

Welcome to the 2009-01 Citizens' Academy

Kathleen Osher
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Transit Alliance

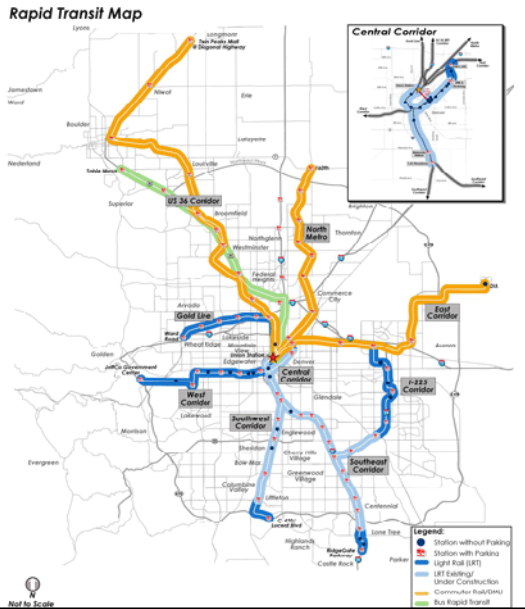


Denver

- Demonstration Line in '94
- Expanded in 2000 & 2002
- T-REX opened in November 2006
- FasTracks in 8 years

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 2017



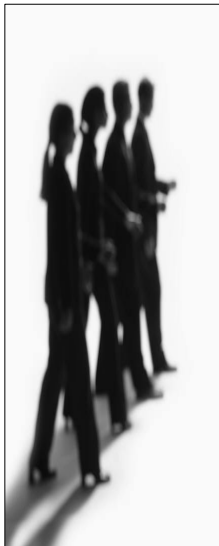
FasTracks Political Success Due to:

- 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 1998:

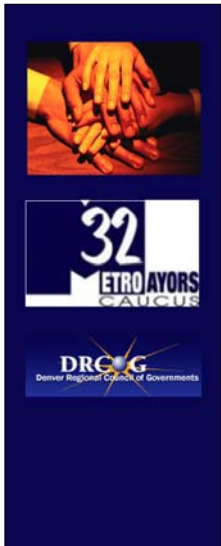
- Coalition of 40 plus entities
- Purpose: support expansion of rail and bus transit as part of a balanced, multi-modal transportation network
- Educate and galvanize community support for transit



Dedicated to a balanced, multi-modal transportation system.

Three Pillars of Strength

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



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



Pre-Campaign Planning

Committee for FasTracks Success (CFS)

- Non-profit organization
- Set up by Transit Alliance and RTD Board Members
- Purpose: Research and Education on proposed FasTracks Plan



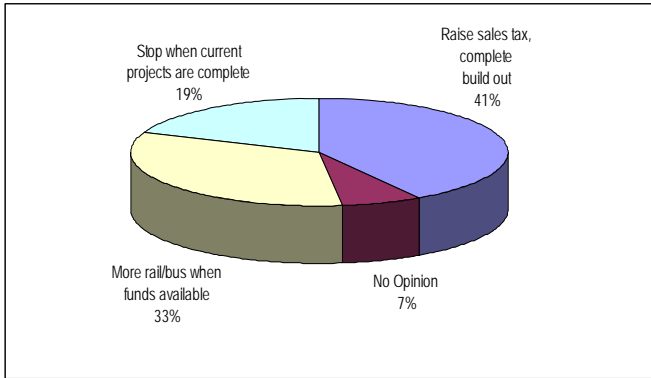
Pre-Campaign Planning

CFS Hired Professional Polling and Campaign Firms to:

- Conduct Voter Research – 802 respondents
- Fine Tune Coalition Needed to Mount a Strong Campaign
- Identify Potential Areas of Concern, Seek to Resolve Them
- Assess Potential Opponents
- Assess Campaign Dynamics of the 2004 Ballot
- Assess Potential Issues that Could Arise in - 2004 Legislative Session
- Evaluate and Assist in Educational Efforts
- Prepare a Draft Campaign Fundraising Plan



