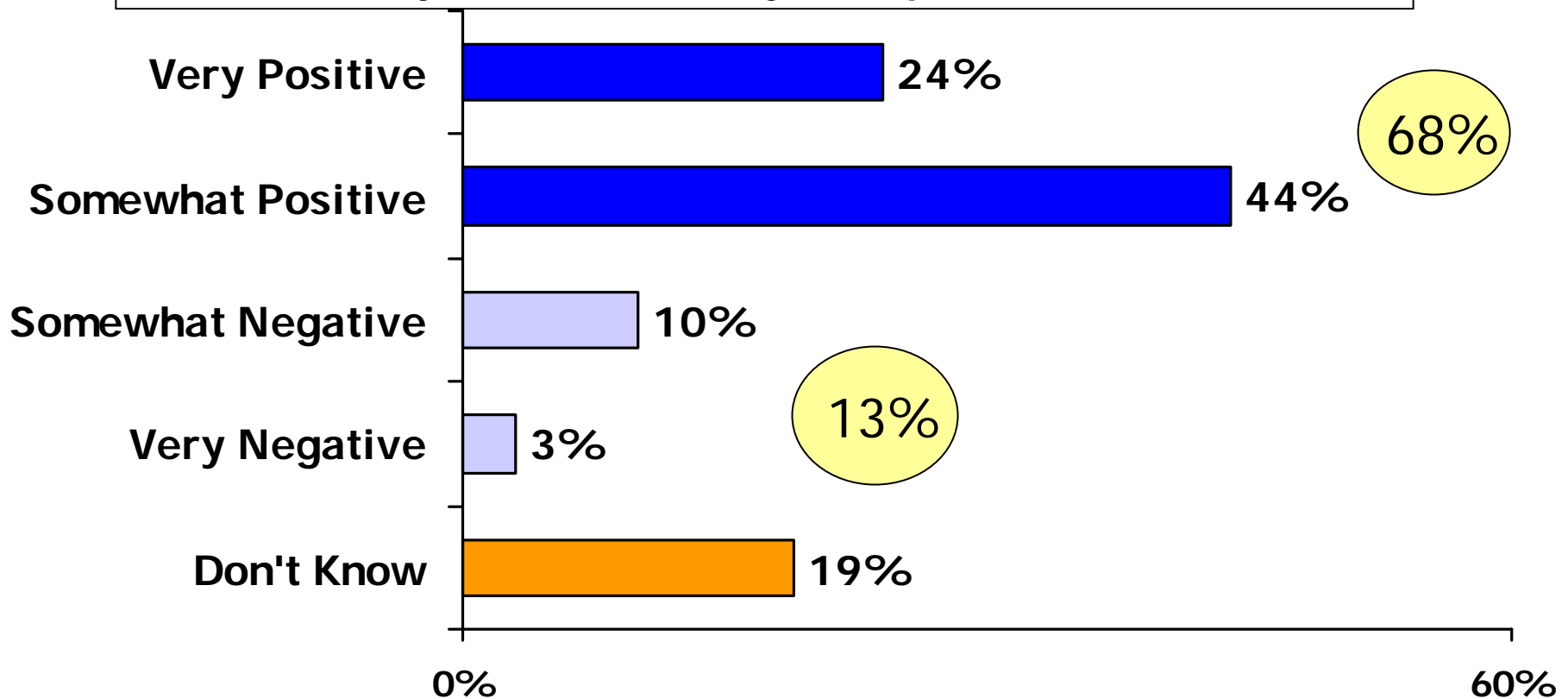
- 53% of survey respondents express familiarity with FasTracks.
- Three years from the campaign, 49% of residents feel well-informed about FasTracks plans.
- Newspaper and TV news are the dominant sources (and preferred sources) of information on FasTracks.

More than ½ of respondents are familiar with FasTracks (53%).



Overall impressions of FasTracks are generally positive.

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



“Looking back to the election in 2004, do you recall if you voted for or against FasTracks?”

Voted For	62%
Voted Against	10%
Didn't Vote	8%
Can't Recall	18%
Refused	2%

In retrospect, respondents believe FasTracks was a good decision.

