2012
BOULDER TRANSPORTATION ISSUES SURVEY

Report

- July, 2012 -

Prepared for:

Talmey-Drake
research & strategy, inc.

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I. OBJECTIVES & METHODOLOGY

OBJECTIVES

The major objectives of this study are to find out from residents:

- *How they rate various elements of transportation systems and infrastructure in the City;*
- *Which elements they feel are in need of increased funding;*
- *How they feel about a possible future tax increase proposal to fund a City-wide EcoPass program; and*
- *How they feel about the major objective of the City's Transportation Master Plan, which seeks "no long-term growth in vehicle traffic" in the City, as well as on possible strategies to help achieve that objective.*

METHODOLOGY

Talmey-Drake Research & Strategy, Inc. conducted the 2012 Boulder Capital Bonds Issues Survey in June and July, 2012. A random sample was drawn from a list of active voters living in the City of Boulder.

- *Results are based on 607 completed telephone interviews with randomly selected active voters living in the City of Boulder.*
- *Quotas were established to obtain approximately equal numbers of males and females and to appropriately balance political party.*
- *Interviews were conducted June 21 & 25, then suspended because of wildfires and the 4th of July, then resumed July 9-15, 2012.*
- *Because of the difficulty reaching younger voters, results of the survey were balanced by age to more accurately represent the actual distribution among voters.*
- *In order to test an extensive list of transportation issues and avoid question fatigue, a "split sample" technique was used to create three split samples (n=200 each), allowing each respondent to be asked roughly one-third of the "long list" questions.*
- *294 voters were read a proposal for an option for a ".3%" sales tax increase to fund a City-wide EcoPass program; 313 were read an option for a ".5%" increase.*
- *The margins of error on 200, 300 and 600 completed telephone interviews are plus or minus 6.9% 5.7% and 4.0%, respectively, about any one reported percentage.*

II. EXECUTIVE SUMMARY OF KEY FINDINGS

KEY FINDINGS

I. The Climate Today

#1. ***Before taking the pulse of people, it's often important to establish the political/economic climate at the time of the study. It is clear from the data that people in the City of Boulder feel more positively than do people across the state. In a Talmey-Drake statewide poll conducted earlier this year, only 43% of Colorado voters thought things were going in the right direction, versus 46% saying seriously off on the wrong track. By contrast, in the City of Boulder, by an almost three to one margin, voters feel things are going in the "Right Direction" (58%) versus the "Wrong Track" (20%). This improves upon the 54%/27% numbers in the Capital Bond Survey conducted at the start of this year.***

KEY FINDINGS

I. The Climate Today *(cont.)*

#2. ***When asked what they feel is the number one transportation-related issue facing the City of Boulder, two items stand out far above the rest: 35% mention Public transportation (more buses/light rail/train service) and 20% mention Traffic congestion. The next closest mention is Improve roads/traffic signs, coming in at 8%.***

#3. ***Yet while congestion is rated as a top transportation issue in Boulder, 56% of people here actually find it "very" or "fairly" easy to get around the City, compared to 30% of Boulder residents saying the same about getting around other parts of the Denver Metro area. Remarkably, just 27% say it's either "very" (2%) or "somewhat" (25%) difficult to get around the Boulder, compared to 40% for other areas of metro Denver.***

KEY FINDINGS

II. Rating Elements of City Transportation

#4. ***In a critical exercise central to this study, people were asked to rate various transportation elements as either "better than expected," "as good as can be expected," or "falling short of what they should be." For each item rated as good as expected or falling short, respondents were asked if the City should be spending more money, less money or about the same amount of money on each one of these items. Finally, if they said spend <u>more</u> money on an item, they were asked if they wanted to spend more even if taxes and fees had to go up, or only if taxes and fees would not have to be increased.***

Given time constraints, it was assumed that few would be pressuring the City to spend more or less on items they rate "better than expected." So those respondents were not asked the follow-up on whether or not more or less should be spent, even though some saying "better than expected" may have wanted spending levels adjusted on some items.

KEY FINDINGS

#4 *(cont.)*

Surprisingly, just six items garnered 25% or more of the electorate saying they wanted to devote more money to each of the six particular items:

- ***Managing traffic congestion--40%;***
- ***RTD's transit passes like the EcoPass--34%; Availability of downtown parking--31%;***
- ***Keeping streets free of potholes and cracks--29%;***
- ***Timing of traffic signals--27%; and***
- ***Amenities at bus tops, like shelters and benches--25%***

And the highest percent for spending more "even if taxes and fees must be raised to pay for it," was 19% for "managing traffic congestion," followed by 18% for "availability of downtown parking," two potentially conflicting priorities, as some would argue that more readily available parking makes reducing traffic congestion more difficult.

KEY FINDINGS

III. Ballot Proposal for a City-Wide EcoPass Program

#5 ***Building on the popularity of RTD's public transit pass programs in Boulder (36% profess to having one), as part of this study a potential future ballot initiative was tested that would raise the local sales tax to fund a city-wide RTD EcoPass program to make passes available to all that want one. Two different levels of sales tax increase were tested, .3% and .5%, by using split samples, where one-half the respondents were read only one level.***

Support for this proposal is high: 63% support it at the .3% level; 58% at the .5% level. And the percent of supporters who strongly support the measure surpasses the percent of opponents who strongly oppose the measure, which seldom happens with tax increase proposals.

KEY FINDINGS

IV. Ballot Proposal for a City-Wide EcoPass Program *(cont.)*

#5 *(cont.)*

But enthusiasm should be tempered somewhat, as this was presented as a future year's proposal and not one appearing on this November's ballot. This no doubt inflates the support to some degree. Further, the proposal was purposely vague, as no plan is yet developed as to how the program might work, who would get the passes and what, if anything, such a pass would cost.

Nevertheless, the results demonstrate healthy support for the concept, particularly at the lower, .3% level of sales tax increase. Plus the program could be promoted as a way to first incent people to ride public transit, and see if it works, before deciding to employ more drastic measures to reduce vehicle traffic.

KEY FINDINGS

V. Updating the Transportation Master Plan

#6 ***A critical objective of the City's Transportation Master Plan (TMP) is managing congestion to achieve its goal of "no long-term growth in vehicle traffic." While 62% of Boulder voters feel this goal is either "Very" (41%) or "Pretty" (21%) important, they are less generous in their assessment on how the city, their neighbors and themselves are doing to help meet that goal. Just 36% rate both the City and the community positively on helping to meet the goal, while 53% rate the City's effort negatively. Respondents are even tougher on themselves than they are on the city: 59% ascribe negative ratings to the job they, personally, along with their neighbors, are doing to reduce long-term vehicle traffic.***

KEY FINDINGS

V. Updating the Transportation Master Plan *(cont.)*

#7. *(cont.)*

In terms of why people feel it's very important to have a goal of "no long-term growth in vehicle traffic," environmental and quality of life issues lead the pack, followed closely by reducing traffic congestion and reducing oil consumption.

#8. ***The final section of the study deals with strategies that are available to encourage people to take fewer drive-alone trips per week, in order to help meet the City's stated goal on traffic growth. Twenty-four different strategies were presented (each single respondent was read just 8 of the 24), and people were asked if each would definitely, probably, probably not or definitely not get them to reduce the number of their drive-alone trips around town.***

KEY FINDINGS

V. Updating the Transportation Master Plan *(cont.)*

#8. (cont.)

Across the entire electorate, the three top actions the City could take to get people to definitely reduce their drive-alone trips, are to:

- ***Provide everyone with a bus transit pass like EcoPass***
- ***Separate bike lanes from cars***
- ***Make better connections for bike lanes and bike paths***

However, the toughest nut to crack in terms of reducing drive-alone trips are the 43% of people who say they rode neither a bike nor a bus within the past week. If the City can move this group of non bike/bus riders to reduce their drive-alone trips, it may be well along the way to meeting its stated goal.

KEY FINDINGS

V. Updating the Transportation Master Plan *(cont.)*

#8. *(cont.)*

As one would guess, however, these folks are a bit more entrenched in their ways, and less likely than others, to respond to initiatives undertaken by the City.

The three top actions, in order, the City could take to get this more entrenched group of people to <u>definitely</u> reduce their drive-alone trips, would be to:

- ***Allow small shops/restaurants in neighborhoods***
- ***Separate bike lanes from cars***
- ***Provide everyone with a bus transit pass like EcoPass***

Across all 24 strategies tested, the no bus/no bike group falls, on average, 12 points lower than the overall average on each strategy in terms of likely getting them to reduce the their drive-alone trips.

III. THE CLIMATE TODAY

Climate and Overview

Whenever conducting a survey, it is important to take stock of the political/economic climate in which the survey is undertaken. This is particularly true if one of the issues tested is a tax increase, but it's also helpful for almost any study. If the survey is conducted at a time when people are generally disgruntled, that may help add perspective to the results one obtains.

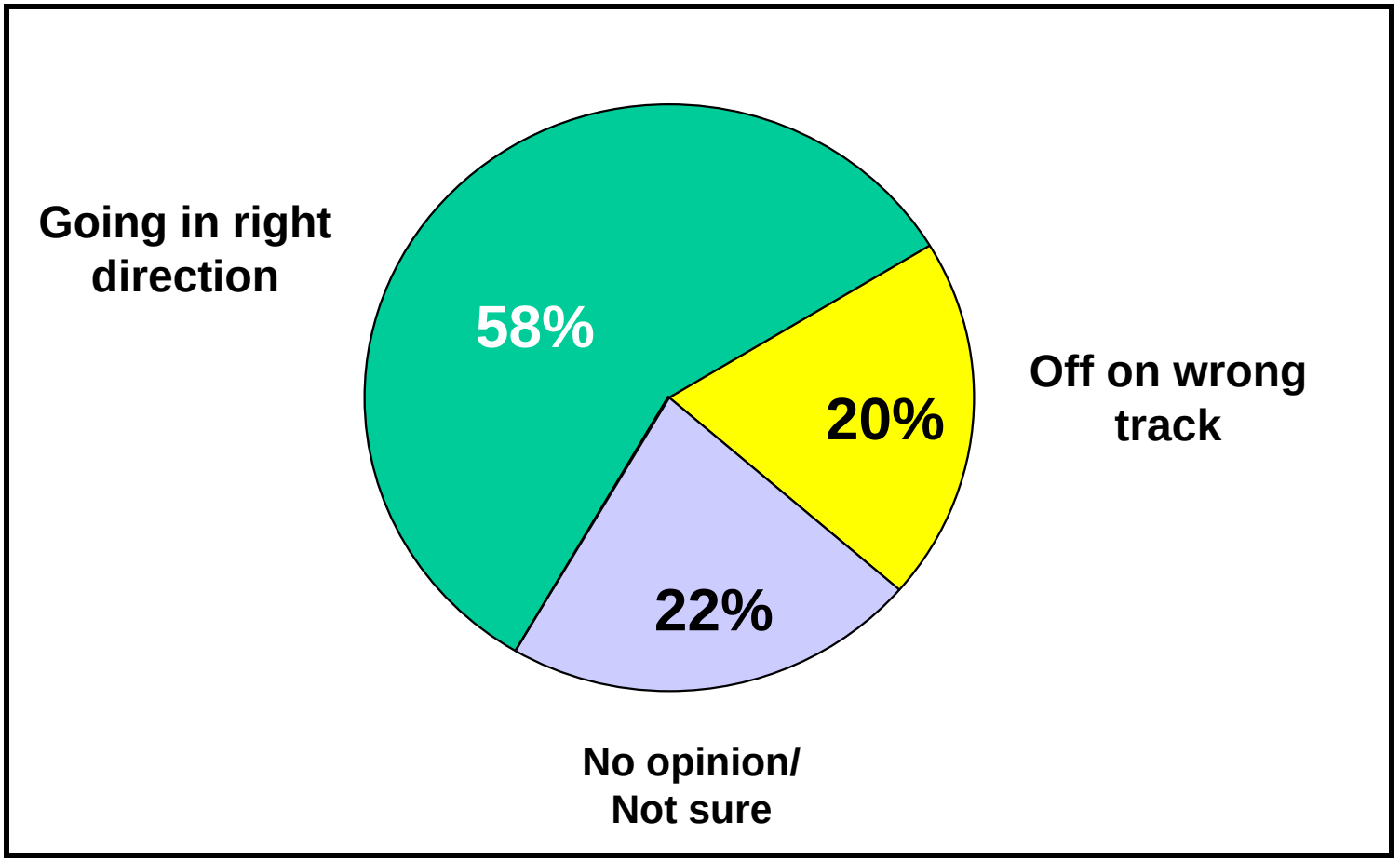
The recession of 2008 and 2009 may have hit Colorado more slowly at first, but it did hit Colorado, and Boulder as well. Fortunately, the recovery is underway. And as revenues continue their tick upwards, the City is blessed with an electorate that is decidedly more optimistic than currently exists in other jurisdictions across the state.

Climate and Overview *(cont.)*

In a Talmey-Drake statewide poll conducted earlier this year, only 43% of Colorado voters thought things were going in the right direction, versus 46% saying pretty seriously off on the wrong track. By contrast, in the City of Boulder, by almost a three to one margin, voters feel things are going in the right direction (58%) versus the wrong track (20%). This improves upon the results in a Boulder capital bonds study conducted by Talmey-Drake in January of this year, which showed a right direction/ wrong track of 54%/27%.

How are Things Going in the City of Boulder?

