

**2013**  
**BOULDER TRANSPORTATION**  
**MAINTENANCE FEE ISSUES**  
**STUDY**

**Report - Highlights**  
**- March, 2013 -**

*Prepared for:*



**DRAFT**

# OBJECTIVES

The objectives of this study are to:

- Gauge the likelihood of success for ballot initiatives to fund City transportation projects
- Test two different levels of funding:
  - lower level of \$3.5 million;
  - higher level of \$5.5 million
- Test two different options for funding at two different levels:
  - *A sales tax increase of .15% and .25%;*
  - *An average monthly fee of \$3 and \$7 that would appear on the City water bills of residential customers, with an average monthly fee of \$15 and \$23 for employers, depending on vehicle trips produced*
- Measure the relative importance to voters of different transportation projects on which the new revenue might be spent.



# METHODOLOGY

Talmey-Drake Research & Strategy, Inc. conducted the 2013 Transportation Funding Issues Survey on Behalf of the City of Boulder.

- *Results are based on 806 completed telephone interviews with randomly selected active voters in the City.*
- *553 interviews were completed on landlines; 235 on cell phones.*
- *Interviews were conducted February 24 – March 5, 2013.*
- *The margins of error on 200 and 806 completed telephone interviews are plus or minus 6.9% and 3.5%, respectively.*



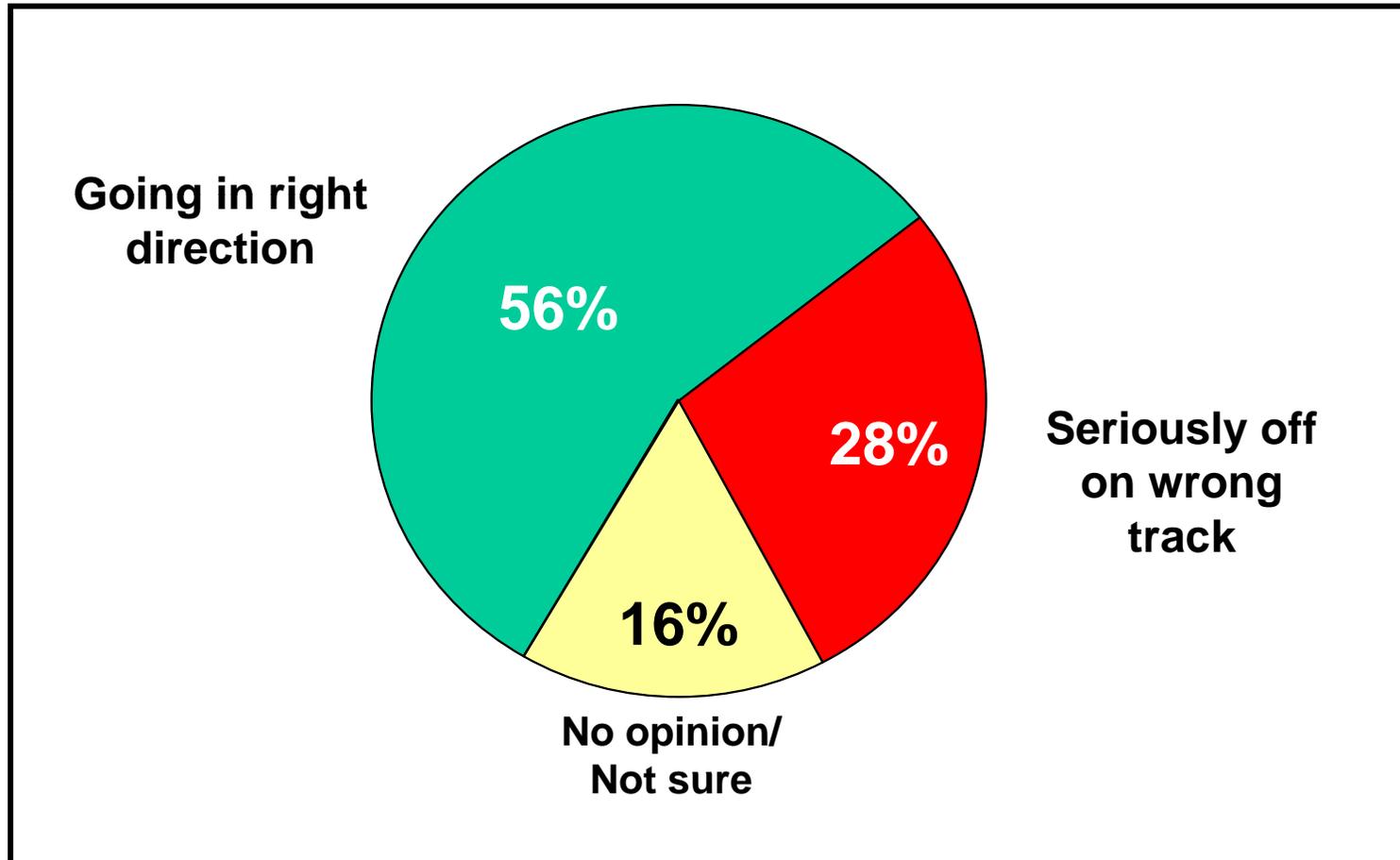
## KEY FINDINGS

- Proposed sales tax and TMF proposal would likely pass (60%+ support), however the strength of support for both is relatively weak.
- Out of nine transportation areas, the highest support is for “maintaining public transit service at the current levels” and “improving pedestrian and bicycle safety at high accident intersections.”
- All transportation areas rank highly relative to other types of city-wide services and projects tested.

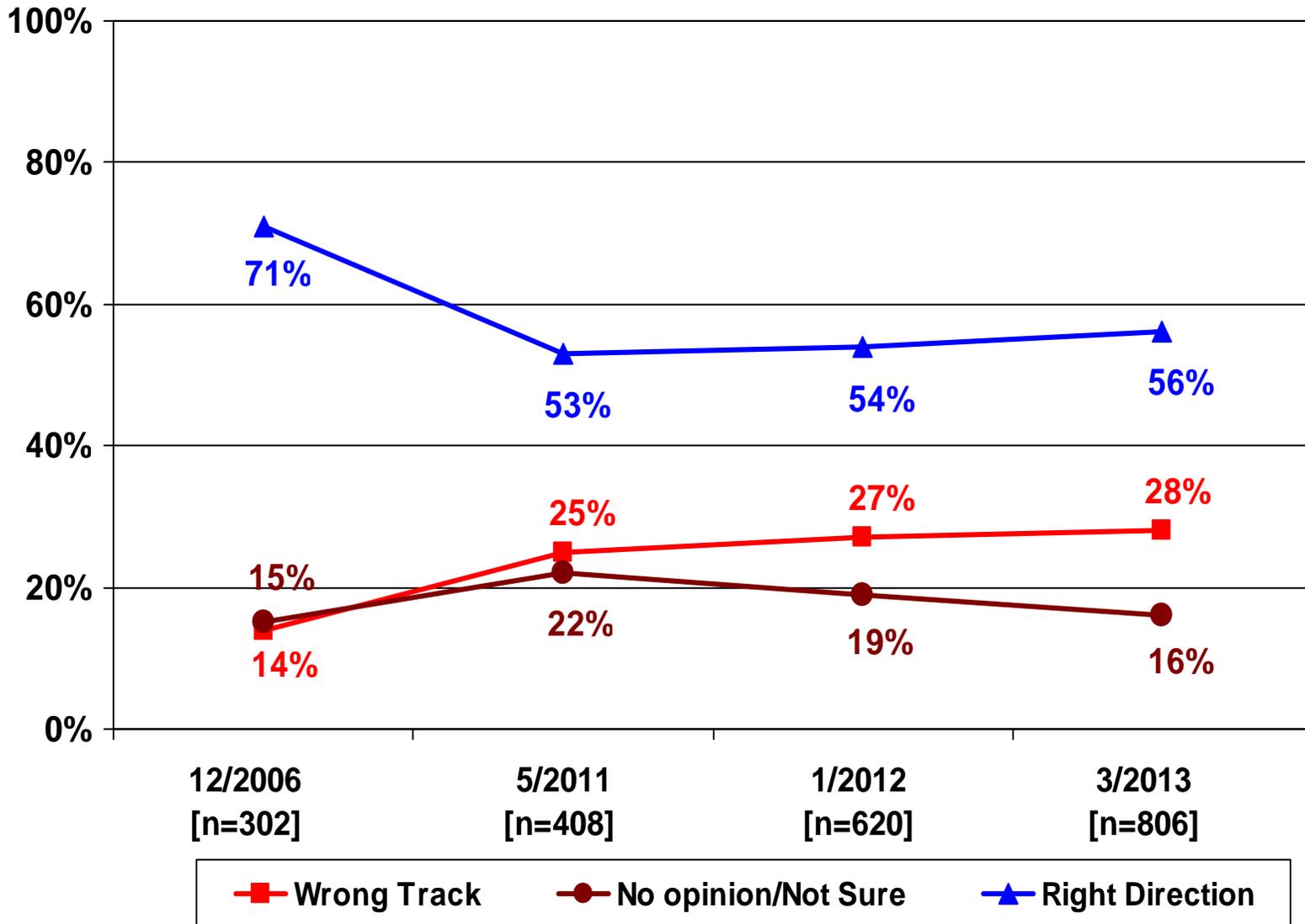


# How are Things Going in the City of Boulder?

[n=806]