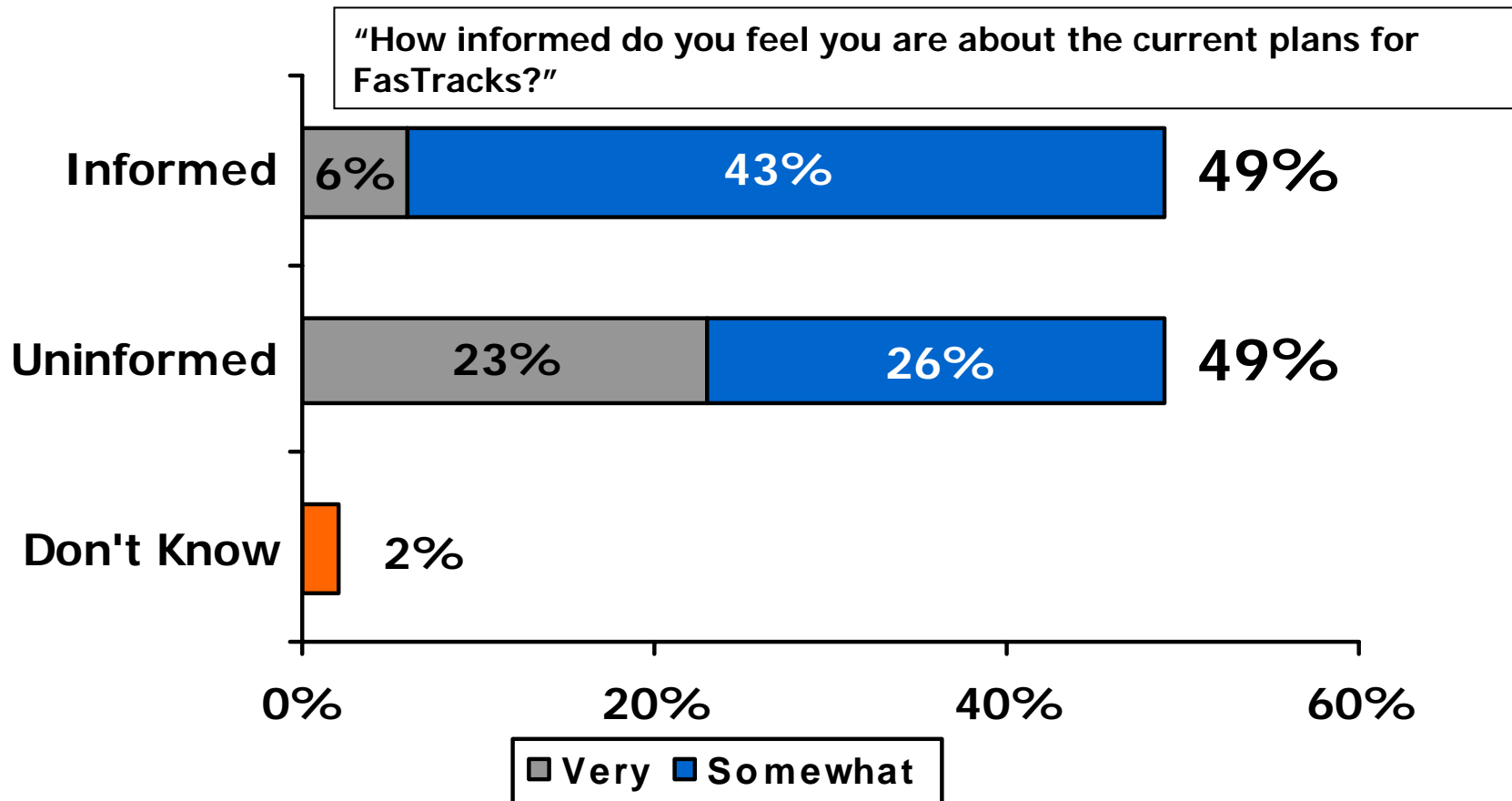
"Regardless of how you voted in 2004, do you believe approval of FasTracks was a good decision or a bad decision?"

	Good Decision	Bad Decision	Don't Know/ No Answer
Adams/Weld	73%	16%	11%
Arapahoe	80%	8%	12%
Boulder	75%	9%	16%
Broomfield	76%	6%	18%
Denver	86%	5%	9%
Douglas	85%	4%	11%
Jefferson	76%	12%	12%
Overall	79%	9%	12%

Today, a higher percentage of people rate FasTracks as a “good decision” than voted for FasTracks in 2004.

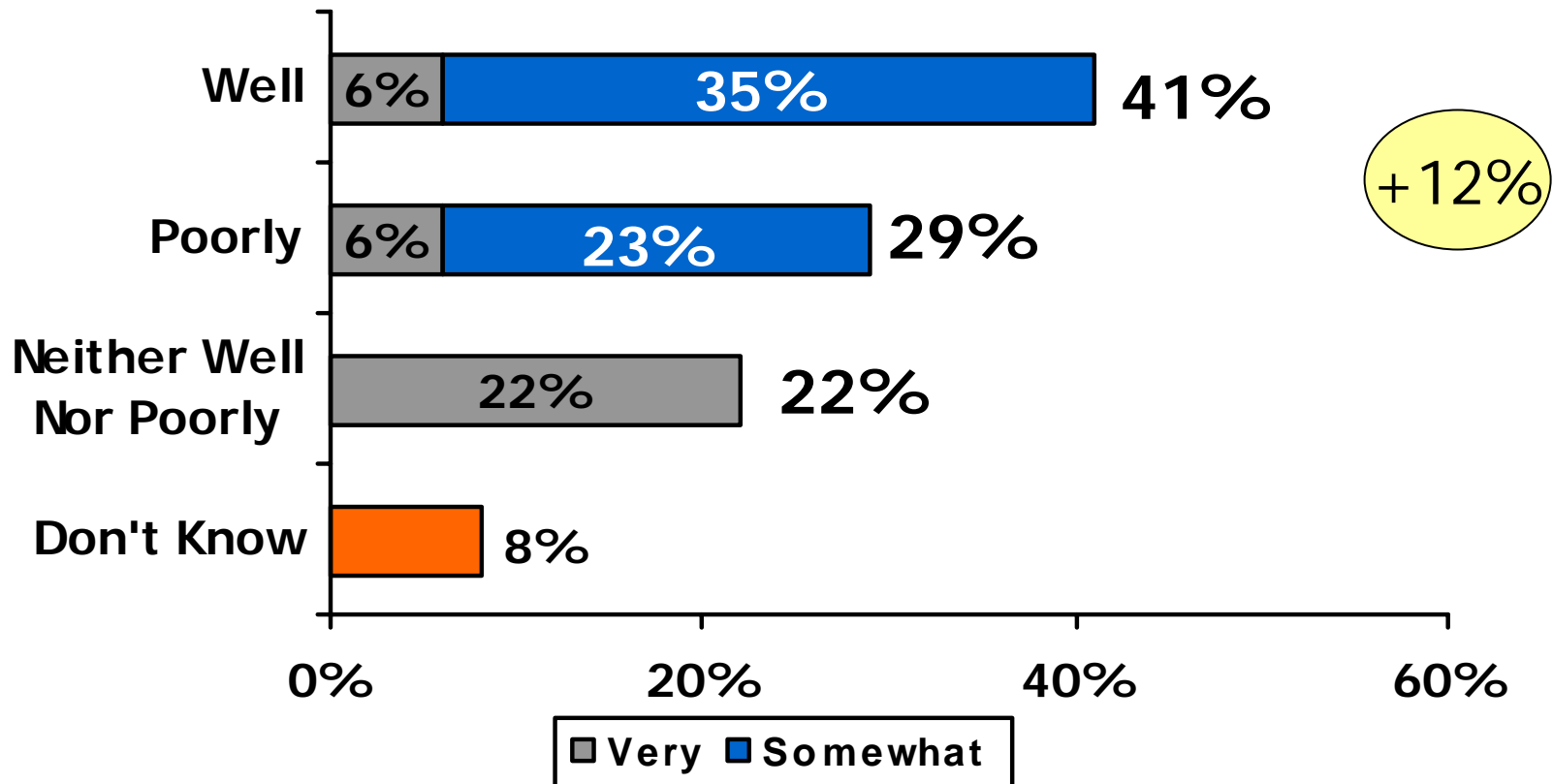
County	2004 Election		2007 Survey	
	Yes	No	Good Decision	Bad Decision
Adams/Weld	47%	53%	73%	16%
Arapahoe	56%	44%	80%	8%
Boulder	65%	35%	75%	9%
Broomfield	54%	46%	76%	6%
Denver	65%	35%	86%	5%
Douglas	55%	45%	85%	4%
Jefferson	56%	44%	76%	12%
TOTAL	58%	42%	79%	9%