[n=607]



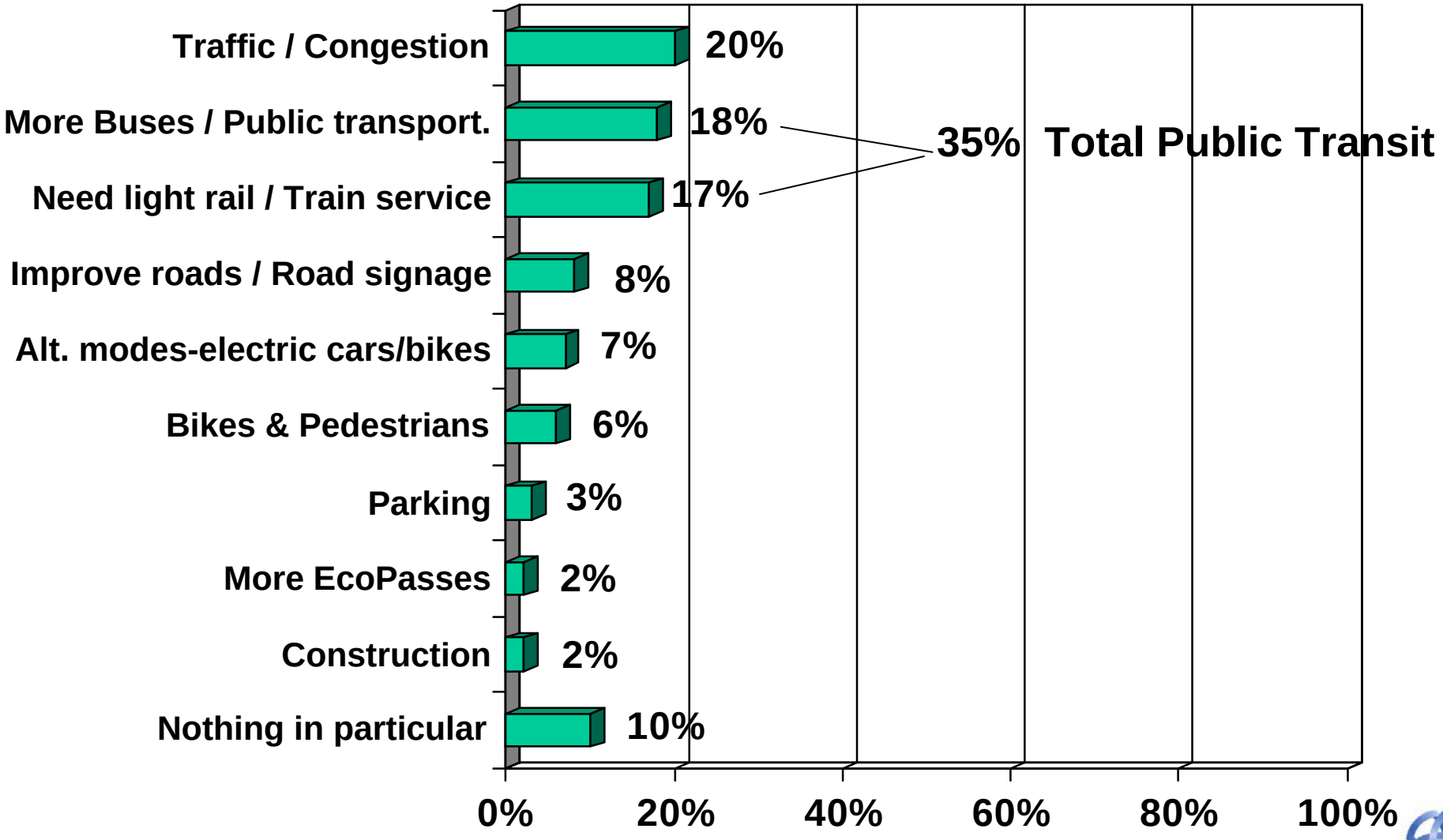
Q1

Climate and Overview *(cont.)*

Respondents were also asked what they feel is the number one transportation-related issue facing the City of Boulder. Issues related to more public transportation came out on top, followed by a perennial stalwart--traffic congestion.

Most Important Transportation Issue Facing Boulder Today

[n=607]



Q2

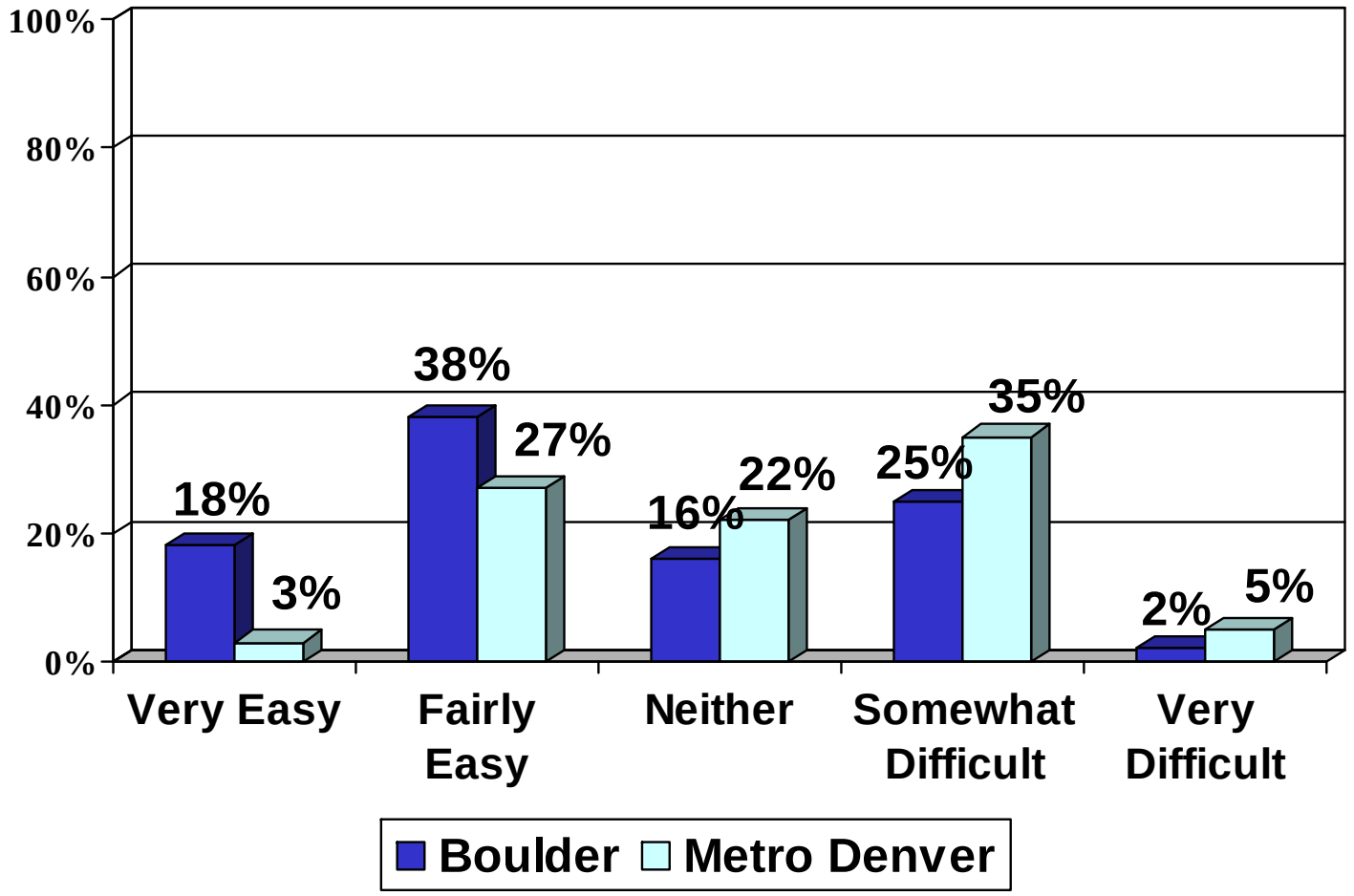
Climate and Overview *(cont.)*

The issue of traffic congestion is hardly unique to Boulder, nor does it appear to be as serious as conventional wisdom has it. In fact, Boulder residents think it's considerably more difficult getting around other cities in the metro area than it is getting around Boulder, with only 2% feeling it is "very" difficult getting around their home town. Of course, one explanation as to why people feel it's more difficult to get around other metro Denver areas is that they may be less familiar with those areas, not because those areas are more congested.

And the 2% who do find it very difficult to get around Boulder cite traffic issues and lack of public transportation for their difficulties. However, given this extremely small sample size (2% is just 18 respondents out of 607), caution is advised in regard to reading too much into these results.

Rate Your Experience Getting Around Boulder / Other Areas of Metro Denver

[n=607]

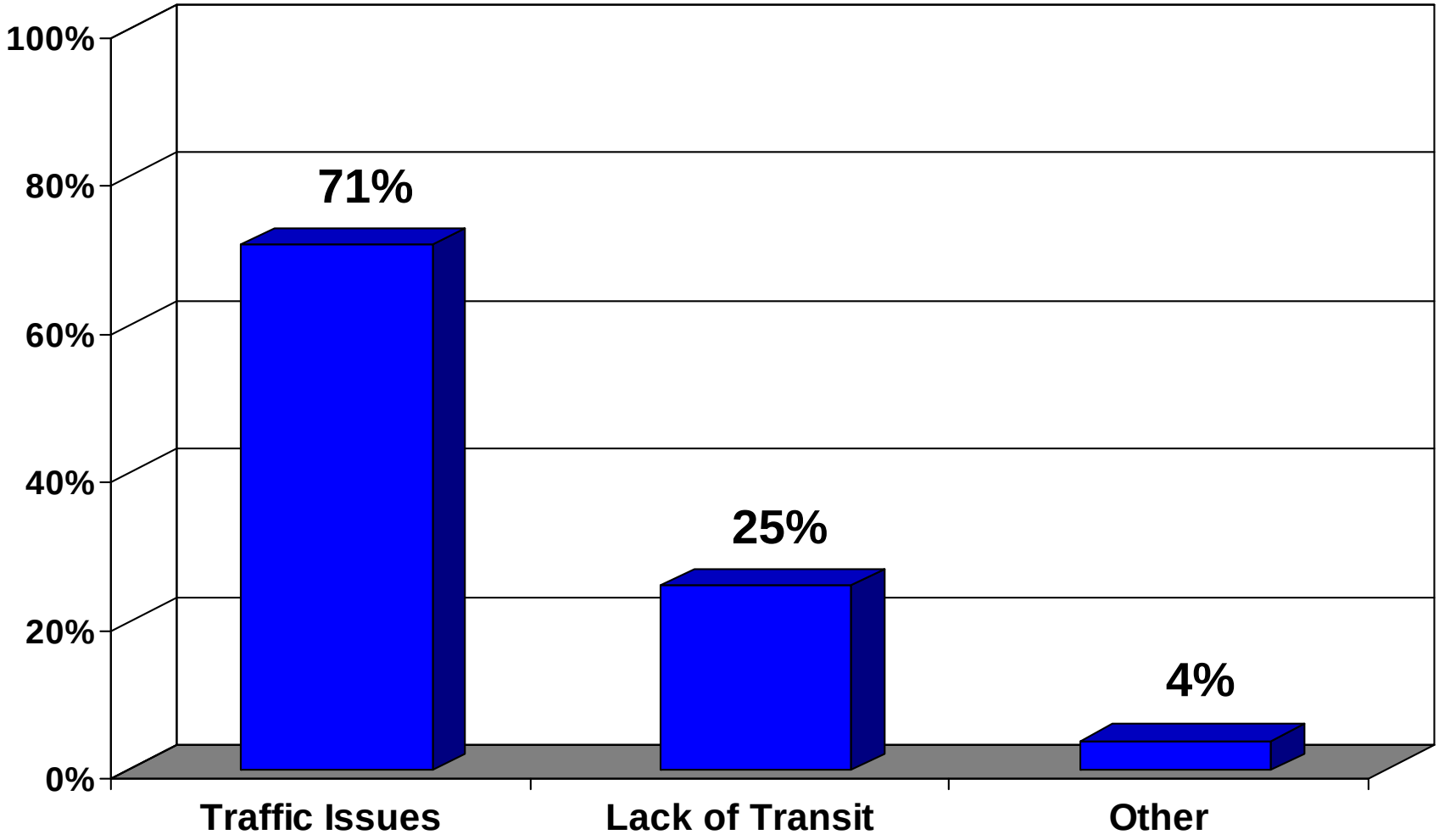


Q3 & Q4

Why is it Difficult Getting Around Boulder?

-Asked just of those saying it's "Very" difficult

[n=18]



Q3a

IV. RATING ELEMENTS OF CITY TRANSPORTATION

Rating Elements of City Transportation *(cont.)*

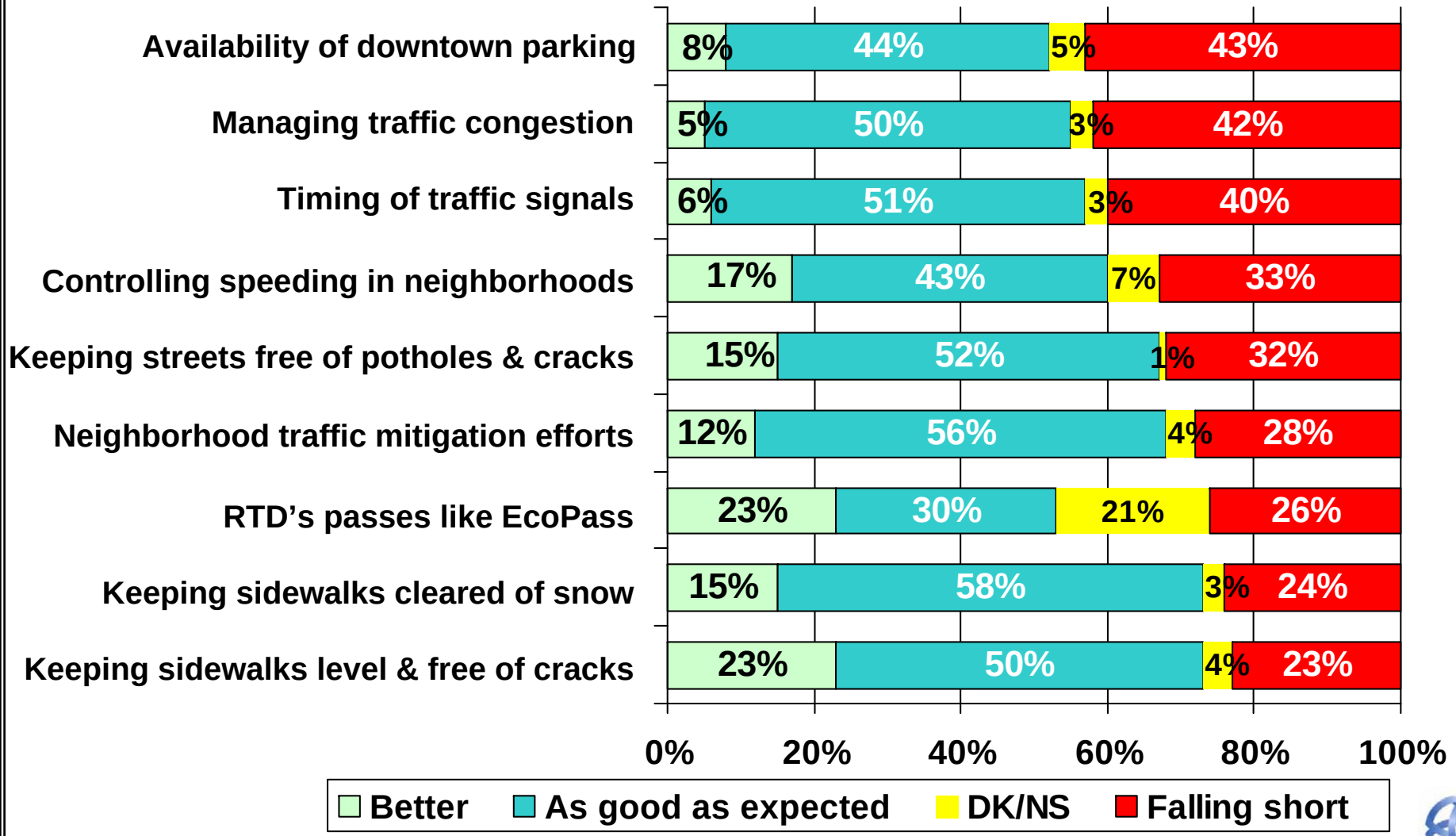
In tough budget times, it's always nice to know how voters feel about different transportation issues in the city: with which elements of the City's transportation systems and infrastructure are they the most happy, and to which ones do they feel more resources should be directed.

Respondents were read a list of 27 different transportation-related issues (each respondent was read only nine), and asked if each was better than they would expect, as good as can be expected, or falling short of what they thought it should be. The results are shown on the three charts that follow, beginning with those elements needing the most attention.

