

## Welcome to the 2010-02 Citizens' Academy

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Executive Director  
Transit Alliance



### Who is Transit Alliance?

Transit Alliance, established early 1998:

- Regional Coalition of 40 entities
- Purpose: support expansion of transit as part of a balanced, multi-modal transportation network
- Educate and galvanize community support for transit (newsletters, forums, citizen education)



Transit Alliance is 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
- Estimated \$86 per household per year
- Widespread Support
- Won by 54% voter approval
- Support from Local Elected officials, Business community and advocates.



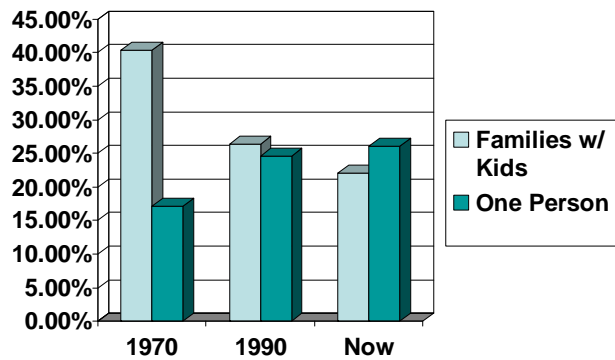


## Why Support?

- Economics
  - Competitive Advantage
  - Build Economies at all levels
  - Business/Leisure Travel
  - Creates Jobs
- Choices
  - Transportation
  - Safety
  - Reduce Congestion
- Community Shaping
  - Sustainable Household Budgets
  - New Places
- Lifestyle
  - Healthy Active Living
  - Quality of Life
  - **Regional System**



## Household Changes





## Older Americans

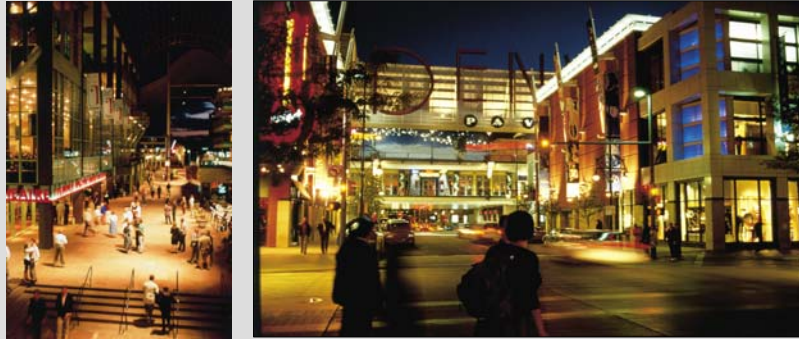
By 2020, we will  
double the population  
over 55 from 35  
million to 70 million



## Bringing Back Balance

- Last 50 years dominated by Automobiles
- Transportation choices
- Cultural Shift
- Moving People

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



### Creating & Sustaining People-Oriented Places

A Transit Alliance Best Practices Study (2006)



## It's About Choice

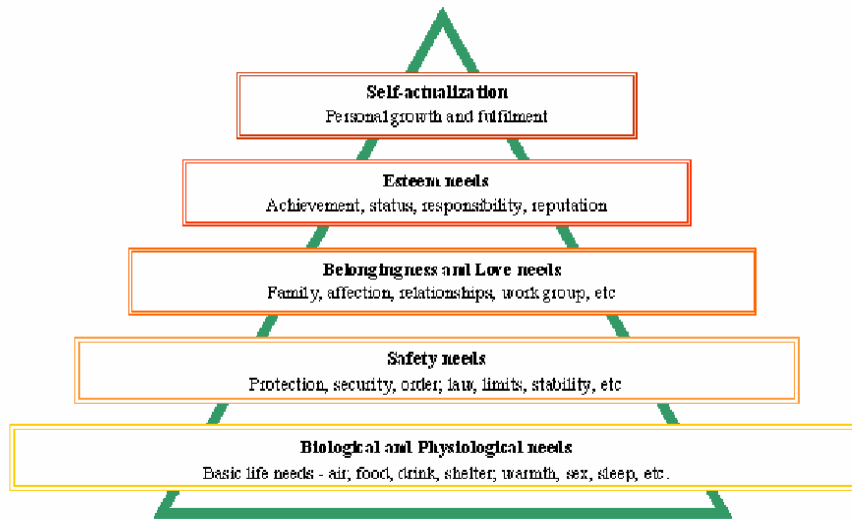
- Ending the Struggle
- New Template/New Niche
- Energized BUT intimate
- Beyond the 4 D's