Three years removed from the FasTracks campaign and the campaign communications, half of survey respondents feel informed about FasTracks plans.



Overall in the RTD district, 41% of survey respondents give RTD good marks on communications related to FasTracks; 1/3 do not have a clearly formed opinion

"How well do you feel RTD has communicated about FasTracks?"



News media remains the current and preferred means of obtaining FasTracks information.

Current Info Source

Newspaper articles	55%
Watch network TV news	31%
Newspaper advertisements	6%
Radio Broadcasts	4%
Community/cable access TV	4%
RTD website	3%
Word of mouth	3%
Other websites	2%
RTD Newsletters	1%
Email from RTD	1%
FasTracks Website	1%

Preferred Info Source

Newspaper articles	45%
Watch network TV news	34%
RTD newsletters	8%
Newspaper advertisements	7%
Community/cable access TV	5%
Radio Broadcasts	4%
Email from RTD	4%
RTD website	4%
All others	<2%

FASTRACKS IMPLEMENTATION: PERCEPTIONS

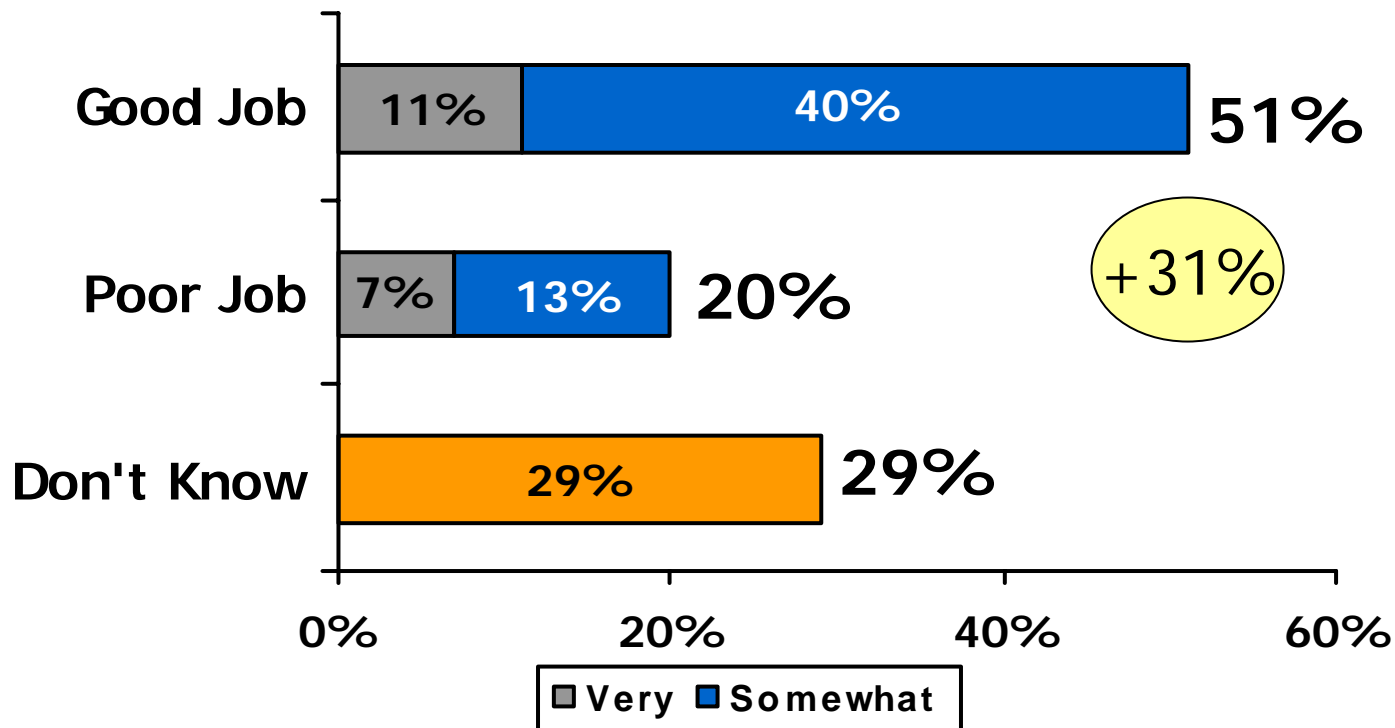


MAJOR FINDINGS

- High level of overall confidence in RTD to implement FasTracks plan approved by voters.
- Public confidence and support at this stage are both strong, but also moderate in their intensity.

