

Appendix B
C-470 Focus Groups Executive Summary



**PUBLIC OPINION
STRATEGIES**

Turning Questions Into Answers.

MEMORANDUM

TO: C-470 VALUES EXPRESS LANES FEASIBILITY STUDY TEAM

FROM: LORI WEIGEL, PARTNER
ROB AUTRY, VICE PRESIDENT

RE.: QUALITATIVE RESEARCH ANALYSIS FROM C-470 DRIVERS FOCUS GROUPS

DATE: JULY 1, 2003

Public Opinion Strategies is pleased to present this report based on the qualitative research groups conducted regarding Value Express Lanes among C-470 drivers. This report contains the following information:

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METHODOLOGY

Public Opinion Strategies conducted two qualitative research groups on June 23, 2003 in Golden, CO, among individuals who reside near the C-470 corridor and travel C-470 at least several times a week. The groups were segmented geographically along the corridor with Wadsworth as a dividing line between respondents in the North (towards Golden and I-70) and South (towards Highlands Ranch and I-25).

Respondents were randomly selected, and were screened to ensure that the groups broadly represented the overall population in that section of the corridor by ethnicity and partisan affiliation. As respondents had to travel on C-470 at least several times a week, the age range was predominantly working adults between the ages of 25 and 55. A mix of travel patterns (times of day) and driving time lengths (estimated in minutes per day) was also present in each group. Respondents were compensated for their participation in the discussion group.

As in any focus group study, the goal of this project is a *qualitative* assessment of the subject. As such, comments cannot be projected to the total population, as is the case if we were to conduct a *quantitative* survey among adults in the corridor. In other words, we *cannot* claim the views and opinions of focus group participants in this project exactly match the entire universe of district voters. Therefore, we focus less on specific counts/tallies and more on broad observations of the language respondents use in the conversation. Moreover, future focus groups *cannot* be used to assess changes in awareness of the project, information levels or trends over time. Only a quantitative survey can accurately capture these types of trends.

Further, this report cannot accurately detail the wealth of information to be found in the non-verbal area, such as body language, or the amount of time lapsed between questions from the moderator and actual responses from the group. This summary also cannot report on the subtle area of “peer pressure” – the willingness to avoid offering a particular response because of the fear of what others might think, or to change a response when others in the group appear to oppose their original position.

Video tapes of the sessions have been provided for your review and transcripts will be available by July 9, 2003.

STRATEGIC CONCLUSIONS

- # *The nuances are important and critical to support for this concept.* Drivers very quickly move from the theoretical into the minutiae of “how does this work?” and “how does this affect me?”. There are very few “hard core” attitudes on this issue and the information provided to them has a significant impact on their views, as they very readily “move” in their attitudes towards the concept.
- # *Tolling is viewed in light of the already known.* E-470 and other news about potential toll-related projects will have a substantial impact on views of tolls on C-470. The perceived “under-utilization” of E-470 shapes concerns about maximizing utilization of toll lanes on C-470, for example.
- # *Consider other language besides “value express lanes.”* This phrase receives very mixed reviews from drivers, including some very negative connotations. No one is familiar with the phrase at this time, and there is little reason to be wedded to it with the public. Other potential toll projects in the metro area are using similar phrases which may create confusion with the public. Branding this as specific to C-470 should be considered.
- # *Recognize that there is a major customer service expectation created with VEL, and managing these expectations will determine views of the definition of “success.”* There is a strong expectation that paying a toll ensures a congestion-free ride to the extent that a “money back guarantee” is an expectation among some drivers. Handling of everything from purchase of transponders to account verification demands a strong customer service component which may or may not be a strong suit of the tolling authority.