Rating Transportation in the City of Boulder

-Areas needing the most attention-

[n=607: 192; 201; 214]

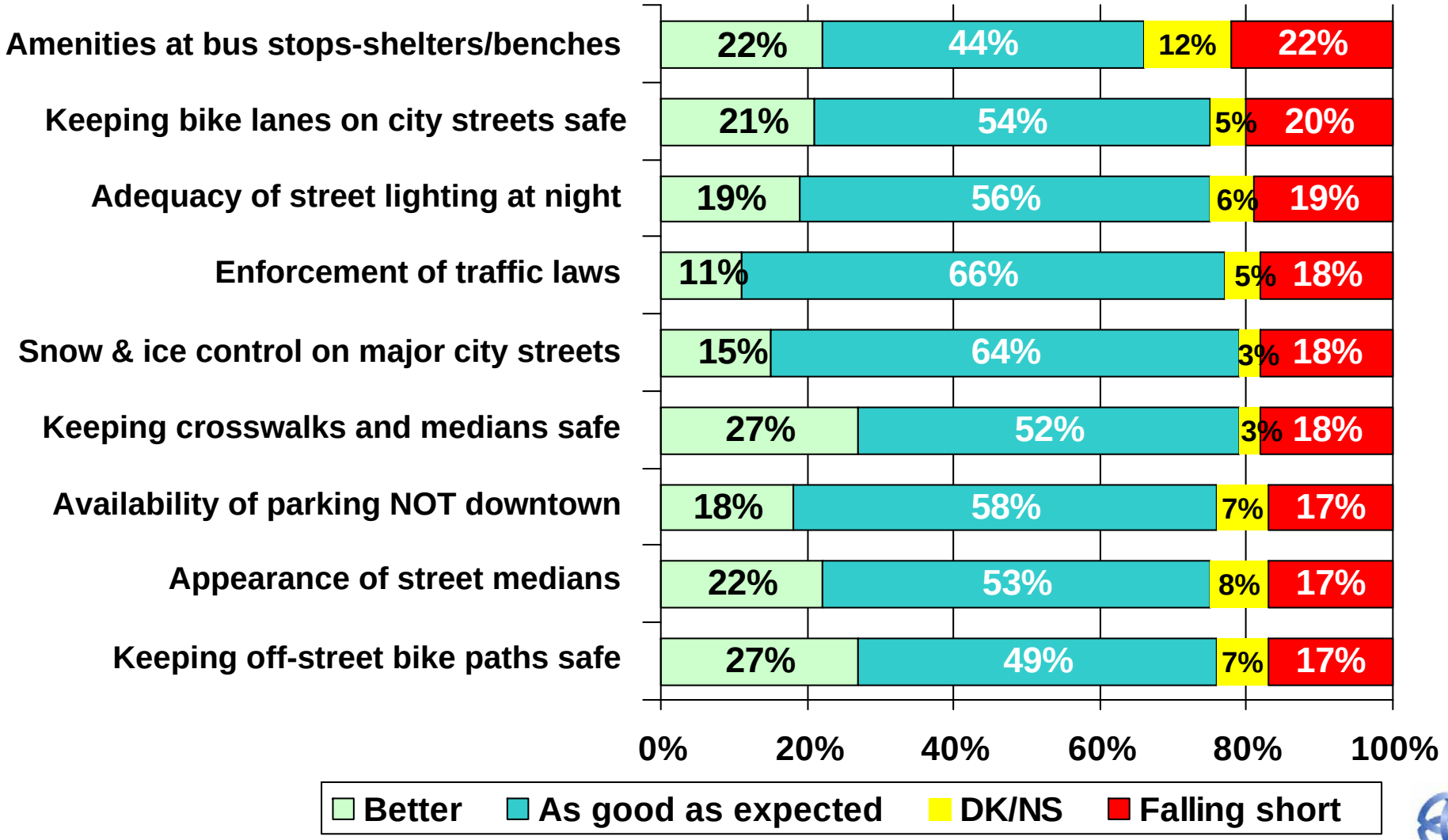


Q5

Rating Transportation in the City of Boulder

-Areas needing the next most attention-

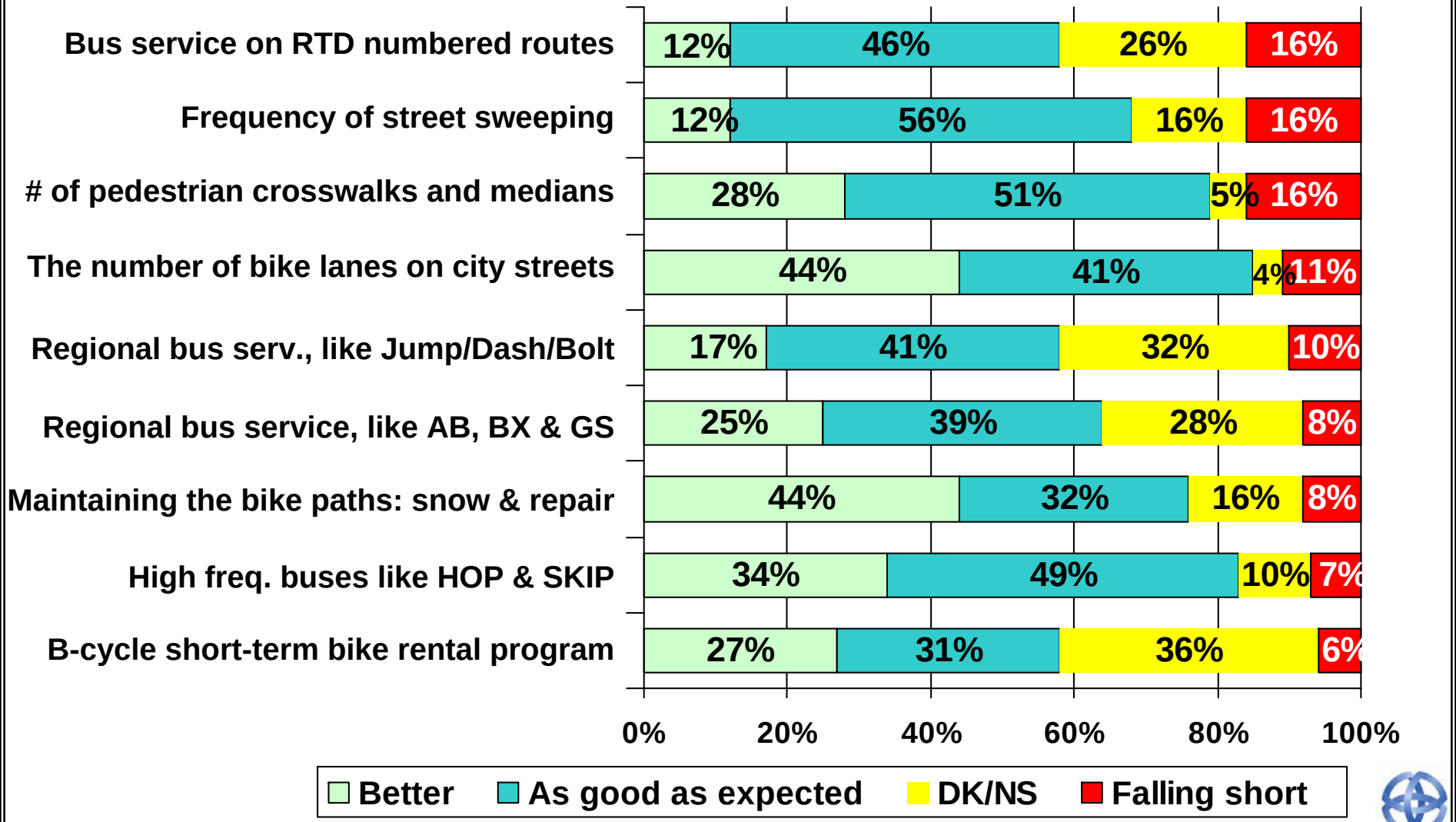
[n=607: 192; 201; 214]



Q5

Rating Transportation in the City of Boulder
-Areas needing the least attention-

[n=607: 192; 201; 214]



Q5

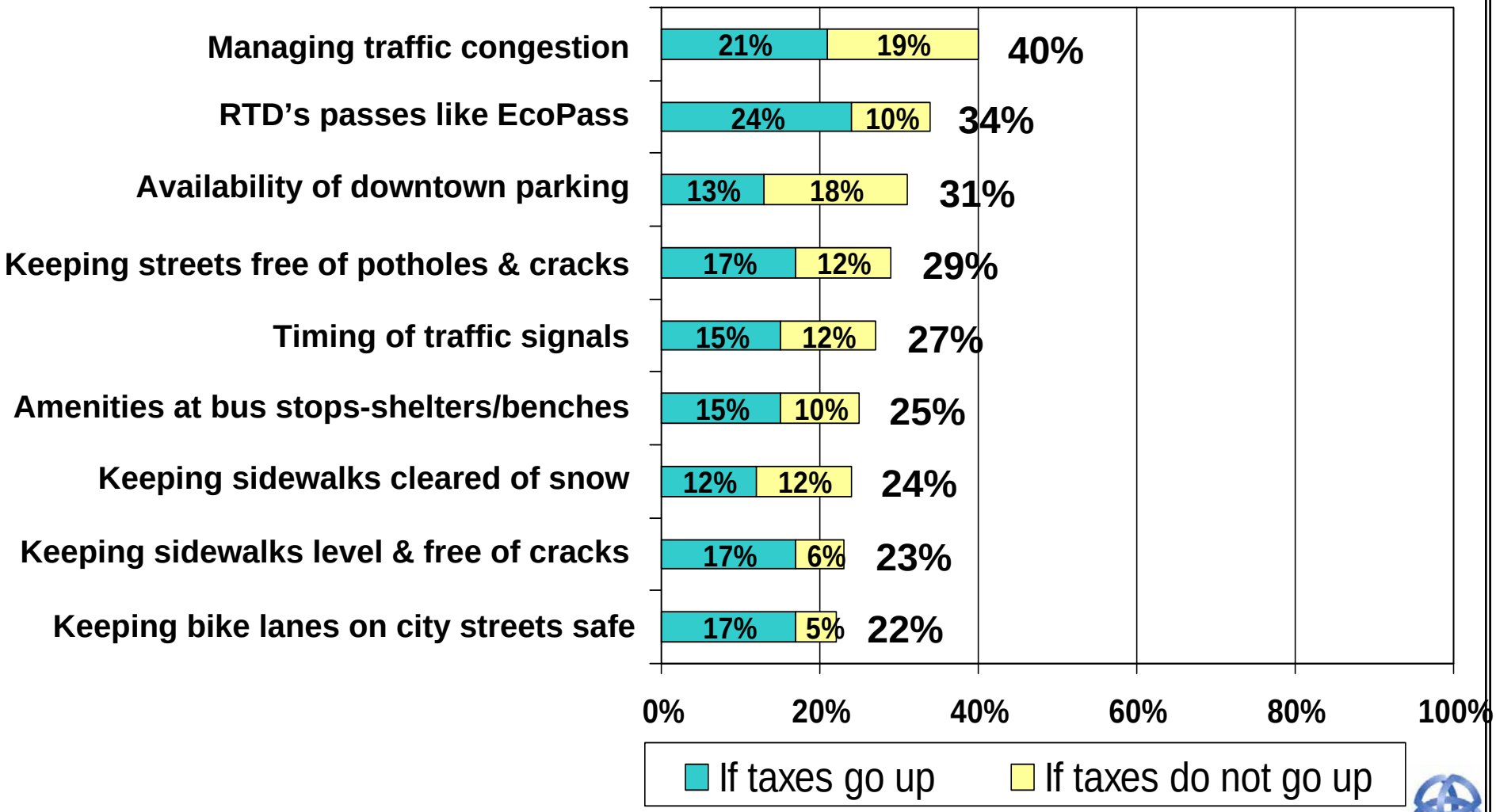
Climate and Overview *(cont.)*

Those who say things are falling short, or are as good as can be expected, were then asked if more, the same, or less money should be spent on each one. And if they say "more," do they mean "spend more" even if taxes have to be raised to pay for it, or spend more only if taxes do not have to increase. As one can imagine, such an exercise separates the wheat from the chaff fairly quickly.

Top Priorities on Which to Spend More Money

-Percent Of All Respondents Who Want To Spend More-

[n=607: 192; 201; 214]



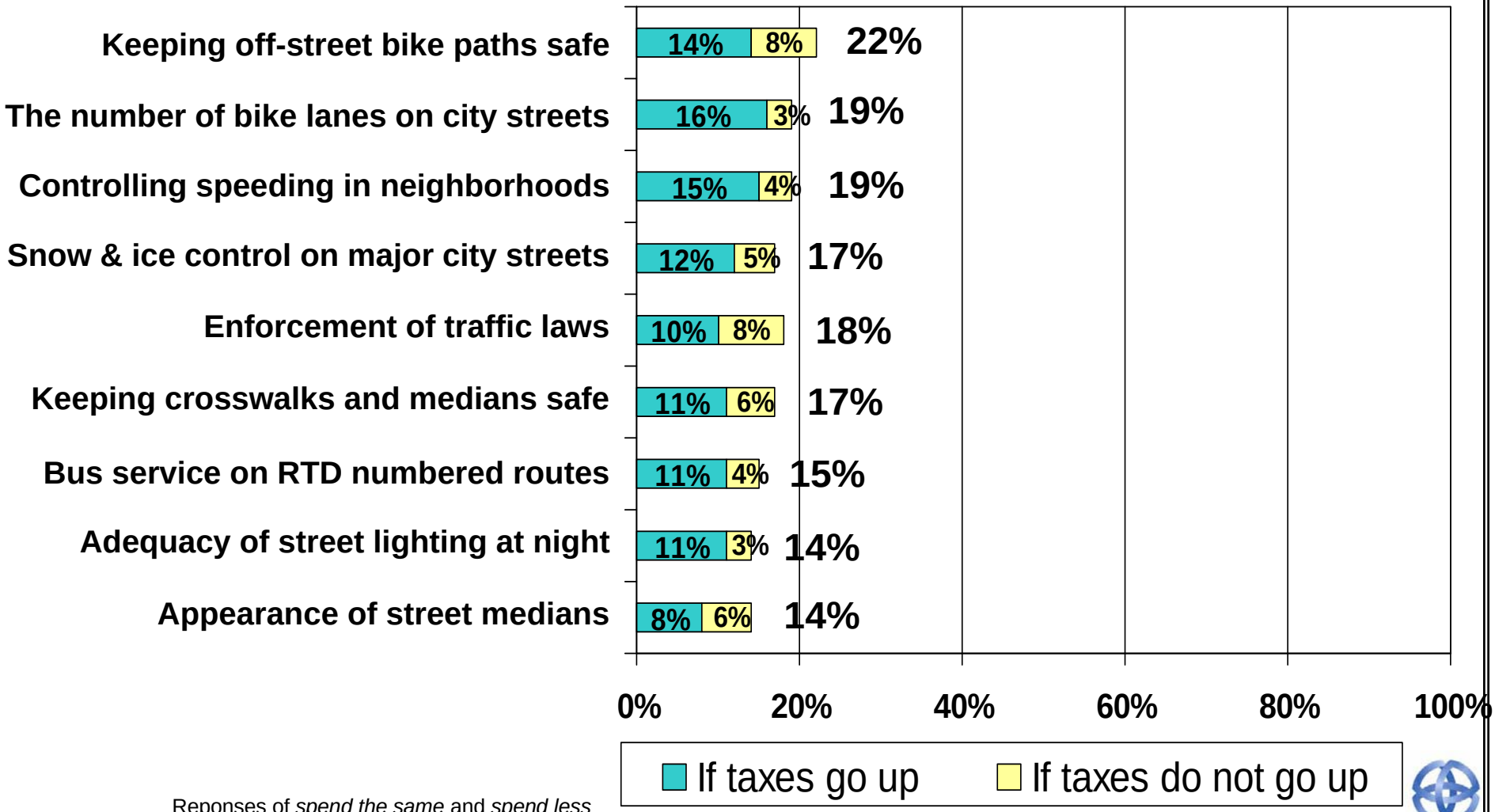
Q6

Reponses of *spend the same* and *spend less* are not included in this graph.

