

## Welcome to the 2009-02 Citizens' Academy

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Executive Director  
Transit Alliance



## 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)



Dedicated to a balanced, multi-modal transportation system.

### Three Pillars of Strength

- Public
- Private
- Non-Governmental Organizations (NGOs)/Advocates

## FasTracks

- 2004 Vote for 4 pennies on a \$10 purchase – sales tax increase
- \$4.7 Billion and 12 year build out
- \$6.1 Billion in 2007 Review
- Increased Construction Costs
- Stagnant Sales Tax
- Now \$6.9 Billion (\$2.2B Gap)
- Options Under Discussion
- MMC Recommends “Go to Voters” – Additional 0.4%





## 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



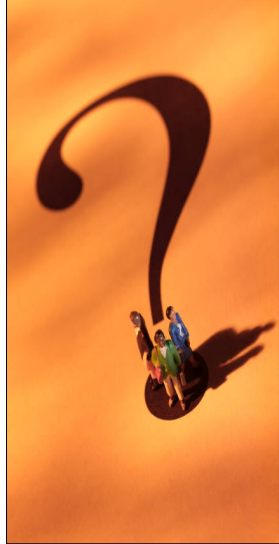
Was the  
campaign  
the easy part?

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



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





BUT...  
There's  
Something  
Missing?

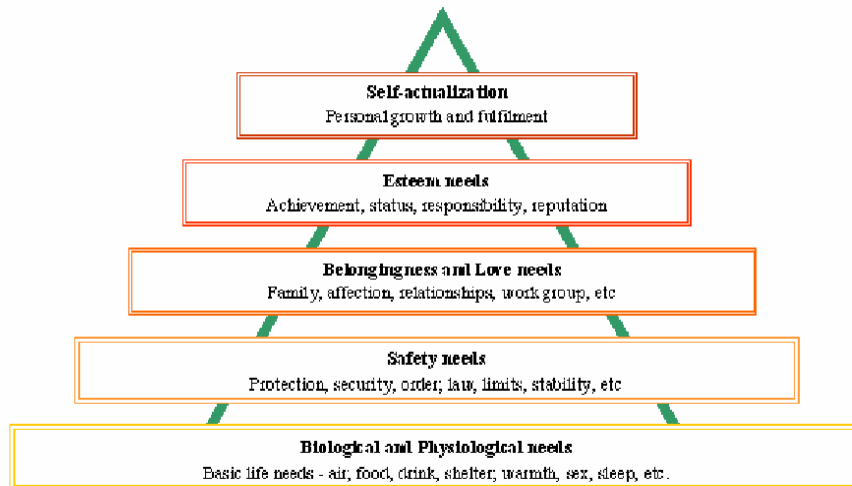




## Key Findings

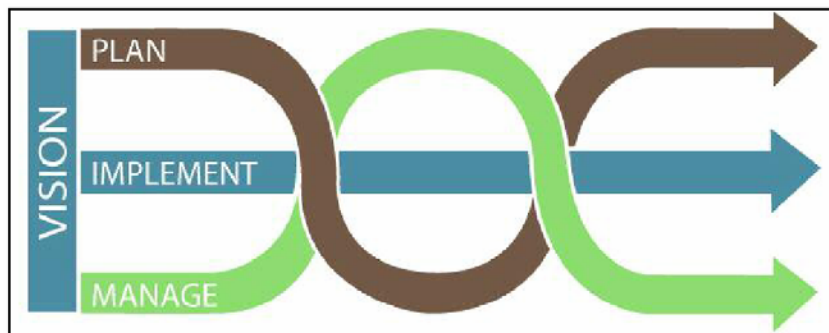
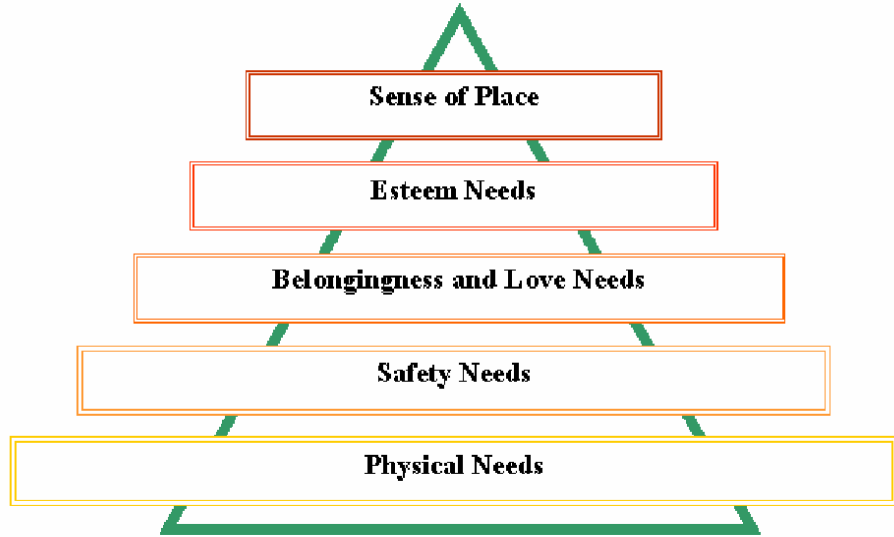
- Unique
- Safe & Secure
- Self-Actualization
- Belonging
- Five Senses

