Six Stops to Success:

Partnering with Local Officials

May 10, 2016

Presented by CFTE and the National Alliance of Public Transportation Advocates
Speakers:

Councilmember Rob Johnson
*Seattle City Council*

Commissioner Sig Hutchinson
*Wake County Board of Commissioners*

Mike Alexander
*Atlanta Regional Commission*
SEATTLE CITY
COUNCILMEMBER ROB
JOHNSON (DISTRICT 4)
FORMER EXECUTIVE DIRECTOR OF TRANSPORTATION
CHOICES COALITION
SAVING AND EXPANDING BUS SERVICE IN SEATTLE / KING CO.
BACKGROUND

• 5-Year Campaign
  • State Authorization: SB 2179, authorizing transportation districts
  • Local Efforts: lobbying, organizing, and coalition building at the county and city level

• Establishing Need – Using Data as Narrative for...
  • The Agency (King County Metro)
  • Advocacy groups
  • The Public
CAMPAIGN – PART 1

• Pairing transit service with road infrastructure.

• Politicizing the package:
  • Needs of local elected officials versus the reality of polling results

• Election Demographics:
  • Transit funding needs versus an April electorate
  • Taxes: rural versus urban voters

• Results: Rejected 54% to 46% with 38% turnout
CAMPAIGN – PART 2

• Getting politicians back on board
  • Building political pressure (win with us or without you: good cop / bad cop)
  • Media: traditional and non-traditional (blogs, social media, etc)

• Campaigning to Win
  • Field
  • Fundraising
  • Communications / New Media
  • Data: Using the VAN and the “Transit Score”

• Result: Approved 62.4% to 37.6% on 56.5% turnout.
FROM ADVOCATE TO ELECTED OFFICIAL

• Lobbying in Olympia, WA in 2015 for $16B transportation package (as advocate)

• Appointed as Board Member of Sound Transit (Puget Sound Regional Transit Authority)

• Helping to craft and shape $50B Sound Transit 3 package for passage this November
Wake County Transit Plan
Partnering with Local Officials

WakeTransit.com    @waketransit    #waketransit
Referendums are won or lost long before the campaign begins

Elected Officials

- The best way to educate officials is to get the right people elected and then the education takes care of itself

- The next best thing is to get the right people to talk to them

- The next best thing get them to soften their positions
Know every step in the process and have someone at every step who can advocate for your interests

“Only the Paranoid Survive”
Andrew S. Grove, CEO Intel
It’s not the opposition that causes you to lose a referendum as much as your supporters turning against you

Stakeholders
Environmental Community – Progressives - Business Community
Afro-American Community - Asian-American Communities –
Home Builders - Seniors - Physically & Mentally Challenged – Realtors
Mayors & City Councilors - Unions - Millennials

Who can touch them in a positive way and speak to their interests

Grassroots
Organize a “Friends Group” to advocate and educate

Grass Tops
Who can speak to the “Grass Tops” with credibility and elevate the referendum to a priority – The Chamber
Speak to the Listening of your Audience

“85% of the people who will be voting for transit will never use it”

Your Audience

- Geographic Differences
- Life Experiences
- Need Riders
- Choice Riders
- Millennials
- Gender
- Race
- Income
Run Silent Run Deep

• The less you can talk about it, once you have their vote, the better

• Don’t argue with the opposition – Stay positive and stay on message

• Organize your supporters and speak with a unified voice

• Organize and Speak to your base

• Stay on Message, Stay on Message, Stay on Message

• Micro target your audience in the way they are listening.
Partnering with Local Officials

Mike Alexander
May 10, 2016
- 50% of Georgia’s Population
- 13 entire counties; 7 partial counties
- Over 100 Municipalities
The 2012 TSPLOST

http://southernnspaces.org/2013/well-tied-knot-atlantas-mobility-crisis-and-2012-t-splost-debate#content_top
Metro Atlanta Speaks - Background

The Metro Atlanta Speaks (MAS) public opinion survey is now in its third year. The purpose of the survey is the gathering of opinions on how the 10-county Atlanta region rates in terms of key quality-of-life issues like transportation, education, the economy, civic engagement, the arts and aging in the Atlanta region.

The 2015 MAS was conducted by A.L. Burruss Institute of Public Service and Research at Kennesaw State University (KSU). The 2015 survey asked 26 questions of 5,200 residents in a 13-county area, with results significant down to the county-level. In 2015, the survey added questions on civic involvement and engagement. The 2014 MAS was conducted by The Schapiro Group, and asked 25 questions of 4,200 residents in a 10-county area, and was also significant down to the county-level. The 2013 instrument, conducted by KSU, asked 21 questions of 2,100 voting-age residents, and was significant only at the regional (overall 10-county) level. Each of the surveys was done with phone calls, implementing a random-digit-dialing (RDD) methodology.

