Public Opinion Data & Transit Agencies in Ballot Environments

Transit Initiatives and Communities Workshop:
The Role of Transit System in Ballot Measures
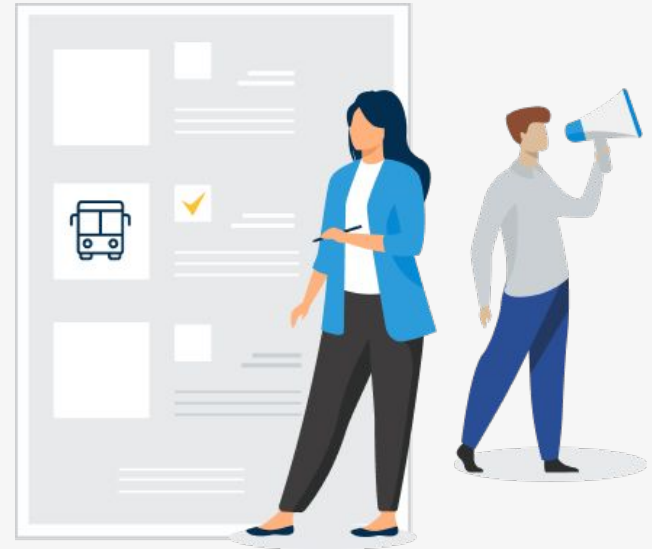
July 19, 2022

The Role of Transit Agencies

The role of transit agencies in ballot measure environments is to purvey factual <u>information</u> about current and potential services and the <u>value</u> members of the community gain from those services.

The Role of Transit Agencies

1. You must make information available and communicate to everyone in your service area.

2. You can't persuade or tell people what decision to make or how to vote.

3. You <u>can</u> inform residents what specific services would be available to them if the initiative is passed.

4. You <u>can</u> utilize information about how segments of the public engage with your messaging to inform where to direct your outreach resources.

Value Messaging Examples: Phoenix
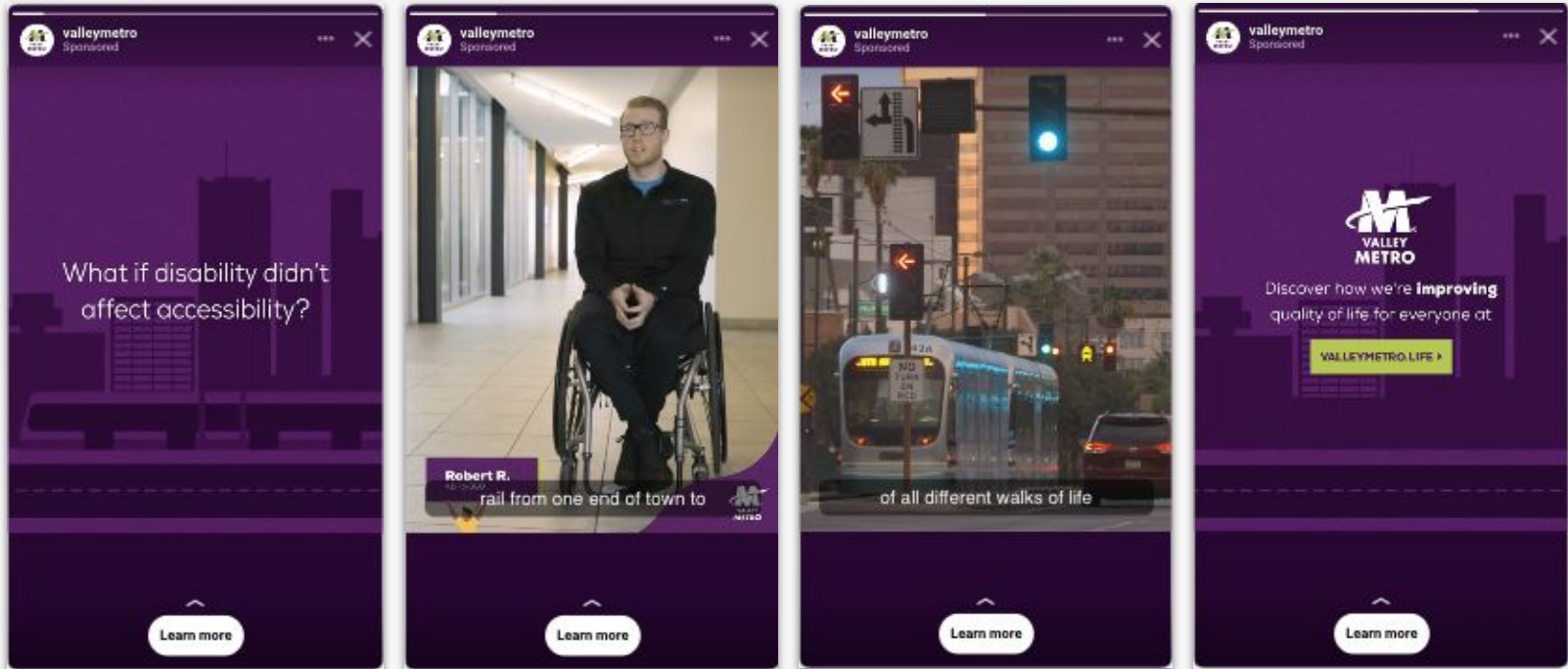
Highlighting benefits to the disability community.

