Transit Alliance

- Transit Alliance is:
  - A movement.
  - An Advocate.
  - Building Leadership Capacity.
  - Connected.
  - Started in 1997.
  - A Coalition of over 35 organizations.
    - Public, Private and Membership Organizations
We Believe

- Transit
  - Makes this region the best place in the world to live.
  - Provides the best chance for economic success for all people.
  - Enhances our outstanding quality of life and lifestyle.
FasTracks 2004

Political Success Due to:
- Lessons Learned from Guide the Ride
- Specific and Visionary Plan
- Consensus/Coalition Building thru TA
- Strong Elected Officials Support
- Strong Business Support
- Proven Local Success of Light Rail
- Pre-campaign Planning
- Well-executed Political Campaign, FasTracks YES!
Post FasTracks

- Citizens’ Academy
  - Started in 2007
  - Sixth Year
  - Over 500 graduates
  - Individual Action Plans
  - 10% go elected
  - They are EVERYWHERE

- 66% of FasTracks complete or under contract
- 2008 Economic Downturn
- Dawn of P3
Current Politics of FT

- We were watching paint dry
- MMC Task Force formed in 2008
- Scrub the numbers
  - New assumptions
  - New world
  - Tax Revenue decrease
- Hold Harmless
- Mobility vs. Economic Development
Advice for the Engaging Voters

- Get the Best
- Coalitions are Key
- Keep It Simple
- Answer What’s In It for Me?
- Understand Your Star Power
- Capitalize on What Is Working
- Raise Money Early
- Buy Media Early
- Get Out in the Field – Identify, Energize & Empower
Looking forward

- Need more revenue
- Election on Hold
- Sustainable Communities Initiative ($4.5M)
- Mile High Connects – Regional Equity
- Market gaining for rental around transit
  - Broadway & Alameda Stations
- Public Private Partnerships – Unsolicited Proposals
- Mobility in the NW corridor (BNSF)
Transit Alliance

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