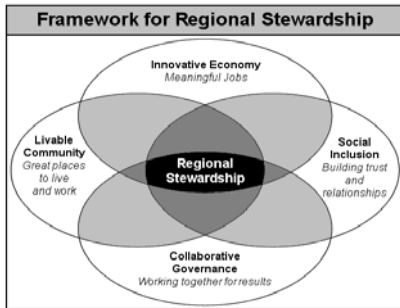




## Integrating Regional Conversations




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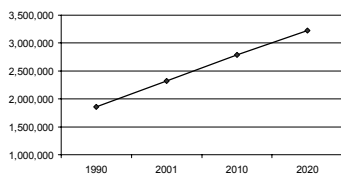
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## Creating Support for Public Transit – Metropolitan Denver

- 1 million new people expected in the metro area in the next 20 years




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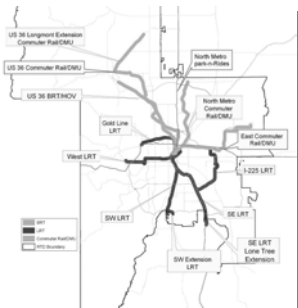
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## Guide the Ride 1997 Campaign




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### Guide the Ride 1997 Campaign



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### Guide the Ride – 1997 Vote

- 120+ miles of new light rail
- Few bus improvements
- Argument only focused on congestion and air quality
- 58 – 42 % Vote against the plan

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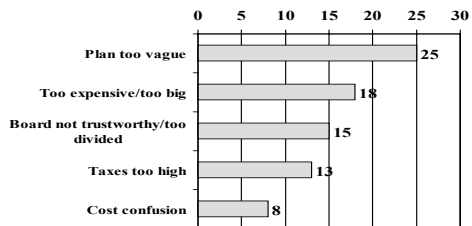
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### Why Voters Opposed Guide the Ride



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### Transit Alliance

- Founded in 1999
- Coalition of 40 groups
- Local governments
- Business organizations
- Community groups




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### Transit Alliance Members

- 21 Cities and Counties
- 9 Chambers of Commerce and Economic Development Groups
- 8 Civic and Environmental Groups
- 2 Transportation Management Organizations

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### Transit Alliance Activities

- Education & Outreach
  - Newsletter
  - Briefing Book
  - Video
- Research
  - Public Opinion Survey
  - White Papers
- Policy & Advocacy

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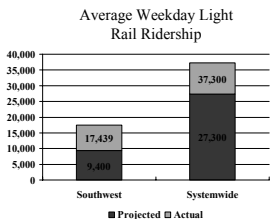
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### Light Rail: A Success!

- 3 light rail lines built on-time & on-budget
  - 1994 - Central line
  - 2000 - Southwest
  - 2002 - LoDo
- Light rail ridership 37% over projections




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### More Light Rail On the Way

- Voter-approved light rail expansion opening 2006
- 19 mile extension along I-25
- Light rail users will save 20 minutes compared to driving during rush hour (Lincoln Ave to downtown - 20 miles, 2020)
- 1 in 4 rush hour commuters will be on light rail in this corridor(peak point, 2020)




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### Key Components of FasTracks

- Regional Multi-modal Fixed Rapid Transit Network
- Park-n-Rides
- Enhanced and Redeployed Bus Network, supporting growth in suburb-to-suburb travel
- Development of Union Station Multimodal Center and Timed Transit Centers/Facilities



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## Sales Tax Impacts on Metro Denver Households\*

- Estimated annual sales tax increase for first year of program:
  - \$2.50 per person per month
  - \$7.25 per household per month
- For a Metro Denver household, tax increase would be the equivalent of:
  - 1 to 2 fast food meals per month
  - Less than half a tank of gas per month
  - 1 movie ticket per month
  - One large pizza with one topping per month




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## FasTracks plan

- FasTracks Vision Plan, RTD's plan to build 110 miles of new rail and bus rapid transit
- 1 in 5 rush hour commuters would be on transit in the corridors where built (peak points, 2020)




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**Vote "Yes" on 4A November 2nd for FasTracks: The Right Transportation Choice**

**Home**

- What is FasTracks?
- FasTracks Benefits
- FAQ
- The Truth About FasTracks
- Endorsements
- News Room
- Transit Links
- Information on Expedited
- Ballot Language

**Help the Campaign**

- Volunteer
- Donate
- Events
- Business on Board
- Evidence FasTracks
- Register to Vote

**Reasons to Vote for FasTracks**

- The Metropolitan area will grow by a million people by 2025.
- Highways alone are not the answer.

**FasTracks**

- Provides safe, reliable, & fast transportation options.
- Reduces congestion.
- Strengthens the economy & creates jobs.
- Preserves open space & reduces sprawl.

**FasTracks is affordable**

- Four persons on a \$10 taxable purchase. This is not a tax on groceries, prescription drugs, home heat & electricity, gasoline or services.

**The time is now. Vote yes on 4A!**

**A Tale of Two Cities**

A vote on 4A for FasTracks this November is about more than transportation...

Click on the map at left to enlarge.

**Key Endorsements**

The Denver Post  
Denver Business Journal  
and local papers

31 Metro Mayors

27 Local Governments

15 Chambers and Economic Development Councils

338 Businesses

Colorado Environment Coalition

Colorado Mobility Coalition

League of Women Voters

[Click here to view the complete committee list!](#)

**Did you know...**

One 3-car train can carry the equivalent of 347 cars.

FasTracks | 1175 Dungey Street #203 | Denver, Colorado 80204 | 303.571.5500 | info@fastracks.org

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## FasTracks Vote 2004

- \$.004 sales tax increase passes
- 58% – 42% (reverse of 1997 result)
- Coalition continues work after election to assist in implementation

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