## Key Findings

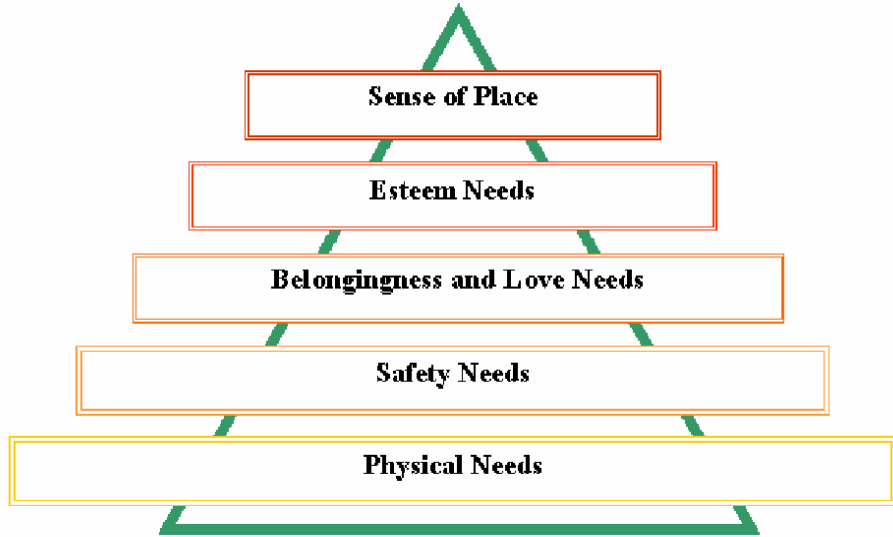
- Unique
- Safe & Secure
- Self-Actualization
- Belonging
- Five Senses

## Maslow's Hierarchy of Needs of People



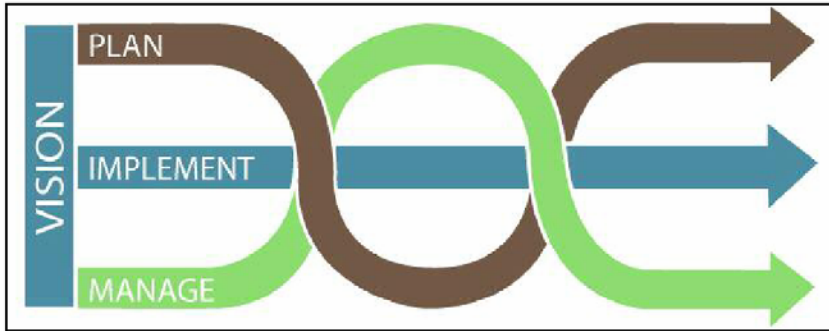
© Alan Chapman 1995-2006. Based on the original concept of Abraham Maslow.

