Six Stops to Success:
Data, Polling, & Campaign Intelligence

July 12, 2016
Presented by
CFTE and the National Alliance of Public Transportation Advocates
Speakers:

Patrick Ruffini  
*Echelon Insights*

Ian Stewart  
*EMC Research*

Caron Whitaker  
*League of American Bicyclists*
Who is EMC Research?

- EMC Research, opinion research and strategic consulting firm serving a broad range of public & private sector clients; focus groups, telephone/web surveys, microtargeting.
- Team of 50 in Seattle (WA), Oakland (CA), Columbus (OH), Fernandina Beach (FL), Dallas (TX), Portland (OR), Washington, D.C.
- Working with Sound Transit on opinion/market research since 1999.
- Worked with King County Metro Transit, WA DOT, BART, SamTrans, LA Metro, SFMTA, SMART and others.
- Dozens of transit, policy, and other ballot measures both locally and statewide that raise taxes.
Research in ST3’s Road to the Ballot
A brief history and team...

- Sound Transit is chartered by the Washington State Legislature.
- Originally formed and provided authority to collect taxes for ST1 and ST2.
- The agency lacked additional taxing authority for more work beyond ST2 and needed new authority from the State Legislature.
- EMC worked with a small technical team composed primarily of Sound Transit staff members in each of the projects.
The ST3 Road to November, 2016

Authorization
What’s the Range?
Verify/Refine
Public Involvement
Place on the Ballot
The case for increased taxing authority (Jan 2014)

In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose continued expansion of Sound Transit’s mass transit system of light rail, commuter rail and express buses?

Feb 2008

- Support: 82%
- Somewhat: 25%
- Strongly: 57%
- Oppose: 17%

June 2014

- Support: 85%
- Somewhat: 24%
- Strongly: 60%
- Oppose: 12%

Dec 2014

- Support: 82%
- Somewhat: 31%
- Strongly: 51%
- Oppose: 15%
The case for increased taxing authority

In order to further expand light rail, commuter rail and express buses in the region, Sound Transit must first get approval from the State Legislature for new taxing authority. Once that happens, Sound Transit can go to the voters with a transit expansion ballot measure.

Do you think the State Legislature should definitely, probably, probably not, or definitely not give Sound Transit new taxing authority so they can put a transit expansion measure on the ballot sometime in the future?

June 2014

- Yes: 71%
- Definitely: 45%
- Probably: 26%
- No: 24%

Dec 2014

- Yes: 68%
- Definitely: ?
- Probably: ?
- No: ?

[CATEGORY NAME] [VALUE]

- ?
- ?
- ?
- 3%
Legislature Approves ST Authority (June/July 2015)

- 0.5% Sales Tax
- 25¢ per $1,000 Sales
- 0.8% Motor Vehicle Excise Tax
Basic Elements: Is It Feasible?

- The “spine” (Tacoma to Everett Light Rail)
- The “city” (West Seattle and Ballard)
- The “Eastside” (Kirkland, Redmond, Issaquah, Bellevue)
- Everything (and what things?) in-between

Campaign testing
How to Refine?

Test options

– Less in the same amount of time minus 1 tax?

– What about if some things come online faster?

– What happens if we fund everything for a longer period?

– What happens if we cut out all but one tax?
Finally, Double-check (April 2016)

<table>
<thead>
<tr>
<th>Initial</th>
<th>After Services and Projects</th>
<th>After Cost</th>
<th>After Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat 36%</td>
<td>35%</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>Strongly 30%</td>
<td>11%</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>[CELLRANGE]</td>
<td>[CELLRANGE]</td>
<td>[CELLRANGE]</td>
<td>[CELLRANGE]</td>
</tr>
</tbody>
</table>
Sound Transit approves faster timeline for next phases of light rail

Draft plan to go for final board approval June 23, to voters in the fall

By DANIEL DEMAY, SEATTLEPI.COM STAFF  Published 11:07 am, Thursday, June 2, 2016

- $54 Billion
- 100% grade separated
- Projects at least 3 years faster
- 62 Miles of light rail (116 total)
- Suburban Bus Rapid Transit
Contact

Ian Stewart
ian@emcresearch.com
206.204.8032
MONEYBALL FOR (BIKE) ADVOCACY: identifying bike voters

July 12, 2016

Caron Whitaker
VP Government Relations
caron@bikeleague.org
LEAGUE OF AMERICAN BICYCLISTS

Building a Bicycle-Friendly America for Everyone
MICRO-TARGETING
WHAT IS MICRO TARGETING

Voting history
Political Party
Contribution history
Demographics

Location
Entertainment/ sports
Consumer habits
MICRO-TARGETING FOR BALLOT INITIATIVES

Who is the transit voter and how do they differ from transit rider?
QUESTIONS WE WANTED TO ANSWER

» Does adding a bike element into a transit initiative bring new voters?

» Who is a bike voter? How are they the same or different from people who bike?