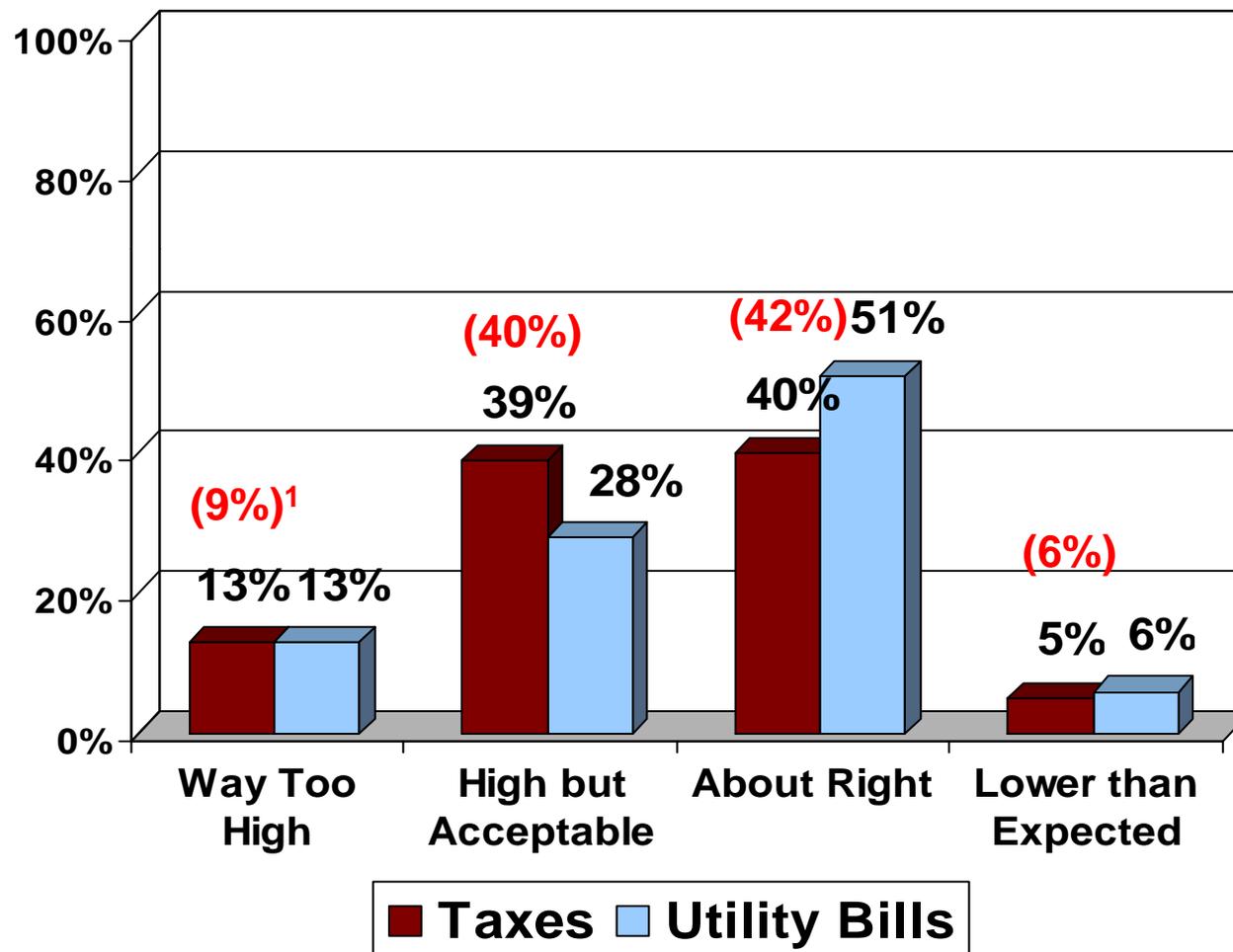
# How are Things Going in the City of Boulder?



# 6 Perception of Taxes in the City of Boulder

-City sales, use and property taxes vs. City utility bill-

[n=806 / n=705]



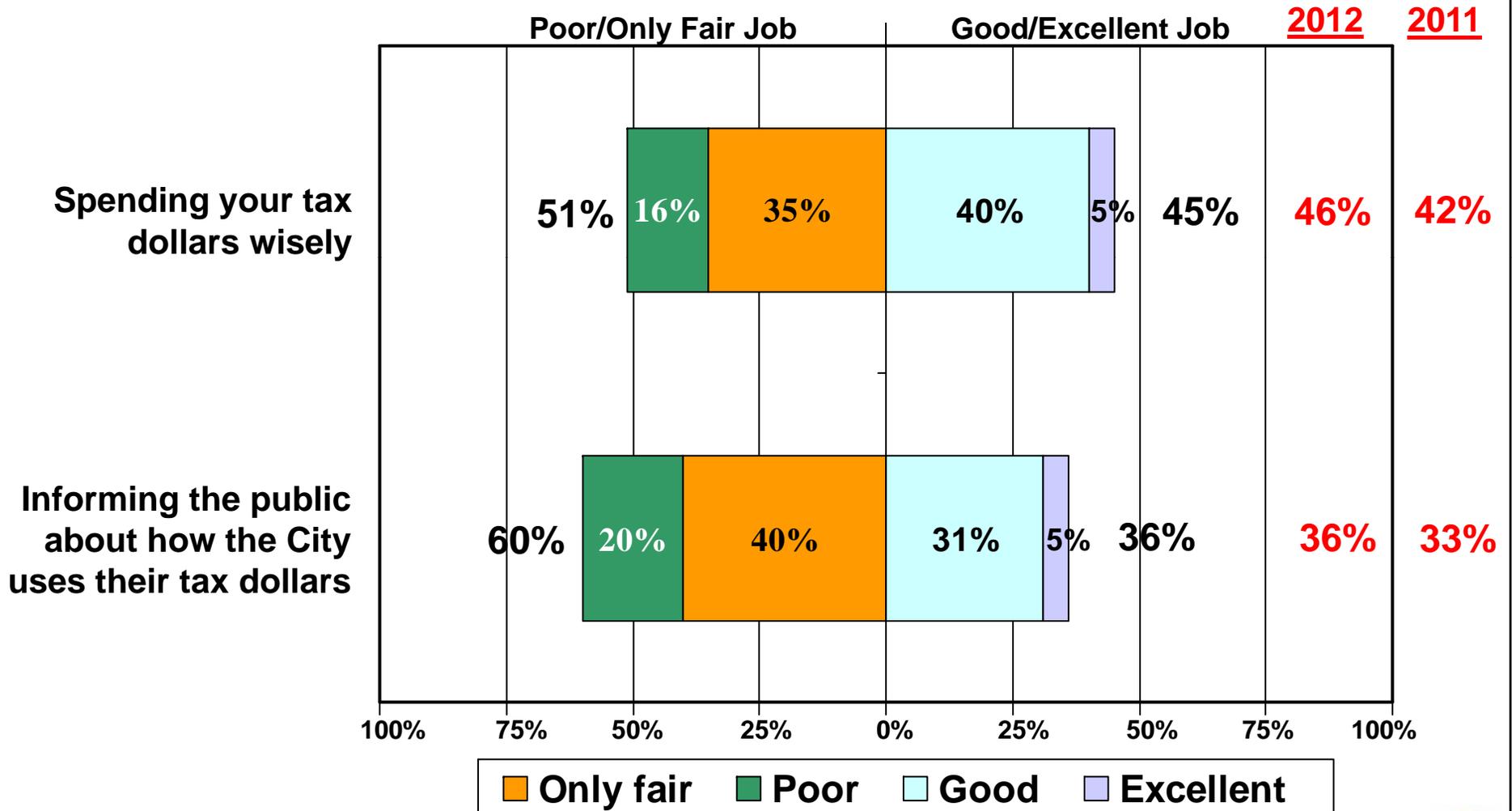
Q6 & 7

<sup>1</sup>Red numbers in parentheses are from January, 2012



# Rating The City On Tax-Related Issues

[n=806]



