• **Goals**
  - Primary: Dedicated source of *adequate* transit funding by the end of the next session.
  - Secondary:
    - 80% directly to transit
    - 20% affordable TOD and complete streets in TOD areas

• **The Frame**
  - Building Our State’s Future

• **Management**
  - Membership:
    - LCV, Social Justice/equity, AARP, Housing
High-level Strategy

• Eyes on the prize: transit funding with priority for places with affordable TODs.

• Support the Governor’s Commission, but look beyond it.
Grassroots

- **Have**
  - 5 member groups have: 300,000 members
  - Have not been “activated” for this purpose before

- **Need**
  - Campaign and message training for the 5 member groups
  - Outreach staff to manage and get these folks out.
Strategy for Electeds

- **Governor**
  - Wants transit; suggest she stays flexible

- **Speaker of the House**
  - Wants affordable housing; give *funding*

- **President of State Senate**
  - Reps U District; serve the state by serving his district

- **Our champion: President of Senate**
  - Given rural interests, need him more; good for his district

- **Other electeds: special work with suburban mayors as grasstops**
Strategy for grassroots

• **Recruit and deploy University leadership to:**
  - Some speak in support
  - Some represent

• **BIDs / Chambers**
  - Especially suburban

• **Create a city/suburban coalition**
  - Employment reach / Commute benefits
Strategy for rural: olive branches

• **Lower priority: 15% of state**

• **But**
  
  a) ensure slightly > proportional money to money raised
  
  b) Emphasize rural mobility benefits
      - elderly, school, commute in time of high gas prices
  
  c) Intra-state distance connectivity gets people back and forth, cars out from in the way of truckers.
Communications

• **Support and influence the Governor’s Commission**
  • DO NOT issue our own report. *Give people room.*
    • *Do not define the revenue source beforehand*
  • DO develop white papers to support testimony to the Commission and broader communications
  • Hold **listening** sessions around the state
  • Use results to develop talking points for:
    • Business association: regional competitiveness
    • Rural: “What Rural Communities Need”
    • Civic groups: Youth Leaders (Girl Scouts…)
    • Faith leaders: “How this helps your parishioners’ families”
• **Economics**
  - $ for families
  - Fiscal impacts on cities
  - What is “adequate” funding
  - How to *Invest for the Future* (raise revenue).

• **Traffic**
  - Reduce congestion, speed commutes
  - Secondary: reduce pollution

• **Safety (traffic, bike/ped, transit)**

• __________ (Area to answer concerns of swing legislators)
Communications

• **Web site**
  - White papers
  - Pictures and maps:
    - What will this look like?
    - Transit service
      1) Now
      2) Map of cuts without this bill (who will lose)
      3) Map of TODs and new service: who will win

• **University students to blog**
Whistle-stop Tour

- TOD locations
- At each stop, drop off boxes of money
- At least one urban, one rural “tracks end”
Fall-back strategy

- Almost certainly legislative strategy

- Prep governor to take administrative actions to fund
<table>
<thead>
<tr>
<th>Year 1</th>
<th>Research</th>
<th>Grasstops</th>
<th>Legislature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee starts</td>
<td>Fund/support white papers</td>
<td>- Build support among key grasstop groups (economic, physicians) for submitting comments</td>
<td>Vote count: ID swings</td>
</tr>
<tr>
<td>Groups can submit proposals</td>
<td>Prepare to respond to unfavorable aspects of plan</td>
<td>- Grasstops submit recommendations based on research papers</td>
<td>Grasstops groups have opening conversations with key legislators</td>
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<tr>
<td>“Outreach” and comment period</td>
<td></td>
<td>- Grasstops reach out to peer mayors, etc, in preparation for Committee’s “outreach”</td>
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<tr>
<td>Recommendation</td>
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<tr>
<td>Year 2</td>
<td></td>
<td>Active lobbying</td>
<td></td>
</tr>
<tr>
<td>Legislature</td>
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<tr>
<td>We win</td>
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</tbody>
</table>
### Timeline

#### Year 1
- **Committee starts**
- **Groups can submit proposals**
- **“Outreach” and comment period**
- **Recommendations**

#### Year 2
- **We win**

<table>
<thead>
<tr>
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<th>Grassroots</th>
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<tr>
<td>Begin redefining conversation via “listening conversations”</td>
<td>Hold “listening conversations” in suburban and rural cities</td>
</tr>
<tr>
<td>Whistlestop tour</td>
<td>Active canvassing in suburban areas by students</td>
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<tr>
<td>Blog groups keep big city reps strong</td>
<td></td>
</tr>
</tbody>
</table>
The Resources We Need

• To
  • Train and mobilize our base
  • Hire our staff
    • Manager, Outreach, Communications
  • Commission the white papers
  • Hire campaign consultants

• Need: $650,000
  • $50,000 from each member org = $250,000
  • Will raise from major donors
    (banks, builders, consultants) = $150,000
  • Proposal to you $ 250,000
Is the train coming?

- Yes, with your help
We can win