While each year’s survey provides a point-in-time understanding of how residents perceive the quality-of-life in metro Atlanta, the true value of the effort is and will be in understanding how perceptions do or don’t change over time. ARC will seek to, with its community partners, continue this survey annually to build such a “longitudinal” database of opinion shifts at the regional and county level.

This summary focus on regional results and topline county data. Regional survey margin of error for the 2015 instrument is ±1.7% percentage points (from 2.1%) at the 95 percent confidence level. Margins of error at the county level range from ±5% to ±7%. Data to come will detail county-level results crosstabulated by demographics of respondents.

For questions about MAS, contact Jim Skinner at jskinner@atlantaregional.com or 404-463-3317.
Biggest Problem for Metro Atlanta: MAS 2015

Source: Metro Atlanta Speaks 2015 survey
Importance of Public Transit to the Region: MAS 2015

Source: Metro Atlanta Speaks 2015 survey

- **Expand public transit**
  - 2015: 44%
  - 2014: 42%
  - 2013: 41%

- **Improve roads/highways**
  - 2015: 31%
  - 2014: 28%
  - 2013: 30%

- **Develop communities live close to work**
  - 2015: 16%
  - 2014: 21%
  - 2013: 22%

- **Do nothing**
  - 2015: 4%
  - 2014: 5%
  - 2013: 3%

- **Don't Know**
  - 2015: 4%
  - 2014: 4%
  - 2013: 5%

Source: Metro Atlanta Speaks surveys
New Engagement Models

Millennials offer a smorgasbord of solutions to the region’s big challenges

September 15, 2015, 11:19 pm / 10 Comments

By David Pendered

Editor’s note: Visit our page Sept. 22 to read more on this subject and the broader issue of millennials in metro Atlanta.

The Atlanta Regional Commission recruited some of the sharpest millennial minds in metro Atlanta to come up with their best solutions to the region’s thorniest problems. The overarching response is that no challenge is too great if folks are willing to try new things and work together.

A proposed Pledge to Win the Future is the clearest example of the unified approach that one group of millennials think the region should use to approach its challenges. Presenter Michael Leithead said Denver created its Mile High Compact 15 years ago, and the compact helped create a shared vision for the region.

Eight working groups of millennials presented their solutions in a format similar to those on the TV show, Shark Tank. The Millennial Mixer, on Monday evening, culminated a project that ARC Executive Director Doug Hooker has pursued for almost three years. The teams have been working most of this year.

After the mixer, Hooker said he viewed the eight teams as a convergence of focus group, think tank, and implementation team.
Our Mission

The Coalition to Advance Atlanta is a citizen-driven grassroots advocacy coalition dedicated to building support for regional transit and championing existing transit resources. Advance Atlanta brings together businesses, residents, and other community partners to advocate for transportation solutions that will advance the region we are all proud to call home.

We believe that the future of the metro region will be driven in large part by strategic investments in transit. If metro Atlanta is to remain competitive it will need to provide residents with comprehensive transit options capable of efficiently moving residents where they need to go when they need to be there.

http://advanceatlanta.com/#ourstory
Innovative Examples of Providing Direct Transportation Planning Services and Support to Communities

• Comprehensive Transportation Plans (CTPs)
• Transportation Project Delivery Support
• Local Sales Tax Referendum Support
CTP Program Overview

• Funding assistance program for counties and their municipalities to develop joint long-range transportation plans

• Final products serve as input in developing ARC’s regional plans

• Five Year Update Cycles (once initial CTP is approved)

• Help jurisdictions identify local priorities and community vision

• Establish relationships between local and regional transportation expectations
CTP Work Scope Elements

**CORE (required, but scalable)**
- State of Good Repair / Maintenance
- Roadways
- Transit
- Active Transportation
- Freight and Goods Movement
- Human Services Transportation (HST)
- Transportation Demand Management (TDM) Programs
- Intelligent Transportation Systems (ITS) / Technology
- Asset Management / Resiliency / Emergency Preparedness Planning
- System Performance Monitoring and Reporting Program

**OPTIONAL**
- Airport Access
- Subarea and/or Corridor Analyses
- Traffic Calming Program
- Health Impact Assessment (HIA)
- Project Screening
- Others as identified by local governments
CTP Adoption Dates and Update Status