## The Hierarchy of Needs for People-Oriented Places



## Steps to P.O.P.

- Begin with Place
- Physical Environment
- 90 Percent Rule



## Stages of P.O.P.



## Most Successful POPs?

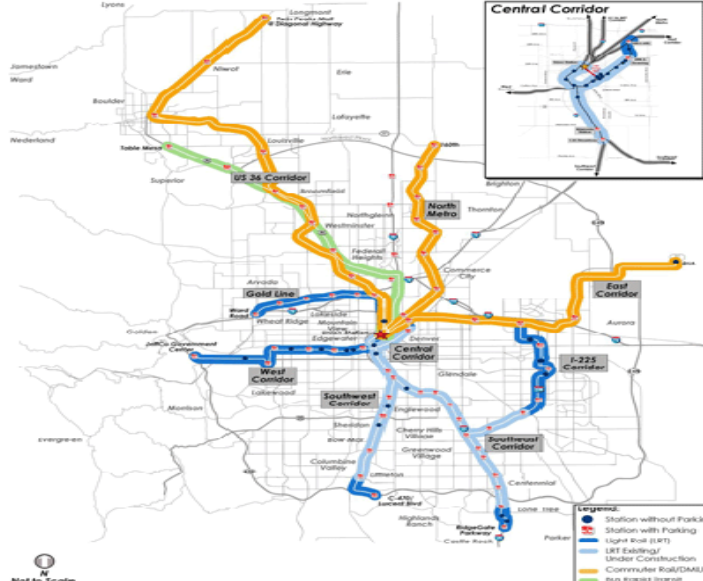
- Cherry Creek
- 16<sup>th</sup> Street Mall
- Pearl Street Mall
- Others??



## What do POPs Share?

- Vibrant, Crowded
- People
- Parking Problems
- Mix of Uses
- “Hot Spot”

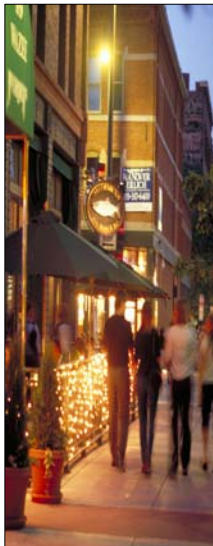
**Rapid Transit Map**





## Transit Oriented Development

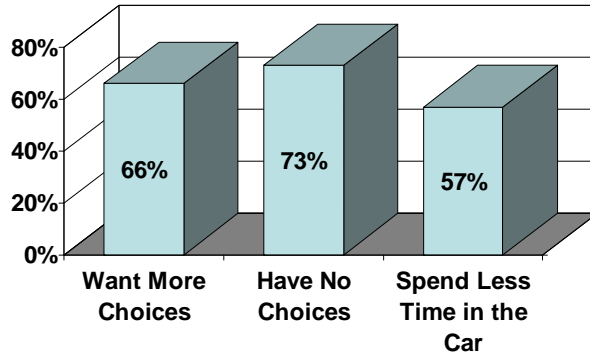
- It is not a new concept
- It is about people and choices
- Not one size fits all
- Drive less, walk more and maintains choices
- Simplify life, foster community
- We are a growing region – 1.2M pp by 2030
- Demographics changing – seniors will more than double



## Why Buyers/Renters Want It

- New Idea of Home
- Live, Work, Play, Shop Lifestyle
- 24 Hour Vibrant, Active
- More Choices
- Market is Lagging Behind
  - Supply is much less than demand
  - Creates Exclusivity – “Hot Spot”

## More Transportation Choices



Source: Future of Transportation, National Poll, Transportation for America, 2010



## Why the Cities Want It

- Placemaking
- Diversity of Housing Stock
- Infrastructure less to maintain
- Community Events
- Civic Hub for Libraries, Cultural Venues, Recreation



## Why RTD Wants It

- Ridership Increases
- More Visible Product
- Safety
- Quality of Life Implications
- Less Parking/Shared Parking



## Successful TOD Requires

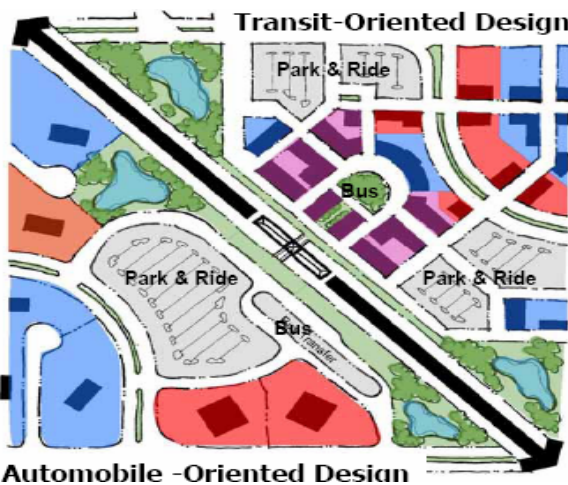
- Public/Private Partnership
- Market Case Independent of Transit
- Infrastructure Investment
- Zoning



