

Guide the Ride Derailed

While the overall political environment did not favor a regional tax initiative for transit, many metro opinion leaders believed it was an essential investment and worked hard for its passage. Voters told pollsters for several years that growth was their main concern, and that they believed transit was a more critical priority than additional highways. Also, they were fascinated with light rail. The Guide the Ride (GTR) campaign was well-financed with direct mail and television and radio advertisements. It began high in the polls, but sank in generally hostile weaknesses of

1997 Guide the Ride Campaign

- Lost 44 to 56%
- 4/10 cent sales tax increase for RTD, decreasing to 2/10 after system built
- Regional network of 100 miles of rapid transit
- Circulator buses, suburban bus service
- \$2.1 Billion capital, \$3.5 Billion total through 2015

The Denver Post

Guide the Ride derailed Metro voters say no to transit proposal

November 5, 1997

Section: A SECTION

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Ricky Young-Denver Post Transportation Writer

Caption: PHOTO: The Denver Post/Kent Phillips Jon Caldwell, member of the RTD board of directors and leader of the campaign in opposition to **Guide the Ride**, hugs his wife, Mary, outside the Denver Public Library, which election results on telecast Tuesday night at Chez in Lower Downtown. PHOTO: The Denver Post/John Leyte Poff Hendrix hugs Lauren Hartens, a **Guide the Ride** supporter, after learning that the proposal had been voted down. GRAPHIC: The Denver Post/**Guide the Ride**

Voters soundly rejected a sales-tax increase for rail and transit Tuesday, showing that 17 years and a lot more traffic hasn't generated enough support for an idea first rejected by voters in 1986. Referendum 44 was needed to build four rail lines and three line of yet-to-be-determined transit by increasing the Denver-based Regional Transportation District sales tax from 2.4 percent to 3 percent.

Voters expressed concerns about the costs and some of the undefined transit projects in the plan, known as **Guide the Ride**.

The tax was defeated in all five suburban counties but had a narrow lead in Denver in unofficial late returns Tuesday night;

Denver and the West

Denver is being transformed by FasTracks, 10 years after key vote

By Monte Whaley

The Denver Post

Posted: 01/31/2015 12:01:00 AM MST | 4 Comments

Updated: 02/02/2015 11:10:39 AM MST



Crews work on the new RTD light-rail bridge that will take train service to Denver International Airport. (RU Sargent, The Denver Post)

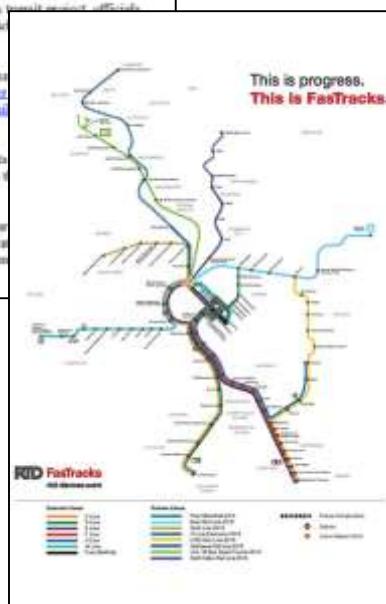


Ten years after work began on the massive **FasTracks** multi-mile mass transit project, officials insist Denver and its suburbs are being moved into a 21st century mode: homes to jobs and places in between.

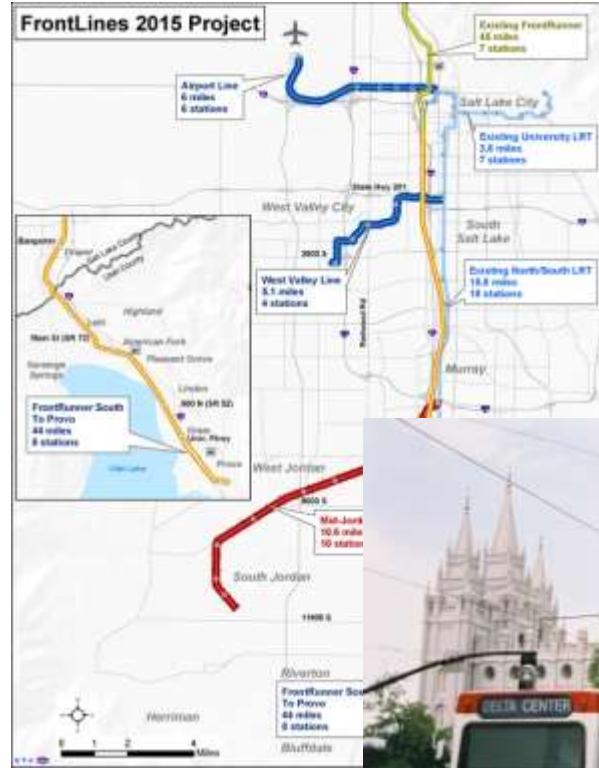
But along the way, FasTracks has picked up its share of critics. There have been the \$4.7 billion of debt votes approved for FasTracks in **November numbers than predicted** and the explosion of the planned **Northwest Rail detours**.

The northwest line was severed in 2012, at least temporarily, when costs reversed. That prompted howls of protest along the U.S. 36 corridor as the rail train was replaced with a bus system.