Middle Priorities for Spending More Money

-Percent Of All Respondents Who Want To Spend More-

[n=607: 192; 201; 214]



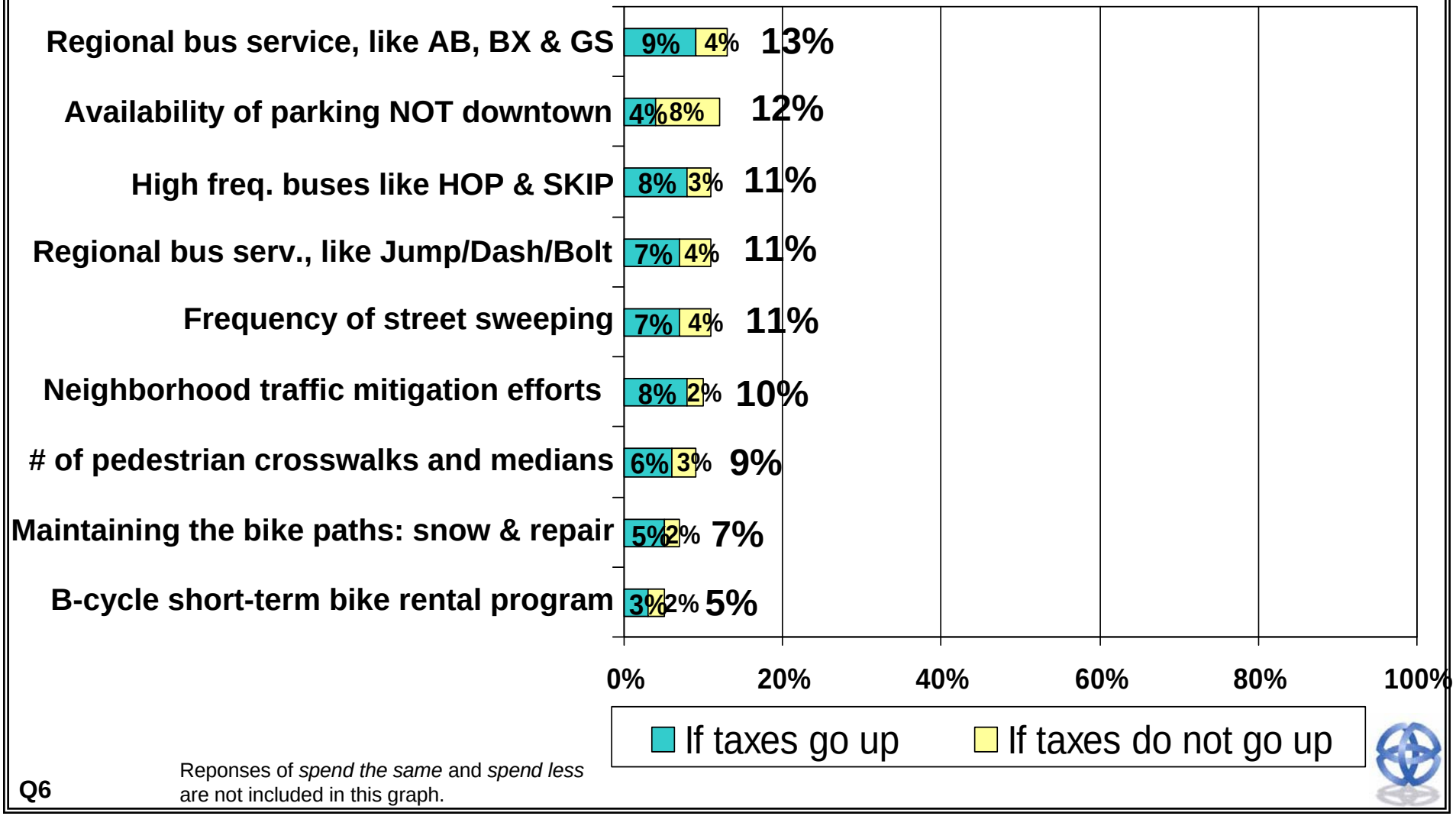
Q6

Reponses of *spend the same* and *spend less* are not included in this graph.

Lowest Priorities for Spending More Money

-Percent Of All Respondents Who Want To Spend More-

[n=607: 192; 201; 214]



Q6

Reponses of *spend the same* and *spend less* are not included in this graph.

V. PROPOSAL FOR A CITY-WIDE ECOPASS PROGRAM

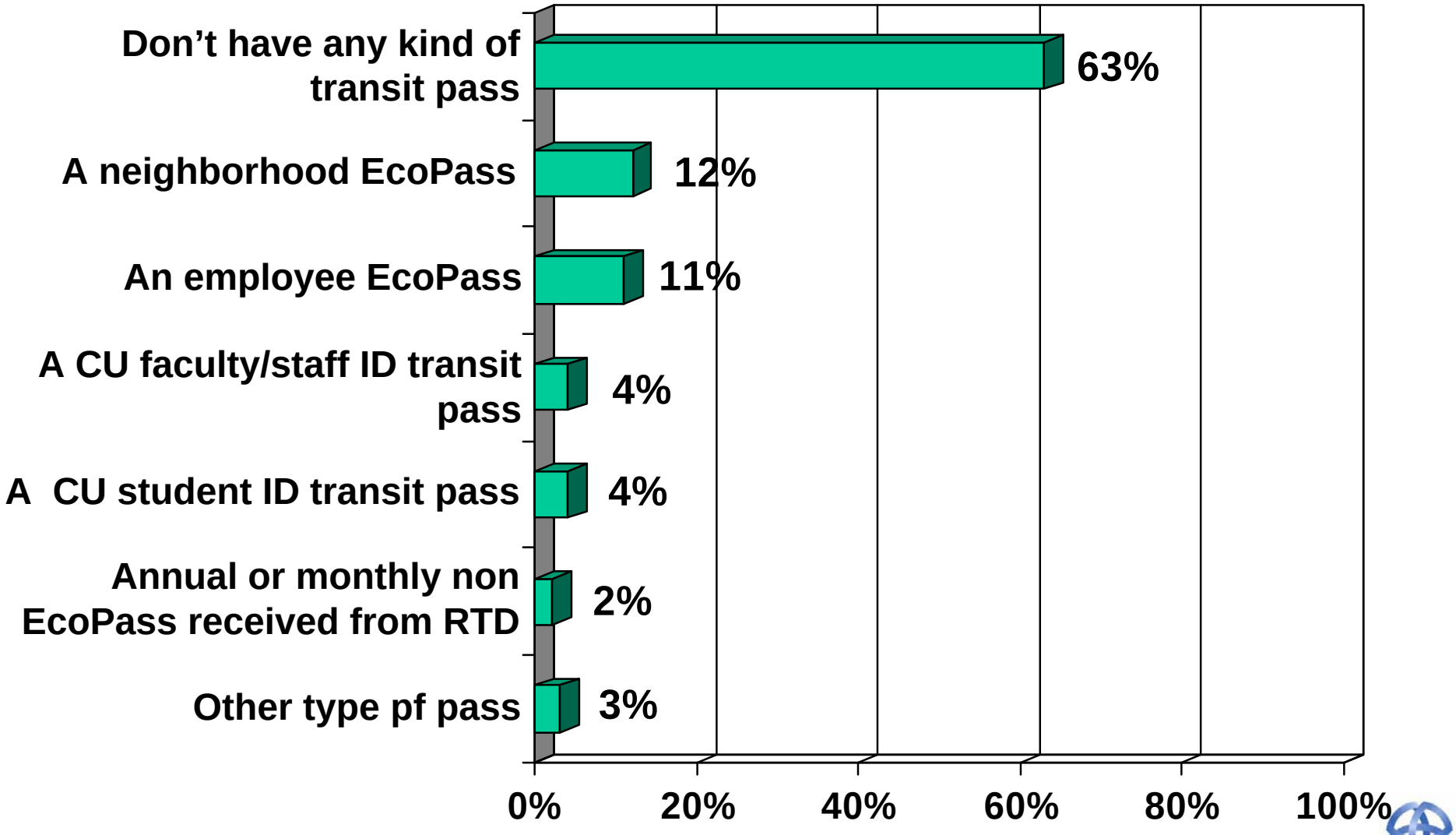
City-Wide EcoPass Proposal

RTD's public transit pass program is popular in Boulder, and survey results show that 36% of Boulder voters profess to having one. And in an effort to expand upon that 36%, a potential future ballot initiative was tested as part of this study, which would increase the local sales tax to fund a city-wide RTD EcoPass program to make passes available to all that want one. Two different levels of sales tax increase were tested: one-half the respondents were read a .3% sales tax increase; the other one-half were read a .5% tax increase.

Turns out support for this proposal is high, but enthusiasm should be tempered somewhat as respondents were told that this might be on some future year's ballot, but not on this November's. And of course, talk is cheap. Further, the proposal was purposely vague, as no plan has yet been developed setting forth how the program might work, who would get the passes and what, if anything, such a pass would cost. Nevertheless, the results demonstrate healthy support for the concept, particularly at the lower, .3% level of sales tax increase.

What Type of Bus Pass Do You Have?

[n=607]



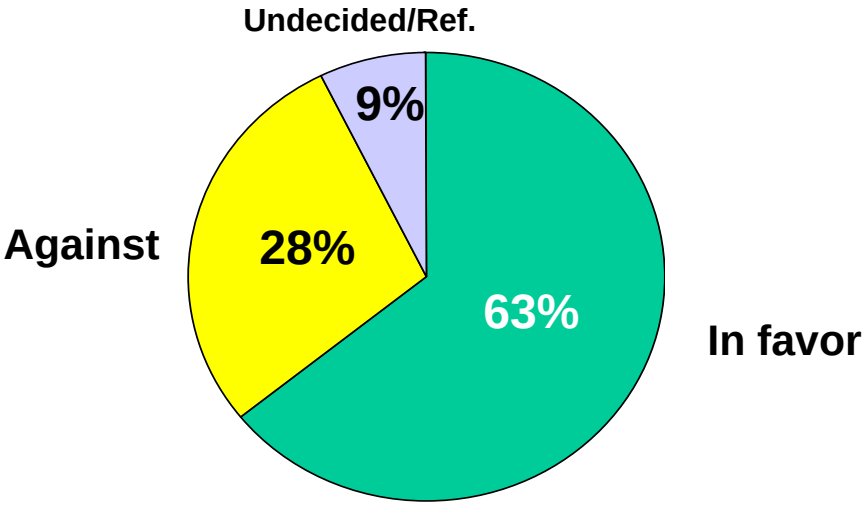
Q8/8a

Support for a City-Wide EcoPass Program

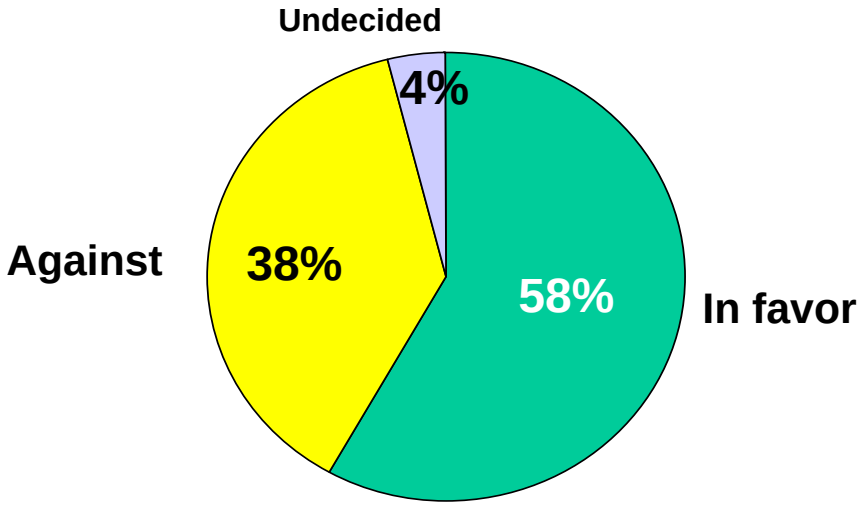
- Testing a .3%/.5% increase in the Boulder City Sales Tax -

[n=294/313]

Support for a .3% sales tax increase



Support for a .5% sales tax increase



Q7

City-Wide EcoPass Proposal *(cont.)*

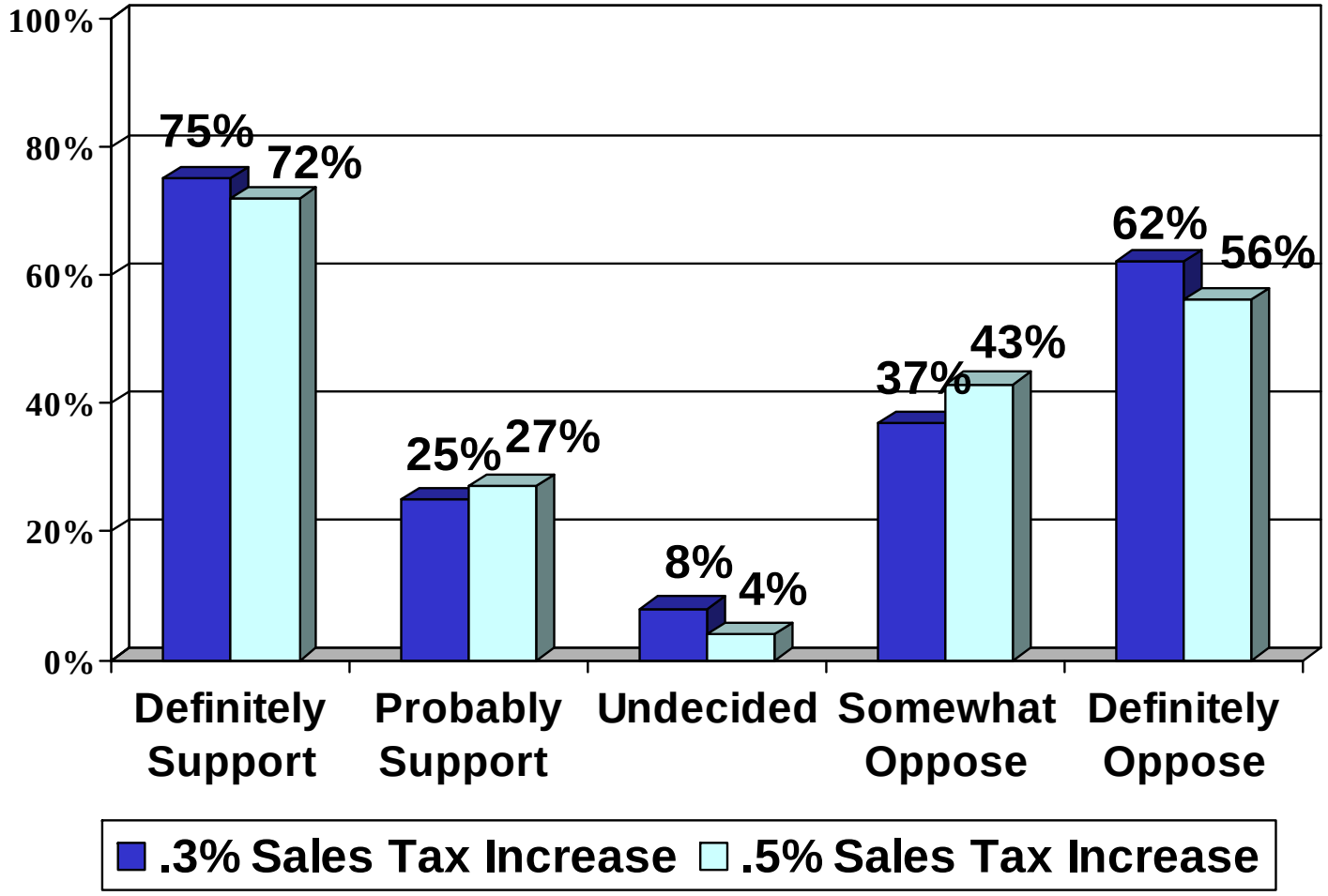
Another interesting note on the test of a city-wide EcoPass program is that the strength of support in favor of the proposal is considerably greater than the strength of the opposition to it. This is the exception, not the rule, for polling on tax increase initiatives, as usually the strength of opposition is greater.

