

ACT Committee
Action for Communities with Transit

Wednesday, June 11, 2008
9:00 AM – 10:30 AM

Parsons Brinckerhoff
555 17th Street

In attendance: Cady Dawson – Transit Alliance, Jason Longsdorf – PB/Transit Alliance, Kim Koehn – Corporex, Cherie Kirschbaum – City Projects, Bill Sirois – RTD, Bruce Likoff – Holme, Roberts & Owen, Tom Boone – DRCOG, John Miller – Land America, Lauren Hayutin – South I-25 Urban Corridor TMA, Susan Wood – American Planning Association Colorado, Carmen Rhodes – FRESC, Nanci Regnier – Regnier & Associates, Councilwoman Carla Madison – City & County of Denver, Stephanie Thomas – Colorado Environmental Coalition, Alana Smart – Housing Colorado, Nichole Goodman – Alliance for Sustainable Colorado, Gary Desmond – AR7 Architects

I. Welcome and Introductions – Jason Longsdorf

Co-chair Jason Longsdorf (Transit Alliance Chairman) welcomed all in attendance.. All present introduced themselves and their organizations.

II. ACT Updates - Jason Longsdorf

Jason Longsdorf provided a brief overview of ACT for those new to ACT.

III. Messaging and Outreach Subcommittee Updates – Cherie Kirschbaum & Cady Dawson

Cady Dawson reviewed the draft Communications Strategy with ACT members. The Communications Strategy includes the following: 1) Introduction to ACT, 2) ACT Communications Goals and Key Messages, 3) Communications Tactical Plan and 4) ACT Timeline.

Cherie Kirschbaum then reviewed the development process and details of the Vision, Key Messages and Guiding Principles for ACT.

Comments from those present about the messaging concepts included:

- ✓ FasTracks and choice of mobility options is in the interest of the public.
- ✓ FasTracks and TOD are about people and creating good places.
- ✓ Education about TOD needs to be incorporated into the message before addressing the issues. What is good TOD? What does it take to make it happen?
- ✓ If we are going to ask legislators and candidates to support something, what exactly are we asking? Or are we simply educating about TOD and FasTracks?

- ✓ Data and facts are needed to back up the key messages and concepts. Fact Sheets, as identified in the Communications Strategy, need to be developed by special interest groups that support the key messages of ACT. Possible Fact Sheets include:
 - What is TOD? What makes a good TOD?
 - Affordable Housing and TOD
 - Environmental Impacts of TOD
 - FasTracks for Small Businesses – Resources to help displaced business owners

Larger discussion was held about the overall Legislative Strategy and its development, a component of the Communications Strategy. Outcomes and suggestions from this discussion included:

- ✓ Surveying ACT supporting organizations would be useful to determine who and what each organization represents, if organizations have lobbyists and what support they might be able to provide to ACT, and what each organization's primary messages are for the next legislative session. Each member organization is responsible for their individual legislative message and will work with their lobbyists and legislators accordingly.
- ✓ It may be useful to have a session/meeting with lobbyists from as many agencies as possible to determine how to best deliver the ACT message in conjunction with the goals and messages of special interest groups.
- ✓ The Outreach Committee needs to meet as soon as possible to move forward with the development of the legislative approach – next week if possible. The timeframe for meeting with legislators and candidates is going to be very short, ideally from July – September.

Action Items:

- ✓ ACT Leadership will revise the Key Messages/Vision. Final Draft of messages and refined Communications Strategy will be given to Linhart PR for review.
- ✓ Final Messages and Communications Strategy will be e-mailed to all ACT supporting entities to obtain consensus and buy-off.
- ✓ Cady Dawson, Outreach Chair, will move forward with setting up a planning meeting to further develop the legislative and media approaches outlined in the Communications Strategy. Goal is to have a first meeting the week of June 16th with Key Message Training in early July.

V. Next Steps

The larger ACT committee will meet on July 9th from 9 – 10:30 AM at the Downtown Denver Partnership. Subcommittees will continue to meet as needed to develop and implement the Communications Strategy.