## Challenges – Big Picture

- Affordable Housing
  - <http://htaindex.cnt.org/>
- Transit Expansion is National
  - Catch-Up
  - New Interest
  - New Starts Requirements rumored to change (ridership)
- Joint Development
  - Governor will sign into law HB 10-1143
- Evolving from Auto Oriented Transit & Transit Adjacent to true TOD

## Evolution to Moving People



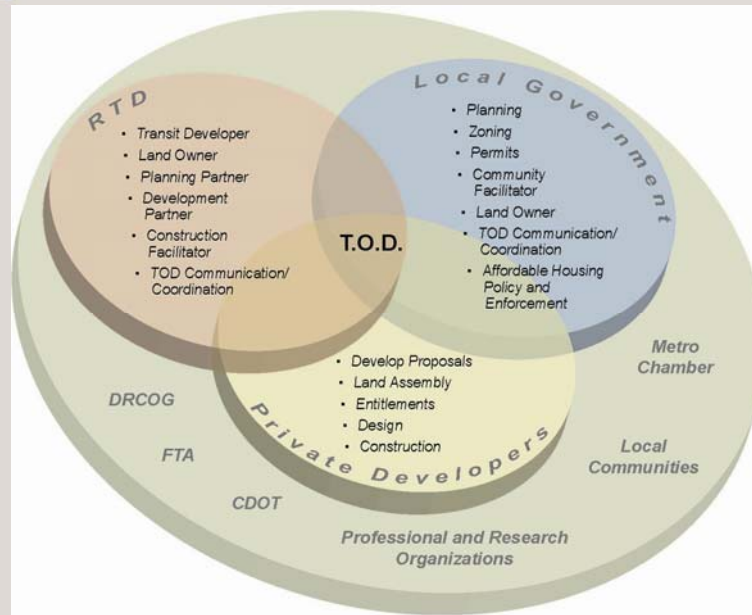
Source: PB PlaceMaking



## Challenges – On the Ground

- Parking
- Land Assembly
- Density
- Long Term Investment
- Public Process
- Leadership/Champions
- RTD's limited role

## Roles in the TOD Process

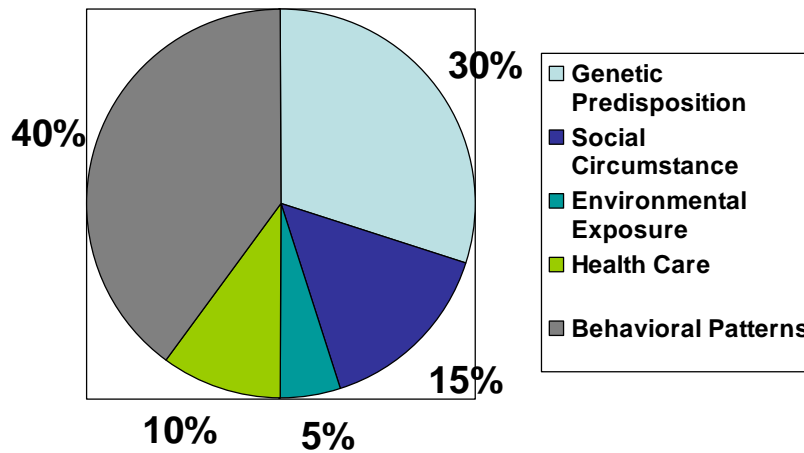




## Opportunities

- Federal Policy Shift
  - DOT, HUD & EPA
- Flexibility
- 40 Years in the Making
- Partnerships
- ONLY new mistakes
- Connecting with Healthy, Active Living Policies

## Determinants of Health



Source: McGinnis JM, Williams-Russo P, Knickman JR. The case for more active policy attention to health promotion. Health Aff (Millwood) 2002;21:78-93.