- # *Enforcement must be visible - no cheaters.* There is a hearty dislike of cheaters from drivers' experiences with current HOV lanes on other highways. Enforcement is extremely top-of-mind and is important even to those who do not think they would use the toll lanes.
- # *VEL cannot be viewed as having a negative impact on current general purpose lanes or minimal impact on other positive attributes of C-470 (vistas and open space for example).* The projects needs a "Hippocratic oath" component, as support is very much contingent on the view that VEL does not create congestion, merge back-ups or other problems on the general purpose lanes of access roads.
- # *VEL cannot be associated with a "holding C-470 hostage" strategy.* Nothing raises the public's ire as much as a perceived threat to a public product. The view that C-470 may not be widened or receive CDOT funding for another decade unless tolling is utilized as the funding source creates a backlash among some drivers.
- # *VEL is not bolstered by educating the public on the theories behind it.* In other words, there is no need to relate VEL to "market based variable pricing" concepts in other marketplaces. Moreover, variable pricing itself is very difficult to grasp, and only one respondent really seemed to understand the full implications of the concept that pricing could change based on demand. In fact, several respondents view the concept as "backwards."
- # *Roads as a public "good" must be addressed.* Both class-related issues (Lexus Lanes) and the idea that tolling might continue even after the construction cost of new lanes are financed are issues that could drag on this concept. Moreover, they will be reported on by the press.
- # *More information about the "success stories" in California should be developed.* A demonstration of the real results of achieving maximum utilization of the lanes, ease of use and other concerns of C-470 drivers would be beneficial to explaining why VEL may be feasible here.
- # *Commuters are by far the most important audience and should be the focus of communication and future research.* Drivers who utilize C-470 for work-related purposes much more easily connect their time on the road with a monetary value. Non-work related trips are simply not seen in the same light, and the value becomes much more emotionally-based (reducing stress) than monetary.

KEY FINDINGS

Overall Transportation/C-470 Issues

- In both groups, we began the discussion by allowing drivers to self-generate the issues they view as the most important ones facing the Denver metro area. Respondents wrote their top one or two issues down, so subsequent issues brought up would not be biased by the responses of others. *Transportation issues are the most frequently mentioned in both groups with 7 respondents in each group naming an issue related to transportation. No other issue comes even close to the preponderance of comments associated with transportation:*

Specific comments included: “Transportation;” “Traffic congestion;” “Can’t get there from here;” “Travel;” “Lack of mass transit choices;” “Congestion on highways;” “Highway system is not large enough, needs expanded” and “Rude drivers.”

- Notably, I-25 and TREX are the most top-of-mind transportation “problem” when respondents consider what should the focus of transportation efforts in the Denver metro area be. However, given that the audience is frequent drivers on the C-470 corridor, it is not surprising that C-470 is also in the mix.
- When thinking about driving on C-470, there are a number of issues that arise that are fundamental to how these drivers perceive the problem and therefore perceive any potential “solution alternatives”:
 - ▶ Respondents perceive a significant increase in traffic on C-470 from conditions several years ago. They indicate that they consider time of day and plan their commutes or errands around peak traffic conditions.
 - ▶ “Rush hour” is increasing in length and duration. Respondents in the North corridor assessed rush hour as longer than those in the South, but both groups also indicate that traffic on the weekends can be just as bad as rush hour traffic. Respondents use terms such as “a parking lot” “jammed up” and “gridlock” to describe these peak driving conditions. “I must not leave work later than 2:40,” commented one woman. “At 4 pm, I look at C-470 and it’s at a stand-still,” responded another.

Definition of “Rush Hour” by groups:

	MORNING	EVENING
NORTH	6-8:30/9AM	3-6:30PM
SOUTH	7-8:30AM	4-6:30PM

- ▶ Notably, two key emotions described by the groups in discussing being stuck in traffic have major implications for how Value Express Lanes are set-up and described to the public.
 1. “Frustration” is the most commonly cited emotion in both groups as how respondents feel when stuck in traffic on C-470. While this is not an atypical emotion used to describe traffic situations, part of this is very specific to C-470. Respondents view C-470 as having too few exits, and therefore they feel “trapped” in traffic as there are “not as many opportunities to duck off” the highway when it is in gridlock. They say that other drivers turn around in the median to go the other way and reach an alternate route. This experience translates into a concern that they will be “trapped” in Value Express Lanes (behind slow drivers, an accident, a broken down car, etc.) after paying the toll.
 2. “Impatience” is also another frequently mentioned emotion. Respondents describe other drivers as “dangerous” because they dart in and out of the lanes. Therefore, respondents have the conflicting concern of allowing drivers too many access points in and out of the VEL so as to avoid safety issues from drivers darting in and out of the toll lanes.
- ▶ In addition, the speed of the drivers on the road at non-rush hour times is considered very fast. There is a strong desire for there to be shoulders and safe areas along the road to pull over in emergencies.
- ▶ Finally, many describe C-470 as being a much more pleasant drive than other highways in the area due to the vistas and open space along the roadways. Preservation of these aesthetics is important to consider when expanding the roadway.

- Respondents were allowed to come up with a “wish list” as a group of what they would do to “fix” C-470 if they were in charge of transportation along this corridor. Notably, WIDENING C-470 is the first alternative proposed in each group, and both times, two lanes in both directions is seen as what is needed.

Solutions from North C-470 group included:

- ✓ Widen it two more lanes (four lanes on each side): would probably help immediately and for a while, but not a long-term solution
- ✓ Increase the length of the exit ramps at University and Quebec
- ✓ Add flow lights at all entrances
- ✓ Add some more exits - “there are some places where you can’t get off”
- ✓ Run rail right down the middle of the road - all the way down to Golden
- ✓ Fix the problem merging into I-25
- ✓ Add snow fences for blowing snow problems

Solutions from South C-470 group included:

- ✓ Widening the lanes...add two more lanes on each side
- ✓ Lengthen the merge lanes
- ✓ Add a couple of more exits...Alameda and C-470...Colorado Blvd.
- ✓ Complete road construction in a fashion that doesn't hinder the other traffic - do one small chunk at a time; "Give commuters a break."
- ✓ New and additional signs
- ✓ Mass transit is an afterthought in this group. "(Add it) if it were able to run the length of the west to the east side."

- Importantly, only two respondents of the 18 indicated any awareness that toll lanes are being considered for C-470. This is far less awareness than there is of the proposals to complete the "beltway loop" to the North (although there is some confusion over whether Golden or Arvada is "holding up" this process.)

Funding and Financial Considerations

- While there is universal recognition that Colorado state government is facing tough financial times and respondents in both groups have heard about cutbacks and employee lay-offs, there are very disparate views of how this affects transportation funding between the two groups. North corridor drivers are much more likely to accept a view that there are few resources and that tolls may be the only way to take action and improve C-470 in the near future.

The South corridor group has a very different reaction, in part, I believe more due to the more conservative partisan background of respondents in this area rather than a geographic difference. At least one person mentions that roads are a "protected area" in state government. There is a strong sense that there are "always" more needs than resources, and that government may be confusing "needs" with "wants" as well. Moreover, these respondents take great umbrage at the idea that C-470 improvements could be held up for ten years or more if tolling is not utilized. There is a strong sense of entitlement that others have gotten "their" roads fixed (such as I-25) and that residents would "revolt" if they had to wait ten years for funding. Worse, some perceive this as a "threat" to include tolling no matter what.

- In general, there are three key benefits of tolling as perceived by drivers:
 - Toll roads are generally well-maintained
 - There is less traffic on the toll road because some won't pay to use it.
 - Those who use the new lanes pay for it, compared to taxes which everyone would pay.

- ❑ The E-470 experience has certainly affected views of the downside of toll lanes.
 - There is great concern about toll lanes being under-utilized.
 - Utilization of toll lanes is seen as being very price dependent. However, respondents seem fairly fixated on a standard ETL concept, and have a very difficult time understanding how variable pricing would encourage more drivers to enter a toll lane so that it is not under- or over-utilized.

- ❑ Notably, the amount of the toll is not a major stumbling block to voters' perceptions of a VEL. The variability concept is much more problematic for respondents.

