

Austin Light Rail Survey of Likely Voters for the November 2016 Election

July 24, 2016 - July 31, 2016

Polling Organization: Our Rail Political Action Committee

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Purpose

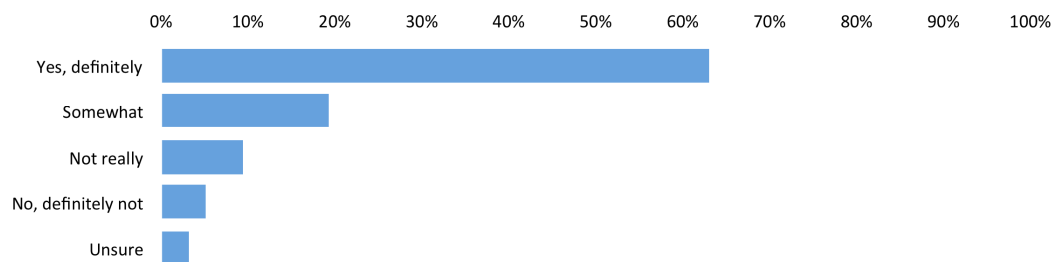
The purpose of this survey is twofold. It confirms the March 2015 [Zandan Voices of the Austin Community Poll](#) that reported 66% citywide support for funding a surface rail project. It also measures the potential outcome and public support for a November 2016 ballot measure to fund the construction of a 5.3-mile light rail project in the Guadalupe-North Lamar corridor with a citywide increase in property taxes.

Methodology

This survey used records of registered voters in the City of Austin from the July 11, 2016 Travis County voter history file (691,389) and the July 18, 2016 Williamson County voter history file (27,578). The selection criteria to define a population of likely voters: registered to vote in the City of Austin with an active status and had voted in the 2012 general election, the 2014 general election, or the 2016 primary election, or had no voting history, but had registered to vote for the first time after a November 4, 2014 effective date. A population of likely voters was established for Travis (338,568) and Williamson (17,846) counties. The survey population was selected randomly from the population of likely voters and resulted in 15,000 from Travis and 705 from Williamson counties. 12,708 and 616 of the survey population were contacted and 523 and 26 responded, respectively. Survey responses were collected by direct email with online survey link, automated outbound telephone interactive voice response (IVR), automated inbound telephone IVR with caller ID (CID), mailed response card to online survey and phone survey with link, QR code, CID, and personal identification number (PIN). Where noted, all margins of error are at 95% confidence intervals. Undecided responses are unallocated, and this poll is not weighted.

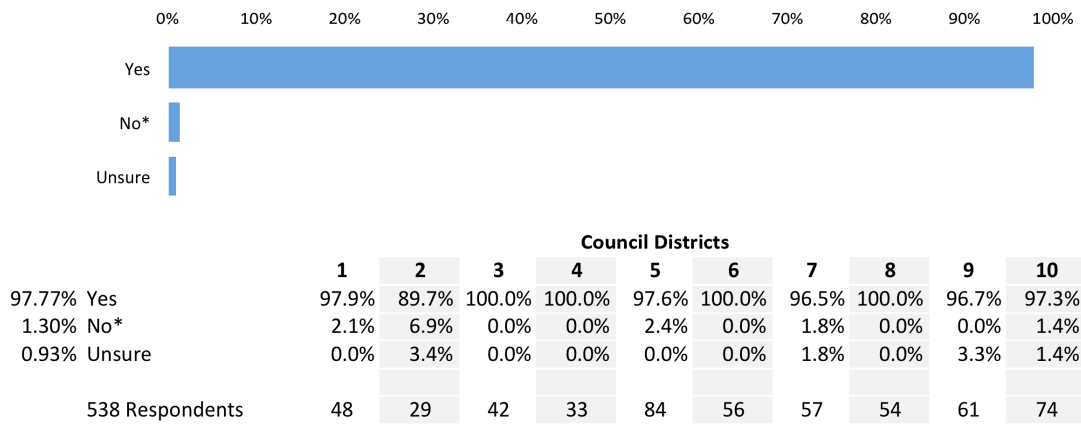
Results

Q1. Do you think that trains and buses have an important role to play in solving our city's transportation problems?