Additionally, as the charts that follow show, support for the city-wide EcoPass proposal varies depending on different demographic factors. For example, those least likely to support this proposal are those age 65 and older, those who have lived in the community the longest, and those who are retired or unemployed. Of course, several of those categories overlap (e.g., those over age 65 and those retired).

Those most likely to support the proposal are renters, bike riders, those age 18-64, people who feel things in Boulder are going in the right direction, and, not surprising, those who currently have transit passes.

Strength of Support for the EcoPass Proposal

[n=607]



Q7a&b

Demographic Breakouts of Ballot Proposal Votes

- Shows percent saying “In Favor” -

EcoPass Tax	Total
Males	60%
Females	61%
Right Direct.	71%
Wrong Track	35%
Have RTD Pass	68%
No RTD Pass	56%
Own	59%
Rent	72%

EcoPass Tax	Total
36+ Years Here	42%
0-35 Years Here	65%
East of 28th	63%
West of 28th	59%
Bike User	68%
Bike Non-User	54%
Bus User	80%
Bus Non-User	53%

EcoPass Tax	Total
Unemp’d/Retired	48%
All Others	66%
Age 18-64	65%
Age 65+	45%
< College	61%
College Degree	57%
Post Grad	63%
Student	55%
Not Student	61%

Shading indicates there is a statistical difference

VI. UPDATING THE TRANSPORTATION MASTER PLAN

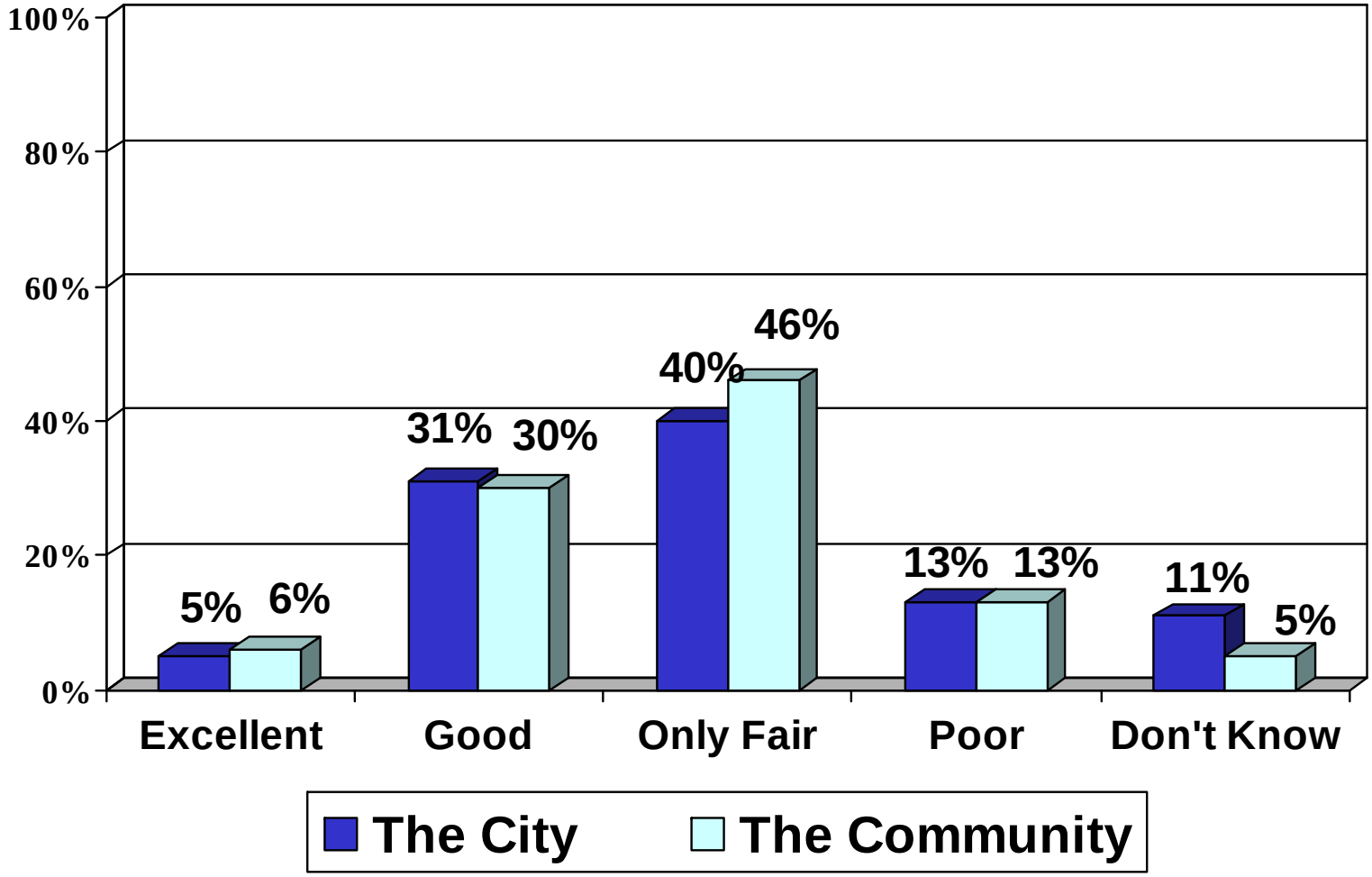
Updating the TMP

The final major component of the 2012 Transportation Issues Survey involves issues important to the updating of the City's Transportation Master Plan. In particular, the study addresses the Plan's major objective of managing congestion by achieving its goal of "no long-term growth in vehicle traffic."

Residents were asked how they feel the City government is doing trying to meet this objective, followed by how they feel the community, including themselves and their neighbors, are doing to help achieve that same goal. Based on the results, both the City and the community appear to have a long way to go. Nevertheless, an overwhelming majority ascribe some degree of importance to the goal of holding down the growth in vehicle traffic.

How is the City of Boulder/the Boulder Community Doing Meeting the City's Goal of No Long-Term Growth in Traffic?

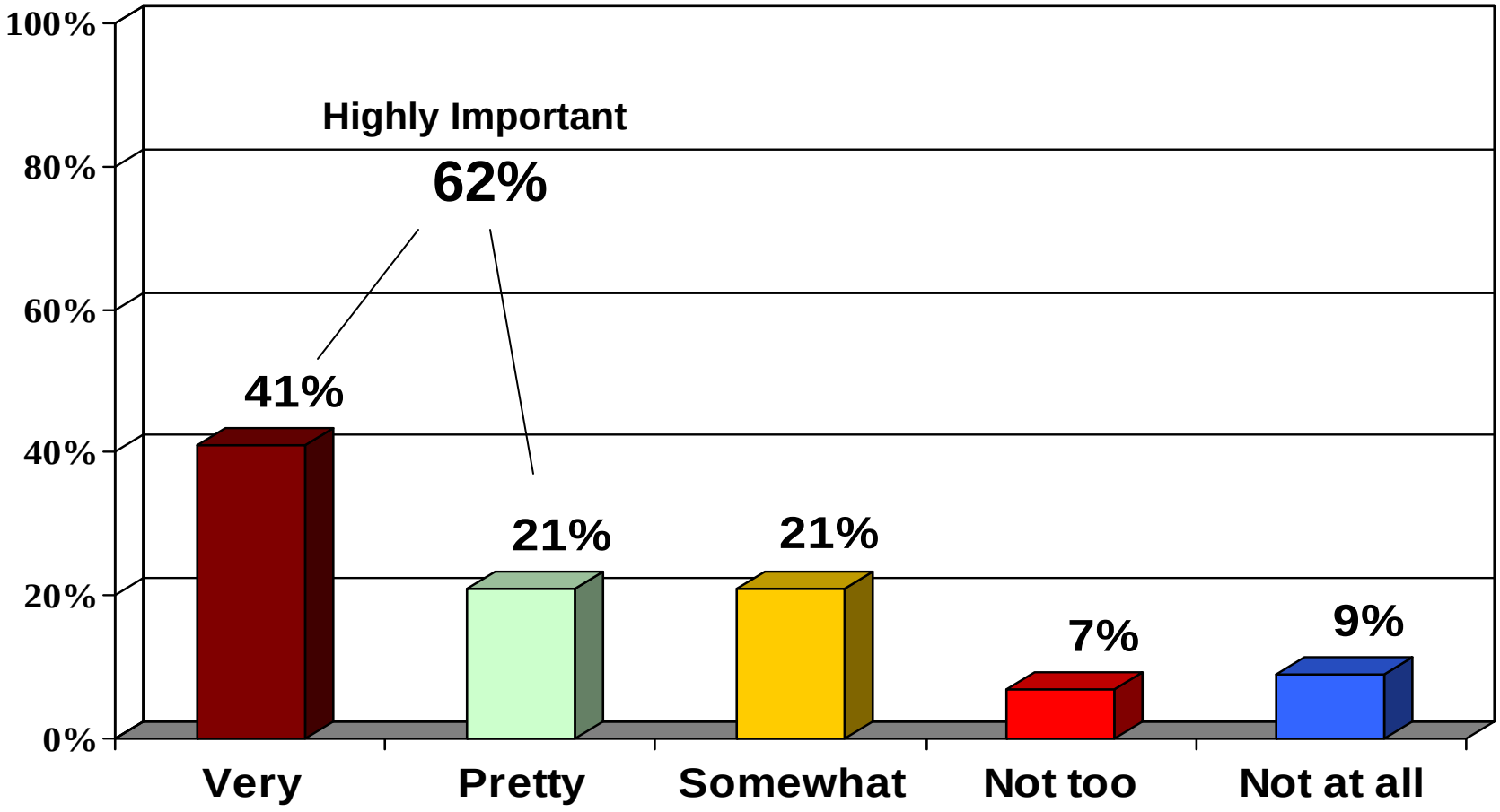
[n=607]



Q9 & 10

[44] How Important Is It To Meet the City's Goal of No Long-Term Growth in Traffic?

[n=607]



Updating the TMP *(cont.)*

Respondents who indicate that the goal of holding down the growth of vehicle traffic is important to them, were also read a variety of reasons people give for why it's important to have such a goal, and then asked how important each reason is to them. While all the reasons tested strong, those rising to the top involve:

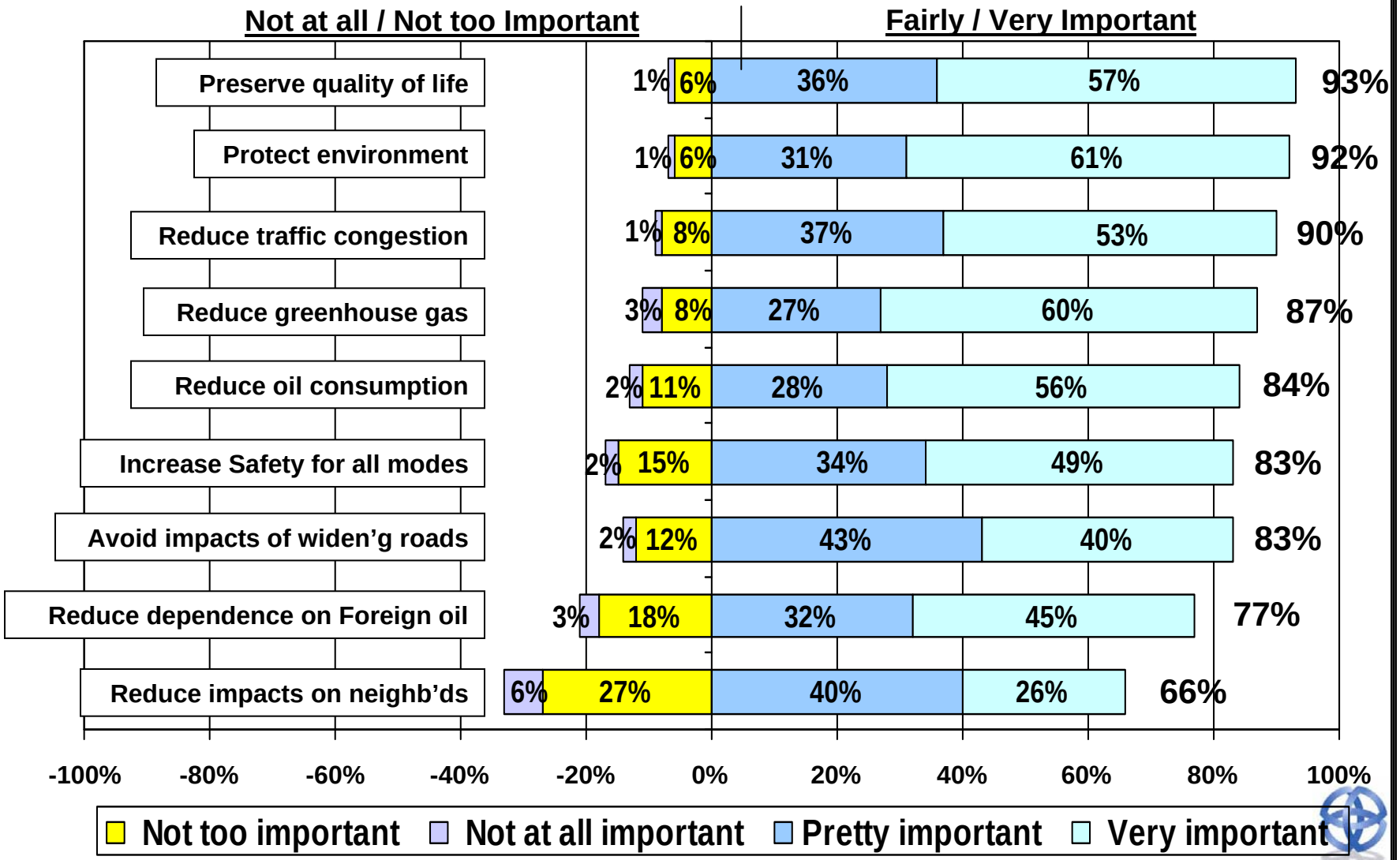
- *Protecting the environment*
- *Preserving the quality of life in the community*
- *Reducing traffic congestion*

On a side note: In order to further nuance the message on the importance of cutting back on oil consumption, one half the respondents were read, "To reduce oil consumption;" the other half, "To reduce dependence on foreign oil." It turns out the former garners the higher level of importance, at least here in Boulder.