- ❑ Respondents were asked the maximum amount they would pay on an "average" day of driving on C-470 for them, and secondly what they would have paid to be in a "traffic free" lane on the "worst" day of driving they have experienced on C-470. Interestingly, despite some opposition to the concept, no one absolutely states they would not pay a thing to take a VEL.

	AVERAGE DAY	WORST DAY
NORTH MEAN	\$.98	\$3.72
SOUTH MEAN	\$1.14	\$2.72
NORTH LOW AMOUNT	\$.10	\$1.00
SOUTH LOW AMOUNT	\$.50	\$0.0
NORTH HIGH AMOUNT	\$2.00	\$10.00
SOUTH HIGH AMOUNT	\$3.00	\$6.00

- ❑ Great care needs to be taken in how a C-470 toll lanes' revenues are seen as being designated. Utilizing this funding to pay for construction of the toll lanes can be seen as a positive. However, there is a strong sense among some drivers that if this is how funding is designated, then eventually when construction costs are paid off, they expect the toll to end as well.

VEL Concept

- ❑ There is no recognition of the phrase “Value Express Lanes.” Only one respondent was familiar with the concept as he had seen, read or heard a fairly cursory amount regarding San Diego utilizing the concept, and was able to accurately summarize the core attributes of a VEL without knowing what it is called.
- ❑ In fact, the phrase “Value express lane” is just as likely to invoke negative associations as positive associations even without any explanation of the concept.
 - “Value” can be a “good deal for your money” or it can associate with the idea of shoddy quality and cheapness (“K-Mart blue light special” and “not well maintained”).
 - The phrase can also have the opposite impact on respondents who associate it with a “premium” or “privilege.” One woman in the South corridor group indicated that only “special people can go there” and the phrase “Lexus Lane” was evoked. “It costs you money to go faster,” commented on North corridor man.
 - “Express” can also be seen as related to Bus Express lanes, where there is only one entrance and one exit - again relating to the concern about being trapped or boxed into this lane. However, some automatically relate “express” to the transponders or pre-paid accounts which allow there to be no toll booths.
- ❑ Respondents were then provided a general explanation of the VEL concept. Clearly, from what we learned in the groups, we would revise this language to provide more specifics and clear up some of the common misconceptions we heard in the discussion of this concept:

“A Value Express Lanes (VEL) is a toll lane. The toll is based on travel times and varies with the level of congestion on that road and other alternative roads going in the same directions. Therefore, the toll may vary based on time of day, or from day to day depending on the traffic that day. As traffic increases, the amount of the toll would increase, and this amount would be posted along the route so you know how much it would cost to move into that lane. Tolls would be deducted automatically from a pre-paid account via a transponder in your car, so that there would be no toll booths to pass through.”

	NORTH	SOUTH
Strongly Favor	1	1
Somewhat Favor	7	1
Somewhat Oppose	1	3
Strongly Oppose	0	4

	MEN	WOMEN
Strongly Favor	2	0
Somewhat Favor	4	4
Somewhat Oppose	0	4
Strongly Oppose	2	2

- Drivers can quite readily prescribe a number of positive and negative attributes to this concept:

Positives:

- No raising taxes to widen the lanes on C-470
- People who use it, pay for it.
- Get more people out of the general purposes lane.
- You have a choice and option to use the toll lanes.
- There is generally less traffic on a toll lane as some won't pay to use it, so you could get to your destination faster.
- Manage the flow of traffic in the toll lanes by changing the price to get more people in that lane.
- Toll roads are generally well maintained.
- Toll might be removed eventually after it is paid for (e.g. 36).

Disadvantages or concerns:

- Need to monitor for cheaters
- Lanes would be under-utilized (like E-470)
- Lanes for the rich
- You could not plan ahead and rely on price being the same day-to-day
- Periodic entrances and exits could slow traffic or limit exit options
- Taxes are less of a burden, because distributed through whole community
- Too much to keep track of with price changing and having to quickly make judgement.