Positive marks on FasTracks implementation — but the intensity level is low and nearly 1/3 do not have a clearly formed opinion.

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



Among the 51% of respondents who give good marks on implementation, there is a general perception that FasTracks is on schedule.

Why do you rate RTD's FasTracks implementation as "good"? [Open-ended question]

Top responses

- | | |
|-------------------------------|-----|
| 1. Good job/on schedule | 26% |
| 2. What I've seen/read | 11% |
| 3. Good idea/plan | 7% |
| 4. Good organization/planning | 6% |
| 5. Informative/plenty of info | 5% |

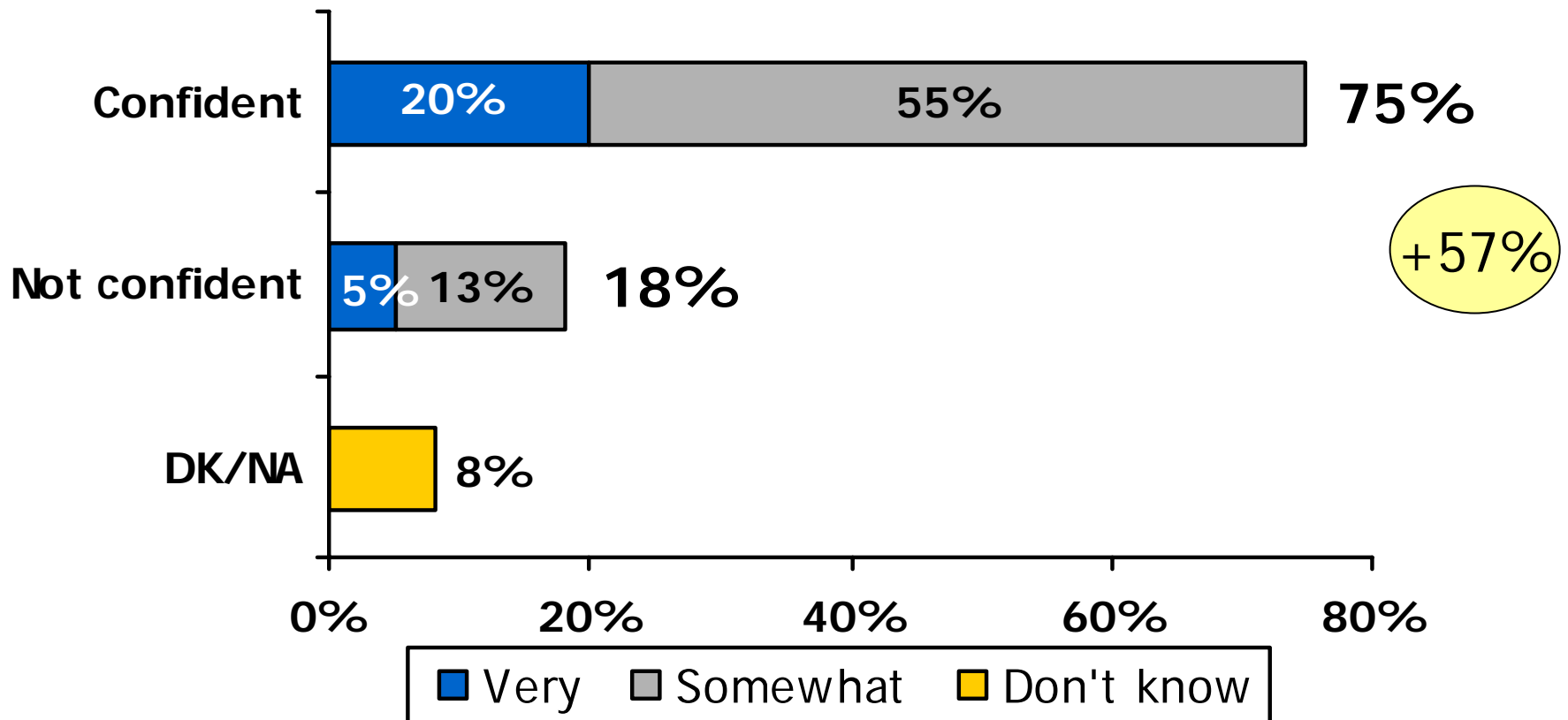
The 20% of respondents who give poor marks to FasTracks implementation cite schedule and cost as the top reasons.

Why do you rate RTD's FasTracks implementation as "bad"?
[Open-ended question]

Top responses

- | | |
|--|-----|
| 1. Bad job/behind schedule/move slowly | 19% |
| 2. Too expensive | 15% |
| 3. Poor organization/planning | 14% |
| 4. Not communicating | 10% |
| 5. Runs slowly/poorly | 10% |
| 6. Still using diesel | 5% |
| 7. Doesn't serve all areas/my area | 5% |

Confidence levels are strong that RTD can “complete the FasTracks plan that voters approved.”