Importance of Reasons to Reduce Traffic

-Asked only of those saying that meeting the objective is important -

[n=506]



Updating the TMP *(cont.)*

Understanding what the most effective actions are that the City could employ to get people to reduce the number of drive-alone trips they take each week is critical to meeting the goals contained in the TMP. To that end, 24 different strategies were presented in the study (each single respondent was read just 8 of the 24), and people were asked if each one would definitely, probably, probably not or definitely not get them to reduce the number of their drive-alone trips around town.

Across the entire electorate, the data show that the three top actions the City could take to get people to *definitely* reduce their drive-alone trips, would be to:

- *Provide everyone with a bus transit pass like EcoPass*
- *Separate bike lanes from cars*
- *Make better connections for bike lanes and bike paths*

Updating the TMP *(cont.)*

However, the toughest nut to crack in terms of reducing drive-alone trips are the 43% of people who say they rode neither a bike nor a bus within the past week. If the City can move this group of non bike/bus riders to reduce their drive-alone trips, it may be well along the way to meeting its stated goal.

As one would guess, however, these folks are a bit more entrenched in their ways and less likely than others to respond to initiatives undertaken by the City.

Updating the TMP *(cont.)*

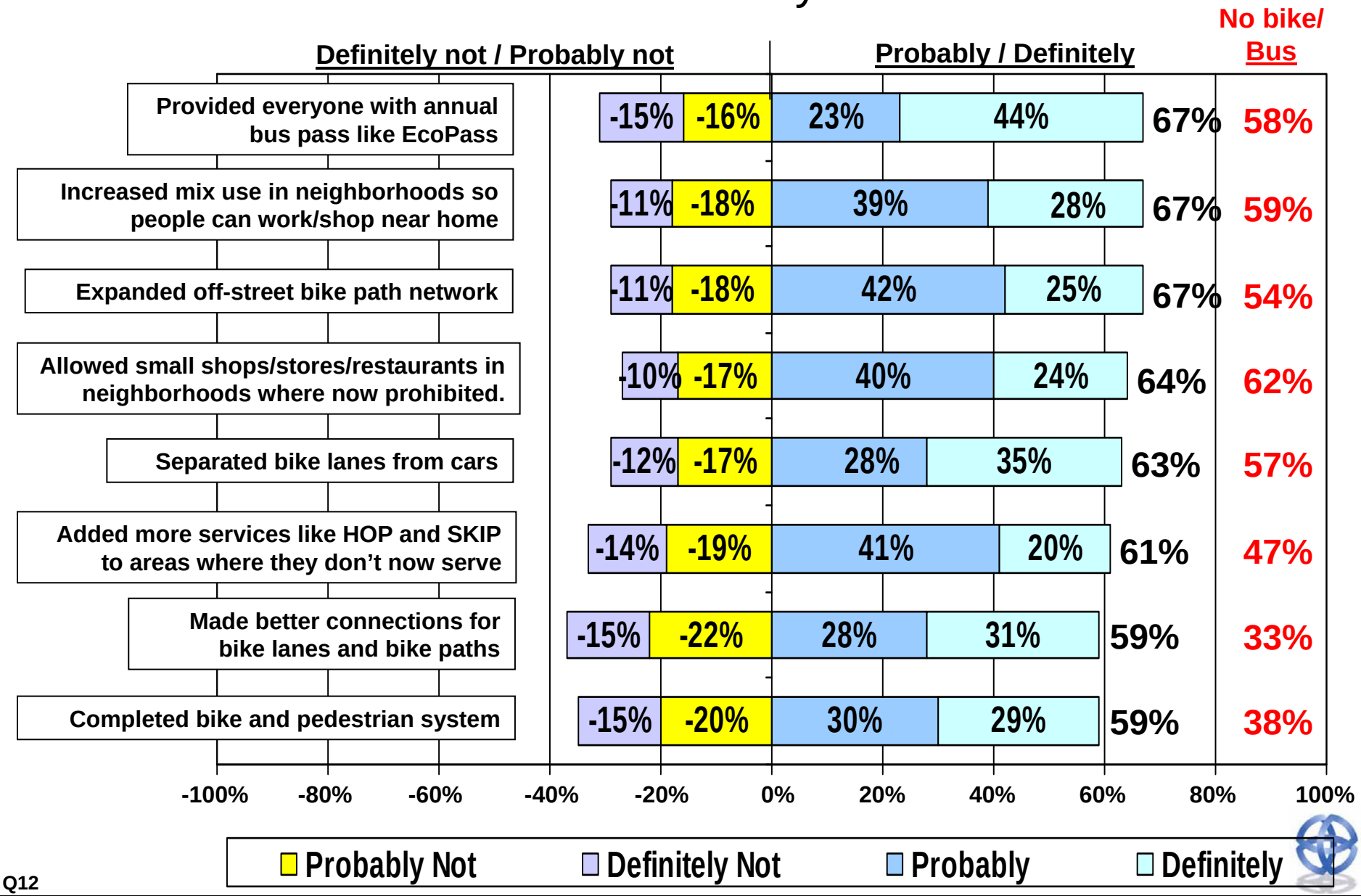
The top three strategies that will most entice this group to *definitely* reduce their drive-alone trips are:

- *Allowing small shops in neighborhoods*
- *Separating bike lanes from cars*
- *Providing annual EcoPasses*

In terms of the ratings given by this group of non bike/bus riders for the strategies designed to cut back on drive-alone trips, across all 24 strategies tested, the ratings by this group fall, on average, 12 points lower than the overall average. The results as to how many in this group of non bus/bike riders would definitely and probably cut back on their driving are shown in the red column in the following three graphs.

5 Would You Reduce Your Driving if The City:

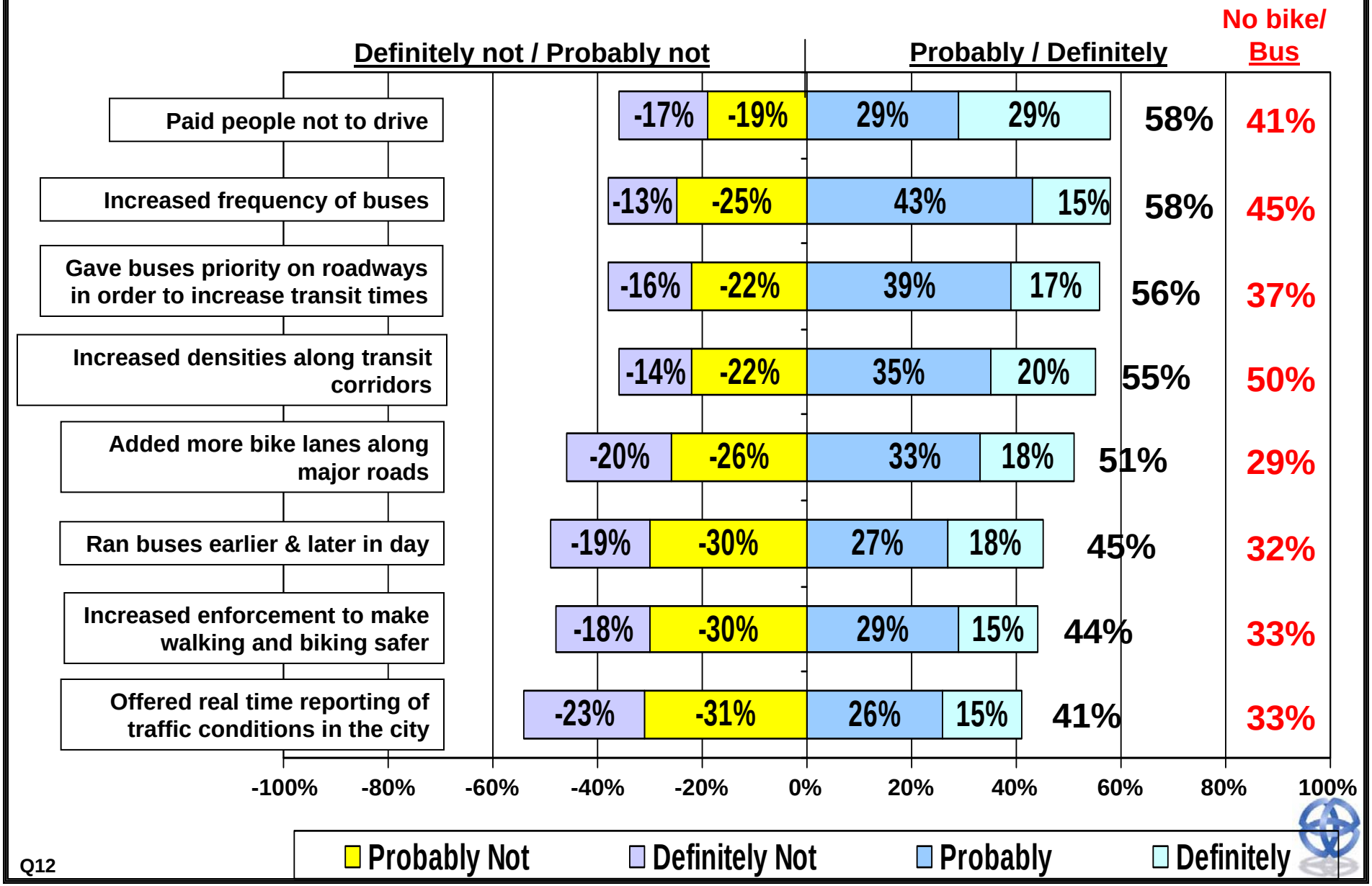
- Most Effective Actions City Could Take -



Q12

[5] Would You Reduce Your Driving if The City:

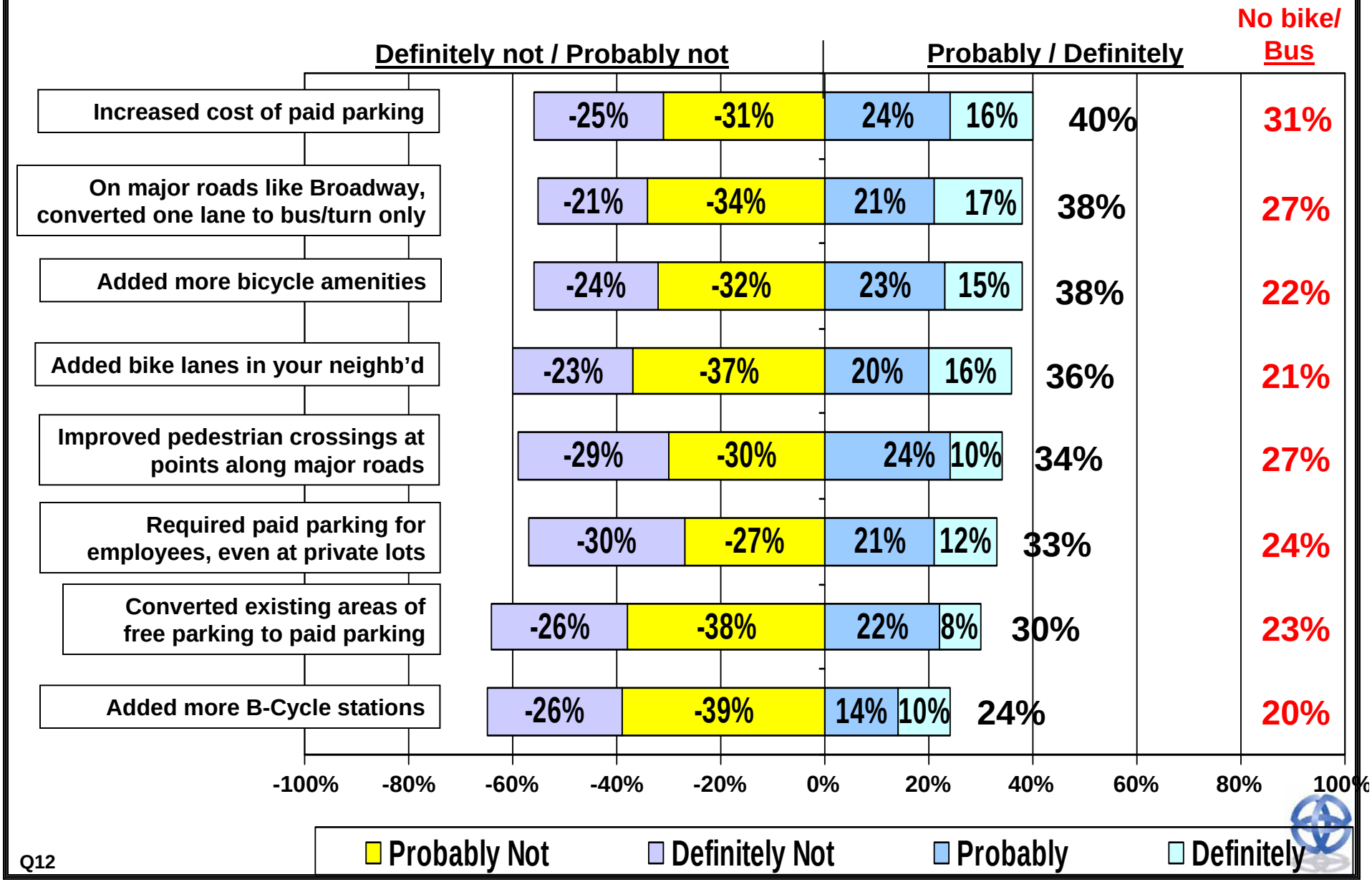
- Next Most Effective Actions City Could Take -



Q12

Would You Reduce Your Driving if The City:

- Least Effective Actions City Could Take -



Q12

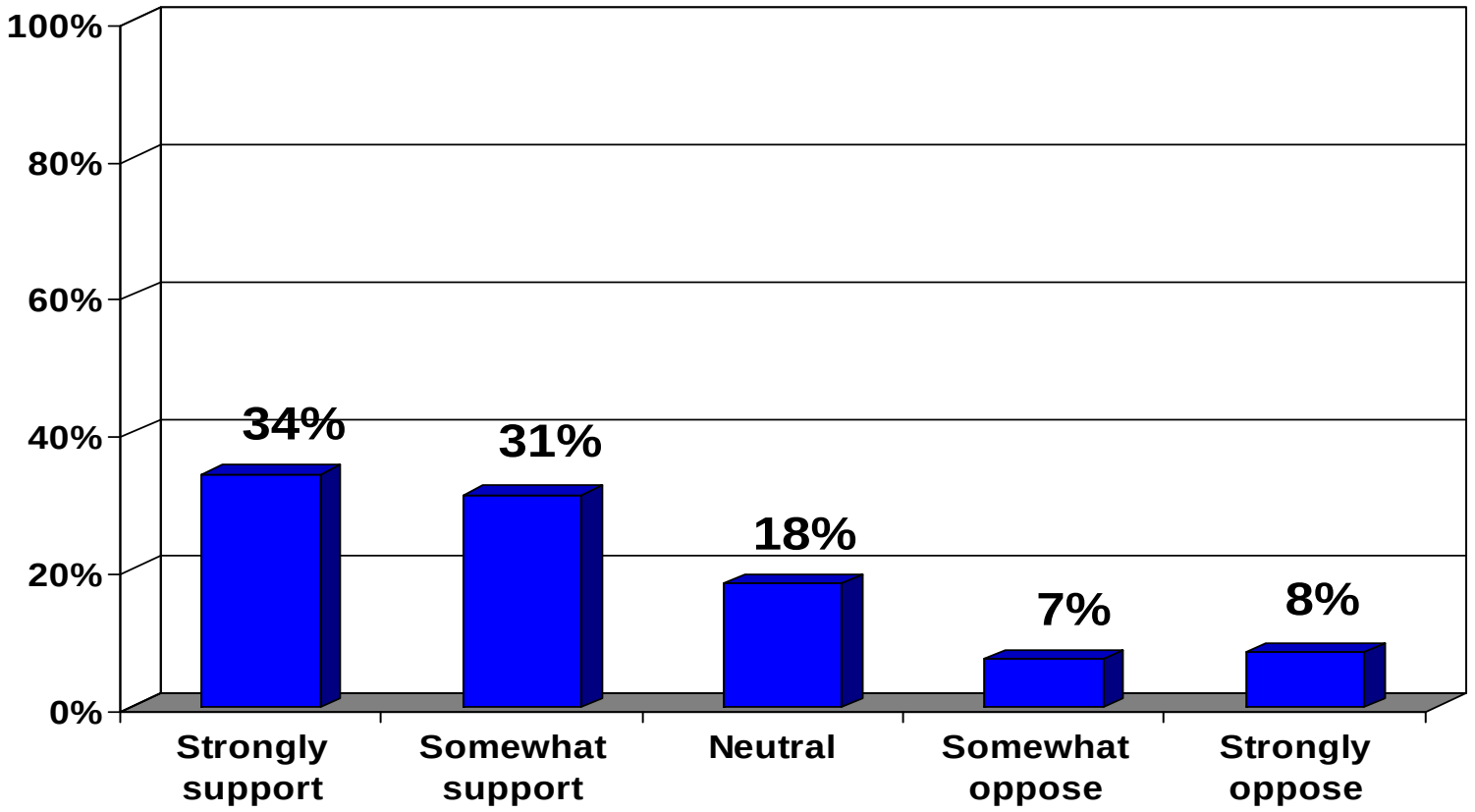
Updating the TMP *(cont.)*

Finally, at the conclusion of the survey, after respondents had been given a lot of information about transportation-related issues in the City of Boulder, each was asked if they support or oppose including in the Transportation Master Plan the objective of "no long-term growth in vehicle traffic." Almost two-thirds say they support including this goal; just 15% say they oppose including it. By any measure, this is a show of considerable support, though as is almost always the case, support is not uniform across various demographic groups, as is seen below.

It should be noted that just because students appear to be less supportive, it is not a statistically significant difference, given that only 13% of the sample are students. Just more than a third of students (34%), compared to 16% of non students, simply say they have no feelings one way or another, on the stated goal.

After All They Heard, How Strongly Do They Support the City's Goal of No Long-Term Growth in Traffic?

[n=607]



Q13

Demographic Breakouts of Support/Opposition to Long-Term Goal

- Shows percent saying "Strongly support" the goal -

Strong Support	Total
Males	31%
Females	36%
Right Direct.	41%
Wrong Track	20%
Have RTD Pass	41%
No RTD Pass	29%
Own	36%
Rent	30%

Strong Support	Total
36+ Years Here	37%
0-35 Years Here	24%
East of 28th	31%
West of 28th	36%
Bike User	44%
Bike Non-User	26%
Bus User	47%
Bus Non-User	29%

Strong Support	Total
Unemp'd/Retired	23%
All Others	37%
Age 18-64	37%
Age 65+	24%
< College	21%
College Degree	28%
Post Grad	44%
Student	20%
Not Student	36%

Shading indicates there is a statistical difference

Q13

VII. APPENDIX: PERCENTAGE RESULTS

Talmey-Drake research & strategy, inc.

CITY OF BOULDER TRANSPORTATION ISSUES SURVEY

Hello, my name is _____. I'm with Talmey-Drake Research, a Colorado public opinion research company. First, I want to assure you that we're not selling anything. We're conducting an interesting survey with City of Boulder voters about local issues, and we would like to include your opinions. Your telephone number was selected purely at random.

SCREENER

A. First, I would like to confirm that you are at least 18 years old and live within the city limits of Boulder? *[n=607]*

Yes	100%
No	--
DK/NS	--

B. *[Ask only if R says "No" or "DK/NS" in Screener A; else go to Screener C]* Is there someone in this household I can speak to who is at least 18 years old and lives within the city limits of Boulder?

Yes	100%	⇒ *Start over*
No	--	⇒ *Terminate*
DK/NS	--	⇒ *Terminate*

C. Sex *[Do Not Ask]* *[n=607]*

Male	47%	⇒ *Quota = 48%*
Female	53%	⇒ *Quota = 52%*

*An asterisk, wherever it appears, means that the result for that response rounds to less than 1%.

1. Generally speaking, would you say things in the City of Boulder are going in the right direction, or do you feel things here have gotten pretty seriously off on the wrong track in the past few months? *[n=607]*

Right direction	58%
Wrong track	20%
No opinion	15%
DK/NS	7%

2. The questions that follow in the rest of this survey are going to focus on transportation issues in the City of Boulder. First, thinking now about all the transportation issues facing the City of Boulder, what do you think is the number one TRANSPORTATION issue the City Council should be addressing? *[n=607]*

Traffic/congestion	20%
More busses/public transportation	18%
Need Light-rail/train service	17%
Improve roads/traffic signs	8%
Alternative transportation-electric cars, bikes, etc.	7%
Bikes and pedestrians	6%
Parking	3%
More eco-passes	2%
Construction	2%
Other	6%
Nothing in Particular	10%
DK/NS	10%

3. Overall, how would you rate your experience getting around in Boulder? Would you say it is very difficult, somewhat difficult, neither easy nor difficult, fairly easy, or very easy to get around Boulder today? *[n=607]*

Very difficult	2%
Somewhat difficult	25%
Neither difficult nor easy	16%
Fairly easy	38%
Very easy	18%
DK/NS	1%

3a. *[Ask if R says "Very difficult" in Q3; else go to Q4]* Why is it that you say it is very difficult to get around the City of Boulder? *[n=15]*

Traffic issues	71%
Lack of public transportation	25%
Other	4%

4. And what about your experience getting around other areas of the Denver Metro area? Would you say that traveling around the Denver Metro area is very difficult, somewhat difficult, neither easy nor difficult, fairly easy, or very easy? *[n=607]*

Very difficult	5%
Somewhat difficult	35%
Neither difficult nor easy	22%
Fairly easy	27%
Very easy	3%
DK/NS	8%

5. I would also like to get your opinion about some specific issues relating to transportation here in the City of Boulder. For each one I read, please tell me whether you think things are better than you would expect, as good as can be expected, or whether you think things are falling short of what you feel they should be. First, would you say things are better than you would expect, as good as can be expected, or do you think things are falling short of what you feel they should be when it comes to: *[Read list] [Randomize, except randomize 5i through 5l as a group, in that order]*

	Better than Expected	As good as Expected	Falling Short	DK/ NS
a. **[Sample A]** Keeping sidewalks level and free of dangerous cracks *[n=201]*	23%	50%	23%	4%
b. **[Sample B]** Keeping sidewalks cleared of snow after snow storms *[n=192]*	15%	58%	24%	3%
c. **[Sample C]** Keeping Bike lanes on city streets safe *[n=214]*	21%	54%	20%	5%
d. **[Sample B]** Keeping off-street bike paths safe *[n=192]*	27%	49%	17%	7%
e. **[Sample A]** The number of Bike lanes on city streets *[n=201]*	44%	41%	11%	4%
f. **[Sample C]** Bike path maintenance, including repairing them and keeping them clear of snow *[n=214]*	44%	32%	8%	16%
g. **[Sample A]** Keeping streets around town free of potholes and cracks *[n=201]*	15%	52%	32%	1%
h. **[Sample B]** Neighborhood traffic mitigation efforts, such as traffic circles and speed bumps *[n=192]*	12%	56%	28%	4%
i. **[Sample A&B&C]** High frequency local bus service like the HOP, SKIP, JUMP, BOUND and STAMPEDE *[n=607]*	34%	49%	7%	10%

	Better than Expected	As good as Expected	Falling Short	DK/ NS
j. **[Sample A&B&C]** Regional bus service like the Long JUMP, the DASH and BOLT, that go to other Boulder County cities *[n=607]*	17%	41%	10%	32%
k. **[Sample A&B&C]** Other local RTD bus service on numbered bus routes throughout the City *[n=607]*	12%	46%	16%	26%
l. **[Sample A&B&C]** Other Regional bus service, like the AB, BX or GS routes *[n=607]*	25%	39%	8%	28%
m. **[Sample A]** RTD's public transportation passes like the Eco-pass *[n=201]*	23%	30%	26%	21%
n. **[Sample B]** Availability of parking downtown *[n=192]*	8%	44%	43%	5%
o. **[Sample C]** Availability of parking in places other than downtown *[n=214]*	18%	58%	17%	7%
p. **[Sample B]** Timing of traffic signals *[n=192]*	6%	51%	40%	3%
q. **[Sample A]** Controlling speeding on neighborhood streets *[n=201]*	17%	43%	33%	7%
r. **[Sample C]** Managing traffic congestion *[n=214]*	5%	50%	42%	3%
s. **[Sample A]** Keeping pedestrian crosswalks and median areas safe *[n=201]*	27%	52%	18%	3%
t. **[Sample B]** The number of pedestrian crosswalks and median areas *[n=192]*	28%	51%	16%	5%
u. **[Sample C]** Passenger amenities at transit stops, like shelters, benches, and bike racks *[n=214]*	22%	44%	22%	12%
v **[Sample B]** Boulder's B-cycle short term bicycle rental program, that provides bike rental stands throughout the City *[n=192]*	27%	31%	6%	36%
w. **[Sample A]** Snow and ice control on major streets *[n=201]*	15%	64%	18%	3%
x. **[Sample C]** The frequency of street sweeping *[n=214]*	12%	56%	16%	16%
y. **[Sample A]** The adequacy of street lighting at night *[n=201]*	19%	56%	19%	6%
z. **[Sample B]** The appearance of street medians *[n=192]*	22%	53%	17%	8%
z1. **[Sample C]** Enforcement of traffic laws *[n=214]*	11%	66%	18%	5%

6. *[Read for each item in Q5 that R says "falls short" or is "As good as Expected"; else go to Q7]* Given limited resources for transportation, the city must make hard decisions about funding priorities. I will read you the same transportation-related issues. This time, for each one, please tell me if you think the city should be spending more money, less money, or should the City continue spending about the same amount of money as they are now spending on that item. *[Read list] [Randomize, except randomize 6i through 6l as a group, in that order]*

[If "more" ask:] And should city spending on **[item below]** be increased EVEN IF taxes and fees must be raised to pay for it, or do you feel spending should be increased for **[item below]** only if taxes and fees do NOT have to be raised to pay for it?

	-------Spend More Money------ Even if taxes Go Up	Only if taxes Not Raised	Spend Same	Spend Less	DK NS	Not Asked
----------Based on Total Sample----------						
a. **[Sample A]** Keeping sidewalks level and free of dangerous cracks *[n=201]*	17%	6%	44%	6%	--	27%
b. **[Sample B]** Keeping sidewalks cleared of snow after snow storms *[n=192]*	12%	12%	47%	8%	3%	18%
c. **[Sample C]** Keeping Bike lanes on city streets safe *[n=214]*	17%	5%	48%	3%	1%	26%
d. **[Sample B]** Keeping off-street bike paths safe *[n=192]*	14%	8%	39%	2%	3%	34%

----------Based on Total Sample----------	-------Spend More Money------ Even if taxes Go Up	Only if taxes Not Raised	Spend Same	Spend Less	DK NS	Not Asked
e. **[Sample A]** The number of Bike lanes on city streets *[n=201]*	16%	3%	27%	5%	1%	48%
f. **[Sample C]** Bike path maintenance, including repairing them and keeping them clear of snow *[n=214]*	5%	2%	31%	1%	1%	60%
g. **[Sample A]** Keeping streets around town free of potholes and cracks *[n=201]*	17%	12%	53%	2%	*	16%
h. **[Sample B]** Neighborhood traffic mitigation efforts, such as traffic circles and speed bumps *[n=192]*	8%	2%	38%	35%	2%	15%
i. **[Sample A&B&C]** High frequency local bus service like the HOP, SKIP, JUMP, BOUND and STAMPEDE *[n=607]*	8%	3%	38%	5%	2%	44%
j. **[Sample A&B&C]** Regional bus service like the Long JUMP, the DASH and BOLT, that go to other Boulder County cities *[n=607]*	7%	4%	33%	5%	2%	49%
k. **[Sample A&B&C]** Other local RTD bus service on numbered bus routes throughout the City *[n=607]*	11%	4%	41%	3%	3%	38%
l. **[Sample A&B&C]** Other Regional bus service, like the AB, BX or GS routes *[n=607]*	9%	4%	28%	3%	3%	53%
m. **[Sample A]** RTD's public transportation passes like the Eco-pass *[n=201]*	24%	10%	15%	7%	1%	43%
n. **[Sample B]** Availability of parking downtown *[n=192]*	13%	18%	45%	10%	1%	13%
o. **[Sample C]** Availability of parking in places other than downtown *[n=214]*	4%	8%	47%	14%	2%	25%
p. **[Sample B]** Timing of traffic signals *[n=192]*	15%	12%	56%	7%	1%	9%
q. **[Sample A]** Controlling speeding on neighborhood streets *[n=201]*	15%	4%	47%	9%	1%	24%
r. **[Sample C]** Managing traffic congestion *[n=214]*	21%	19%	39%	9%	4%	8%
s. **[Sample A]** Keeping pedestrian crosswalks and median areas safe *[n=201]*	11%	6%	44%	6%	2%	31%
t. **[Sample B]** The number of pedestrian crosswalks and median areas *[n=192]*	6%	3%	43%	14%	1%	33%
u. **[Sample C]** Passenger amenities at transit stops, like shelters, benches, and bike racks *[n=214]*	15%	10%	35%	5%	1%	34%
v **[Sample B]** Boulder's B-cycle short term bicycle rental program, that provides bike rental stands throughout the City *[n=192]*	3%	2%	22%	7%	2%	64%
w. **[Sample A]** Snow and ice control on major streets *[n=201]*	12%	5%	60%	4%	1%	18%
x. **[Sample C]** The frequency of street sweeping *[n=214]*	7%	4%	49%	10%	3%	27%
y. **[Sample A]** The adequacy of street lighting at night *[n=201]*	11%	3%	53%	7%	1%	25%
z. **[Sample B]** The appearance of street medians *[n=192]*	8%	6%	34%	20%	2%	30%
z1. **[Sample C]** Enforcement of traffic laws *[n=214]*	10%	8%	54%	10%	3%	15%

7. Currently many residents in the City of Boulder have an RTD EcoPass, or other RTD passes, which allow unlimited use of bus and light rail throughout the metro area without paying a fare, except for a five dollar charge for a SkyRide bus to DIA, Denver's airport. Studies clearly show that the use of passes like an EcoPass increase the use of transit, and assists in the reduction of vehicle trips around the city and the metro area. Some people have suggested that Boulder establish a City-wide EcoPass program that would financially support providing an EcoPass to every resident of the City who wants one.