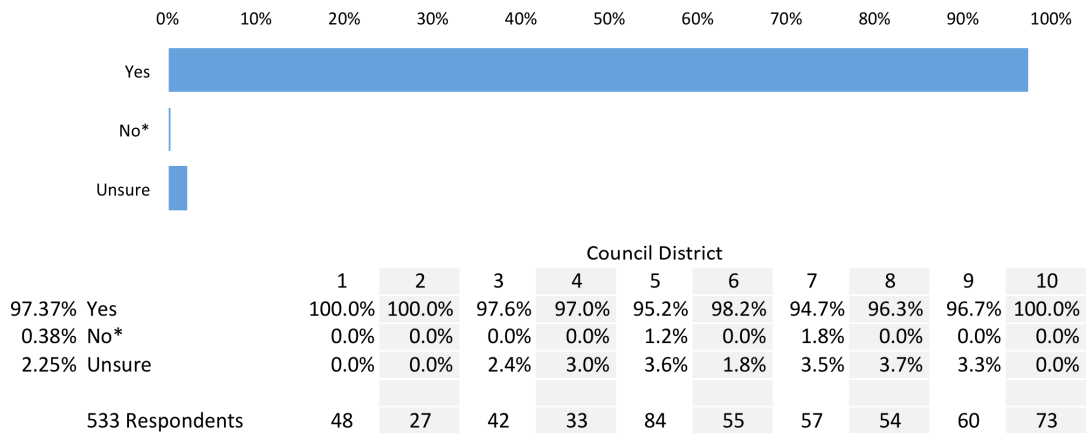
	Council District									
	1	2	3	4	5	6	7	8	9	10
63.02% Yes, definitely	63.6%	63.0%	75.7%	62.1%	72.5%	64.7%	59.3%	46.3%	64.8%	58.9%
19.28% Somewhat	13.6%	18.5%	10.8%	24.1%	18.8%	15.7%	25.9%	29.6%	18.5%	16.4%
9.34% Not really	9.1%	3.7%	8.1%	10.3%	5.0%	13.7%	11.1%	14.8%	5.6%	11.0%
5.17% No, definitely not	11.4%	7.4%	5.4%	3.4%	0.0%	3.9%	1.9%	7.4%	3.7%	9.6%
3.18% Unsure	2.3%	7.4%	0.0%	0.0%	3.8%	2.0%	1.9%	1.9%	7.4%	4.1%
503 Respondents	44	27	37	29	80	51	54	54	54	73

Q2. Are you currently registered to vote?



* Records indicating a "No" were removed from Q4-Q7 responses.

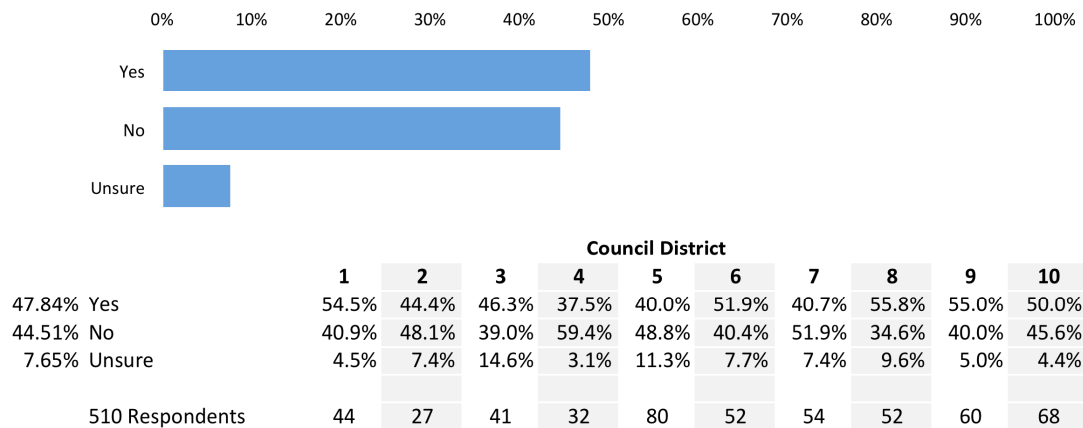
Q3. Do you plan on voting in this November's election?