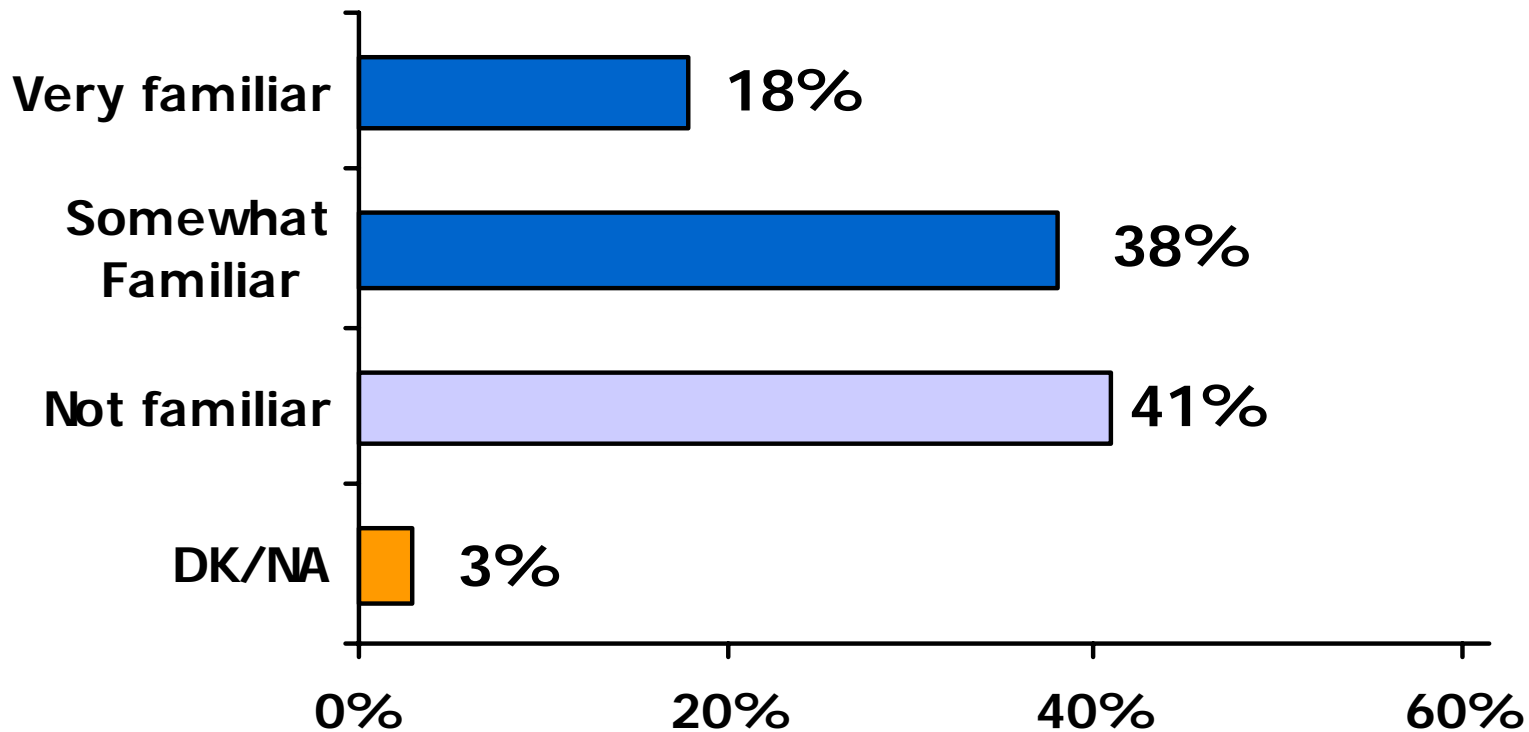


MAJOR FINDINGS

- Awareness is moderate of cost escalations in implementing FasTracks, and they are a significant concern.
- However, voters have confidence in RTD to overcome these challenges.
- Entering into public-private partnerships to complete portions of FasTracks is generally viewed favorably by area residents.

