Group 1

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SGA Wingspread
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Campaign Goal

• Pass Legislation to secure $1 billion increase for transit funding annually within two years.
• Include $2500 per bedroom for incentives for mixed income TOD
Considerations

- Gas tax increase
- Pass a complete streets bill (with funding component for rural as well as urban) and incorporate into DOT manuals
- Pass a transit tax credit for residential and business development with affordable housing component
- TOD affordable housing projects
- rural transportation
- Participation goals (organizations, letters)
- Expanding coalition to broad partners
- Influence the appointments to the committee and get them to do the right thing.
- Proportional to population, will build in 15 % for rural transit.
Lay of the Land

- Advisory Committee - this is key to moving this policy forward
- Governor’s Support
- Numerous Allies
- Mobilized Opposition (Rural and Highway Construction)
Research

• Research who will and won’t support this and why
• Focus groups as a follow up after the polling information we already have
Traditional Allies

• Health advocates, suburbs (are key, not just downtown), elderly, environmental, equity, mayors, transit unions, chambers, urban legislators, neighborhood groups, affordable housing
Unlikely Allies

• Rural
• farm bureau
• Connect rural area to metro economy and describe the urban rural linkages and regional economies.
• Spokesperson who envisions a new rural economy which is rural but connected to the city
Research to Link Urban and Rural to draw in Unlikely Allies

• Urban-metropolitan-rural economies linked by:
  – Commuting patterns
  – Employment
  – Recreation activities

• Majority of people derive their livelihood from urban areas

• Major cities’ density spawn diverse economies

• Smart Growth is Farmland Preservation

Allies who aren’t using Transit

• Developers (who can confidently develop with fixed rail), truck drivers?
• Who benefits directly from job creation? Construction side on the unions. General contractors who do road and transit work. Industry building the trolleys (if you build the trolleys in state)
Grassroots

- Environmental groups, transit unions, broader unions (jobs, spatial mismatch), AARP, University Connection- campus PIRG, equity groups connected to churches, mental health and disability groups
Grasstips

- State leaders, Pastors, Doctors, Union Chiefs, Presidents of Chambers, Key Professors, College President, Mayors, City Managers, Business Leaders, Equity Community Leaders, NAACP, Governor, EDs of Downtown Revitalization Groups, affordable housing, spokespeople who want to use transit (people with a good story), Champions within the Chambers who want to make a financial commitment, Long-time lobbyists, donors, family with standing, power-mapping of key legislators
THE MESSAGES
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1. Smart Investment

- Smart Investment
  - More jobs than road building
  - Transportation system for the future
2. Build Healthy Communities

• Build Healthy Communities
  – Align with community priorities
  – Walkable Communities
  – Save money
  – Mixed income housing
3. Reduce Global Warming Pollution

- Reduce Global Warming Pollution
  - Reducing cars and trucks
  - Low carbon lifestyle options
The Messengers

• Building trades, union, developers, builders, senior citizen, affordable housing advocates, social equity advocates, environmental groups (get them behind a unified message), transportation advocates, safe route to school advocates, business, chamber of commerce, faith based communities, Senate President
What are the Messengers Doing?

• Message Training for Doctor, Builder, those spokespeople
• Recruit High Level Non-Traditional Messengers
• Messengers Go on Road Show: Ambassador Program
Advisory Committee Power Mapping

• Research on commissioners
• Who they are
• Map them geographically
• Find their interests and skill sets
• Find influencers and use them to encourage bold action on our agenda
Advisory Committee Power Map

That University Professor

Us

Governor

Experts

Advisory Committee

Committee Members

Listening sessions

Family / Political Family

Grassroots groups
Strategy for Influencing Advisory Committee

• Map public input opportunities on a timeline
• When best to plug in our grassroots allies
• Strong turn out to let grassroots comment
• Letters to editor
• Organization key sectors
• Editorial Board visits
• Encourage council to take bold action
State University Role

• Get them to do research
• Use that to secure the President of the Senate’s support
• Seek federal earmark to create a transportation research institute
Strategy for Influencing Legislature

• Meet with leadership
• Learn their priorities
• Work backwards from their priorities to our goals and messages
• Inside and Outside Games
Legislative Power Map
Strategic Events

• Take committee leaders on tour of TOD and affordable housing sites with developers and builders to tie in the unlikely allies

• (Speaker of the House connected with affordable housing partners)

• Media event with the Speaker of the House, connected to our Tour Event. Keep it high profile.
Strategy

Inside Game
• Identify champions in the legislature
• Influence the commission

Outside Game
• Build our grassroots
Campaign Steering Committee

- (Who’s managing, Who’s in charge). Our staffer will be the campaign manager.
- Pick key sectors to form the key group, and we’d the facilitator.
- This is for our inside game, overseeing everything
Steering Committee Members

1. Health Care. (Head of a big hospital or state health group) Organized Health Coalition to identify messenger.

2. Affordable Housing Person- an equity group. (Habitat for Humanity)

3. President of the Realtors Association/ State Chamber/ Developers. State Homebuilders. Apartment Association
Tactics

• Listening Sessions. 10 Regional Road shows with the specific intent to gather names into our database. Our partners are co-organizers of these.

• Lobbying

• Get Senate President (by involving key University leaders) and Assembly Speaker (affordable housing advocate) to sponsor the bill
  – Get University to ask for Senate Hearings
  – Earmark for Research Transportation Institute at the University to get the Senate President
Tactics

• Informal research used for an event. Have school kids doing polling by asking parents “Are you going to invest in our future?” Kids have good sense of social justice.
Research Tactics

• Economic assessment to show fiscally, economically, from the job perspective how amazing this would be.
• Research on economic development job impacts
• Research on affordability of housing and transportation costs on families. (Percentage of household income spent on transportation)
Media Tactics

– Our Communications Director will help get media at our listening sessions.
– People sitting spaced like cars or sitting space like buses in the street. Do this like a press conference event
– Wait for the bus that’s not going to come event
– Ugliest Bus Stop photo challenge. And design what it could look like.
– Letters to the Editor
Coalition Building Tactics

• Facebook
• Twitter
• Blogs
• Soft Events
One Step Closer Website

• Gather stories of peoples’ one idea on how they could make their commute better. Use it to gather emails. Use this to gather our next steps information. Use this as organizing mindset.
Resources

• Campaign Manager
• Communications Director
• Outreach Coordinator to leverage our partners who will provide grassroots organizing
• Other sources of funding:
  – Foundations, Chamber, Trade Associations, Development Interests, Major Donors
Timeline

2 years for the whole campaign

Milestones:
• 2 Public Comment Periods
• Report Release
• Governor’s Recommendations
• Introduction of the bill
• Passage of the bill
• Bill Signing
• First Investments and Ribbon Cuttings
THIS MARKS THE END OF PRESENTATION