* Records indicating a "No" were removed from Q4-Q7 responses.

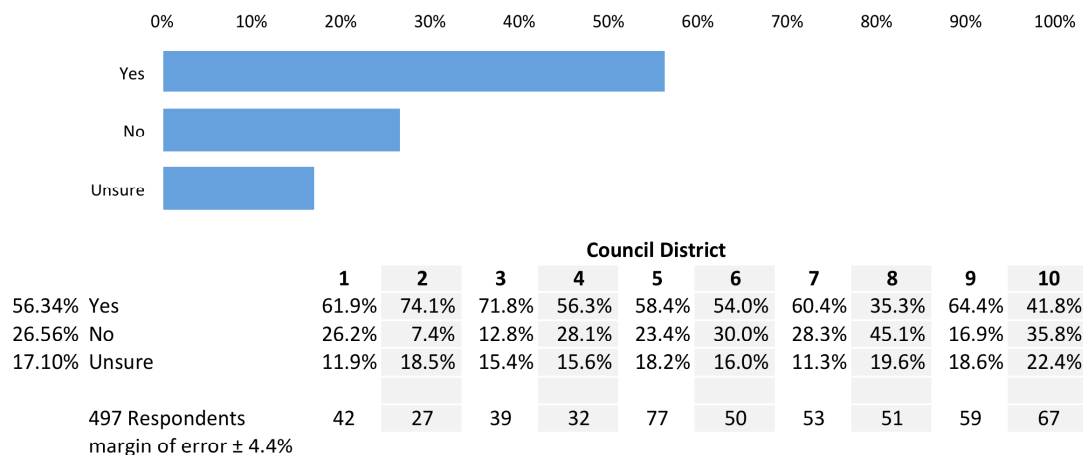
Q4. Light rail is a form of mass transit that runs on electricity with trains that can carry hundreds of passengers at once, on frequent schedules of departures and arrivals. A non-profit group has developed a citywide light rail system plan that could serve all ten Austin council districts and would take many years to fully complete, in phases. The citywide light rail system plan would directly serve South Lamar, North Lamar, Guadalupe, Downtown, East Riverside, South Pleasant Valley and would end in Rundberg, Dove Springs, Oak Hill, and at Austin Bergstrom International Airport. It would also connect to East Austin, North Austin and Northwest Austin through the existing 32-mile long Red Line commuter rail.

Before this survey, had you seen, read, or heard anything recently about a citywide plan for light rail?

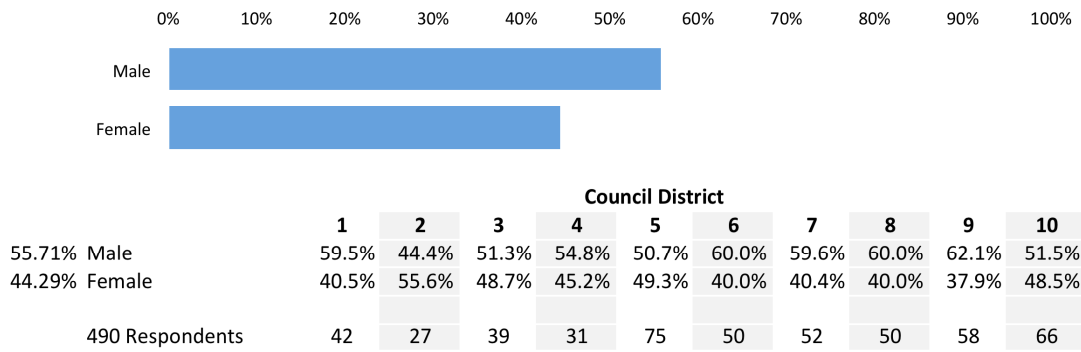


Q5. The first phase of a larger citywide light rail system has been proposed. It's a light rail starter line on Guadalupe and North Lamar Streets. It is 5.3 miles long, estimated to cost \$400 million, and carry 34,000 riders every weekday. This plan would provide direct service to the jobs and communities around Crestview Station, DPS Headquarters, State Health Department complex, University of Texas, State Capitol Complex, Travis County Courthouse and Central Campus, and downtown's Republic Square, the city's busiest bus stop and transfer station. It would also connect to East Austin, North Austin and Northwest Austin by a transfer from the existing 32-mile long Red Line commuter rail line at Crestview Station.