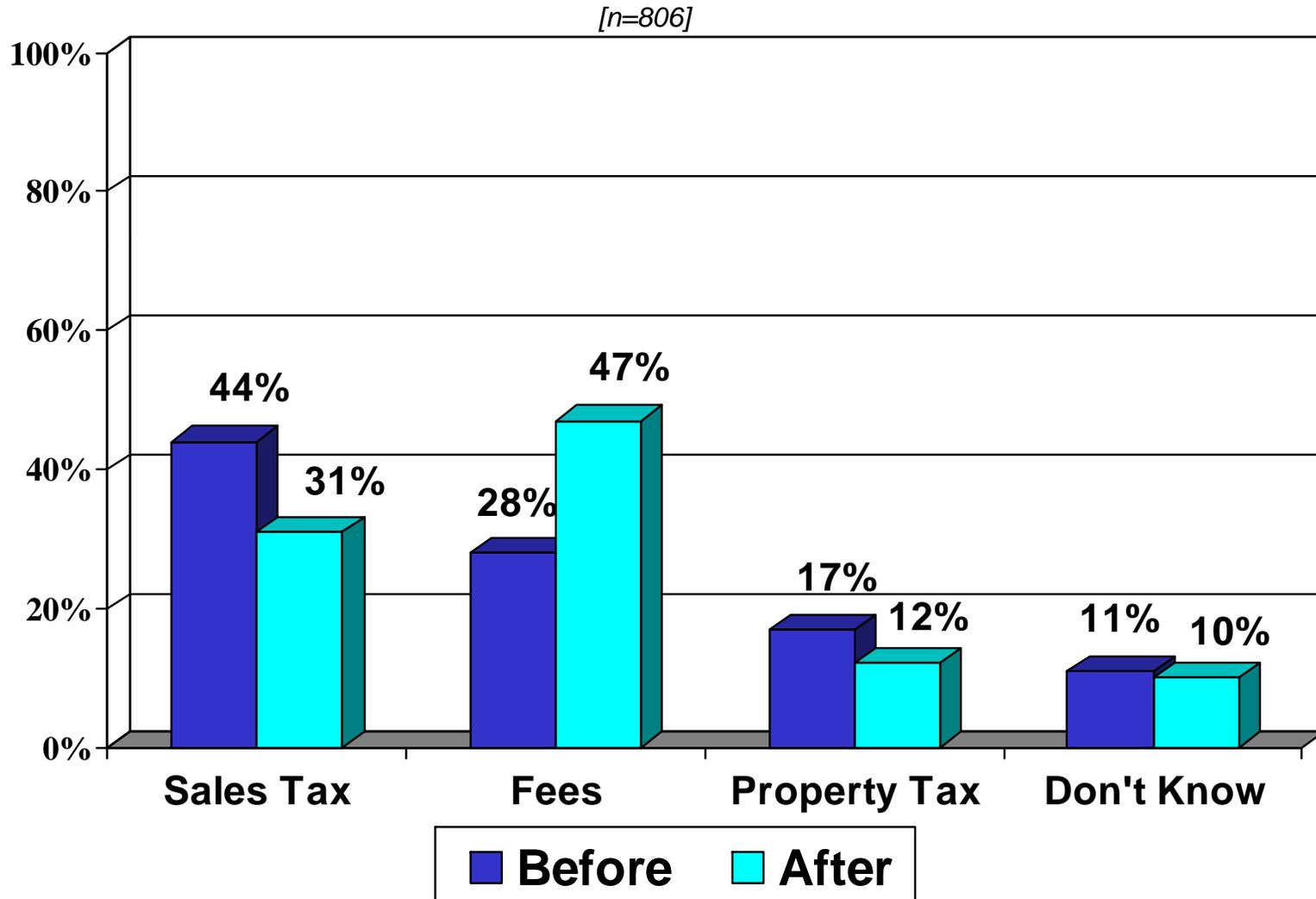
Q5a & b

Don't Know responses not charted



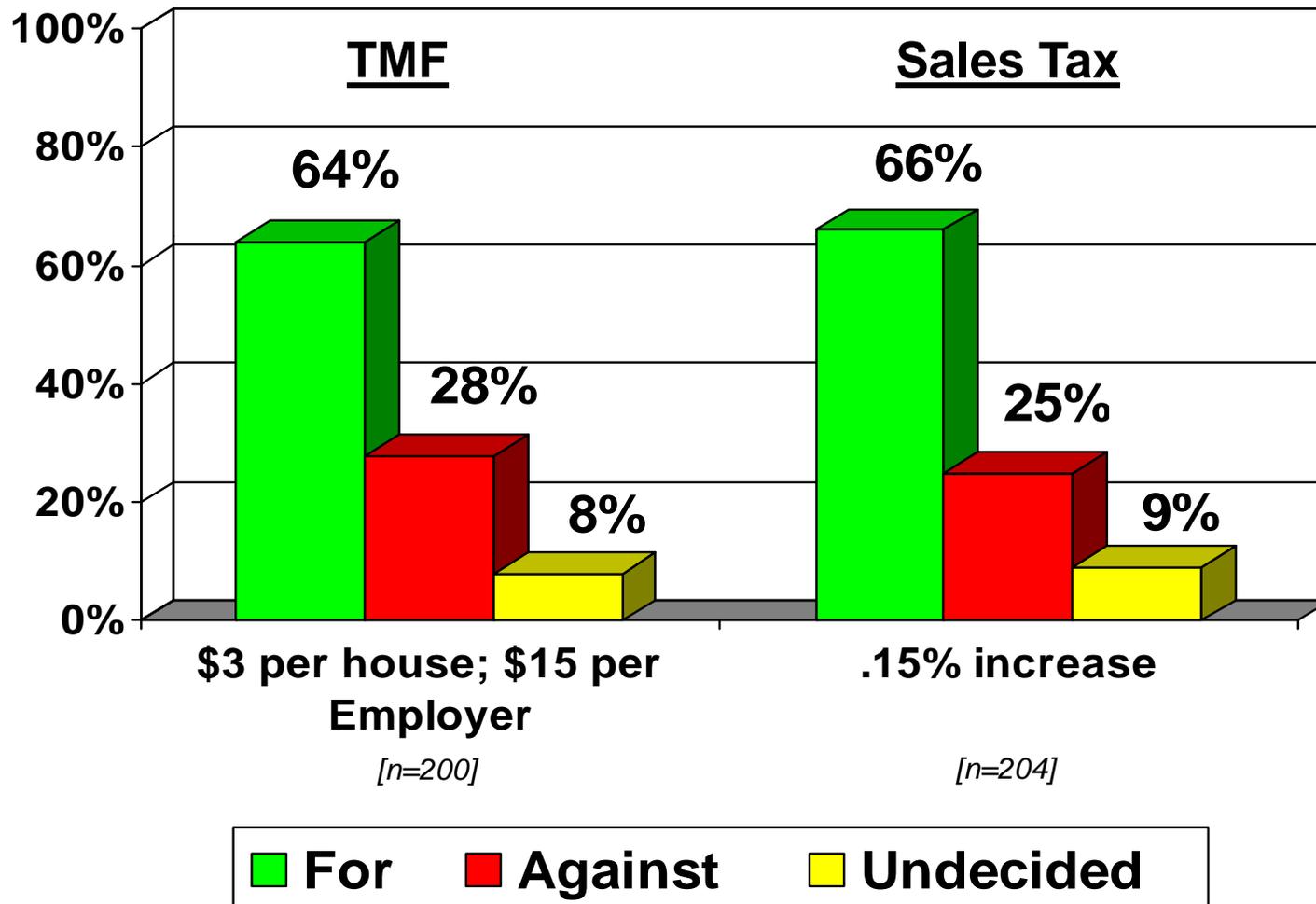
# Which of the Three Types of Taxes is the Least Objectionable Way to Increase Revenue?

-Before and After Explanation of Fee v. Tax-



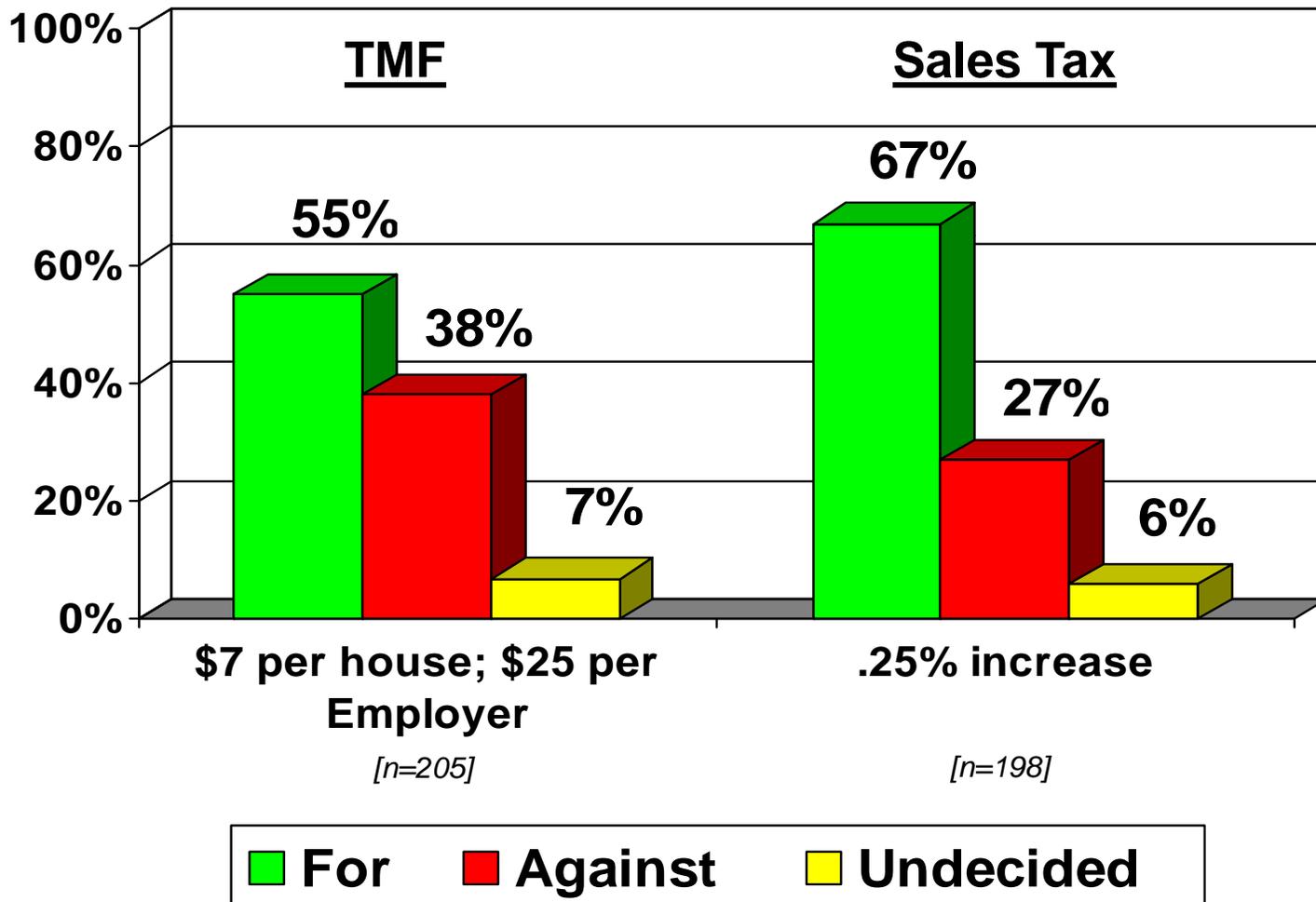
9

# Results of Two Low Dollar Versions of the Ballot Proposals to Fund Transportation



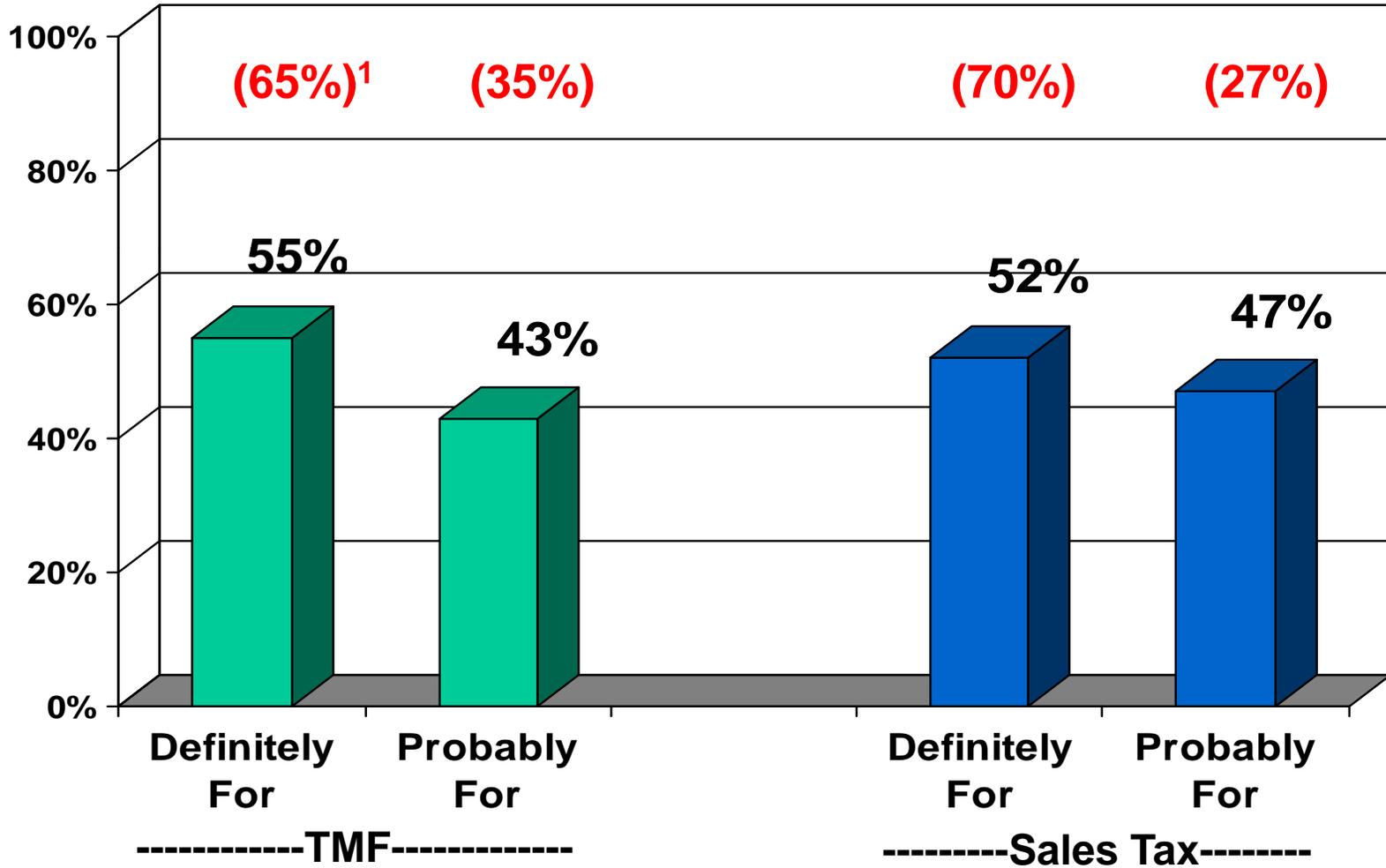
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# Results of Two High Dollar Versions of the Ballot Proposals to Fund Transportation