"Some of the residents up here are still mad about that and will bite your a** to them," Boulder Mayor Matt Appelbaum said. "I'm happy to celebrate of FasTracks. I think it will add enormously to the metro area, but it can't come from our corridor."



FrontLines 2015 Project





A screenshot of the RealtyTrac website's news section. The top navigation bar includes links for 'Homeowners' News', 'Housing & Environment Reports', 'Millennials Moving to Markets With Jobs', 'Business Downscaling to Lower-Cost Markets', 'News and Opinion', 'Videos', 'Housing & Environment Reports', 'Press Releases', 'Press Coverage', and 'Press Room'. Below the navigation is a large headline: 'MILLENNIALS MOVING TO MARKETS WITH JOBS, BABY BOOMERS DOWNSIZING TO LOWER-COST MARKETS'. Underneath the headline is a sub-headline: 'Top Markets for Boomers Include Wilmington, NC, Punta Gorda, FL and Phoenix, AZ; Millennials Migrating to Washington DC, New Orleans, LA and San Francisco, CA'. A sub-paragraph states: 'RealtyTrac analyzed Census population data between 2007 and 2013 in more than 1,800 counties nationwide to discover which markets are seeing the biggest shifts in both baby boomer and millennial populations, marrying their data with information on median price, price appreciation and rental rates to create a heat map of their migration patterns. The analysis further focused in on the top 10 counties for increases and decreases in both.'

WHAT MILLENNIALS WANT

DEMOGRAPHICS

- The US has the largest Millennial population.
- The UK has the highest percentage of Millennial females.
- Ireland has the lowest percentage of Millennial females.

IN THE OFFICE

- 38% of US Millennials say they would leave their job if it didn't offer remote work.
- 35% of UK Millennials say they would leave their job if it didn't offer remote work.
- 30% of Irish Millennials say they would leave their job if it didn't offer remote work.

WORKFORCE DEMANDS

US: 40% of US Millennials say their current employer does not provide enough opportunities for growth.

UK: 35% of UK Millennials say their current employer does not provide enough opportunities for growth.

Ireland: 30% of Irish Millennials say their current employer does not provide enough opportunities for growth.

AMBIVALENT, ENTITLED, OR ENTITLED?

• Ambivalent: US (45%), UK (40%), Ireland (40%)

• Entitled: US (35%), UK (30%), Ireland (30%)

• Entitled to the point of being entitled: US (20%), UK (20%), Ireland (20%)

ENTITLED TO THE POINT OF BEING ENTITLED

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A bar chart titled "At work, transit and location are key" from the Urban Land Institute. The y-axis represents the percentage of respondents who said each factor was "very important" to their satisfaction at work. The x-axis lists six factors. The bars are green.

Factor	% saying very important
Near transit	78%
Near dining / nightlife	32%
In-office amenities	32%
Bike amenities	26%
Eco-friendly / sustainable	20%
Open work environment	19%

THE DENVER POST

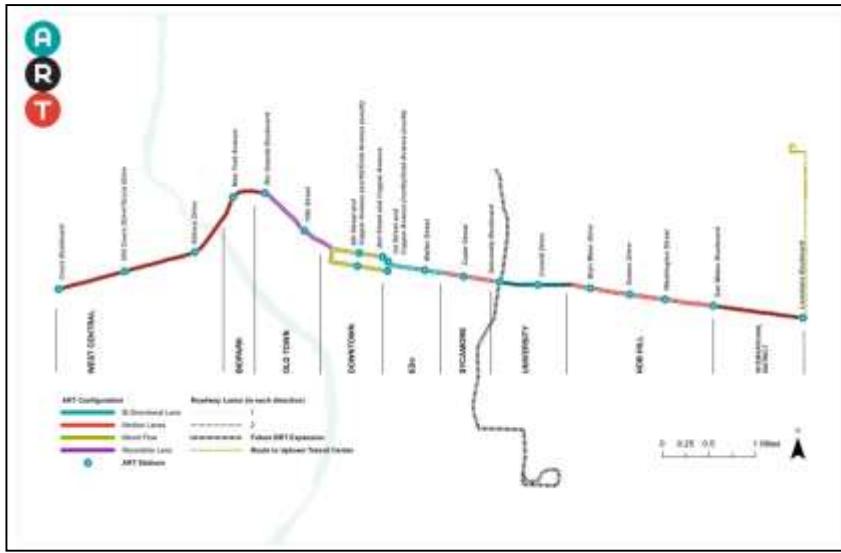
METRO-AREA COLLABORATION GAINS MOMENTUM

BY SUSAN THORNTON

Other metro-area leaders have also demonstrated willingness to work together for the common good. In the fall election, for example, all thirty-one mayors in the region came together under the umbrella of the Metro Mayors Caucus to support FasTracks, the proposal to build the region's major



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The Real Source of America's Urban Revival

Millennials, housing costs, and shorter commutes are the usual explanations. But a careful new study points to another reason young college grads returned downtown in the 2000s.

ERIC JAFFE | [@e_jaffe](#) | Feb 23, 2016 | 79 Comments