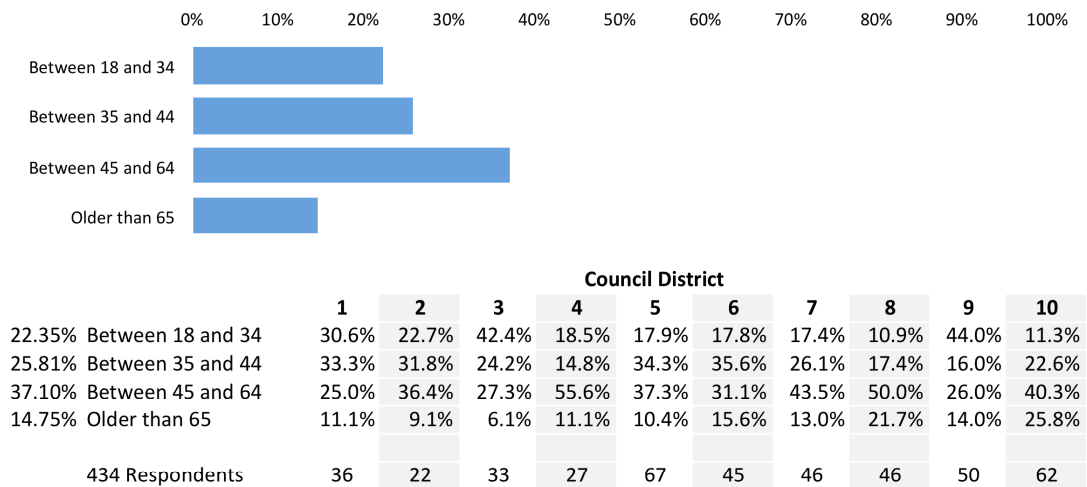
With those destinations in mind, would you vote for a light rail starter line on Guadalupe and North Lamar Streets if it cost \$5 per month in new property taxes on a \$200,000 home?



Q6. What is your gender?



Q7. Please indicate your age group.



Polling Organization Response to Principles of Disclosure Recommended by the National Council on Public Polls¹

Level 1 Disclosure


Sponsorship of the survey	Our Rail Political Action Committee, Andrew Clements, Treasurer. Donors: Roger Baker, Clare Barry, Andrew Clements, David Dobbs, and Richard McKinnon.
Fieldwork providers	Andrew Clements, Sarah Coker, Steven Knapp, and Scott Morris
Dates of interviewing	July 24, 2016 - July 31, 2016
Sampling method employed	<p>This survey used records of registered voters in the City of Austin from the July 11, 2016 Travis County voter history file (691,389) and the July 18, 2016 Williamson County voter history file (27,578). The selection criteria to define a population of likely voters: registered to vote in the City of Austin with an active status and had voted in the 2012 general election, the 2014 general election, or the 2016 primary election, or had no voting history, but had registered to vote for the first time after a November 4, 2014 effective date. A population of likely voters was established for Travis (338,568) and Williamson (17,846) counties. The survey population was selected randomly from the population of likely voters and resulted in 15,000 from Travis and 705 from Williamson counties. 12,708 and 616 of the survey population were contacted and 523 and 26 responded, respectively. Survey responses were collected by direct email with online survey link, automated outbound telephone interactive voice response (IVR), automated inbound telephone IVR with caller ID (CID), mailed response card to online survey and phone survey with link, QR code, CID, and personal identification number (PIN). Where noted, all margins of error are at 95% confidence intervals. Undecided responses are unallocated.</p> <p>LibreOffice Calc and Microsoft Excel were used in the selection of the Travis County and Williamson County subsamples, respectively. Cells in three columns were assigned a random number with $=\text{RAND}()*100000000$, recalculated, saved, closed, and opened 3 times. Each record had three random number sets designated a, b, and c. Cells containing the random number were copied and values-only pasted. Each set was sorted by ascending value order, and the first 5,000 each were selected for analysis. Set c was chosen for its slightly higher new voter percentage (17.74% vs 16.94%) and least overall variance within council district percentages when compared to the sample population. Records totaling 15,000 from Travis County and 705 from Williamson County were offered for phone and/or email appending to the commercial service Datafinder/Versium. CallFire was used for the IVR and SurveyMonkey for the online survey component.</p> <p>Party affiliation in the sampled population of 15,705 was identified for Democrats (2,899) and Republicans (1,886) and determined by participation in the 2012 or 2014 primaries. Data for participation in the 2016 primaries was not available for the analysis due to the inadvertent removal of that field when processing the full voter file.</p>