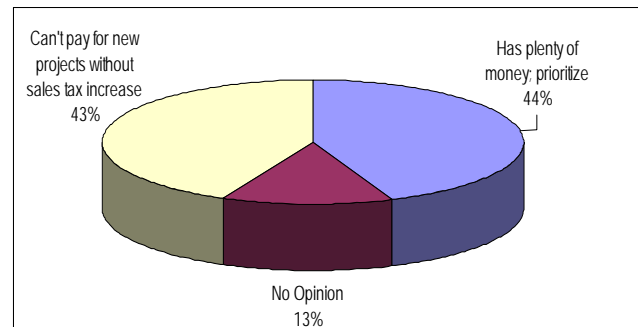
Approach RTD should take for developing rail & bus transit in the Denver Metro area:



Source: Denver area mass transit opinion survey – Hill Research Consultants – October 17-19, 2003



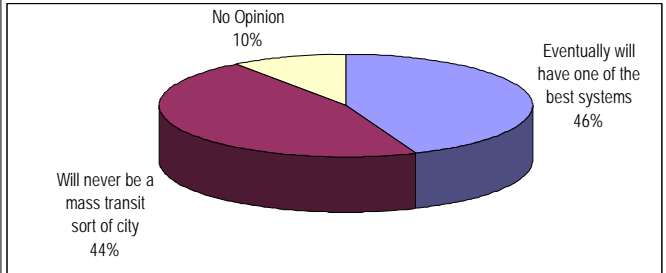
Point of view closest to own: RTD's funding new rail projects



Source: Denver area mass transit opinion survey – Hill Research Consultants – October 17-19, 2003



Point of view closest to own about mass transit in Denver



Source: Denver area mass transit opinion survey – Hill Research Consultants – October 17-19, 2003

Frequency of use of RTD Services

	Frequently	Occasionally	Few times or less
Use a bus	15%	21%	62%
Sporting Event	14%	16%	68%
Trip to Airport	12%	11%	75%
Trip to Work	11%	9%	78%
Use Light Rail	11%	20%	69%
Other Special Event	10%	23%	65%

Source: Denver area mass transit opinion survey – Hill Research Consultants – October 17-19, 2003



Pre-Campaign Planning

Types of Polling Questions:

- Profile of "Yes" and "No" Voters
- Ballot segmentation – FasTracks Vote
- Approval of RTD & other agency projects (complete or current)
- Effect of potential steps on likelihood of voting for mass transit projects
- Impression of local groups, organizations
- Testing Statements about RTD, CDOT & local officials
- Who/What increase mobility and reduces traffic congestion
- What comes to mind first when thinking of RTD/best thing done
- Address RTD Board and agency trust

Source: Denver area mass transit opinion survey – Hill Research Consultants – October 17-19, 2003



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



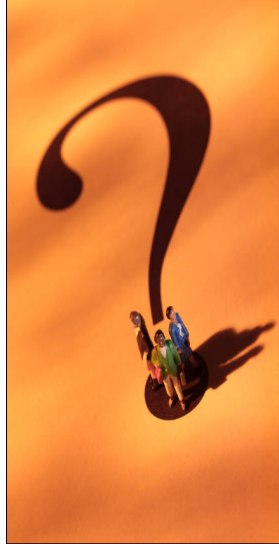
Was the
campaign
the easy part?

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



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





BUT...
There's
Something
Missing?

