Six Stops to Success:
Going Multimodal at the Ballot Box

April 15, 2014
Washington, DC
Today’s Speakers

• **Brighid O’Keane**, Advocacy and Programs Director, Alliance for Biking and Walking

• **Dave Campbell**, Program Director, Bike East Bay
WHY MULTIMODAL
Going Multimodal at the Ballot Box
Overview of Multimodal Ballot Measures

Brighid O’Keane
Advocacy & Programs Director
Alliance for Biking & Walking / Advocacy Advance Partnership
How are Communities Financing Transportation Investments?

- Sales Tax: 42%
- Property Tax: 39%
- Bond: 11%
- Vehicle Fee: 3%
- Advisory: 3%
- Other: 2%

Source: Center for Transportation Excellence
Previous Multimodal Campaigns
Pima County, AZ

• 2006: Regional Transportation Authority’s $2.1 billion plan
  – Half-cent sales tax passed after 4 prior elections
    • Losses: 60-40% disapproval
    • Victory: 60-40% approval
• Included $80 million dedicated to bicycle/pedestrian projects (in addition to all bike/pedestrian elements as part of larger roadway projects)
• What’s next?: 2014 Bond Election
Seattle: Sound Transit 2

- 2007: Joint “Roads and Transit” measure with Regional Transportation Investment district failed
- 2008: 15 year, $17.8B through sales tax increase, transit only, passed
  - “Improved station access...by encouraging walking, biking, transit connection, and carpooling...”
Richland County, SC

• 2006: Established a 39 member citizen led Transportation Study Commission.
  – The study addressed failing roads, the lack of sidewalks and greenway infrastructure, and the unstable bus system.
• 2008: $1B multimodal penny-tax failed
• 2010: 25-year, $1B multimodal penny-tax failed
• 2012: 22-year, $1B multimodal penny-tax passed
## The Breakdown

<table>
<thead>
<tr>
<th>Mode</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadway</td>
<td>$656,020,644</td>
</tr>
<tr>
<td>Transit (CMRTA / Bus Service)</td>
<td>$300,991,000</td>
</tr>
<tr>
<td>Bike/Pedestrian/Greenway</td>
<td>$80,888,356</td>
</tr>
<tr>
<td><strong>Total Project Expenditures</strong></td>
<td><strong>$1,037,900,000</strong></td>
</tr>
<tr>
<td>Administrative Expenditures</td>
<td><strong>$32,100,000</strong></td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td><strong>$1,070,000,000</strong></td>
</tr>
</tbody>
</table>
Campaigns in Progress
Austin, TX: $20-40M for station-catchment-area improvements out of $300-700M  
  Bike Austin + Alliance for Public Transportation

Indianapolis, IN: 7% bike/ped funding through Indy Connect plan  
  Alliance for Health Promotion + Bicycle Indiana + Indiana Citizens’ Alliance for Transit + AARP

Jackson County, MO: 1% sales tax over 30 years for multi-modal projects  
  BikeWalkKC + Jackson County Commuter Rail Coalition

Sacramento, CA: Regional sales tax to fund transit and road rehabilitation  
  Walk Sacramento + Sacramento Regional Transit + Sacramento Housing Alliance + Environmental Council of Sacramento

Greenville County, SC: $70M/year from regional penny sales tax (5-7% for bike/ped)  
  City of Greenville approved a multi-modal transportation penny sales tax in 2012
Greenville County Poll

Poll Question:
In order to address Greenville County's current and future transportation problems, our elected leaders should support and fund a wide range of options including roads, public bus systems, bicycle and walking paths.

- Strongly Agree: 37.5%
- Somewhat Agree: 37.8%
- Somewhat Disagree: 12.8%
- Strongly Disagree: 8.2%
- Do not know: 3.6%
Tips For Your Multimodal Campaign
Lessons From Previous Campaigns

• Use **messaging** that is positive and forward thinking:
  – Economic development
  – How biking, walking, and transit funding helps to retain population

• **Poll early**: anticipate what the voters want and highlight the popular projects
  – (Specific) benefits for everybody
  – Use a map to showcase specific projects

• Have a system in place to ensure fiscal responsibility. Create a **citizens review committee** with oversight

• Find a **champion**

• Create **alliances** that build stronger and more united political power
  – Engage the business and labor community
Transit/Bike/Ped Collaboration

• Relationships are key
• There are opportunities to use money on biking and walking even if the funds are not dedicated
• It’s essential to explain to people — no matter their transportation modes — how the measure will help them.
• Use a unified coalition and unified messaging. Talking about safety can be really effective
Final Tips for Advocates

• Set up regular meetings with elected officials who are on the decision-making body
• Get on the campaign committee
• Show officials what the people want
• Engage your volunteers and your partners
• Knock on doors
If At First You Don’t Succeed...

Why Measures Fail the First Time

- Too much money
- Not the right mix of projects
- Consequences aren’t apparent
- Not enough key support
- Not enough research and strategy
Every trip begins and ends with walking
Thank you!

Brighid O’Keane
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CASE STUDY: EAST BAY BIKES

Dave Campbell
Yes on B1

Local funding in Alameda County, CA provides an opportunity of a lifetime to build hundreds of miles of new bikeways
What types of projects does Measure B1 fund?

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit</td>
<td>3,732</td>
</tr>
<tr>
<td>Streets</td>
<td>2,116</td>
</tr>
<tr>
<td>Highways</td>
<td>600</td>
</tr>
<tr>
<td>Bikes/Peds</td>
<td>833</td>
</tr>
<tr>
<td>TOD</td>
<td>300</td>
</tr>
<tr>
<td>Other</td>
<td>158</td>
</tr>
</tbody>
</table>
Why local funding matters?

• Federal Gov’t just gutted bike/ped funding
• CA and region provide small amounts of bike/ped funding (TDA, Air District, HSIP, BTA)
• If B1 passes, it will represent 75% of all transportation $$
• Voter-approved plans cannot be changed
Yes on B1

partnering with many groups

• B1 prioritizes transit-oriented development (Transform)
• B1 restores cuts made in bus service (AC Transit)
• B1 doubles funding for fixing potholes (Oakland)
• B1 provides bus pass for low-income students (Genesis)
• B1 relieves congestion at key bottlenecks (suburban cities such as Union City, Pleasanton)
• B1 creates good jobs, union jobs (building trades, ATU)
2014 Campaign

• Gubernatorial election
• Undervote is the challenge
• Competing measures
Why Multimodal Matters

• In California, every vote counts
• More groups involved, more votes
• Our ‘B Together Coalition’ is helping develop campaign materials, helping fundraise, prioritizing where money is spent, and partnering on outreach
In November 2014, a transportation measure will be on the ballot that will:

- Create safe family-friendly bicycle and pedestrian paths
- Expand bicycle access to BART
- Fix potholes
- Support and expand the Safe Routes to Schools program
- Fund school crossing guards and bicycle safety education
- Create good quality local jobs and improve air quality

A more bikeable and walkable community is critical for our quality of life. It attracts business and jobs, and supports health and environmental goals.

The Choice Is Yours

Learn more at www.AlamedaCTC.org
QUESTIONS?
Upcoming Webinars

May 13, 2014
Public Transportation Research

Register at [www.cfte.org/six-stops](http://www.cfte.org/six-stops)
Questions?

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