Capital Ideas: Raising Money for Transportation Through Innovative State Legislation

November 13-14, 2014
Oxford Hotel 1637 Wazee St,
Denver, Colorado

Register today at: http://bit.ly/t4-capital-ideas

As Congress has repeatedly postponed tough decisions on federal transportation funding, a handful of states have stepped up and passed new transportation funding legislation. In early 2015, a host of new state legislative sessions will begin again and transportation will be on the front burner in many state capitols and for many new governors who will be sworn in. Whether you are just beginning a funding campaign, working to overcome a legislative impasse, or defending a key legislative win, Capital Ideas will offer a detailed, interactive curriculum of best practices, campaign tactics, innovative policies, and peer-to-peer collaboration to help your initiative succeed. Join us in Denver November 13-14 to find out more.

Goal for the meeting: to educate and empower local civic, business and elected leaders to win legislative initiatives to fund and finance multimodal projects that are critical for a 21st-century economy.

Thursday November 13 – The ‘Where & What’ - Success Stories & Policy Innovations

9:00am Meeting Overview & Welcome

9:15am The Big Picture: The Future of Transportation Funding & Finance in the U.S.
- Major trends in transportation funding & finance: Rising gas taxes, or a move away from them?
- Stretching your bootstraps: The growing role of state and local funding for transportation
- Can innovative financing like PPPs and infrastructure banks make up the gap?
- Using strategic decision-making to make the most of limited dollars
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| 10:30am| **Success in the State Capitols: Lessons Learned from the 2013-14 Legislative Sessions**  
❖ Successes (and a few failures) from efforts to increase transportation funding in states over the last two years  
❖ Speakers and stories from IN, MA, VA, PA, MD and others |
| Noon   | **Local Welcome: The Denver Story**  
❖ Lessons learned from the Denver region’s success in raising local funding for transportation and transit expansion  
❖ The latest on the build out of the region’s FasTraks program  
❖ Large group questions and discussion |
| 1:15pm | **Looking Ahead to 2015: A Menu of Innovative State Policies**  
❖ An overview of innovative mechanisms to raise transportation funding and empower local governments and local leaders  
❖ Set up for break out groups on state policies from 2pm-5pm |
| 2pm-5pm| **Breakout Sessions: Getting Smart on State Policy & Legislation**  
A round robin of three, hour-long break-out sessions that will allow participants a deep dive on innovative policies:  
❖ Increasing and/or indexing state gasoline taxes  
❖ Local option transportation tax measures for cities and counties  
❖ Innovative financing mechanisms – PPPs etc.  
❖ Competitive infrastructure funds and state infrastructure banks  
❖ “Value capture” to fund public transportation  
❖ Performance measures & project selection criteria to increase transparency  
❖ Mileage-based user fee or vehicle miles traveled (VMT) fee pilot programs |
| 5:00pm | **Concluding Remarks – Day One**  
| 6:00pm | **Local Host Reception – Location TBD** |
**Friday November 14 – The ‘How’ – Campaign Strategies, Tactics & Coalition Building**

9:00am  **Developing a Winning Message**
- Which messages resonate when trying to raise new transportation funding? Is the public always opposed to new tax increases?
- Latest polling and public opinion research on winning support for increased transportation funding
- Communications success stories from state legislative campaigns

10:30am  **Campaign Strategies - Breakout Sessions:**
A round robin of two 45-minute break-out sessions that will allow participants a deep dive on effective campaign tactics:
- Finding and cultivating state legislators as champions
- Overcoming opposition – the tea party and beyond
- Building effective coalitions
- Effective communications strategies
- Campaign fundraising

Noon   **A new national network of state transportation campaigns**
- How Transportation for America can aid your work on state legislation in 2015-16

12:45pm  **Building a Winning Coalition: Panel Discussion**
- Lessons learned from building big tents to pass transportation legislation – how can business, labor, elected, equity and environmental interests work together?

2:00pm  **Closing remarks**

2:30 pm  **Meeting concludes**