

Transit Alliance Citizens' Academy 2008-02

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Denver

- Demonstration Line in '94
- Expanded in 2000 & 2002
- T-REX opened in November 2006
- FasTracks

FasTracks

- 119 miles of new light rail and commuter rail 18 miles of bus rapid transit service
- 21,000 new parking spaces at rail and bus stations
- Expanded bus service in all areas
- FasTracks completed in 12 years



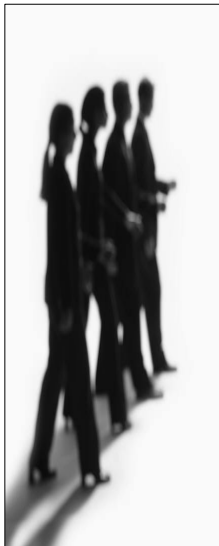
FasTracks Political Success Due to:

- Lessons Learned from Guide the Ride
- Strong Plan
- Consensus/Coalition Building
- Strong Elected Officials Support
- Strong Business Support
- Proven Local Success of Light Rail
- Pre-campaign Planning
- Well-executed Political Campaign, FasTracks YES!



Visionary Plan

- Regional Transportation District (RTD): FasTracks
- Extensive Discussion with Communities
- Address Local Communities' Concerns



Consensus/ Coalition Building

Transit Alliance, established early 1998:

- Coalition of 40 plus entities
- Purpose: support expansion of rail and bus transit as part of a balanced, multi-modal transportation network
- Educate and galvanize community support for transit (newsletters, forums, elected official handbook)
- All groups at the table (emails, quarterly meetings)
- Not transit vs. roads



Strong Support of Locally-Elected Officials

- Unanimous Support of Region's Mayors
- Strong Support from other Elected Officials
- Decisive Action from the Denver Regional Council of Governments



Strong Support of Business Community

- Considered transit initiative means to channel and sustain economic development
- In-depth involvement of Denver Metro Chamber of Commerce at all stages
- Economic Development Agencies and Chambers
- Development Community and Others



Trust with the Voters - Proven Success of Light Rail

- Demonstration Line
- Completion of SW Corridor Line, Summer 2000
- 8,000 Riders Estimated; 12,000 First Day
- Parking Shortage at Light Rail Stations



Well-Executed Campaign

Key Components

- Early Start
- Fundraising
- Volunteer Petition Drive
- Field
- Coalition Building and Outreach
- Earned and Purchased Media



Campaign & Election Results

Issue: RTD Sales Tax Increase -- 4 pennies on \$10 Purchase

How Did We Do It?

- Campaigned & Attained 5,000 Volunteers
- 65,000 Petition Signatures/All Volunteers/ 35 Days
- Endorsements: 12 Newspapers, 29 Local Governments, 89 Local Elected Officials, 69 Community Organizations, 340 Businesses
- Made 500 Presentations
- Raised \$3.5 Million
- Placed 30,000 Yard Signs
- Distributed 800,000 Pieces of Literature
- 250,000 Local Phone Calls

- Election Won by 54% of the Vote



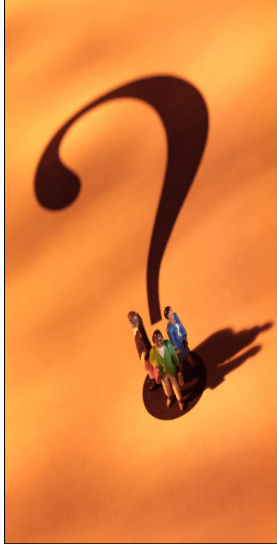
Was the
campaign
the easy part?

Metro Denver's New P.O.P. Culture



Creating & Sustaining People-Oriented Places
A Transit Alliance Best Practices Study





BUT...
There's
Something
Missing?

