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Sending the Transportation Message

Fact Sheet

Colorado's transportation system moves goods and services, supports tourism and recreation, moves commuters to jobs and provides the means for transporting our agricultural products to market. Every day, we use our transportation system – over 4.7 million of us and 1.2 million more by 2020.

The challenge of making sure that transportation remains safe, works properly, and supports our future residents goes far beyond making the case that it helps the economy. In a state where voters must approve new funding proposals, the perception and expectations of citizens about their transportation needs and what they care about in their daily lives must connect – “Message matters.”

In order to make a connection with public concerns, **Move Colorado** has initiated a communication program that asks citizens the important questions, and then prepares leaders to talk about transportation in a way that citizens can understand. It is a program to promote grassroots understanding of the issues and opportunities to shape Colorado's future through a 21st Century transportation system. To do that, it is important to know what voters care about in transportation. These concerns change over time, so **Move Colorado** will keep asking voters what they think:

- Voters currently rank transportation well behind health care and education as a priority for new tax revenue.
- Voters have very clear priorities when it comes to transportation funding. Mass transit, alternative transportation, and road/bridge safety are critically important.
- Voters believe there is a problem right now with traffic flow but have to be convinced that a problem currently exists with regard to traffic safety.

Move Colorado recognizes that when voters understand what they are being asked to support, they have responded by making Colorado and their local communities a priority. In a recent statewide survey, respondents agreed that:

- The recent tragedy in the Minnesota bridge collapse showed us how important it is to invest in our bridges. This is true for our roads as well. 79%
- In order to reduce our dependence on foreign oil we must be willing to fund alternative transportation, such as increased rail bus and bike paths. 73%
- Considering the impact we all have on the environment, we have a responsibility to fund multiple travel options including rail, bus, bike paths and roads. 70%
- In this global economy we must invest dollars in our roads to guarantee our economic future. Companies will want to know that goods and services can move in and out of the state unencumbered by poor or hazardous transportation systems. 67%

In January, Governor Ritter's Transportation Finance and Implementation Panel issued its report and recommendations for a sustainable, 21st Century transportation system for Colorado. It is important to help voters understand the urgency in moving forward to implement this vision. Our message:

“Colorado needs a 21st century transportation system. A safe transportation system. A transportation system that will help build our future.”

Setting the pace for transportation funding in Colorado