11 **Strength of Support For \$3.5 Million Level**

[TMF n=128 ; Sales Tax n=135]

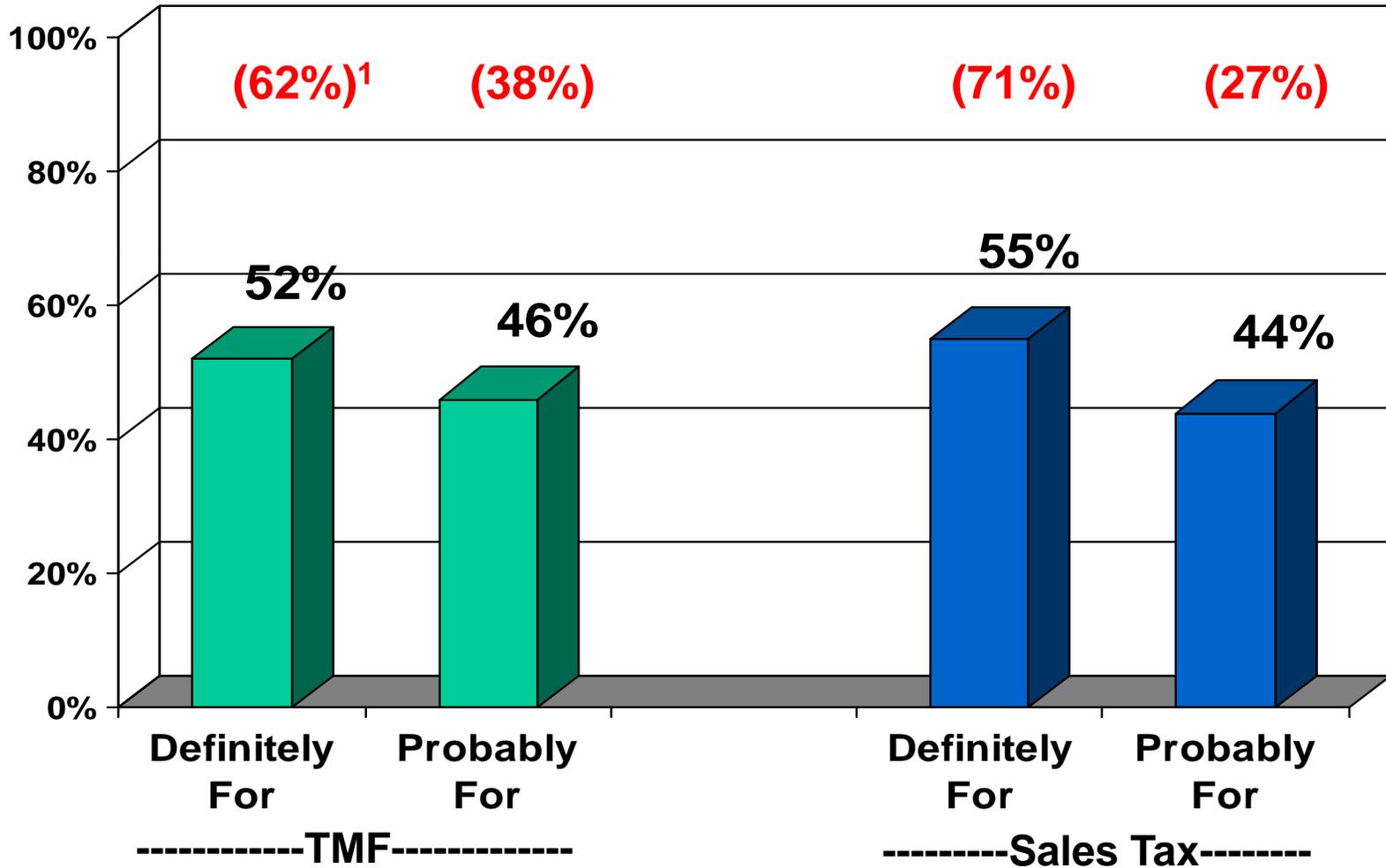


<sup>1</sup>Number in parentheses are for Definitely and Probably **AGAINST**



# Strength of Support For \$5.5 Million Level

[TMF n=114 ; Sales Tax n=133]



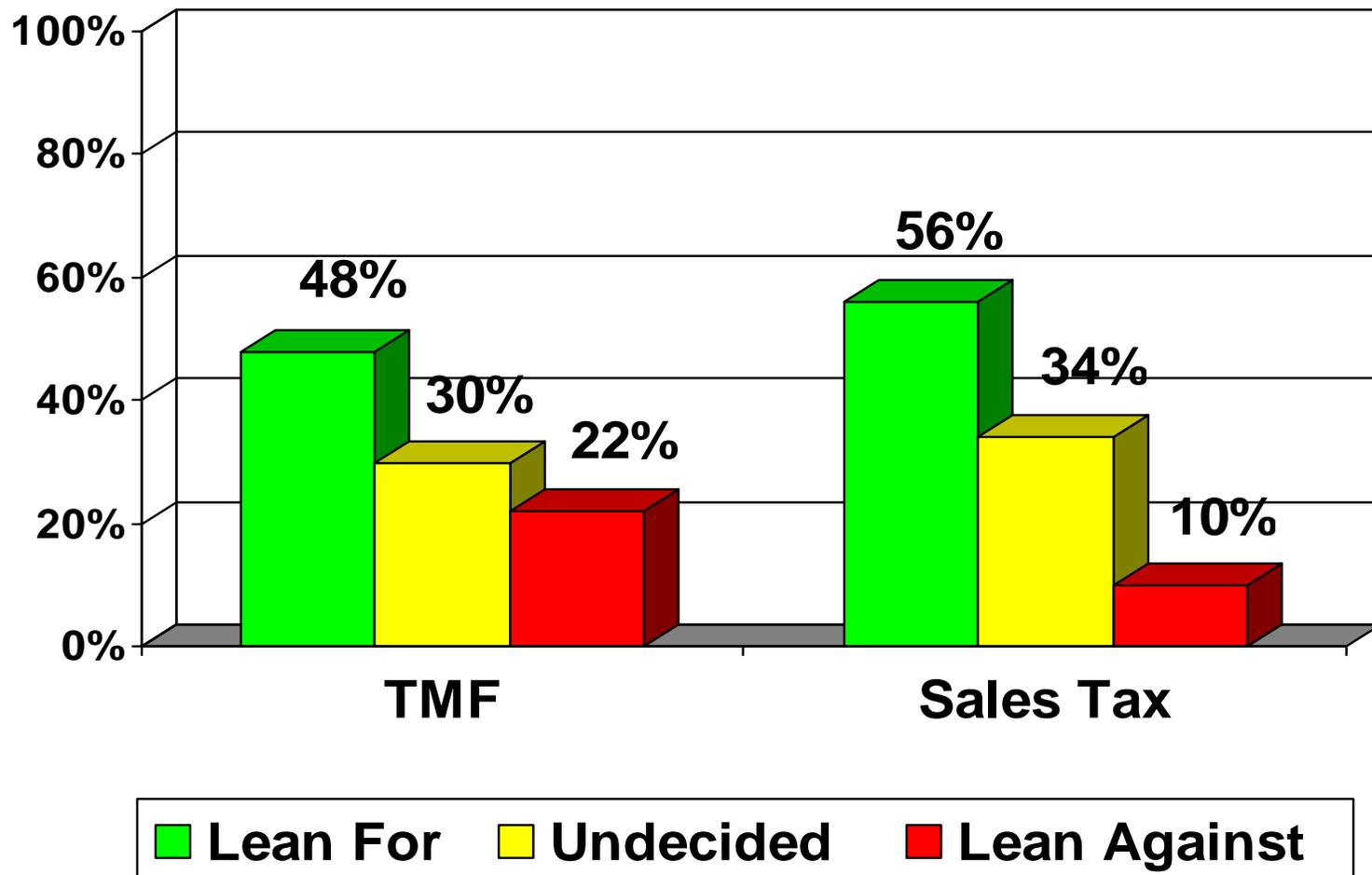
<sup>1</sup>Number in parentheses are for Definitely and Probably **AGAINST**



# Breakout of How Undecided's Lean On the Transportation Funding Proposals

- Results shown are combined totals for both versions -

[TMF n=32 ; Sales Tax n=30]



# Top 10 Transportation Projects to Fund Sooner Than Later

Transportation Projects	Total Saying Important
a. Maintain public transit services like HOP/SKIP/ JUMP at their current levels	71%
b. Improve pedestrian & bike safety at high accident intersections	65%
e. Replace substandard bridges on the street & pathway system	58%
f. Resurface streets to keep pavement in good repair	58%
c. Improve street intersections for better traffic flow & pedestrian/ bike safety	57%
d. Do routine maintenance like snow plowing & re-painting street markings	56%
g. Provide an Eco-Pass for those who live, work, or go to school in Boulder	52%
h. Complete missing links in City's bike & pedestrian pathway system	47%
i. Provide more services like HOP, SKIP in underserved areas	46%
<b>b. Complete pathway &amp; street connections in Boulder Junction</b>	<b>46%</b>



# Top 10 Non-Transportation Projects to Fund Sooner Than Later

-All results for non-transportation projects are from the January, 2012 Survey-

Non-Transportation Projects	Total Saying Important
r. Improve library facilities at main library & existing branches	41%
j. Pay for energy efficiency projects in city facilities	38%
h. Add a North Boulder Branch Library	33%
u. Improve playground / courts / structures in parks throughout Boulder	33%
k. Improve civic center area with year long Farmers Market and cultural spaces	32%
q. Improve city facilities/move fire station/expand Police & Public Safety building	30%
t. Buy / build spaces for local food growing & production in Boulder Valley	29%
s. Provide land/buildings for non-profits to rent cheap space to better serve Boulder	29%
o. Build cultural / educational facilities downtown for science / history museums & cultural arts center	26%
y. Improve Rec. Centers by adding space for programs / community meetings	21%
n. Make Historic / Cultural improvements at Chautauqua / Harbeck House / Pottery / Arts Centers	21%