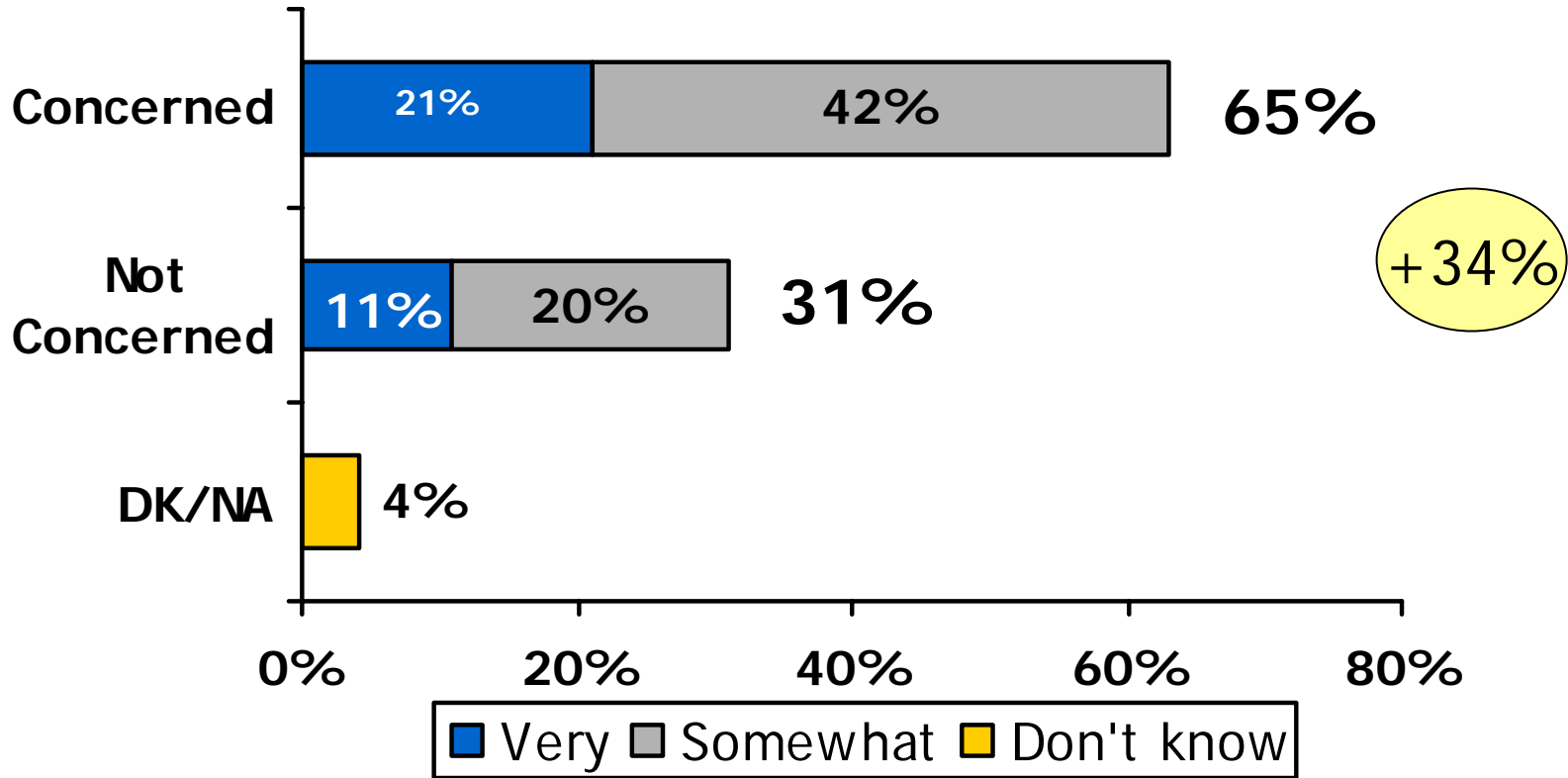
The awareness of the FasTracks cost escalations is moderate, in line with the overall awareness of FasTracks.

“How familiar are you with the challenges facing RTD that have increased the cost of building FasTracks (e.g. inflation, cost of construction materials?)”