Notably, on the latter point, drivers are generally concerned about variability being too complicated, as this North corridor man explained, "It's just too complicated, too much to think about. You have people who are eating a McDonald's hamburger, talking on a cell phone and now they have to find out how much the road costs to drive on."

- In the discussion, respondents were also asked what questions they would have about the proposal for a “neutral expert.” These questions indicate that there are several things we learned about how dramatically some technical details and nuances can affect perceptions of this concept:

Questions raised in North C-470 group:

- What is the maximum amount for the toll? Does the toll change once you have entered that lane?
- What happens if you do not get a transponder? Can visitors or tourists use this lane?
- Would this apply to existing lanes or new lanes? How many lanes would be added?
- Does this preclude a free HOV lane?
- Confusion over whether this lane would always be faster or not.

Questions raised in South C-470 group:

- How would you get a transponder? What would tourists and visitors do?
- Enforcement? How would it be patrolled and policed? Would this be done by “real” police or a separate organization or cameras? What is the fine for violations?
- Will the lane attract enough traffic? Will it be well utilized?
- Is there a barrier to getting in and out of the lane? Will it cause disruptions to other traffic? Will there be cars coming in and out of the lane? Will there be a line to get in? Are there shoulders?
- How do you ensure VEL is faster? What happens if car accident or breakdown in the lane? What if slow drivers? Will there be a higher speed limit?
- Fluctuating prices? Would the price change after you have entered it? Could you get a record of what tolls you have paid? How would you ensure you have been accurately charged?
- What has been the experience in other places which have utilized VEL?
- Would the toll eventually go away such as happened on Boulder turnpike (36)?

Related Concepts Affecting Perceptions of VEL Process

- ❑ “Feasibility” is seen fairly positively in both groups. Respondents say that this would be an all-encompassing approach to see whether VEL would “work.” Therefore, it would be examined from a construction perspective, a traffic perspective, and whether or how much consumers would pay. The only push-back to discussing feasibility is more from South corridor men who view this as a “study” which would spend money “studying” the issue rather than fixing the traffic problem.

- ❑ “Market based variable pricing” is an easy concept for drivers to understand, and they think of many examples of where this concept is utilized for every-day products and services. A few examples include:
 - ✓ Movie matinee pricing
 - ✓ Long distance rates higher during the day
 - ✓ Rockies have 4 price levels depending on quality/popularity of opposing team or day of week
 - ✓ Happy Hour pricing or early bird dinners
 - ✓ Air fares vary by day of week, time of day and season

This concept does not appear to add any benefit to the VEL conversation, however, and does not appear to be worth a communication commitment.

It IS important to note that all of the concepts introduced by drivers are time-oriented concepts. DIA parking which has the value of convenience to the terminal had to be introduced into the conversation. Moreover, most of these concepts provide static time limits which can be relied upon for planning purposes. In fact, from what I have seen, SR-91 is not completely variable like I-15, but has fixed times when prices adjust. This could have the unintended consequence of drivers either speeding to enter the toll lanes before a toll rises or slowing down to enter the toll lanes after the price lowers.

- ❑ Great care needs to be taken in the images of VEL that are utilized. A static image of a VEL lane can be construed incorrectly as underutilization of a lane. Moreover, respondents in the North corridor group construed an image of SR-91 with 4 lanes packed in traffic and 2 VEL lanes as indicating that the VEL is extremely expensive. The rationale is that drivers in the general purpose lanes are not willing to take the VEL even though there is packed traffic in the GP lanes in the image.

VEL Alternative Concepts

- Clearly, widening is not the issue here. There is significant support for adding general purpose lanes to C-470. This concept generally receives the most support in both groups.
- Secondly, despite the concerns about “cheaters” there is a generally positive feeling toward incorporating HOV lanes into a toll lane. HOV alone is not generally supported as it is again seen as underutilizing those additional lanes. However, providing an incentive to car pool is seen as a positive if toll lanes are the only alternative.
- Moreover, many drivers have a more positive perception of more traditional forms of toll lanes which they perceive as less complicated and perhaps more reliable (such as express toll lanes like E-470). North corridor respondents are twice as likely to opt for traditional toll lanes than VEL.