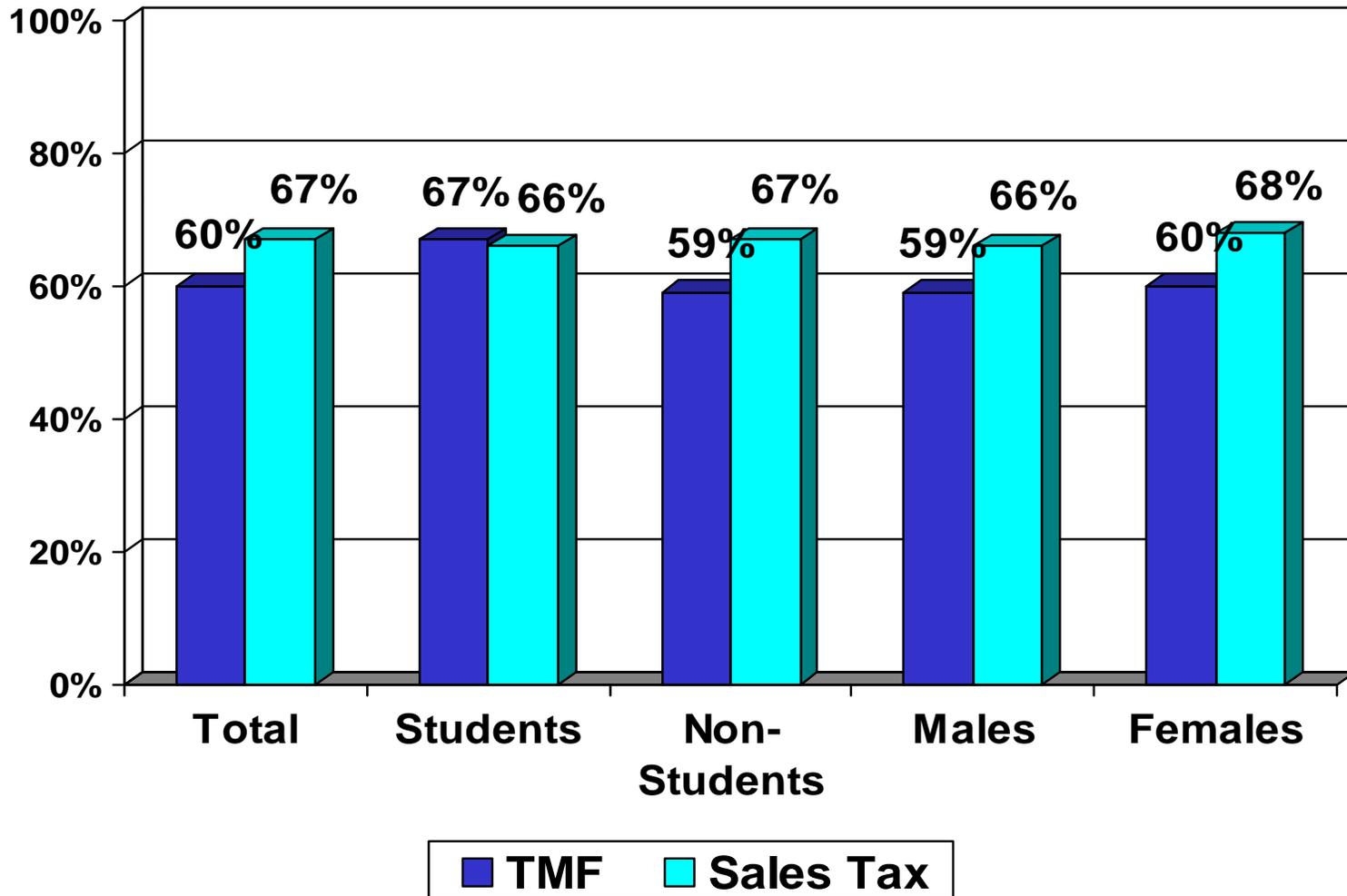
Transportation Maintenance Funding Study

# **BACKGROUND SLIDES**



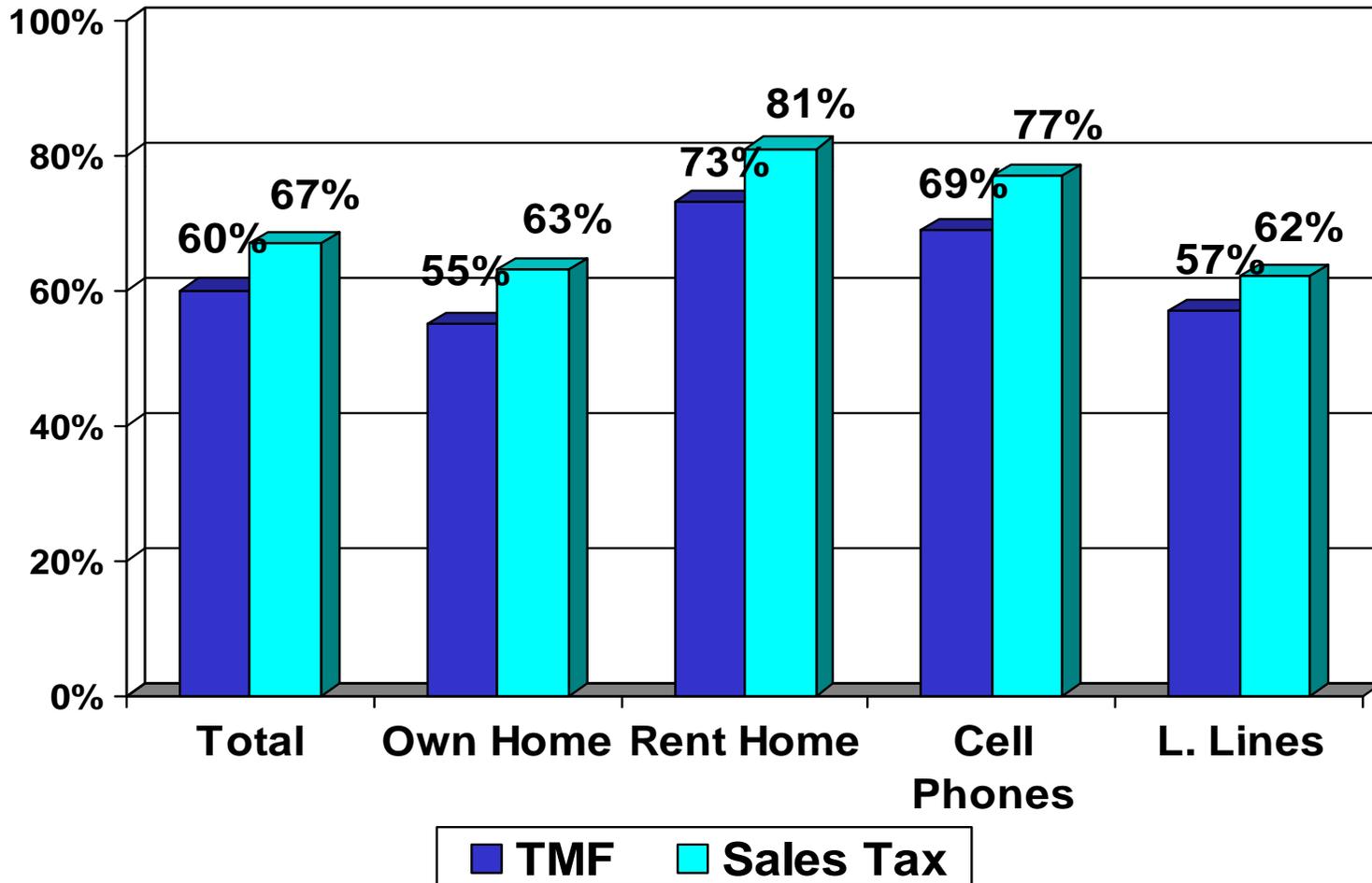
# Results of the Ballot Proposals By: Student Status and Gender

- Results shown are the "In Favor" responses -



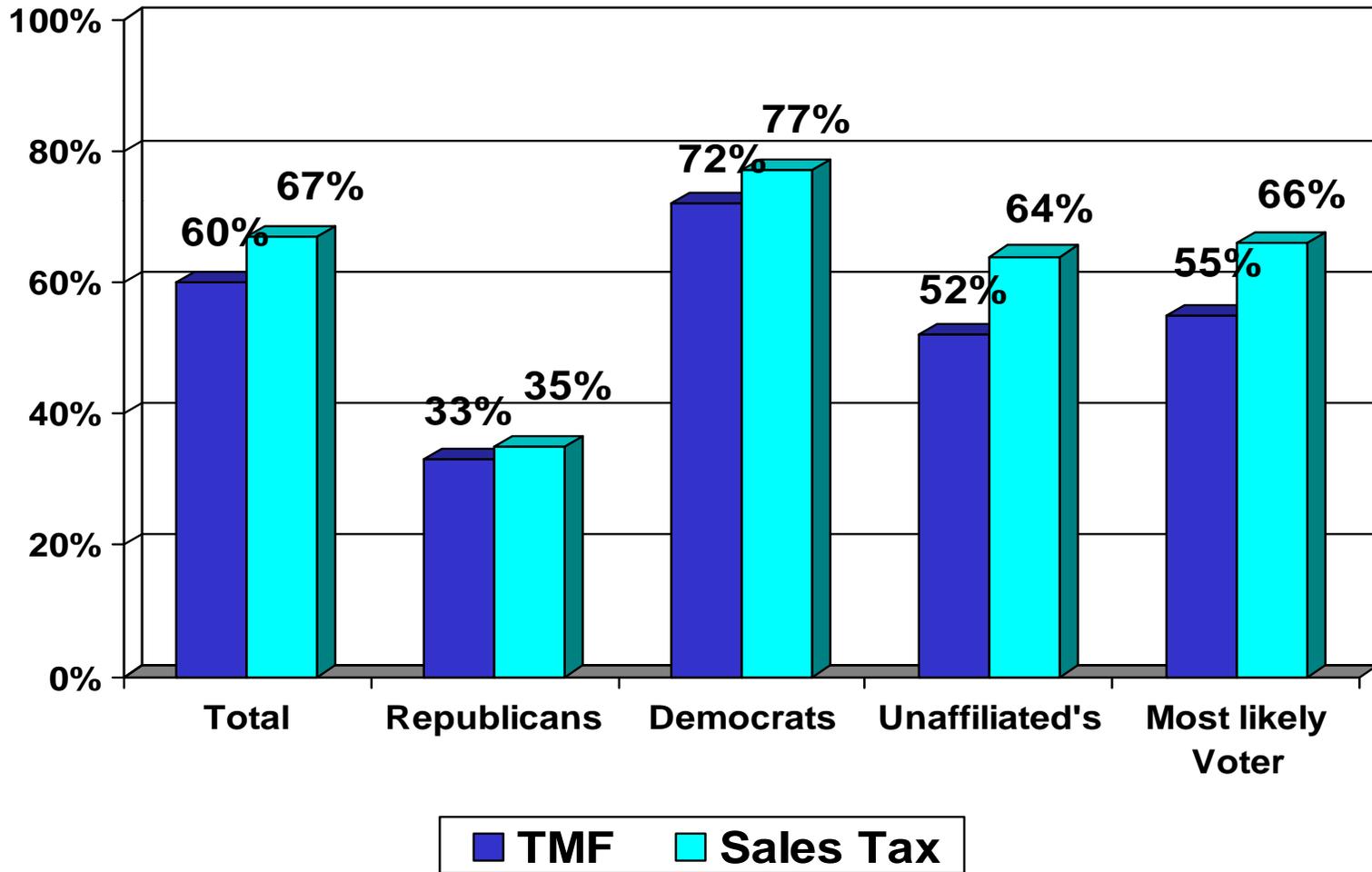
# Results of the Ballot Proposals By: Home Ownership and Most Likely Voters