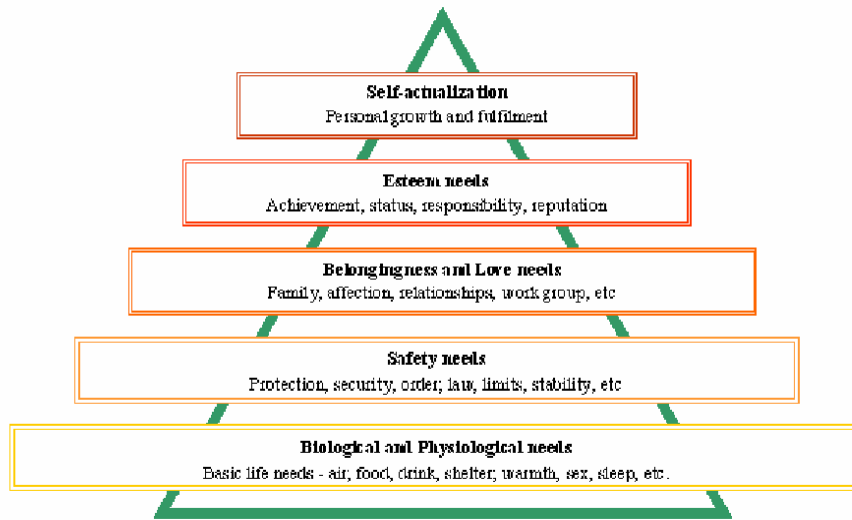




Key Findings

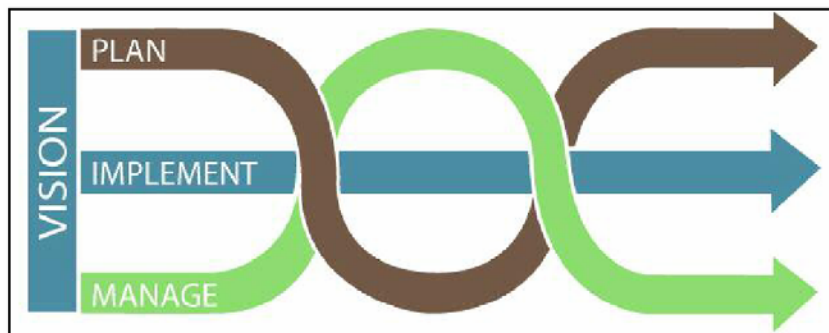
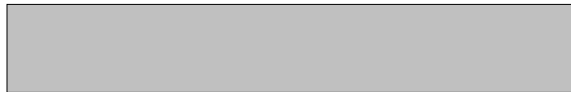
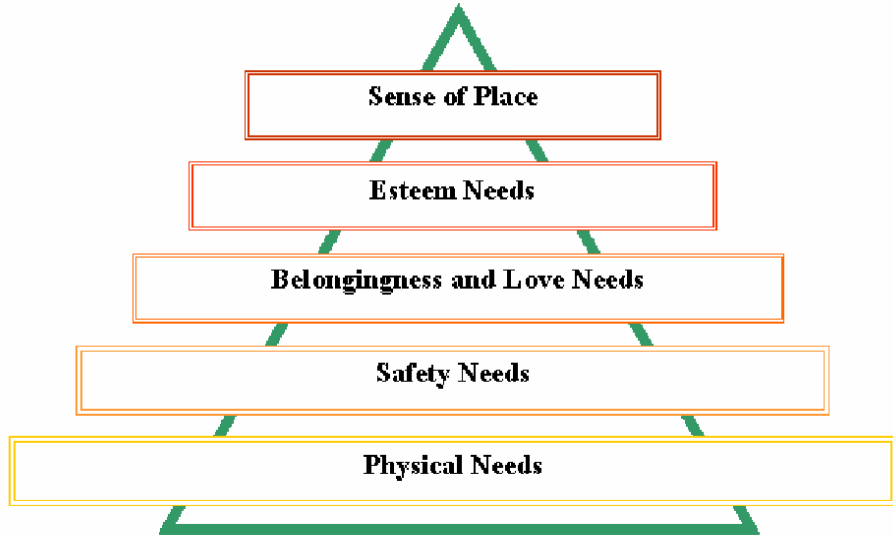
- Unique
- Safe & Secure
- Self-Actualization
- Belonging
- Five Senses

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.