Value Messaging Examples: Phoenix

Highlighting benefits to:

Veterans

Valley Metro
Published by AlphaVu · August 9, 2019 ·

Not only do U.S. veterans ride with Valley Metro to get to the services they need and deserve, but they also work with us.

By providing long-term career opportunities, Valley Metro depends on our veterans' talents and skills for operating and maintaining buses and trains, extending our lines and advocating for our riders.
We salute their continued service!
https://www.valleymetro.org/system-accessibility

Valley Metro
Transportation Service
Learn more

234   15 Comments 27 Shares

Seniors

Valley Metro
Published by AlphaVu · August 14, 2019 ·

What if seniors in our community could live with more independence?

With Valley Metro, more than 1,300 senior housing units have been built along light rail, providing an urban lifestyle and greater self-reliance.

Learn more at www.valleymetro.life.

Valley Metro
Transportation Service
Learn more

37   4 Comments 2 Shares

Historic Buildings

Valley Metro
Published by AlphaVu · June 27, 2019 ·

What if our city could grow while maintaining its natural beauty?

See how Valley Metro has helped more than 40 historically significant and memorable buildings get new life as adaptive re-use projects along the light rail.

http://valleymetro.life/

Valley Metro
Transportation Service
Learn more

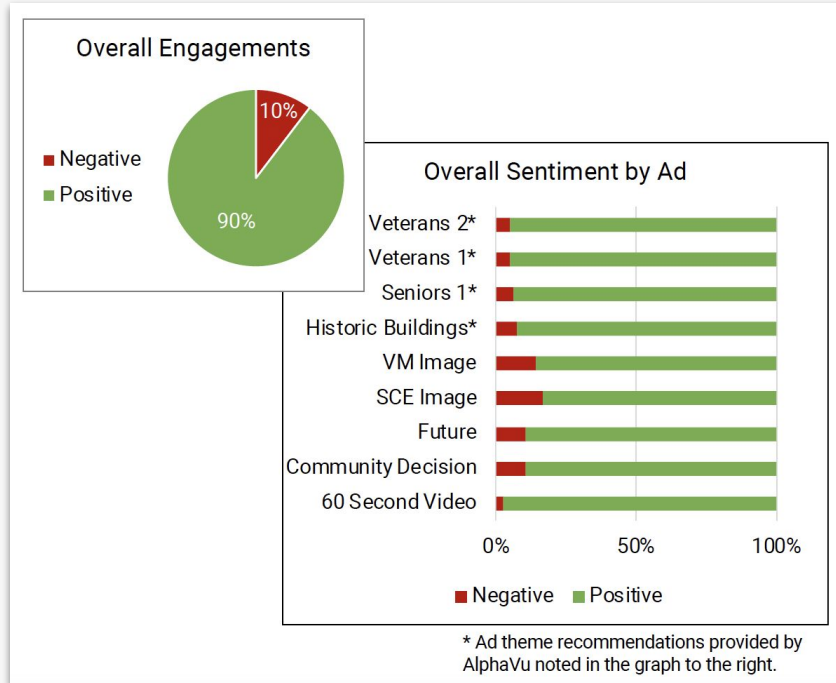256   35 Comments 15 Shares

Service Messaging Examples: Austin

Highlighting specific services and aspects of the plan.

Using the Data: Phoenix

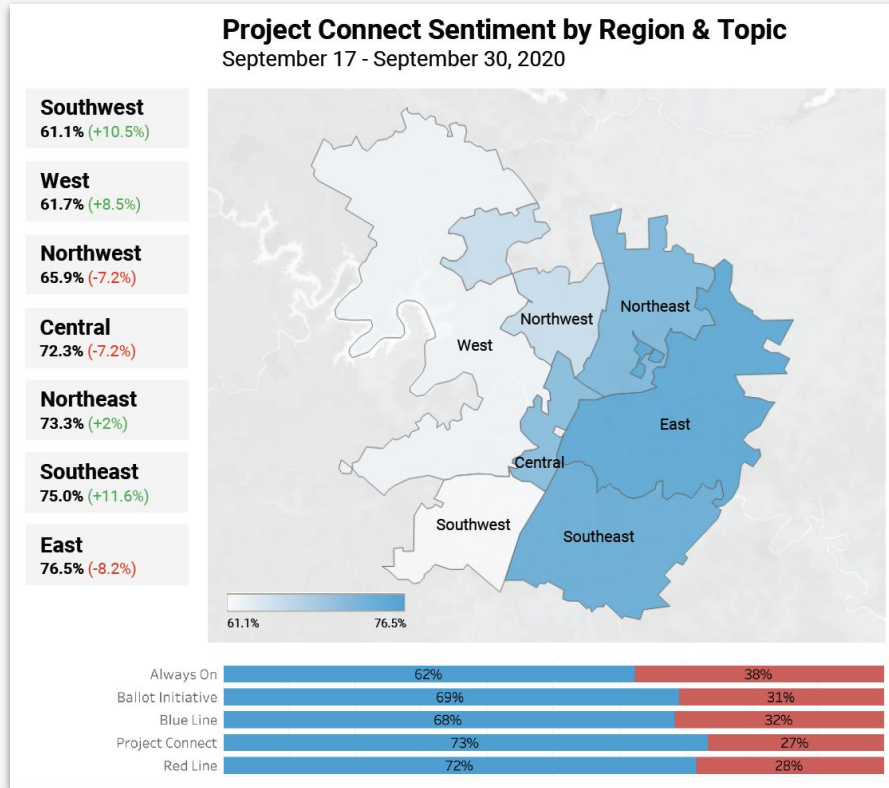| Audience ID	Size	Geography	Modelled Opinion
91	189,774	Central	No Rail Sentiment
92	191,374	Central	Pro-Rail
93	156,139	Central	Anti-Transit
94	59,318	East	No Rail Sentiment
95	40,652	East	Pro-Rail
96	76,498	East	Anti-Rail
97	80,485	North	No Rail Sentiment
98	54,285	North	Pro-Rail
99	101,571	North	Anti-Rail
100	192,814	Southeast	No Rail Sentiment
101	144,758	Southeast	Pro-Rail
102	222,810	Southeast	Anti-Rail
103	23,685	Southwest	No Rail Sentiment
104	20,812	Southwest	Pro-Rail
105	19,782	Southwest	Anti-Rail
106	67,159	West	No Rail Sentiment
107	54,642	West	Pro-Rail
108	66,438	West	Anti-Rail
149	253,702	CoP Districts 1,3,6	Dist136
161	203,694	CoP Districts 4,5,6	Dist456
162	53,997	CoP 4	Dist4
163	59,075	CoP 5	Dist5
164	90,262	CoP 6	Dist6
165	62,079	CoP 8	Dist8
169	80,358	CoP 3	Dist3

➢ We segmented ad targeting based on <u>geography</u> (broad and narrow) to both maintain a citywide presence and to ensure specific residents saw messaging at higher rates.