- Results shown are the "In Favor" responses -



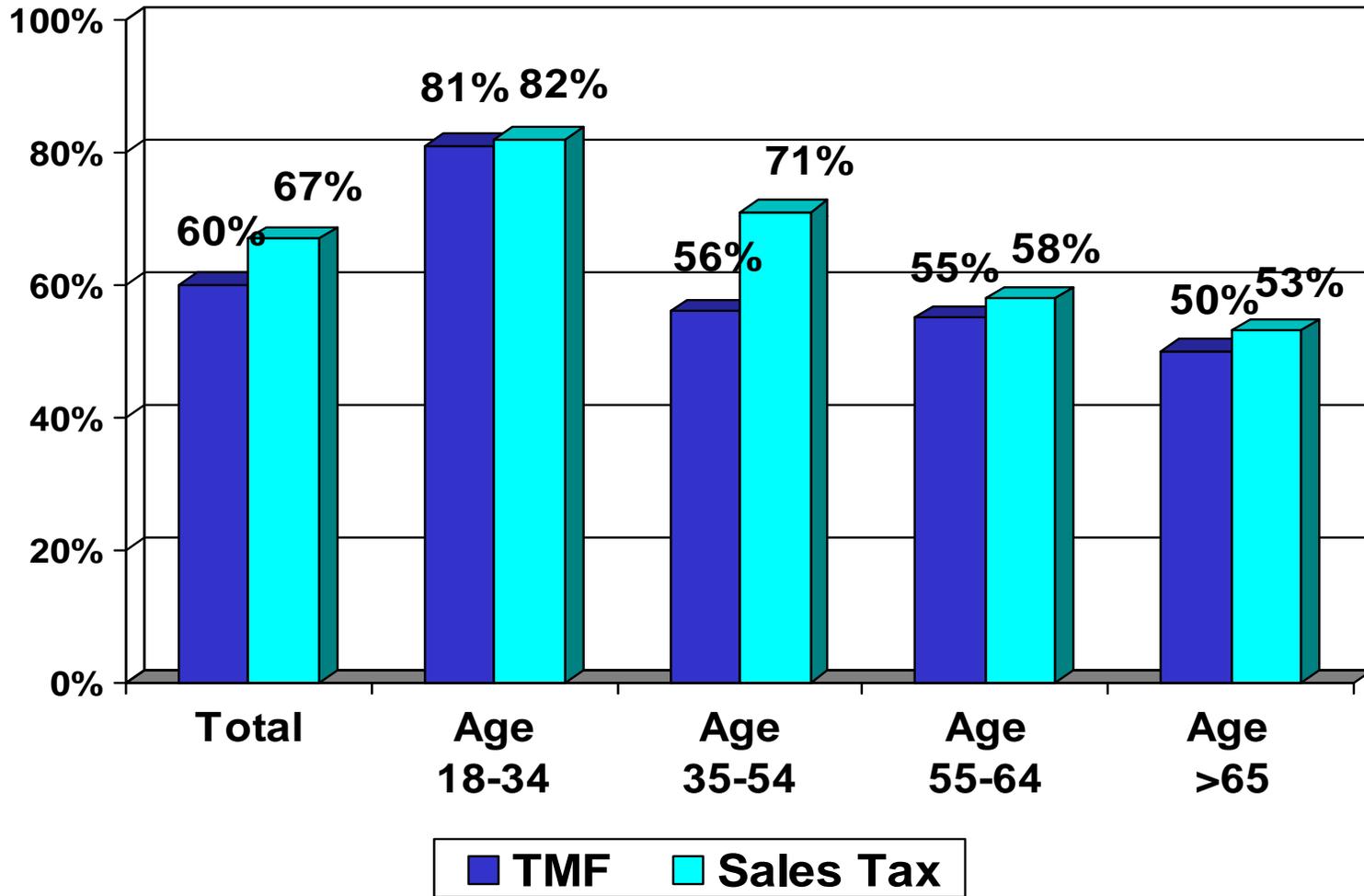
# Results of the Ballot Proposals By: Political Party

- Results shown are the "In Favor" responses -



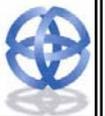
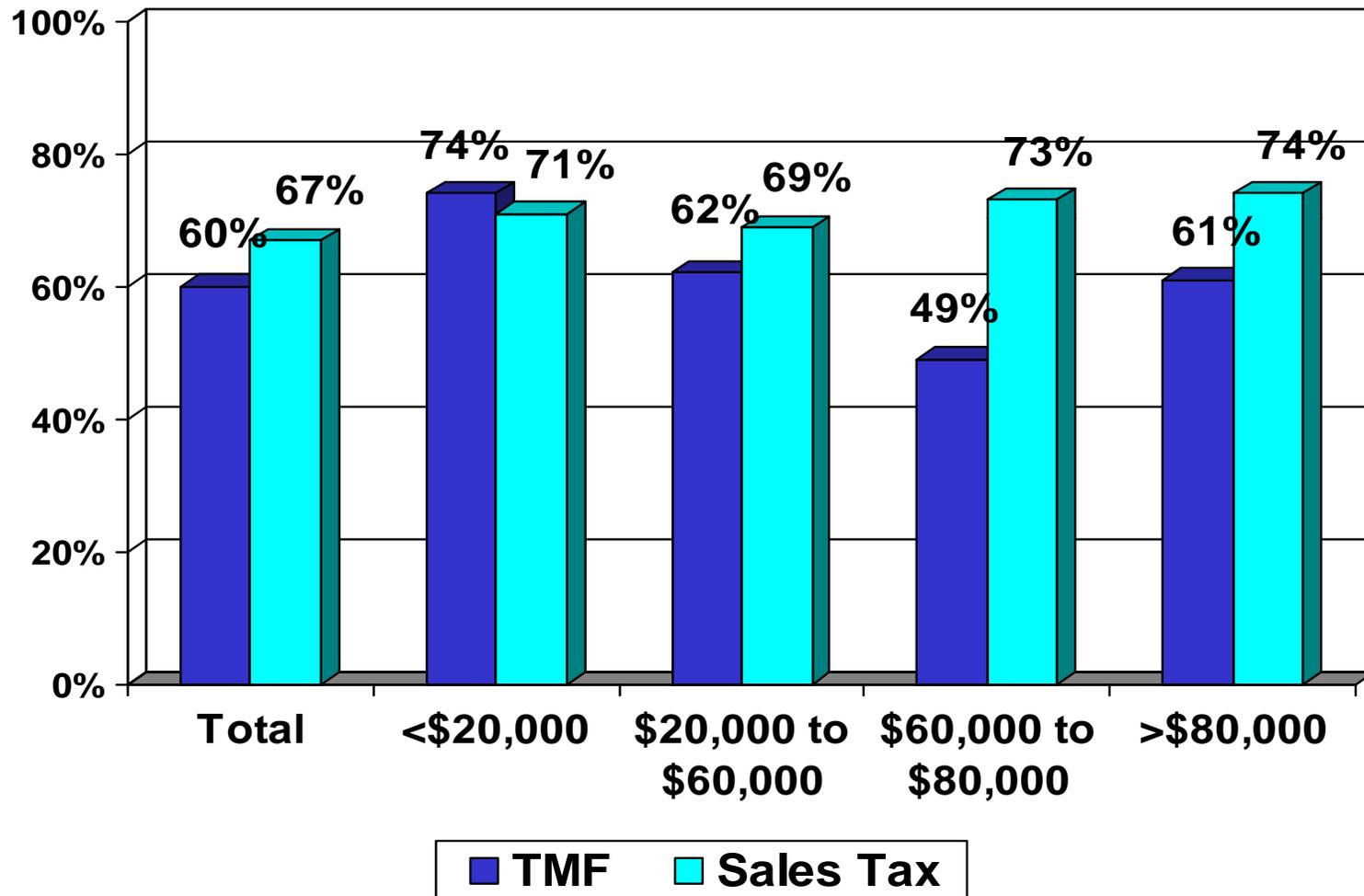
# Results of the Ballot Proposals By: Age

- Results shown are the "In Favor" responses -



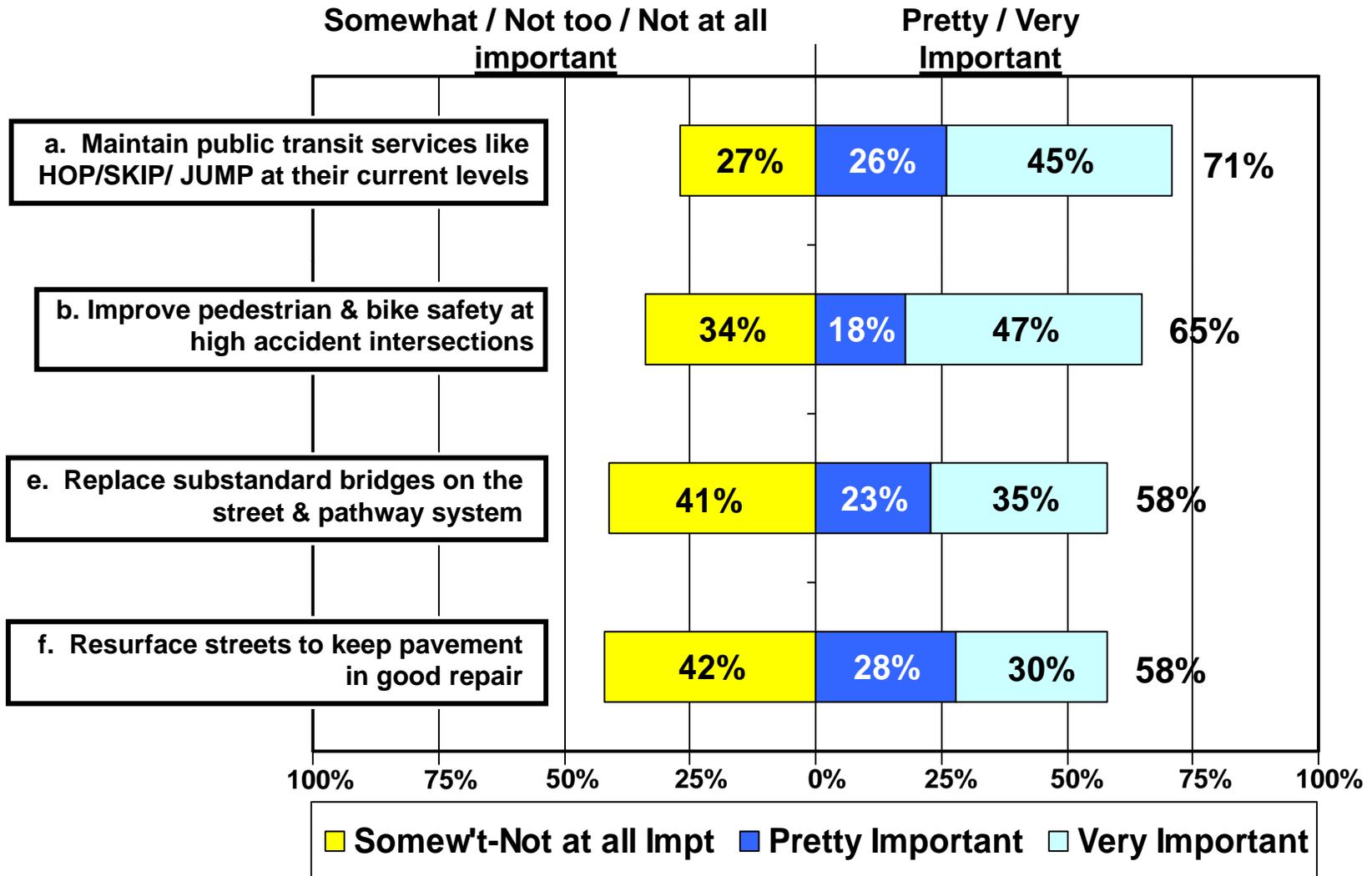
# Results of the Ballot Proposals By: Income

