

FasTracks Yes!

Transit Initiatives in Communities

Charlotte, NC

April 12, 2005

RTD Background

- Created by the legislature
- 15 member elected Board of Directors
- Service area included 8 counties, 40 municipalities, 2,326 square miles, 2.5 million people (approx. 55% of Colorado population)
- Current operates 2 light rail lines with third scheduled to open in 2006
- No tax increase in over 20 years

FasTracks History

- Previous attempt failed in 1997 (58%-42%)
- RTD begins outreach to develop new plan
- Legislature granted authority to go to ballot, by petition, in May 2002
- Formal review by DRCOG of plan

FasTracks Plan

- 119 miles of light rail
- 18 miles of BRT
- 3 new light rail lines
- 3 new commuter rail lines
- 3 light rail extensions
- 21,000 new parking spaces
- 36% increase in bus service

5 Key Components of campaign plan

- Early start
- Fundraising and financial planning
 - Field
- Coalition building and outreach
 - Earned media

Key Findings of Early Research

- Voters wanted something done now to address traffic not later
- Voters believed that highways alone would not solve congestion
- Voters know about the success of light rail
- Voters did not know about the FasTracks plan
- Once told about the plan they overwhelmingly supported it

4 Key Strategic Decisions

- All volunteer petition drive
- Early voter contact and education
- Timely purchase of television
- Taking risk on loans