I would now like to ask you how you feel about the following proposal, which may be on a ballot in the future, but will not be on this November's election ballot. The proposal is this: Would you support or oppose a **[Half Sample read: "point three" / Half Sample read: "point five"]** percent increase in the City of Boulder sales tax, which would raise the sales tax by **[three /five]** cents on a ten dollar purchase, to provide funding for a city-wide EcoPass program? *[n=607]*

	Total *[n=607]*	**0.3%** *[n=294]*	**0.5%** *[n=313]*
Would support	60%	63%	58%
Would oppose	33%	28%	38%
Undecided at this time/Not sure	6%	8%	4%
Refused	1%	1%	*

7a. *[Ask only if R says "*Would support*" in Q7; else go to Q7b]* And would you definitely support this proposal, or would you only probably support it?

	Total *[n=367]*	**0.3%** *[n=186]*	**0.5%** *[n=181]*
Definitely support it	73%	75%	72%
Probably support it	26%	25%	27%
DK/NS	1%	*	1%

7b. *[Ask only if R says "*Would oppose*" in Q7; else go to Q7c]* And would you definitely oppose this proposal, or would you only probably oppose it?

	Total *[n=203]*	**0.3%** *[n=84]*	**0.5%** *[n=119]*
Definitely oppose it	59%	62%	56%
Probably oppose it	40%	37%	43%
DK/NS	1%	1%	1%

7c. *[Ask only if R says "Undecided/not sure" in Q7; else go to Q8]* And even though you are undecided about whether to support or oppose this proposal, which way are you leaning? Are you leaning towards supporting or opposing this proposal?

	Total *[n=34]*	**0.3%** *[n=22]*	**0.5%** *[n=12]*
Leaning towards supporting it	78%	71%	92%
Leaning towards opposing it	15%	21%	4%
DK/NS	7%	8%	4%

Summary: Q7/7a/7b/7c

	Total [n=607]	0.3% [n=294]	0.5% [n=313]
Definitely support	44%	47%	42%
Probably support	16%	16%	16%[1]
Leaning support	4%	5%	4%
Undecided/DK/NS	1%	1%	*
Leaning oppose	1%	2%	*
Probably oppose	14%	10%	17%[2]
Definitely oppose	19%	18%	21%
Refused	1%	1%	*

8. Do you currently have any type of RTD public transit pass that allows you to ride, at a discounted rate, RTD buses or light rail in the Denver Metro area or in the City of Boulder? *[n=607]*

Yes, have an RTD pass	36%
No, don't have an RTD pass	63%
DK/NS	1%

8a. *[Ask only if R says "Yes" in Q8; else go to Q9]* Next I'm going to read you a list of six different types of passes one can have to ride public transportation in the Boulder-Denver area. After I read all six, please tell me which type of public transit pass you have. The six are: *[Read list; Multiple response OK] [Do not randomize]* *[n=220]*

A monthly or annual RTD pass, purchased directly from RTD, that is not part of the Eco-Pass program	7%
An employee Eco-Pass	30%
A neighborhood Eco-Pass	35%
A CU Boulder Student ID public transit pass	10%
A CU Boulder Faculty/Staff ID public transit pass	11%
A Naropa transit Pass	--
Other	10%
DK/NS	*

9. Our next questions are about the effort by the City of Boulder to update its Transportation Master Plan, to provide direction for how transportation funding is spent and what transportation projects or programs the city provides for Boulder residents. General trends indicate that traffic could increase significantly in Boulder by the year 2035. In the effort to manage traffic congestion, a major objective of the Transportation Master Plan has been "no long-term growth in vehicle traffic." Managing congestion and achieving "no long-term growth in vehicle traffic" means that Boulder residents and employees need to make fewer trips in single occupant vehicles. And they need to increase their use of other modes or activities like biking, taking the bus and telecommuting.

How would you rate the job the city government is doing in trying to meet this objective of "no long-term growth in vehicle traffic?" Would you say it is doing an excellent, good, only fair or poor job? *[n=607]*

Excellent	5%
Good	31%
Only fair	40%
Poor	13%
DK/NS	11%

[1] "DK/NS" responses in Q7a are included in the "Probably support" category.
[2] "DK/NS" responses in Q7b are included in the "Probably oppose" category.

10. And what about the Boulder community? How good of a job do you think the community, which includes you and your neighbors, are doing in trying to meet this same objective of "no long-term growth in vehicle traffic" in the City of Boulder. Would you say the community is doing an excellent, good, only fair or poor job? *[n=607]*

Excellent	6%
Good	30%
Only fair	46%
Poor	13%
DK/NS	5%

11. Regardless of how you feel the City and the community are doing meeting this objective, how important is it to you that the City continues its efforts to meet its objective of "no long-term growth in vehicle traffic?" Is it very important, pretty important, somewhat important, not too important or not at all important? *[n=607]*

Very important	41%
Pretty important	21%
Somewhat important	21%
Not too important	7%
Not at all important	9%
DK/NS	1%

11a. *[Ask only if R says "Very", "Pretty" or "Somewhat" important in Q11; else to go Q12]* I will now read you a few reasons people give for why they feel it's important to have "no long-term growth in vehicle traffic?" After I read each one, please tell me if it is a very important, pretty important, not too important or a not at all important reason to you to support the goal of having "no long-term growth in vehicle traffic.". The first is: *[Read list; Randomize]*

		---Important---		-----Not Important-----		DK\
		Very	Pretty	Not Too	Not At All	NS
a.	To preserve quality of life in the community *[n=506]*	57%	36%	6%	1%	*
b.	To reduce traffic congestion *[n=506]*	53%	37%	8%	1%	1%
c.	To protect the environment *[n=506]*	61%	31%	6%	1%	1%
d.	To reduce greenhouse gas emissions *[n=506]*	60%	27%	8%	3%	2%
e-1.	**[Sample A]** To reduce oil consumption *[n=169]*	56%	28%	11%	2%	3%
e-2.	**[Sample B]** To reduce dependence on foreign oil *[n=158]*	45%	32%	18%	3%	2%
f.	To reduce noise and other vehicle impacts on neighborhoods *[n=506]*	26%	40%	27%	6%	1%
g.	To avoid the costs and impacts of having to widen roads *[n=506]*	40%	43%	12%	2%	3%
h.	To increase safety for all modes of travel *[n=506]*	49%	34%	15%	2%	*

12. While Boulder residents have made some progress in reducing the number of single occupant vehicle trips, the City is NOT currently on track to reach it's no growth in vehicle traffic goal by 2025. To reach this goal, Boulder residents and employees will need to make fewer trips driving alone in a car. Today, residents make about 12 drive alone trips a week and reaching the goal would mean that 4 of those trips would need to happen some other way by 2025. I will now read you a list of actions the City could take to encourage you to cut down the number of drive-alone trips you take each week. After I read each one, please tell me if it were done, would you definitely reduce your drive-alone trips around town, probably reduce them, probably not reduce them or definitely not reduce the number of drive-alone trips you take around town. The first is: *[Read list] [If R says nothing is going to get him/her to drive less, check "Definitely not" to Q11 a-x]*

		Definitely	Probably	Prob. Not	Defin. Not	DK/ NS
a.	**[Sample A]** Increase spending to complete the bike and pedestrian systems *[n=201]*	29%	30%	20%	15%	6%
b.	**[Sample B]** Improve pedestrian crossing opportunities at points along major roads *[n=192]*	10%	24%	30%	29%	7%
c.	**[Sample C]** Add more bike lanes in your neighborhood *[n=214]*	16%	20%	37%	23%	4%
d.	**[Sample B]** Separate bike lanes from cars *[n=192]*	35%	28%	17%	12%	8%
e.	**[Sample A]** Make better connections for bike lanes and bike paths *[n=201]*	31%	28%	22%	15%	4%
f.	**[Sample C]** Add more bike lanes along major roadways *[n=214]*	18%	33%	26%	20%	3%
g.	**[Sample A]** Increase enforcement to make walking or biking safer *[n=201]*	15%	29%	30%	18%	8%
h.	**[Sample B]** Expand the network of off-street bike paths *[n=192]*	25%	42%	18%	11%	4%
i.	**[Sample C]** Add more bicycle amenities such as more bike parking in downtown and at transit stops *[n=214]*	15%	23%	32%	24%	6%
j.	**[Sample B]** Add more B-Cycle bike rental stations *[n=192]*	10%	14%	39%	26%	11%
k.	**[Sample A]** Provide more services like the HOP and SKIP buses to parts of the community that don't have similar service *[n=201]*	20%	41%	19%	14%	6%
l.	**[Sample C]** Increase the frequency of buses on existing routes *[n=214]*	15%	43%	25%	13%	4%
m.	**[Sample A]** Run buses earlier or later in the day *[n=201]*	18%	27%	30%	19%	6%
n.	**[Sample B]** Provide everyone who wants one with an annual bus pass like RTD's Eco Pass *[n=192]*	44%	23%	16%	15%	2%
o.	**[Sample C]** Reduce existing areas of free parking by converting more of these areas to paid parking *[n=214]*	8%	22%	38%	26%	6%
p.	**[Sample B]** Require paid parking at places of employment, even on lots owned by a business *[n=192]*	12%	21%	27%	30%	10%
q.	**[Sample A]** Increase the cost of paid parking *[n=201]*	16%	24%	31%	25%	4%
r.	**[Sample C]** Give priority on existing roadways to public transit vehicles, in order to improve public transit travel times *[n=214]*	17%	39%	22%	16%	6%
s.	**[Sample A]** On existing major roads like Broadway and East Arapahoe Avenue, convert one of the existing lanes in each direction to a bus and right turn-only lane, to give buses a travel time advantage over cars *[n=201]*	17%	21%	34%	21%	7%

		Definitely	Probably	Prob. Not	Defin. Not	DK/ NS
t.	**[Sample B]** Increase densities along transit corridors, so more people can choose to work, shop and live close to public transportation *[n=192]*	20%	35%	22%	14%	9%
u.	**[Sample C]** Increase mixed use development in neighborhoods so people can work and shop close to where they live *[n=214]*	28%	39%	18%	11%	4%
v.	**[Sample B]** Allow small stores, coffee shops and restaurants in existing neighborhoods, where they are now prohibited *[n=192]*	24%	40%	17%	10%	9%
w.	**[Sample A]** Develop real time reporting of traffic conditions on major corridors in town, so people can plan their travel for times when there is less congestion *[n=201]*	15%	26%	31%	23%	5%
x.	**[Sample C]** Develop enhanced incentive programs that might actually pay people to not drive *[n=214]*	29%	29%	19%	17%	6%

13. Thinking again about this objective of "no long-term growth in vehicle traffic" to manage traffic congestion in the City of Boulder. Do you strongly support, somewhat support, somewhat oppose or strongly oppose continuing to include this objective in the Transportation Master Plan? If you don't have feelings about it one way or the other, just say so. *[n=607]*

Strongly support	34%
Somewhat support	31%
Neutral—no feelings about it	18%
Somewhat oppose	7%
Strongly oppose	8%
DK/NS	2%

Our last questions are about you and your family. The answers to these questions help us statistically classify the results we obtain and will only be used when combined with the hundreds of other interviews conducted for this survey.

D1. For how many years have you lived in or near the City of Boulder*? [Record # in years – range 0-99; Record less than 6 months=0; Record 6 months to 1 year =1]* *[n=607]*

5 or less years	17%
6-15 years	23%
16-25 years	25%
26-40 years	22%
41 or more years	13%
DK/NS/Refused	*

D2. Do you own or rent your home? *[n=607]*

Own	80%
Rent	17%
DK/NS/Refused	3%

D3. How many people, including yourself, live in your household? *[Range 1-20; 99=refused]* *[n=607]*

1	18%
2	38%
3	21%
4	14%
5 or more	9%
Refused	*

D3a. *[Ask if R says "2 or more" in D3; else go to D4]* How many of those living in your home are 16 years old or older? *[n=500]*

1	4%
2	64%
3	24%
4 or more	8%
Refused	*

D4. Do you live east or west of 28th Street? *[n=607]*

East of 28th Street	32%
West of 28th Street	67%
DK/NS	1%

D5. How many times did you use a bicycle for commuting or errands in the last week? Was it once or twice, three to four times, five or more times, or did you not use a bicycle for commuting or errands in the last week? *[n=607]*

Once or twice	17%
Three to four times	8%
Five or more times	17%
Did you not use a bicycle in last week	57%
DK/NS	1%

D6. How many times did you use a BUS for commuting or errands in the last week? Was it once or twice, three to four times, five or more times, or did you not use a bus for commuting or errands in the last week? *[n=607]*

Once or twice	16%
Three to four times	4%
Five or more times	6%
Did you not use a bus in last week	73%
DK/NS	1%

D7. Are you a full or part-time college student? *[n=607]*

Yes	13%
No	86%
DK/NS	1%

D8. Which of the following best describes your current employment situation – employed outside the home, employed in your home, unemployed, retired, or a homemaker? *[n=607]*

Employed outside the home	51%	
Employed in your home	11%	
Unemployed	7%	
Retired	24%	
Homemaker	5%	
Other	1%	⇒ *Do not read*
Refused	*	
DK/NS	*	

D8a. *[Ask only if R says "Employed outside the home" in D8 else go to D9]* In which city do you work? If you don't work within a particular city, which city do you work closest to? *[n=312]*

Boulder	69%
Broomfield	3%
Denver	8%
Lafayette	2%
Longmont	7%
Louisville	1%
Other city	10%
DK/NS	--

D9. May I ask how old you are? *[98=98+ years / 99=DK/NS/Ref]* *[n=607]*

18-24	11%
25-34	16%
35-44	16%
45-54	17%
55-64	17%
65 or older	20%
Refused	3%

D10. Which of the following categories best describes the amount of formal education you have completed? *[Read list]* *[n=607]*

0 - 11 years, no diploma	*
High school graduate	4%
Some college, no degree	16%
Associate degree	3%
Bachelor's degree	30%
Graduate or professional degree	46%
DK/NS	*
Refused	1%

THANK YOU FOR TAKING OUR SURVEY. YOUR ANSWERS HAVE BEEN EXTREMELY HELPFUL.

Methodology

The 2012 Boulder County Issues Survey was conducted on behalf of the City of Boulder by Talmey-Drake Research & Strategy, Inc., a public opinion research firm in Boulder, Colorado. The results of this survey are based upon 607 telephone interviews with Boulder County voters. Talmey-Drake purchased a sample of telephone numbers of registered voters, which was then randomly sampled. Interviews were conducted from June 21 to July 15, 2012. Calling was suspended on June 26th to July 8th to avoid conflicting with front range fires and the 4th of July holiday. Quotas were established to obtain approximately equal numbers of males and females and to appropriately balance political party. Results of the survey are balanced by age to more accurately represent the actual distribution among voters. Random samples of 607 have worst-case 95% confidence interval of plus or minus 4.0% about any one reported percentage.