- Results shown are the "In Favor" responses -



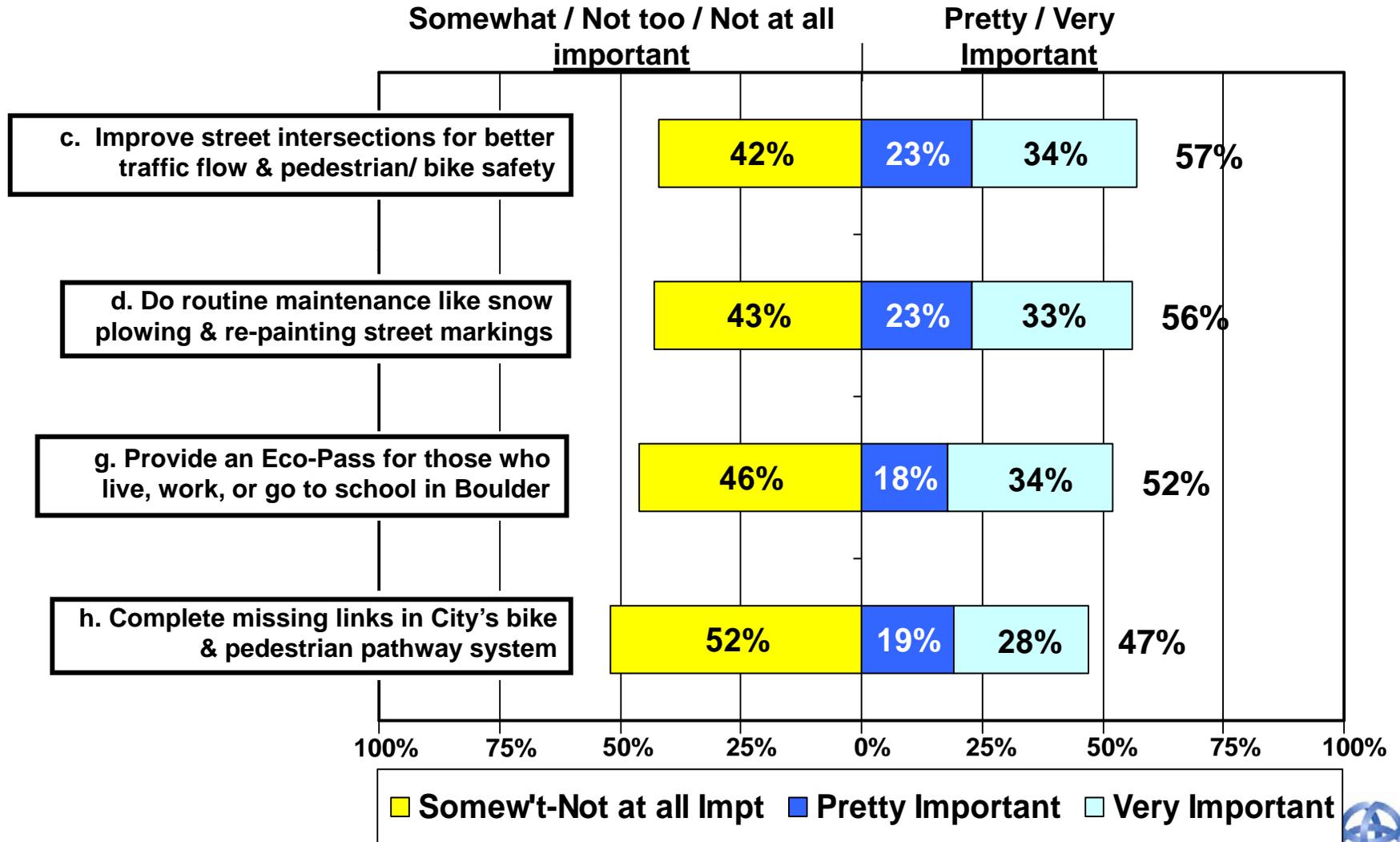
22 **Top 4 Projects to Fund Sooner Than Later**

[n=806]



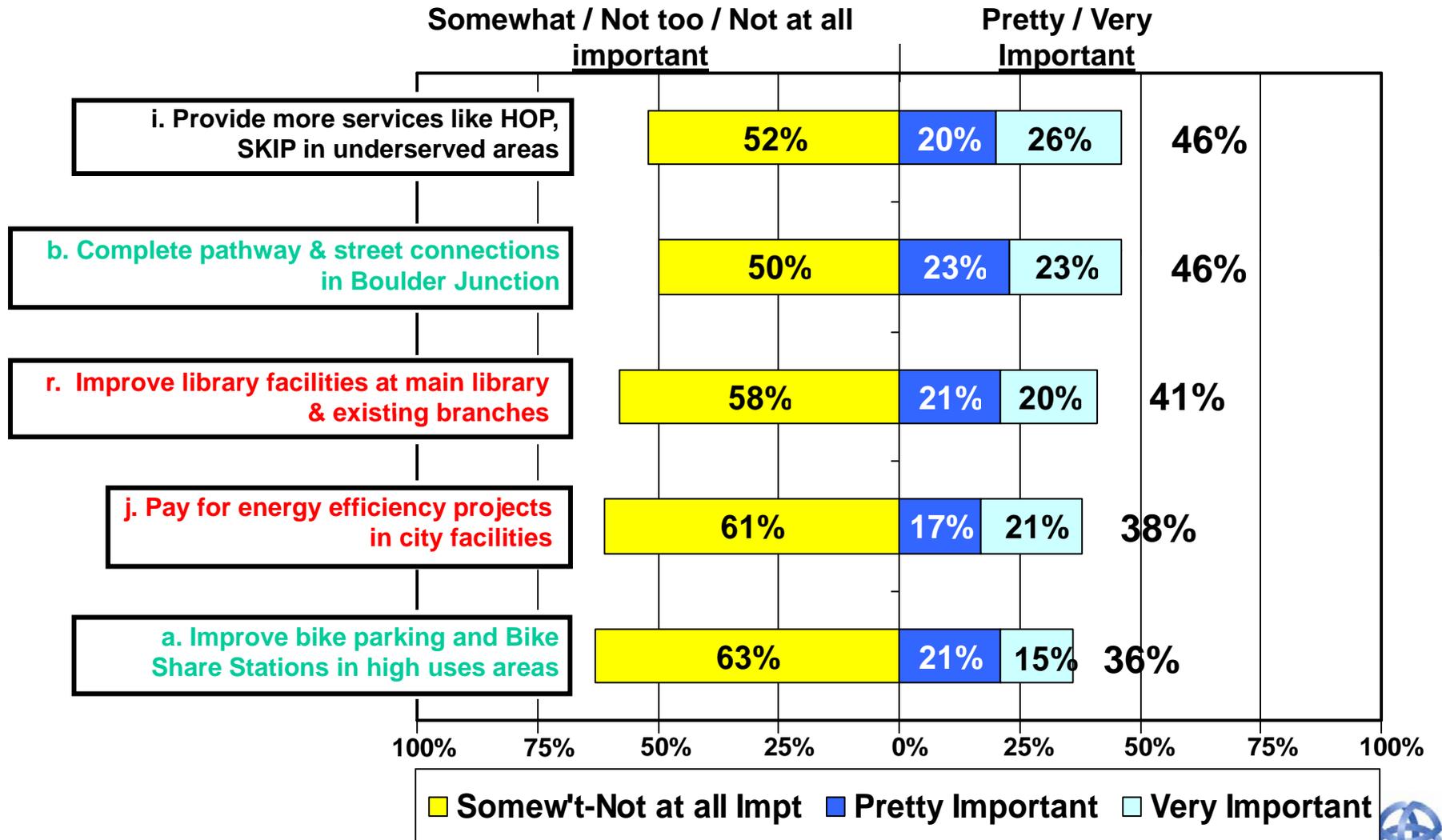
# 23 Top 5-8 Projects to Fund Sooner Than Later

[n=806]