- **2007**: No current activity
- **2008**: Update underway
- **2010**: RFP process underway
- **2011**: Work scope discussions underway (funded under existing GDOT contract)
- **2013**: No current activity
- **2014**: Work scope discussions pending (to be funded under 2016 GDOT contract)
- **2015**: No current activity
- **2018**: N/A
Supporting Transit Initiatives

- $7.5 Million in Funding Assistance to Advance EIS work (LPAs and Scoping);
- Travel Demand Modeling and Economic Forecasting for Major MARTA Rail Initiatives;
- $7.8 Million in Funding Assistance for TOD Infrastructure and Traveler Information
- $41.8 Million in Funding Assistance for Bus & Bus Facilities Capital; Preventive Maintenance; Service Expansion Operating Assistance;
- 2013 Regional Travel Demand Management Plan Goals and Strategies
  - Operator Rebranding and Promotion of Seamless Customer Experience
  - Strategically Link Express Bus, Local Service, Vanpools, Managed Lanes, & Park and Ride Lots
- 2012 Coordinated Human Services Transportation Plan (updated in 2016)
- Funded CTPs with Transit/HST Service Planning (Cherokee County, Douglas County, Henry County)
- “Simply Get There” - Consolidated Transit Trip Planning Website and Support (www.atltransit.org)
- Centralized Regional Mobility Management Call Center
Emphasizing Transportation Project Delivery As a Core Regional Planning Function

“Project Delivery – To reduce project costs, promote jobs and the economy, and expedite the movement of people and goods by accelerating project completion through eliminating delays in the project development and delivery process, including reducing regulatory burdens and improving agencies’ work practices.”
Project Delivery Task Force (PDTF) Approach

- Interdisciplinary approach followed
  - Multiple Subject Matter Experts
  - Multiple Layers of Government Perspectives

- Requires a shift in regional policy and innovative business practices
Project Delivery Challenges...

Environmental Studies and Review

Project Concept Development

Hill Street Corridor Study
URBAN CONTEXT

Legend
- 60 Foot Right-of-Way
- 50 Foot Right-of-Way
- 45 Foot Right-of-Way
- 40 Foot Right-of-Way
Improving Scope, Schedule and Budget Development

CTP/PDTF Linkage

- Use optional CTP Project Screening element to develop detailed scope/schedule/budget

Related PDTF Action Plan Recommendation

- “Create a new GDOT and ARC scheduling process”

Benefits and Challenges

- Readies highest priority projects for advancement faster
- Challenge – GDOT (and other agency) staff labor hours and candidate project selection
ARC Developed a Spreadsheet Risk Assessment Tool Designed to Help Sponsors Improve Delivery (example)

**UTILITIES**

**Risk 15 (Utilities):** Utility discovery and possible relocation must be factored into your project delivery schedule. All projects in GDOT’s Construction Work Program require certification even if no utilities will be relocated. Will your project require utility relocations?

<table>
<thead>
<tr>
<th>No Risk</th>
<th>High Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>No utility relocations required</td>
<td>Utility relocations required</td>
</tr>
<tr>
<td>Enter “0” in the box if selected</td>
<td>Enter “3” in the box if selected</td>
</tr>
</tbody>
</table>

Additional Information May Be Found At: [http://www.dot.ga.gov/PartnerSmart/utilities#tab-1](http://www.dot.ga.gov/PartnerSmart/utilities#tab-1)

**Risk Management Tip:** Both underground (buried utilities) and above ground utilities must be considered early when evaluating your project. **Prior rights and agreements with utilities,** such as Franchise Agreements (collection of fees from utilities in order to utilize the public ROW), need to be reviewed to determine who is responsible for the funding to relocate utilities. In addition, major costs can be associated with impacting telecommunication substations, gas regulators, or power stations.
More Information Available at...

http://www.atlantaregional.com/transportation/transportation-improvement-program/program-delivery
Supporting Local Government Funding Initiatives Fulton County and City of Atlanta T-SPLOST And MARTA Sales Tax

Provide Local Communities with Support Developing Intergovernmental Agreements, Funding Forecasts, Meeting Coordination
DeKalb County SPLOST/HOST Amendment
Other SPLOSTs in the Region
Questions and Comments

Mike Alexander
malexander@atlantaregional.com
Questions?

More Information:

www.cfte.org · @CFTEnews
www.publictransportation.org/napta · @APTA_info
Six Stop to Success

Next Stop:

**Tuesday, July 12 at 2:00 PM ET**
“Data, Polling, and Campaign Intelligence”

Upcoming Webinars:

**September/October 2016 – Final Webinar Topic TBD** (check [cfte.org/six-stops](http://cfte.org/six-stops) in the coming weeks for confirmation details)