¹ "The National Council on Public Polls (NCPP) is an association of polling organizations established in 1969. Its mission is to set the highest professional standards for public opinion pollsters, and to advance the understanding, among politicians, the media and general public, of how polls are conducted and how to interpret poll results." National Council on Public Polls <http://www.ncpp.org/?q=node/1> Retrieved July 30, 2016

	<p>All IVR was placed to landlines. No mobile phones were contacted.</p> <p>Duplicate responses were identified, removed and the first response was used. Responses that were unmatched to PIN, sequence number, email, or phone number were removed.</p>
Population that was sampled	The population of likely voters was established at 338,568 from Travis County and 17,846 from Williamson County, respectively, and met the following criteria: persons registered to vote in the City of Austin that have active status, have voted in the 2012 general election, the 2014 general election, or the 2016 primary election, or who have registered to vote for the first time with an effective date after November 4, 2014.
Size of the sample that serves as the primary basis of the survey report	<p>Number of people where contact was attempted is 13,324 (549, 4.1% responded)</p> <p>By approach:</p> <p>Postal-mailed card 5,066 (183, 3.6% responded)</p> <p>Email 2,686 (206, 7.7% responded)</p> <p>IVR 5,572 (160, 2.9% responded)</p> <p>2381, 17.9% were unsampled</p> <p>The sample values differ in each question because of partial survey completions, and the removal of the responses of 9 records of respondents from questions 4, 5, 6 and 7 who said they were not registered in Q2 or not planning to vote in Q3.</p>
Size and description of the subsample, if the survey report relies primarily on less than the total sample	N/A
Margin of sampling error	± 4.4 % at a 95% confidence interval
Survey mode	<p>Automated outbound telephone IVR, male and female voice.</p> <p>Automated inbound telephone IVR, male voice with CID.</p> <p>Mailed response card with PIN, link, QR code, to inbound online survey.</p> <p>Mailed response card with PIN, inbound telephone IVR.</p> <p>Direct email with online link.</p>
Complete wording and ordering of questions mentioned in or upon which the release is based - Automated outbound telephone script	<p>Q1 Do you think that trains and buses have an important role to play in solving our city's transportation problems?</p> <p>1 Yes, definitely</p> <p>2 Somewhat</p> <p>3 Not really</p> <p>4 No, definitely not</p> <p>9 Unsure</p> <p>[pause 3 seconds] "press 8 if you would like to hear that question again</p> <p>Q2 Are you currently registered to vote?</p> <p>1 Yes</p> <p>2 No</p> <p>9 Unsure</p> <p>Q3 Do you plan on voting in this November's election?</p> <p>1 Yes</p> <p>2 No</p> <p>9 Undecided</p> <p>Q4 Light rail is a form of mass transit that runs on electricity with trains that can carry hundreds of passengers at once, on frequent schedules of departures and arrivals. A non-profit group has developed a citywide light rail system plan that could serve all ten Austin council districts and would take many years to fully complete. It would be built in phases. The citywide</p>