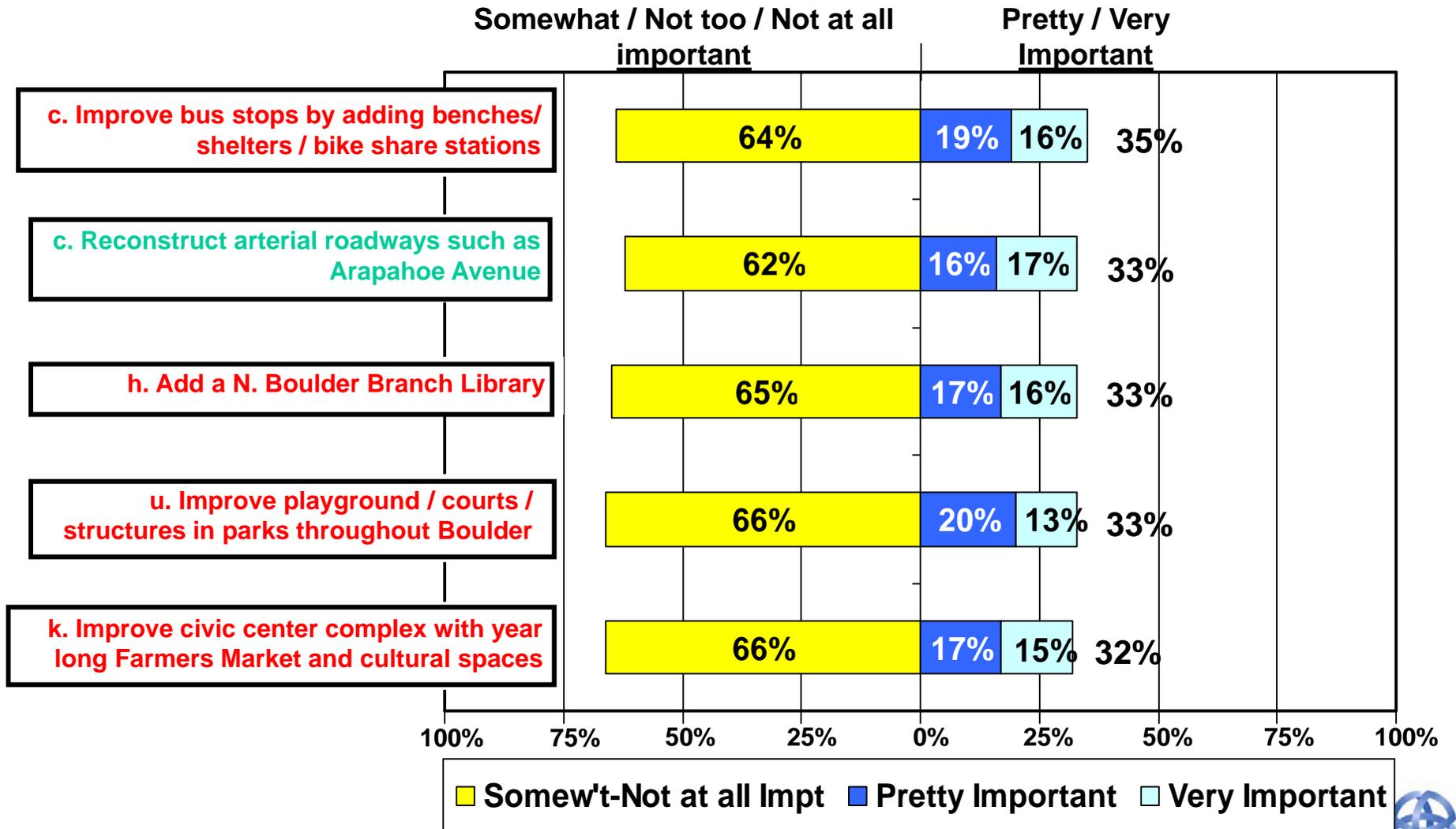
# 24 Top 9-13 Projects to Fund Sooner Than Later

[Black n=806; Red n is approx. 206]



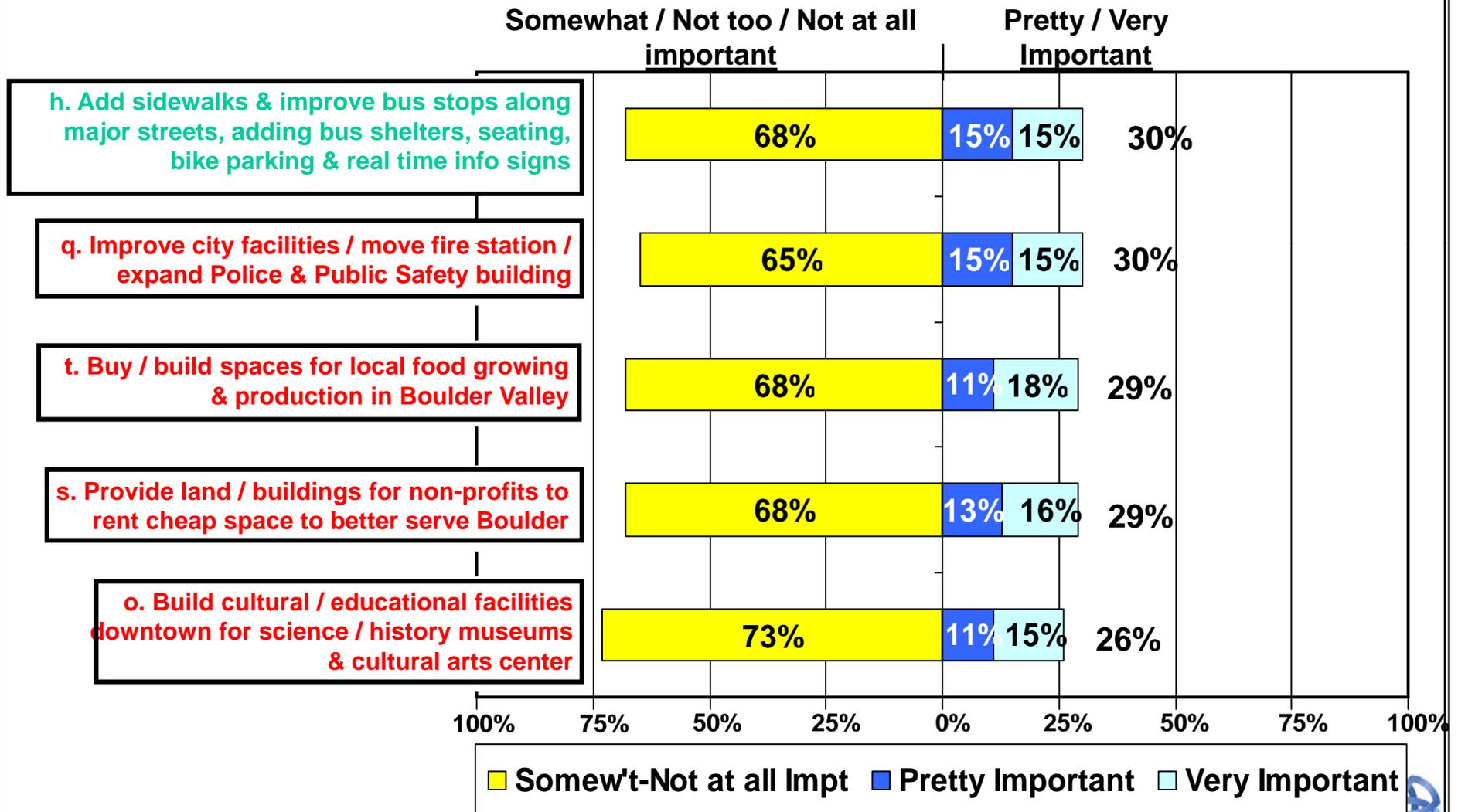
# Top 14-18 Projects to Fund Sooner Than Later

[Green n=620; Red n is approx. 206]



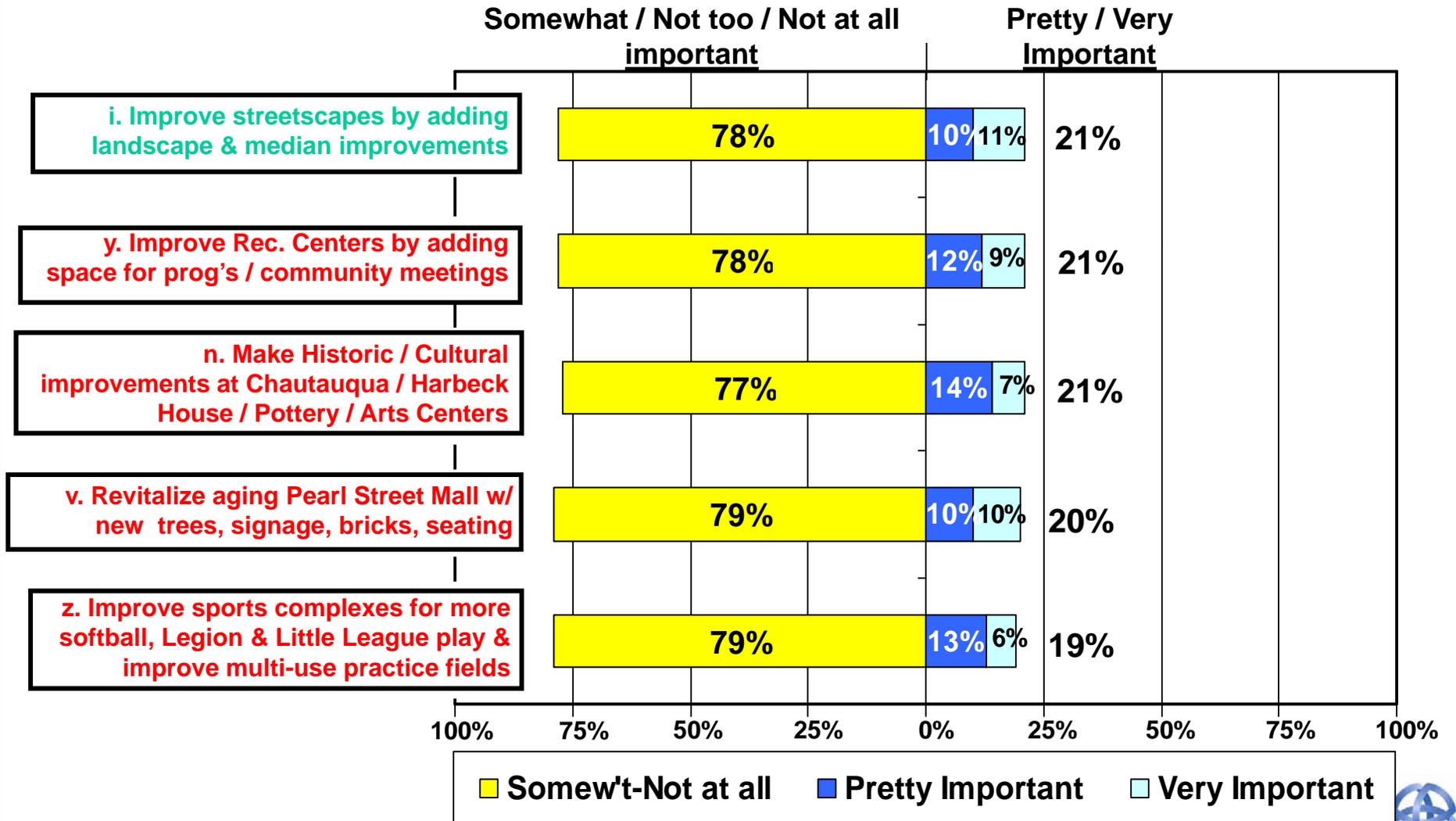
# Top 19-23 Projects to Fund Sooner Than Later

[Green n=620; Red n is approx. 206]



# 27 Top 24-28 Projects to Fund Sooner Than Later

[For each project, n is approx. 206]



# 28 Bottom 5 Projects to Fund Sooner Than Later

[For each project, n is approx. 206]