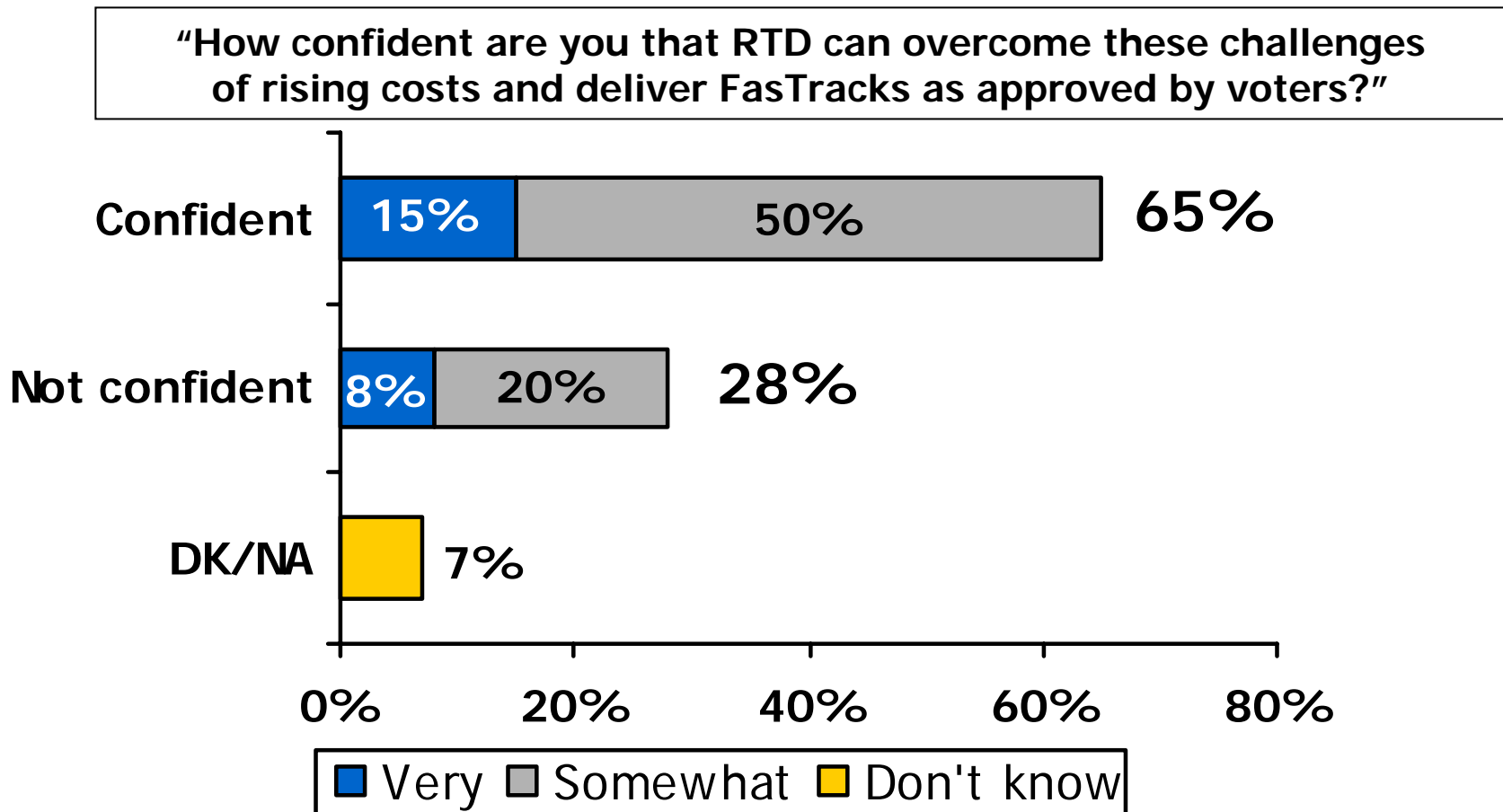


The cost escalations in the FasTracks plan are a significant concern.

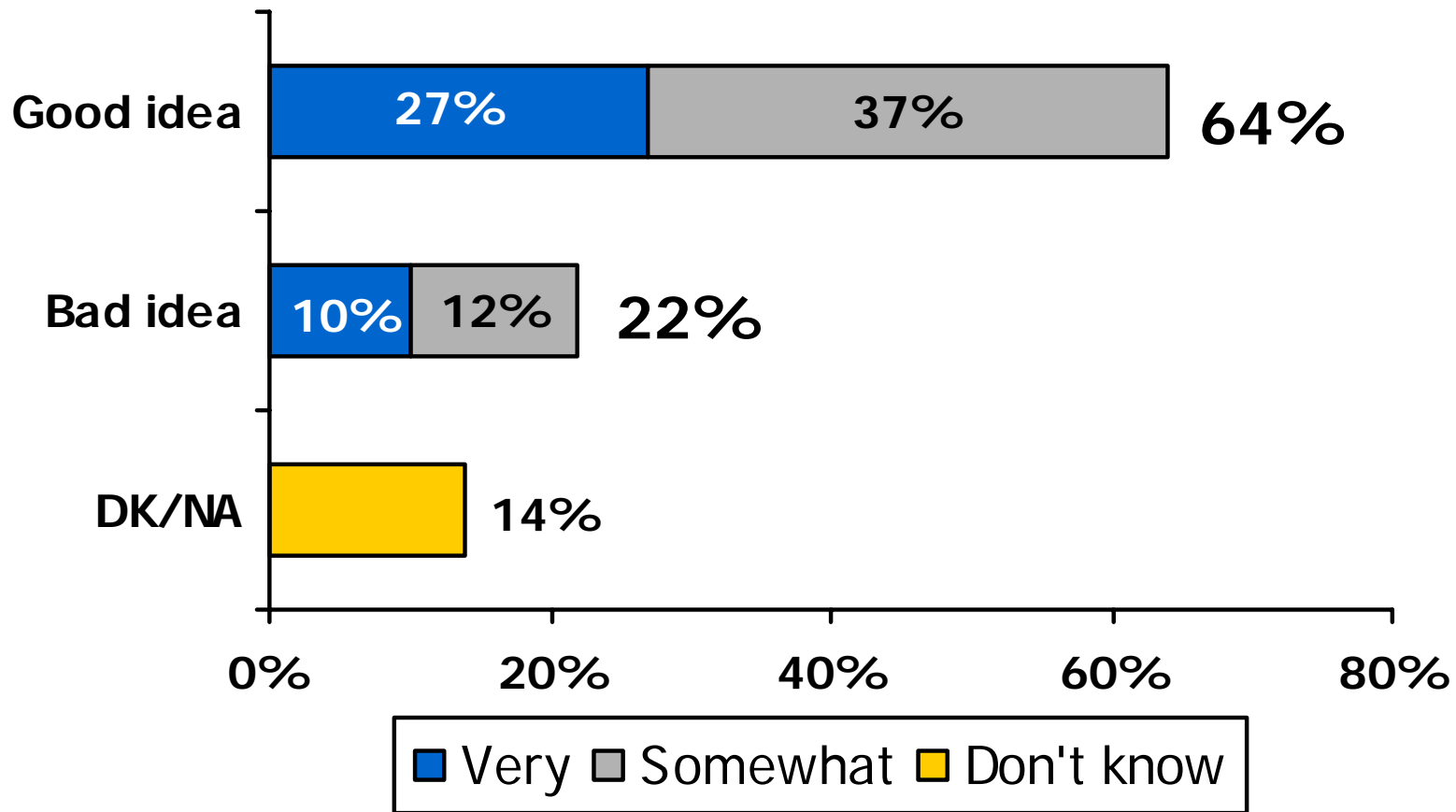
“How concerned are you personally about the issue of rising costs of building FasTracks?”



However, 65% remain confident that RTD can deliver FasTracks as approved by voters.



64% believe that partnering with private sector companies to design/build/finance and operate some of the rail lines is a good idea.



Partnering with private sector viewed positively for potential savings, efficiencies, and quality

Why do you think partnering w/ private sector companies is a GOOD idea?