Using the Data: Phoenix

Overall Engagements

- Negative
- Positive

10%

90%

Overall Sentiment by Ad

- Veterans 2*
- Veterans 1*
- Seniors 1*
- Historic Buildings*
- VM Image
- SCE Image
- Future
- Community Decision
- 60 Second Video

0%   50%   100%

- Negative
- Positive

* Ad theme recommendations provided by AlphaVu noted in the graph to the right.

➢ We segmented the resulting engagement data by content type and sentiment to determine what messages resonated the most.

Using the Data: Austin

Project Connect Sentiment by Region & Topic
September 17 - September 30, 2020

Region		
Southwest	**61.1%**	(+10.5%)
West	**61.7%**	(+8.5%)
Northwest	**65.9%**	(-7.2%)
Central	**72.3%**	(-7.2%)
Northeast	**73.3%**	(+2%)
Southeast	**75.0%**	(+11.6%)
East	**76.5%**	(-8.2%)

61.1%   76.5%

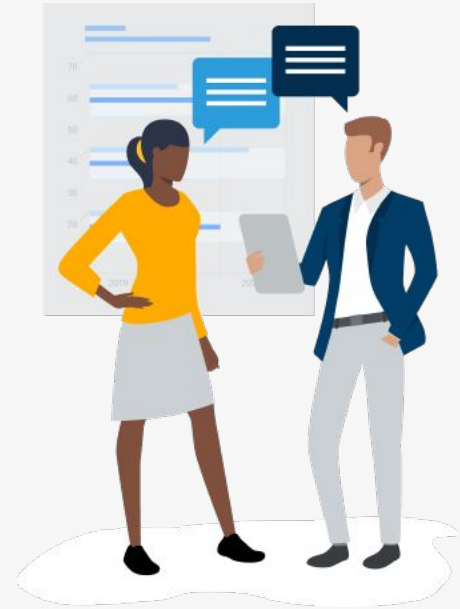|		
Always On	62%	38%
Ballot Initiative	69%	31%
Blue Line	68%	32%
Project Connect	73%	27%
Red Line	72%	28%

➤ We segmented engagement data by <u>region</u> and <u>sentiment</u> to understand how different communities across the service area actively responded to the messaging.
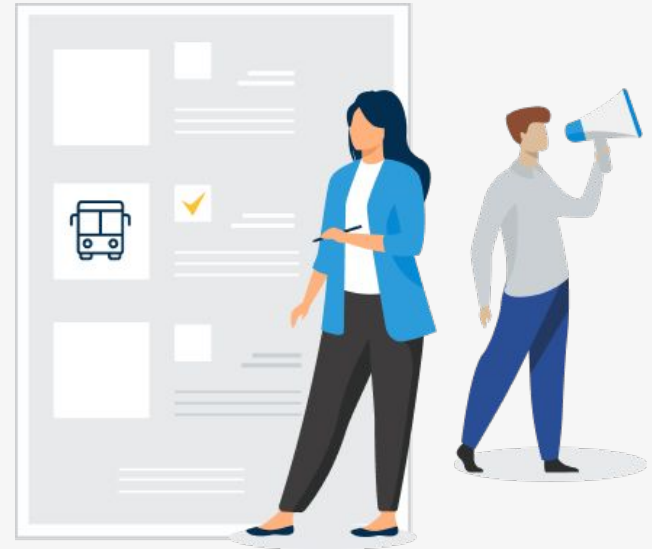
Communicating with the Public

Other public information dissemination examples:

✓   Tele-town halls

✓   Printed material (libraries and other public locations)

✓   In-person/virtual meetings & open houses

✓   Traditional media

✓   Digital media

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