### 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.



## Public Involvement

- POP National Best Practices Study
- 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
- U-Curve of Involvement



## Citizens' Academy

- Get local input
- Build local support
- Reaching beyond city borders
- Reaching beyond generations
- Use social networks
- Engagement
- PASSION, not just supportive
- The FasTracks investment will be felt for decades



## Citizens' Academy

- Three Years
- 200+ Graduates
- Army of Advocates
- Individual Action Plans
- 13 Sought/Seeking Elected Office To-Date
- 3 Elected Members of the RTD Board, 2 Current City Councilwomen
- 4 Running for Office in the Next Election Cycles



## Finding the Right People

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



## What We Learned

- Networking – Larger Class Size
- Individual Action Plans – Need Tactics & Timeline
- 7 week, 3 hours per week is a hefty commitment
- Regional Attitudes
- Group Work



## Individual Action Plans

- **Impact Policy Makers** – Presentation and Materials to the State Division of Housing about TOD.
- **Education** – Raise Awareness of Neighbors and Real Estate Colleagues
- **Get the Word Out** - Article on health benefits of TOD for Commerce City Newsletter
- **Emerging Leader** - Identify creative strategies for bypassing pre-conceived or identified barriers to 360° thinking
- **Finding the Win-Win** – Balanced parking at TOD stations
- **POP at the Local Level** - Create a sustainable, safe, exciting, usable, amenity-rich and “green” community around the station

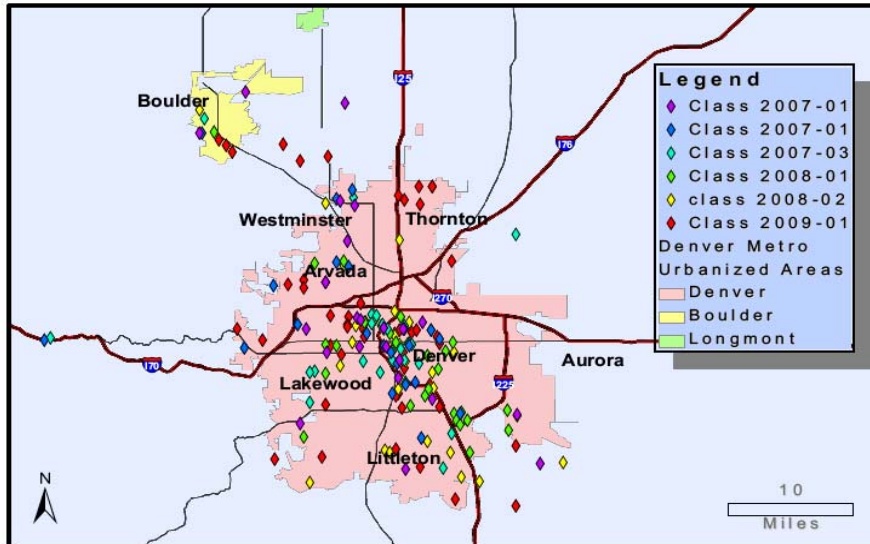


## Strategies

- Involve partners to define desired outcomes as early as possible
- Highlight local expertise
- Create a vision that can be communicated; highlight regionalism and build regional relationships
- ACTION is critical to moving people beyond being just supportive to be passionate about transit oriented development
- Transparency – [www.transitalliance.org/Academy](http://www.transitalliance.org/Academy)
- Army is now over 200 strong – this investment today will be felt for decades to come



## Citizens' Academy Participants





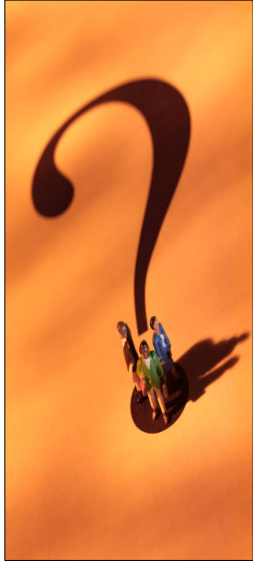
## *Citizens' Academy Grads* Moving Forward...

- Implementation of Action Plans
- Ten Toes Express
- Living Streets Implementation



## *Citizens' Academy Grads* Moving Forward...

- Welcome to the Team
- Help Spread the Word
- Include Academy in your conversations
- Engage electeds in transit conversation
- Actively support FasTracks



# Welcome & Thank You!

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