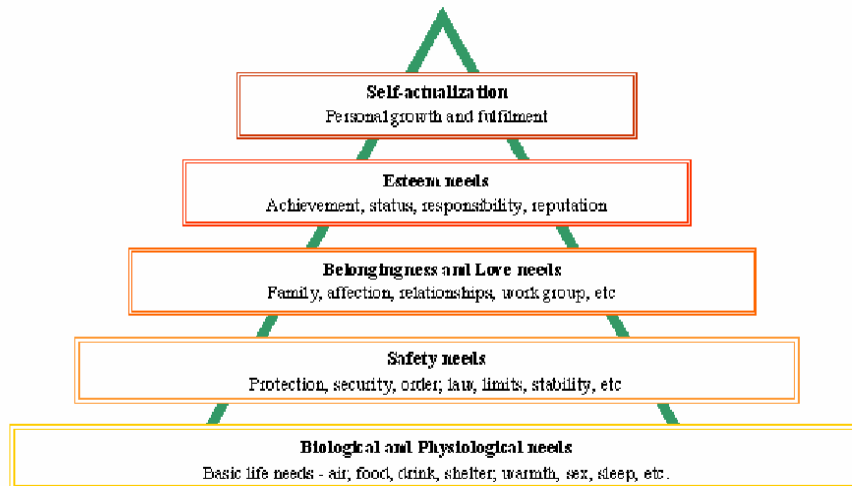




Key Findings

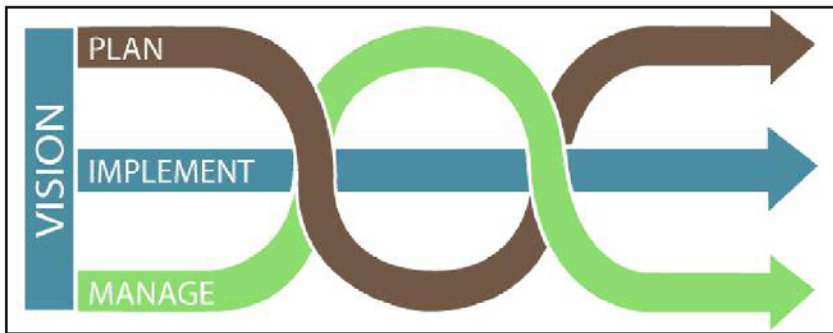
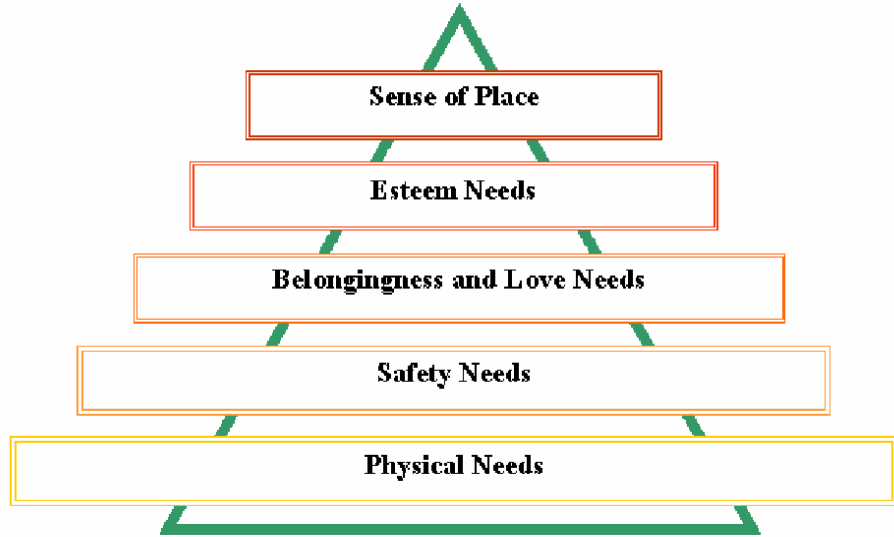
- Unique
- Safe & Secure
- Self-Actualization
- Belonging
- Five Senses

Maslow's Hierarchy of Needs of People



© Alan Chapman 1995-2006. Based on the original concept of Abraham Maslow.

The Hierarchy of Needs for People-Oriented Places

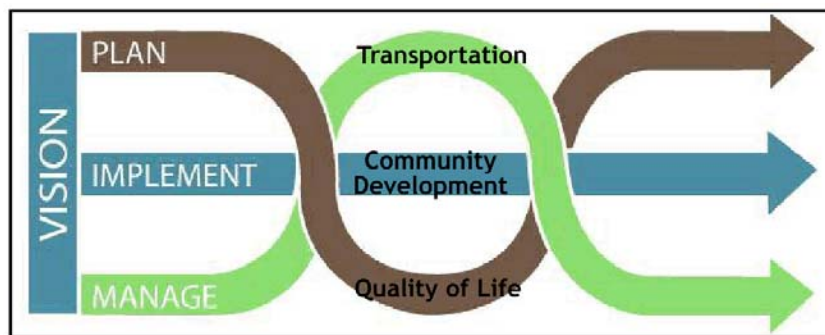


Stages of P.O.P.



Challenges & Opportunities

- Affordable Living - Sustainability (economic) – maintain quality of life
- Linking/Integrating development, human capital investment, transit, school reform and open space (First/second ring in Denver & Suburbs)
- Flexibility
- Public Involvement
- Partnerships
- ONLY new mistakes
- And now rising costs for construction, fuel and a stagnant sales tax



Next Step for the Alliance...
Making the Link for Citizens



Public Involvement

- Engage the Public Early and Often
- Do the up-front work
- Think about the whole neighborhood and the context
- Design is important; but NOT enough



Citizens' Academy

- Desired Outcomes
- Flexible Framework
- Perspectives
- Interactive as Goal
- Structure – Police Citizens' Academy
- Individual Action Plans



Finding the Right People

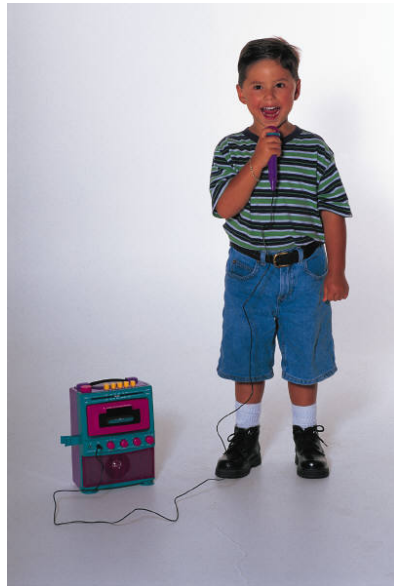
- Emerging Leaders
- Varied Levels of Sophistication
- Worked with Cities/Counties
- Chambers of Commerce
- Realtors
- Other Strategic Partners

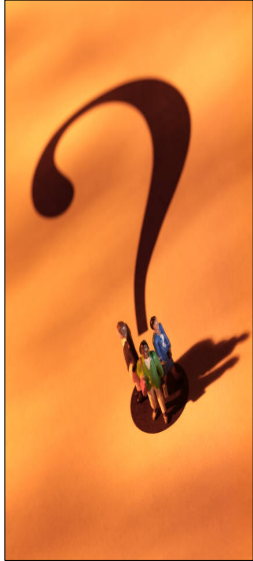


What We Learned So Far

- Larger classes allow more opportunities
- Each participant is required to design an individual action plan; these plans need to be heavy on tactics in order to set milestones/goals
- Our graduates will become the next group of leaders and help foster the growth of transit and TOD as part of the mix







Thank You & Welcome!

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