	<p>light rail system plan would directly serve South Lamar, North Lamar, Guadalupe, Downtown, East Riverside, South Pleasant Valley and would end in Rundberg, Dove Springs, Oak Hill, and at Austin Bergstrom International Airport. It would also connect to East Austin, North Austin and Northwest Austin through the existing 32-mile long Red Line commuter rail.</p> <p>Before this call, had you seen, read, or heard anything recently about a citywide plan for light rail?</p> <p>1 Yes 2 No 9 Unsure</p> <p>Q5 The first phase of a larger citywide light rail system has been proposed. It's a light rail starter line on Guadalupe and North Lamar Streets. It is 5.3 miles long, estimated to cost \$400 million, and carry 34,000 riders every weekday. This plan would provide direct service to the jobs and communities around Crestview Station, DPS Headquarters, State Health Department complex, University of Texas, State Capitol Complex, Travis County Courthouse and Central Campus, and downtown's Republic Square, the city's busiest bus stop and transfer station. It would also connect to East Austin, North Austin and Northwest Austin by a transfer from the existing 32-mile long Red Line commuter rail line at Crestview Station.</p> <p>With those destinations in mind, would you vote for a light rail starter line on Guadalupe and North Lamar Streets if it cost \$5 per month in new property taxes on a \$200,000 home?</p> <p>1 Yes 2 No 9 Undecided press 8 if you would like to hear that question again</p> <p>Q6 What is your gender?</p> <p>1 Male 2 Female</p> <p>Q7 Please indicate your age group.</p> <p>1 Between the ages of 18 and 34 2 Between the ages of 35 and 44 3 Between the ages of 45 and 64 4 Older than 65</p> <p>Thank you so much for participating in this survey. Goodbye. 512-434-0033 Paid Political Ad Our Rail PAC</p>
Complete wording and ordering of questions mentioned in or upon which the release is based - Online survey	<p>1. Do you think that trains and buses have an important role to play in solving our city's transportation problems?</p> <p>Yes, definitely Somewhat Not really No, definitely not Unsure</p> <p>* 2. Are you currently registered to vote?</p> <p>Yes No Unsure</p>

	<p>* 3. Do you plan on voting in this November's election?</p> <p>Yes</p> <p>No</p> <p>Unsure</p> <p>4. Light rail is a form of mass transit that runs on electricity with trains that can carry hundreds of passengers at once, on frequent schedules of departures and arrivals. A non-profit group has developed a citywide light rail system plan that could serve all ten Austin council districts and would take many years to fully complete, in phases. The citywide light rail system plan would directly serve South Lamar, North Lamar, Guadalupe, Downtown, East Riverside, South Pleasant Valley and would end in Rundberg, Dove Springs, Oak Hill, and at Austin Bergstrom International Airport. It would also connect to East Austin, North Austin and Northwest Austin through the existing 32-mile long Red Line commuter rail.</p> <p>Before this survey, had you seen, read, or heard anything recently about a citywide plan for light rail?</p> <p>Yes</p> <p>No</p> <p>Unsure</p> <p>* 5. The first phase of a larger citywide light rail system has been proposed. It's a light rail starter line on Guadalupe and North Lamar Streets. It is 5.3 miles long, estimated to cost \$400 million, and carry 34,000 riders every weekday. This plan would provide direct service to the jobs and communities around Crestview Station, DPS Headquarters, State Health Department complex, University of Texas, State Capitol Complex, Travis County Courthouse and Central Campus, and downtown's Republic Square, the city's busiest bus stop and transfer station. It would also connect to East Austin, North Austin and Northwest Austin by a transfer from the existing 32-mile long Red Line commuter rail line at Crestview Station.</p> <p>With those destinations in mind, would you vote for a light rail starter line on Guadalupe and North Lamar Streets if it cost \$5 per month in new property taxes on a \$200,000 home?</p> <p>Yes</p> <p>No</p> <p>Undecided</p> <p>6. What is your gender?</p> <p>Male</p> <p>Female</p> <p>7. Please indicate your age group.</p> <p>Between the ages of 18 and 34</p> <p>Between the ages of 35 and 44</p> <p>Between the ages of 45 and 64</p> <p>Older than 65</p> <p>Thank you for participating in this survey!</p> <p>Pd Pol Ad by Our Rail PAC PO Box 49166 Austin, TX 78765</p>
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Complete wording and ordering of questions mentioned in or upon which the release is based - Mailed response card	<p>Pd. Pol. Ad by Our Rail PAC PO Box 49166 Austin, TX 78765</p> <p>Important Survey on The Future of Transportation in Austin</p> <p>As a registered voter in Austin, you have been selected to participate in a short, confidential online survey to measure support for a new transportation choice in Austin.</p> <div>  <p>To take this survey, please visit either link below, scan the QR code, or call today.</p> <p>This survey ends on Sunday, July 31st.</p> <p>surveymonkey.com/r/austinpoll bit.ly/austinpoll 512-360-0805</p> </div> <p>«NEW_SEQ» «FSTNAM» «LSTNAM» «ADDRESS» «RSCITY», «RSTATE» «fZIP»</p>
Percentage results of all questions reported	See pages 1-4