## What is the role of the Non-Profit Sector and Groups like Transit Alliance?



## 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



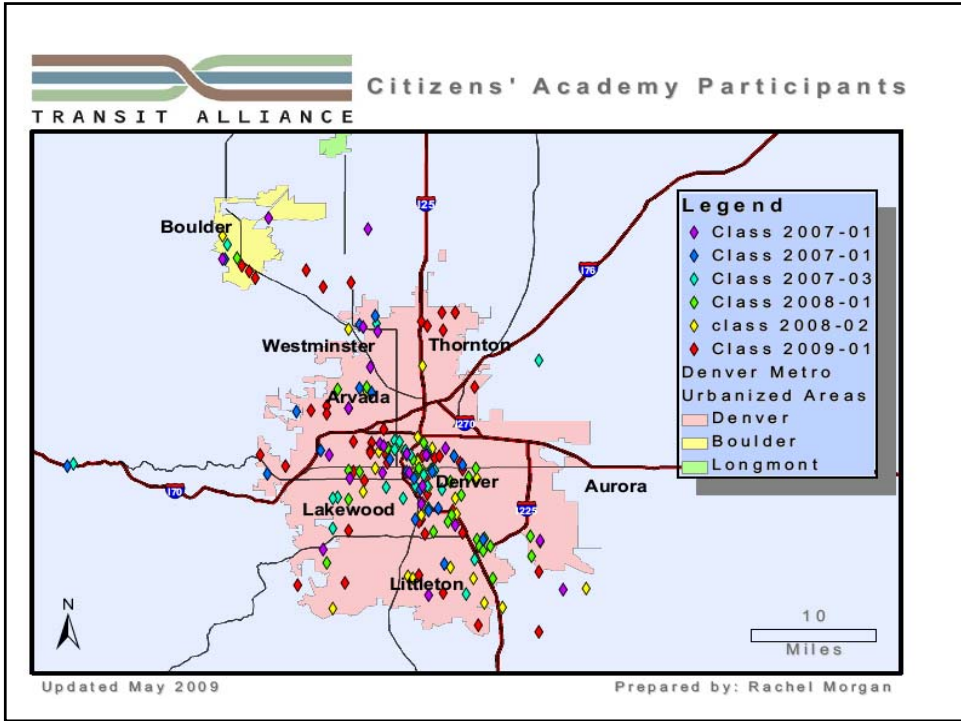
## Citizens' Academy

- 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

- Fourth Year
- 300+ Graduates
- Army of Advocates
- Individual Action Plans
- 13 Sought/Seeking Elected Office To-Date
- 3 Elected Members of the RTD Board, 3 Current City Councilwomen
- Others Running for Office in the Next Election Cycles



TRANSIT ALLIANCE

## Experience

- Ten Toe Express
- Keeping Alumni Involved
- Getting People out using the system
- Making the connection between health and how you move around town
- Regional Recruitment
- 2010 - 2011
- [tentoe.transitalliance.org](http://tentoe.transitalliance.org)



## Outreach

- Partnering with CEC, FRESC and CoPIRG
- Build Energy between now and potential 2012 vote
- Capture “why” support FasTracks
- Educate
- Recruit grassroots
- Summer Launch
- [www.fastracksontrack.com](http://www.fastracksontrack.com)

TOD  
Junkies  
Social



Third Event  
Dec. 2, 2010  
5:30 – 7:30 pm

Get Plugged In!



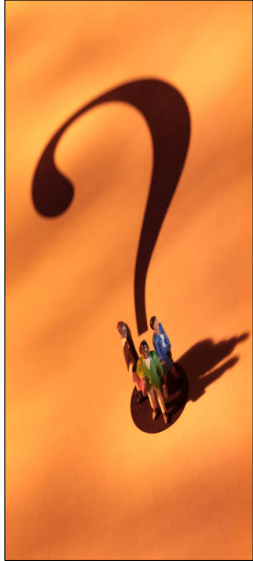
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Hosted by:





# Thank You!

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