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 \$7.9 Billion
- Options Under Discussion



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

- Two Years
- 150+ Graduates
- Army of Advocates
- Individual Action Plans
- Graduates in Elected Office To-Date
 - 2 City Council Members
 - 3 New RTD Board Members



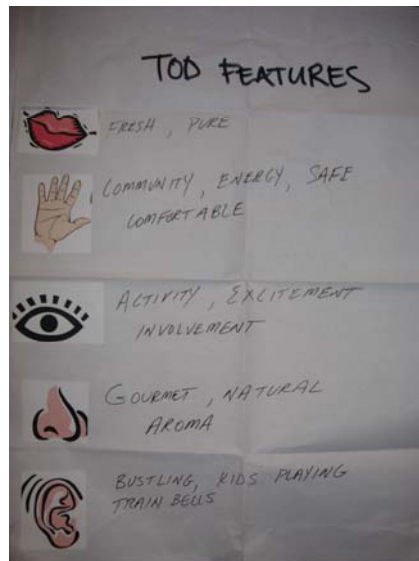
Finding the Right People

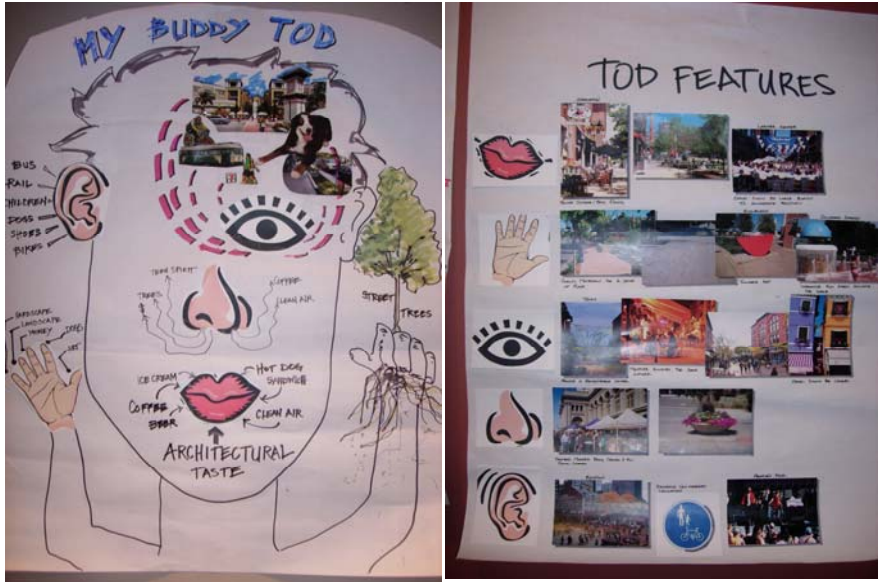
- Emerging Leaders
- Varied Levels of Sophistication
- Worked with Cities/Counties
- Chambers of Commerce
- Realtors
- Other Strategic Partners



What We Learned

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





Strategies

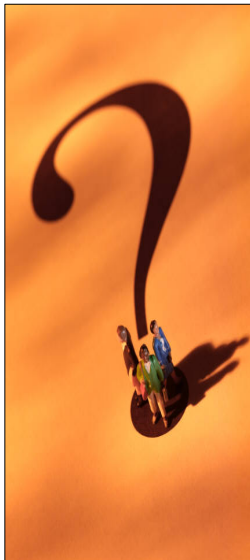
- Highlight local expertise
- Create a vision that can be communicated; create a shared vocabulary
- Involve partners to define desired outcomes as early as possible
- ACTION is critical to moving people beyond being just supportive to be passionate about transit oriented development
- Transparency – www.transitalliance.org/Academy



FasTracks

Political Success Requires:

- Lessons Learned
- Consensus/Coalition Building
- Strong Elected Officials Support
- Strong Business Support
- Diversity of Voice all Saying the SAME Thing
- Pre-campaign Planning
- Education & Research
- Mobilizing Leaders Like You



Thank You!

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