How to Increase Funding for Public Transportation

July 17, 2009
• Goals
• Strategy
• Tactics
• Message and Messenger
• Timeline
• Evaluation
Goals

Passing Governor’s key transit policies through legislative and executive action by the end of the Governor’s term

EXAMPLE OF GOALS
Increase Funding for Public Transportation
• State Legislature passes .5% payroll tax increase and creates a 10¢ parking tax in metropolitan areas for transit operations
Ensure Advisory Panel incorporates coalition’s platform into recommendations by building public support for our policy positions.

Capitalize on Governor’s support for transit and focus on providing the political cover she needs to move transit agenda.

Neutralize opposition by recruiting business and rural leaders.

Focus on Legislative Leadership in the House and Senate though grasstops pressure.
Moving Forward: Better transportation choices for [our state]

- Safe, convenient transportation options for everyone: workers, families, elderly, disabled, students,
- Growing the economy & connecting workers with jobs
- Walkable neighborhoods near transit with housing choices for everyone
- Climate friendly investments for energy independence
Messengers

- Labor Unions
- Affordable Housing Advocates
- Public Health Professionals
- Public Health Professionals
- Urban mayors
- Business leaders & chambers of commerce
- AARP & disability rights advocates
Tactics
Milestone #1

Advisory council accepts policy proposals

- Developing research and messages to recruit strategic allies
- Bringing in strategic allies such as affordable housing advocates
- Grassroots outreach through soft events like local town halls
- Campaign kick-off press-event
- Use community input to create and refine policy proposals and campaign goals
- Meet with Advisory Council members to present our policy proposals
- Public release of platform with exciting and nontraditional messengers
Advisory council ends public comment for recommendations to Governor

- Commission local artists to create comments in art form –placement at bus stops, on busses, other public forums –advertise meeting dates
- Work with coalition members to get memberships to comment (Goals = 500 written comments; 100 speakers)
  - Email alert, tear-off postcard, phone banks
Legislature passes and Governor signs policy package

- Enroll University President to gain support from State Senate President
- Engage affordable housing leaders to gain support from Speaker of the House
- Engage local elected officials to gain support from legislators in targeted districts
- Leverage resources of coalition partners (lobbyists, media connections, etc.)
- Outreach at county fairs in key districts and collect stories (record)
- Conduct citizen advocacy trainings to prepare for one-on-one legislator meetings
- Conduct lobby day & media event
- Recruit 150 people to testify in legislature; secure platform endorsement from 50 coalition partners through a sign-on letter
Ongoing
- Letters to editor, readers’ opinions, ed-board visits, pitching stories, press tours of successful TODs

Press Events
- Kick-off: Leave Your Car at Home Day
- Coalition platform release: press conference
- Public comment kick-off: Artistic comments
- Bill introduction: constituent-legislative tours
- Hearing date: downtown business leaders press event and legislative reception
- Lobby day: street theater event
- Legislative hearing: simulation/visualization of passenger strike
- Celebration event: transit prom
Paid Media

- TV during legislation push
- Radio, college radio/TV
- Recorded stories of users
- Advertising on bus for public meetings
- Handing info sheets on busses
- Ads in commuter papers
- Billboards in traffic congestion areas and key legislative districts
- Coalition web site, social media, e-newsletter
We will have been successful in our state if:
• Increased funding for public transportation
• Implemented a TOD planning program
• Created a complete streets pilot project

Our campaign will have built power if:
• Our coalition includes labor, housing, & health
• Our volunteer base has grown by at least 4000
• We are positioned for future wins and campaigns