» How can we use this data to be more effective at:
  ➢ Get Out the Vote Campaigning
  ➢ Persuasion Campaigning
  ➢ Testing and targeting messaging
BIKE MODELS AND VOTING RECORDS
MICRO TARGETING PROCESS
(IN PARTNERSHIP WITH AMERICANS FOR TRANSIT)

» Polling of over 10,000 voters

» Used their voter records to identify common characteristics, and build algorithm for support for bike funding

» Apply algorithm to 190 Million voter records

» Assign a score of 0-100 to each voter for each model
DIFFERENT FROM POLLING

A Princeton survey asked 1,003 Americans: Should spending on sidewalks and bikeways increase, stay the same, or decrease?

83% of Americans want to maintain or increase the small percentage of funding that helps build sidewalks, bike lanes, and bike paths. Only 13% want that funding to decrease.

Micro-targeting

Would you support an increase in YOUR taxes to pay for bike infrastructure in your community?
RESULTS
TOP LINE RESULTS

» Bike voters DO add new voters to transportation initiatives

» Bike voter scores are more highly correlated with Political affiliation than likelihood to be a transportation or recreational rider
BIKE VOTER SCORES BY ZIP CODE
TRANSIT VOTER SCORES
BY ZIP CODE
OREGON

Distribution of Public Transit Support Scores

Distribution of Bicycle Policy Support
VOTER FILE RECORDS

- Name
- Address
- Phone number
- Bike Score on 1-100 Scale
- Likelihood to vote on 1-100 Scale

Demographics
Party data
Etc.
CHARACTERISTICS / ALGORITHM

White + Male + Over 50 =
ALGORITHM

IF:

» You are Female
» More than 6.67% of the people in your census block group work in Electronics and Appliance Stores
» You score higher than 0.362603 on the TV Broadcast Score

THEN

you are more likely to be a bike commuter
HOW TO USE THE DATA FOR ADVOCACY
ASSUME A BALLOT MEASURE

» Initiative on the November ballot to increase taxes to bike infrastructure

» 500 Registered voters

» 56% Turn out rate = 280 expected voters

» Need a Simple majority for a victory= 141 yes votes

» Add 10%= 155 votes

» Outreach Capacity (1 contacts by phone/canvassing)= 180
MOST LIKELY SUPPORTERS

![Graph showing the relationship between Bike Funding Support and Likelihood to Vote. The x-axis represents the Likelihood to Vote, ranging from 0.0 to 100.0. The y-axis represents Bike Funding Support, ranging from 0.0 to 100.0. The data points are scattered across the graph, indicating a correlation between the two variables.]

The data points are scattered across the graph, indicating a correlation between Bike Funding Support and Likelihood to Vote.
OUTREACH

WIN NUMBER=

<table>
<thead>
<tr>
<th></th>
<th>Bike Score</th>
<th>Vote Score</th>
<th>Total Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Most likely supporters</td>
<td>70+</td>
<td>70+</td>
<td>48**</td>
</tr>
</tbody>
</table>
PERSUASION TARGETS

Bike Funding Support vs. Likelihood to Vote
# OUTREACH

**WIN NUMBER=**

<table>
<thead>
<tr>
<th></th>
<th>Bike Score</th>
<th>Vote Score</th>
<th>Total Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Likely</td>
<td>70+</td>
<td>70+</td>
<td>48</td>
</tr>
<tr>
<td>Persuasion</td>
<td>50-70</td>
<td>70+</td>
<td>158</td>
</tr>
</tbody>
</table>
GET OUT THE VOTE (GOTV) TARGETS
## OUTREACH

### WIN NUMBER=

<table>
<thead>
<tr>
<th></th>
<th>Bike Score</th>
<th>Vote Score</th>
<th>Total Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Most Likely</strong></td>
<td>70+</td>
<td>70+</td>
<td>48**</td>
</tr>
<tr>
<td><strong>Persuasion</strong></td>
<td>50-70</td>
<td>70+</td>
<td>158</td>
</tr>
<tr>
<td><strong>GOTV</strong></td>
<td>60-100</td>
<td>30-70</td>
<td>27</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>185</td>
</tr>
</tbody>
</table>
WHAT IF ITS TRANSIT AND BIKE?
BENEFITS

- Efficiently focus your resources on movable voters
- Separate out your GOTV vs. Persuasion campaigns
- Ability to test and segment messages
HOW DO YOU GET THE DATA
VOTER RECORDS

- Own the voter record files
- Sell Subscriptions (short and long term)
- State Voter Action Networks (VAN) have subscriptions
  - ~$4200/450,000 records for 4 months in 2014
  - ~$11,500 for the state of CO for 2015.
Thank you.

Caron Whitaker
VP Government Relations
caron@bikeleague.org

1612 K STREET NW, SUITE 510
WASHINGTON, DC 20006
202.822.1333 | 202.822.1334 fax
WWW.BIKELEAGUE.ORG
Questions?

More Information:

www.cfte.org  ·  @CFTEnews
www.publictransportation.org/napta  ·  @APTA_info
Six Stops to Success

Final Stop:
Tuesday, September 27th at 2:00 PM ET
“Innovations in Digital Advocacy and Messaging”

More information & register at cfte.org/six-stops.