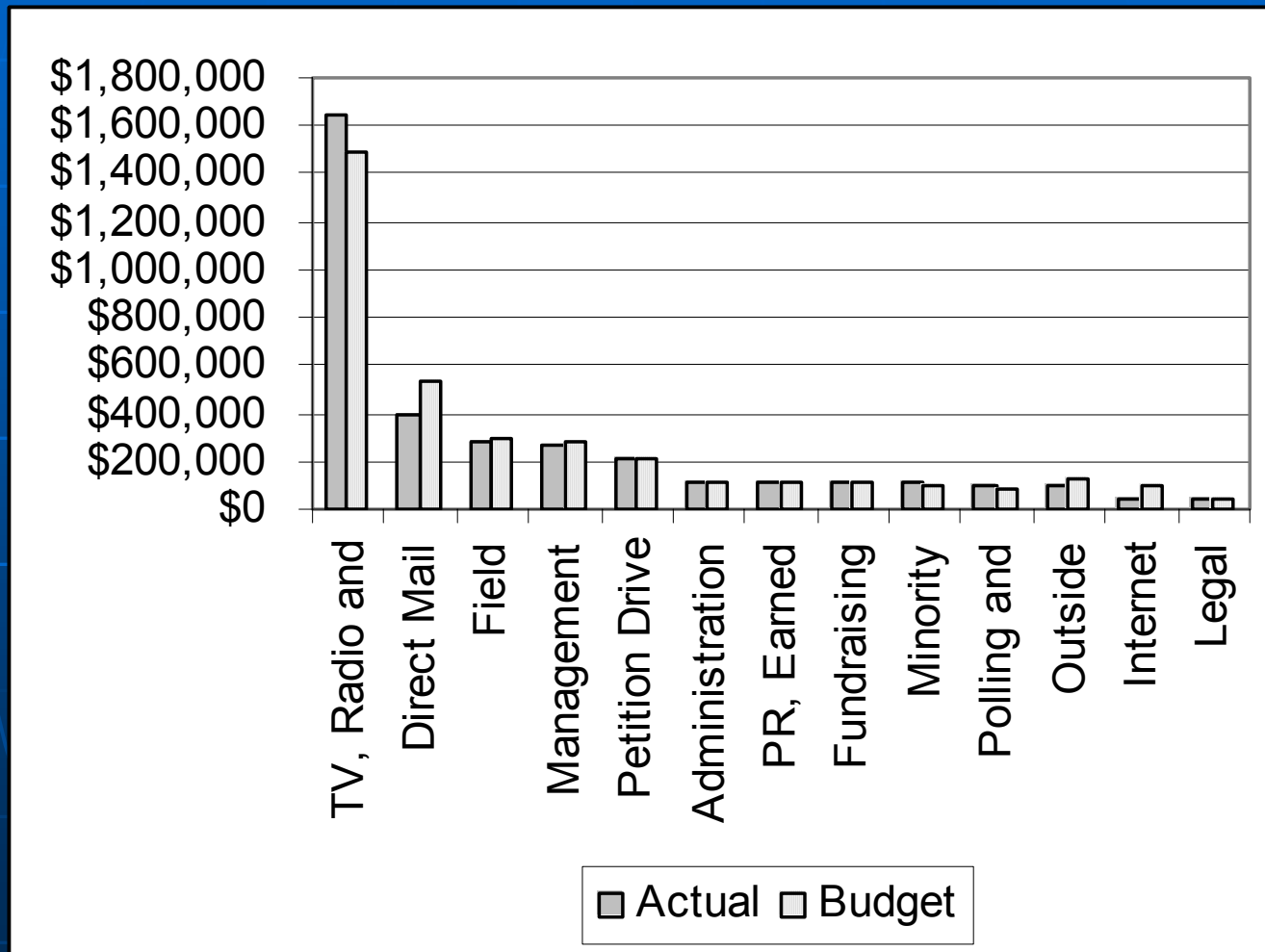
Rapid Transit Map



Actual Spending by Category vs. Budget

Category	Actual Spending by Category		Budget by Category (May 2004)	
	Amount	% of Total	Amount	% of Total
TV, Radio and Print	\$1,642,586	46.55%	\$1,495,350	41.27%
Direct Mail	\$394,880	11.19%	\$541,120	14.93%
Field Operation	\$287,204	8.14%	\$290,150	8.01%
Management	\$261,996	7.43%	\$285,000	7.87%
Petition Drive	\$208,000	5.90%	\$216,500	5.98%
Administration	\$119,362	3.38%	\$117,486	3.24%
PR, Earned Media & Research	\$117,331	3.33%	\$119,050	3.29%
Fundraising	\$111,282	3.15%	\$113,050	3.12%
Minority Outreach	\$108,205	3.07%	\$100,000	2.76%
Polling and Focus Groups	\$95,566	2.71%	\$84,500	2.33%
Outside Consultants	\$88,000	2.78%	\$120,000	3.31%
Internet Strategy	\$45,013	1.28%	\$100,475	2.77%
Legal	\$38,962	1.10%	\$40,600	1.12%
Totals	\$3,528,387	100.00%	\$3,623,281	100.00%

Actual Spending by category vs. budget



Poll Summaries

	March	August	September 30	October 7	October 13	October 20	October 27
For - Strongly	73	57.2	40.4	55.5	53.6	45.9	39.9
For - Somewhat		18.5	18.0	13.3	15.2	14.9	14.7
Against - Somewhat		5.8	6.8	4.8	4.1	6.7	8.2
Against - Strongly	20	14.4	18.3	14.3	15.0	18.6	24.2
Undecided	3.7		13	10.9	11.2	10.4	10.6

Election Results

- **YES: 590,673 (57.9 %)**
- **NO: 428,915 (42.8 %)**

County	Yes	%	No	%	% Needed to win
Adams	55,588	47.2%	62,093	52.8%	45%
Arapahoe	116,729	56.2%	90,822	43.8%	50%
Boulder	93,247	64.7%	50,950	35.3%	60%
Broomfield	11,816	53.9%	10,112	46.1%	45%
Denver	127,875	65.2%	68,374	34.8%	50%
Douglas	42,530	55.1%	34,598	44.9%	45%
Jefferson	142,888	56.1%	111,966	43.9%	50%
Weld	617	50.2%	612	49.8%	
TOTALS	618,168	57.9%	449,142	42.8%	