Final views on VEL

- Perhaps the greatest demonstration of how much support for VEL can be determined by the information provided and presented to the public is the fact that drivers in the focus groups had very different reactions at the end of the focus groups than at the beginning due to the content of what was presented to them (for example, the SR-91 photo was not presented to the South Corridor group as it had such a negative reaction in the North corridor group).

	NORTH CORRIDOR		SOUTH CORRIDOR	
	INITIAL	POST	INITIAL	POST
Strongly Favor	1	1	1	2
Somewhat Favor	7	0	1	4
Somewhat Oppose	1	5	3	1
Strongly Oppose	0	2	4	2

	MEN		WOMEN	
	INITIAL	POST	INITIAL	POST
Strongly Favor	2	2	0	1
Somewhat Favor	4	0	4	5
Somewhat Oppose	0	3	4	3
Strongly Oppose	2	3	2	1

ADDENDUM

Reasons for Initial Views of VEL Concept

“Drivers can make a value judgement on time vs. cost. Each individual decides their individual value. It’s American/capitalism (supply and demand determines cost and its freedom/individual choice).” – South Corridor man, strongly favor

“Voluntary. Know the costs beforehand. Ease congestion. Pay for itself.” -- North corridor man, strongly favor

“I have choice. If in a hurry, it may be a good option. Better driving quality.” – North corridor woman, somewhat favor

“Depends on ‘maximum’ amount. If accident occurs and everything backs up, will that increase total number, thus increasing the charge.” --North corridor man, somewhat favor

“Depends on lanes, income, number of people in car.” – North corridor man, somewhat favor

“I like the idea that the toll increases as traffic increases, because it is worth it to you to move faster then you’d pay it. I believe people who use a product should pay for it. My only reservation is I’m afraid people would not use the lane because of the cost.” – South corridor woman, somewhat favor

“Need more lanes on C-470. I think the toll should decrease when there is more traffic on the lanes. Would prefer normal expansion without toll, but need more lanes soon is bottom line! Who/how would manage? Payroll? Fines? – South corridor woman, somewhat favor

“Would there be a maximum? Would the rate be different on the same day at same time of day?” – North corridor woman, somewhat favor

“What if not prepaid? Is this utilizing any previous lanes? Any HOV not paid privilege?” – North corridor woman, somewhat favor

“Having the choice to decide. Like pre-paid account via transponder. Tourism - what would tourist do who were visiting?” -- North corridor man, somewhat favor

“Not willing to pay more when traffic increases.” – North corridor woman, somewhat oppose

“I wouldn’t use it at this point. Sounds like a McDonald’s meal - everyone wants to add a little more and conveniently hide the charges so I don’t notice. I could find other routes to get me from A to B.” – South corridor woman, somewhat oppose

“How would they give everyone a transponder? I would be frustrated knowing that I was stuck in traffic and the only way to get out would be to pay more. Would other people be willing to pay and therefore help traffic?” – South corridor woman, somewhat oppose

“Don’t see how it would work. If you do not have a transponder in your car, you could not benefit from having another lane on C-470. What prevents others from getting into the lane - out-of-town visitors?” – South corridor woman, somewhat oppose

“More opposed to the variable toll than the idea of the toll itself. Also would need to control interval of when toll could increase. It would be a problem to enter at \$2.50 and have it jump to \$6.00, especially since payment is automatic by transponder.” – South corridor woman, somewhat oppose

“I might not get value for what I pay for with just one lane. The idea that a variable would determine if I get on would be more distraction while driving. The lane could be very under-utilized and not solve the problem. I would think that the additional choice might cause problems.” –South corridor man, strongly oppose

“It is backwards. The price should go down when the traffic is up. Toll roads were good in the 60's and 70's when there was little traffic. There is too much traffic now for them to work. Just like HOV lanes - they don't work.” – South corridor man, strongly oppose

My advice to CDOT to improve C-470 is to . . .

