



MPACT64 — Transportation January 10, 2014 Meeting

Polling Results Report

This presentation by CRL Associates went very fast and there were no handouts. When and if we receive a more detailed summary of the polling results and analysis we will distribute them to MPACT64 members and post them on the Metro Mayors Caucus website.

The notes below are very spotty and not a comprehensive summary of the meeting.

Maria Garcia Berry and Roger Sherman

- Bottom line — support below 58% threshold
- Asked about ta labor question 40% y 50% n
- At end 43Y 52N
- Strong yes 19% strong no 40%
- Margin of defeat
 - Denver suburbs at 50% y
 - Denver 42%
 - Rural 35%
 - Support is partisan and ideological
- Liberal 63y
- Conserv 24y
- Self interest 42 %
- Transit 49%
- High confidence about next year 58%
- Low confidence 18%
- Turn out no difference
- Perception of need is the impediment
 - 4% said roads important
 - 33% jobs and economy
- 46% say need more efficiency
- Strongly endorsed transportation and economy
- Get cards off the road
- .7% about right 46%
- Geographically 40% say better next year 27% say worse
- VMT tax more unpopular
- .15 gas tax even worse
- economic stimulus works

- safety improvements works
- Local influence on project selection works
- Metro voters 2 to 1 bus vs rail in NW corridor
- 59% support if sunset

Question

- What do statewide numbers look like when you ask for transportation priorities
 - Interregional transit
 - Passenger rail
 - On demand transit
 - Improved safety
 - Bikes did well
 - Safe Routes to school
- Important to have more aspirational specifics in ballot question
- 700 surveyed
- 200 in oversampling in the metro area
- Is anything puzzling or inconsistent
 - Don't know yet
 - Expected more undecided
 - Intensity is surprising
 - People have adjusted their spending to the down economy
- What do we need to get in a poll?
 - Need to be 58% at the start
 - It is hard to move a hard no, even to neutral
 - This poll is telling us that they don't have enough confidence in the economy
- Could you tell about folks in flood areas
 - No until cross tabs
- Is close correlation between economic confidence and no votes mean we should go to educating the public
 - Don't know yet
- Don Hunt
 - After working for years on this this is very sobering
 - In context this was asking voters to restore funding to 2007
 - At state level with TABOR it is hard to see our way out of this especially as a growing state
 - Federal government is not going to be a major funder of transportation
 - More and more states are trying to figure out how to be competitive
 - Have no doubt that if we don't figure out a way to do this, Denver metro will figure out a way, or counties will figure out a way on a project by project basis
 - Given all the work we have to figure out a way to keep this going
 - Q&A

- If Denver tries to go it alone would the governor oppose it
 - Governor and Don want this to stay statewide
- When we get county crosstabs it will be important to look at these and compare to what is happening on transportation in those counties without tax increase
- Is Denver's opposition because people see finishing FasTracks is outside Denver and that lots of this money will be spent outside Denver — to understand that better do we need a focus group approach
 - Denverites don't think state road spending helps them
- Can we get a written report in a month or two?
- What is the media strategy?
 - Coalition has to meet
 - Coalition is very concerned that this is not misinterpreted
 - We will go through it in depth
 - There will be information
- Jim Gunning
 - We appreciate all the work and hope everyone is willing to do some more work
 - The conversation we have had and will continue to have is valuable
 - Surprising numbers in the poll — who did and didn't support it is amazing
 - 62% tied this to the economy and that is important
 - Come back together in a couple of months when Maria and the coalition have a better understanding and we can take a deeper look
 - Then decide how to continue the discussion
 - If we don't do this (at the grass roots level) it won't get done
 - Fear this poll will be used to fragment the state
 - Need still to focus on a statewide solution
 - We will meet on 4th Wednesday in March
- We should have more discussion of the legislature — there are things they can do and we need that leadership
- If we are frozen out for a couple of years that may be the only way — we need to do that engagement anyway — not ready to let them off the hook
- Think at the next meeting we should bring El Paso County and Colorado Springs up to talk about how they did it down there
- Figure out why people vote yes locally but no statewide
 - More comfort and trust