Level 2 Disclosure

Estimated coverage of target population	4.4%
Respondent selection procedure (for example, within household), if any	<p>Uncontrolled selection of respondents within the target household for automated outbound telephone IVR, and automated inbound telephone IVR, CID ensures household match.</p> <p>Controlled selection of respondents for mailed response card to inbound online survey and inbound telephone IVR.</p> <p>Controlled selection of respondents for direct email with online link.</p>
Maximum number of attempts to reach respondent	<p>5 for automated outbound telephone IVR</p> <p>1 for mailed response card</p> <p>3 for direct email</p>
Exact wording of introduction (any words preceding the first question) - Online survey	<p>Important Survey on the Future of Transportation in Austin [Variation for inbound postcard surveys: Important Survey on the Future of Transportation in Austin - Response Card]</p> <p>This is a short, seven question survey about the future of transportation in Austin.</p>
Exact wording of introduction (any words preceding the first question) - Automated outbound telephone script	<p>Hello, we have a short, 4 minute survey about the future of public transportation in Austin.</p> <p>[Variation used on some calls: Hello, this is Our Rail Committee, and we have a short, seven question survey about the future of public transportation in Austin.]</p> <p>[For inbound response card number 512-360-0805 only: Q0.5 Please enter the five digit number as it appears above your name on the postcard.]</p>
Exact wording of introduction (any words preceding the first question) - Answering machine message	<p>Hello, we are asking registered voters to take an important, 4 minute survey on the future of transportation in Austin. To take this survey, please call 512-434-0033. All responses will be confidential. That number again is 512-434-0033. Thank you very much. Paid for by Our Rail PAC.</p>

Exact wording of introduction (any words preceding the first question) - Direct email	<p>[Subject] On the November Ballot: A New Transportation Choice for Austin?</p> <p>[Alternative subject] Would You Vote for a New Transportation Choice in November?</p> <p>[Alternative subject] Does Austin Need a New Transportation Choice?</p> <p>[Alternative subject] A New Transportation Choice for Austin? Tell us what you think.</p> <p>[Alternative subject] We Need Your Opinion on a New Transportation Choice for Austin</p> <p>[Reminder subject (all)] A New Transportation Choice for Austin This November? Survey Ends Sunday, July 31st.</p> <p>[Introduction (all)] As a registered voter in Austin, you have been selected to participate in a short, confidential online survey to measure support for a new transportation choice in Austin.</p>
Complete wording of questions (per Level I disclosure) in any foreign languages in which the survey was conducted	N/A
Weighted and unweighted size of any subgroup cited in the report	N/A
Minimum number of completed questions to qualify a completed interview	1
Whether interviewers were paid or unpaid (if interview survey mode)	Unpaid
Details of any incentives or compensation provided for respondent participation	No incentives or compensation
Description of weighting procedures (if any) used to generalize data to the full population	N/A
Sample dispositions adequate to compute contact, cooperation and response rates	<p>Live Answer</p> <p>Answering Machine</p> <p>Mobile number</p> <p>No Answer</p> <p>Busy number</p> <p>All Circuits Busy</p> <p>Carrier Error</p> <p>Hang up</p> <p>Returned mail - response card</p> <p>Complete - online survey</p> <p>Bounced email - online survey</p>

Level 3 Disclosure

Raw dataset in CSV format, personal information removed	Survey population: REDACTED_set_c_rev15.xls https://goo.gl/cln5bB Survey sample: REDACTED_ALL_Responses_rev14.xlsx https://goo.gl/HkTWgx Population analysis: Population_Analysis_rev06.xlsx https://goo.gl/phvkqG
Posted complete wording, ordering and percentage results of all publicly released survey questions to a publicly available web site for a minimum of two weeks	http://atxrail.com/
Publicly note their compliance with these Principles of Disclosure	This poll complies with the Principles of Disclosure of the National Council on Public Polls.

Rev11