“Add lanes. Add HOT lanes. Add exits.” – North corridor man

“Add at least two lanes each way wherever possible. Free general lanes would be fine, but I would also consider a combination of HOV and express toll lane. I think this idea would be great. It would also minimize the cost to CDOT or whoever and still help the congestion problem.” – North corridor man

“First, work with more mass transit systems to get more of the cars off the road. Secondly, some toll system to pay for any amount of new lanes no matter what they are. VEL system is a good idea with possibly a deduction or lesser rate for HOV.” – North corridor man

“Adding two lanes if possible make them HOV if needed or make them HOT. In order to save money on laborers use community service workers/work release inmates to do manual labor and only pay high skilled laborers.” – North corridor man

“Utilize a lane or two lanes for HOV vehicles that would require a toll for a period of time it would take to pay for the costs involved for construction of those lanes.” – North corridor woman

“Add two more lanes on each side. Enforce traffic laws more - more police presence.” – North corridor woman

“Add more lanes (one on each side) - HOT toll lanes.” – North corridor woman

“Add high occupancy toll lanes - give drivers a choice and encourages car pooling. Driver need to be certain of amount.” – North corridor woman

“Extend exit lanes to allow them to accommodate more cars. Putting reversible HOV lanes and add light rail to the Tech Center and little buses from there around the area.” – North corridor man

“Please add more lanes to C-470 to help community members get around. You should try to get a tax increase to pay for lane and make it available to everyone. However, if not possible make it a toll road with VEL not to exceed \$3.00 per ten miles or \$1.00 per every three miles traveled. Please get it finished in a quick manner! (At least by 2006). Make sure cost doesn’t increase monumentally for a toll versus free road.” – South corridor woman

“Add a toll lane with specific well-marked on/off lanes. This toll lane should have a shoulder and allow for easy flow into and out of general traffic. It should be well-enforced so drivers aren’t tempted to cheat and be free to car-poolers to encourage car-pooling. The key would be to have good signage that is well in advance of entrance and exits. Also, there needs to be a way for people to use it if they don’t have a transponder.” – South corridor woman

“Run one VEL lane on each side of C-470 and also run light rail from Wadsworth to DTC, going East in the AM and West in the PM. You would be giving people the option of using mass transit or, if they want the convenience, they can pay for the VEL.” – South corridor woman

“Widen the road now, regardless of whether it would be free general use or toll based. As funds become available in later years, they could be used to offset/reduce/eliminate toll based use of the road. A combination High occupancy/VEL would be my choice if its toll based.” – South corridor woman

“Add two lanes in both directions. Raise taxes. Like TREX - join forces and get it done in half the time. The state should budget more for this. There HAS to be other funding available. Some concessions need to be made in other state budgets. Reduce waste in government spending.” – South corridor man

“Add more lanes as soon as possible. If you must do a toll road, please put a time limit on it (as when it is paid off it will become two normal lanes). Please take into consideration the beauty of the arena especially around Soda Lakes. Please before you do this check with other areas that have done VEL to see if this is what would be good for us.” – South corridor woman

“Would add at least two lanes and begin thinking about it now to provide for further increased usage in the future. Longer merge lanes would provide more safety and better flow. Improve bottlenecking between Broadway and Platte Canyon. Pay for it with however possible. I would except the VEL but have many questions - something must be done.” – South corridor woman

“Widen the highway with a phases approach. The funds should come from existing CDOT budget and should be prioritized based on improvements traffic flow. I would also authorize a very special bond issue to fund this improvement based on a projected budget.” – South corridor man

“Please add additional lanes to C-470 to address not only today’s traffic conditions, but increased future traffic as well. The lanes should be paid for by the use of VEL, because individuals would have the choice of paying for it or not. VEL would guarantee better traffic flow while paying for itself.” – South corridor man