Top reasons

- | | |
|---|-----|
| 1. Private co.'s are better, more competitive | 40% |
| 2. Saves money/cheaper | 15% |
| 3. Gets more people involved/more ideas | 13% |
| 4. More efficient/speed things up | 11% |
| 5. More knowledge/do a better job | 10% |

Public-private partnering's skeptics cite public sector's ability to control costs, manage the project and ensure quality

Why do you think partnering w/ private sector companies is a BAD idea?

Top reasons

- | | |
|--|-----|
| 1. Government is better/gov't issue | 31% |
| 2. Private sector easy for corruption/errors | 22% |
| 3. Costs will go up | 20% |
| 4. Contractors are greedy/difficult | 12% |

LOOKING AHEAD



MAJOR FINDINGS

- The top criteria in evaluating FasTracks' success are on-time completion and increased ridership/accessibility to system.
- Survey respondents' favorable view of RTD is paired with a willingness to leave the FasTracks work to RTD.

The top criteria in evaluating FasTracks' success are based on system usage, service availability and increased ridership — not on “solving” congestion.

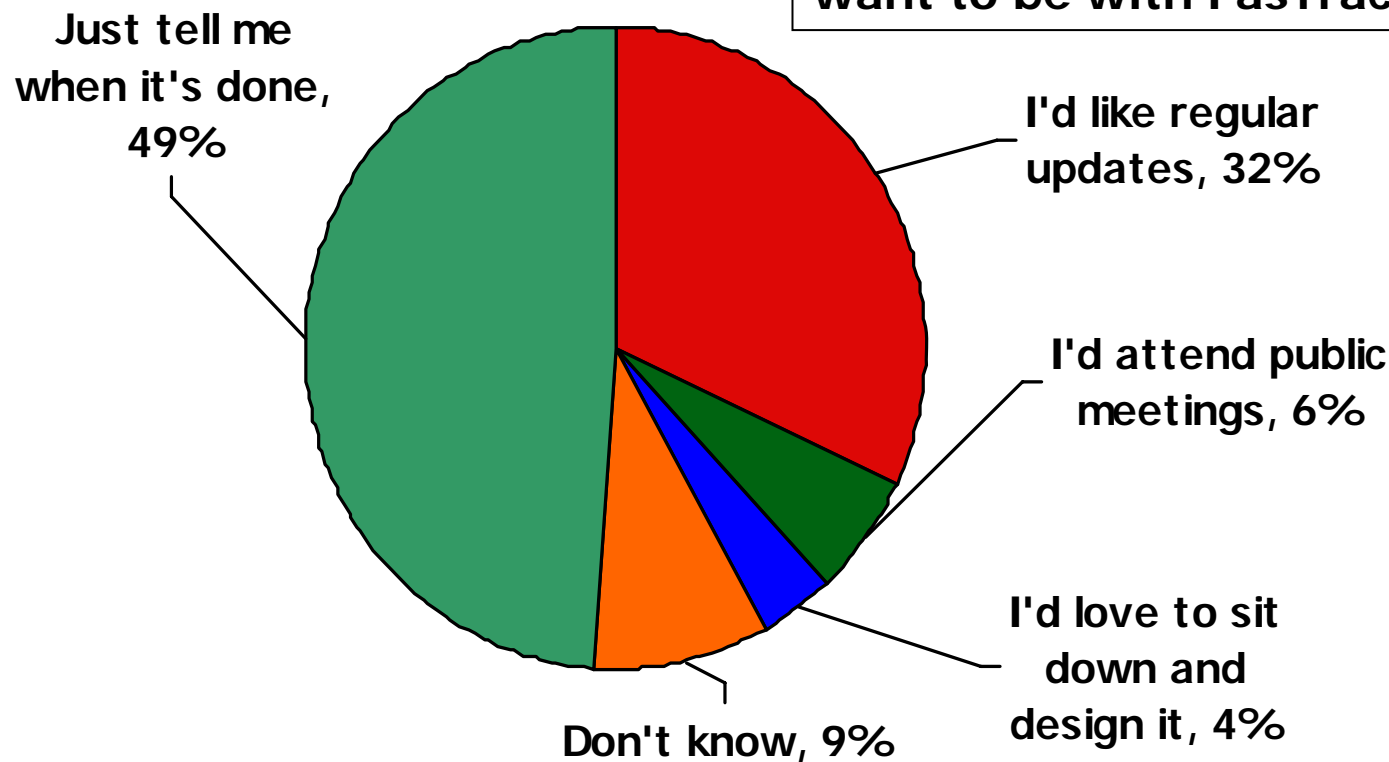
“In your opinion, what will make FasTracks a success?”
[Open-ended question]

Top responses

- | | |
|---------------------------------------|-----|
| 1. People use it, increased ridership | 16% |
| 2. Increase routes | 14% |
| 3. Complete it, get it done | 13% |
| 4. Accessibility, availability | 11% |
| 5. Economical, stay w/in budget | 8% |
| 6. Good service | 6% |

Survey respondents' favorable view of RTD is paired with a willingness to leave the FasTracks work to RTD.

"As a taxpayer, how involved do you want to be with FasTracks?"



SUMMARY

- Overall awareness of FasTracks is moderately high.
- People have positive views about FasTracks and confidence in RTD to deliver.
- 2/3 of survey respondents believe the FasTracks vote was a good decision.
- Informed respondents are aware of the FasTracks cost escalations—and are concerned about them.

SUMMARY (con't)

- The public is confident in RTD's ability to meet the challenges in rising costs.
- Strong support for private-sector partnerships.
- The perceptions of FasTracks are currently favorable—but at the same time, this perception is “fragile.”
- Voters give RTD the benefit of the doubt, but they are withholding final judgment until completion of the project.