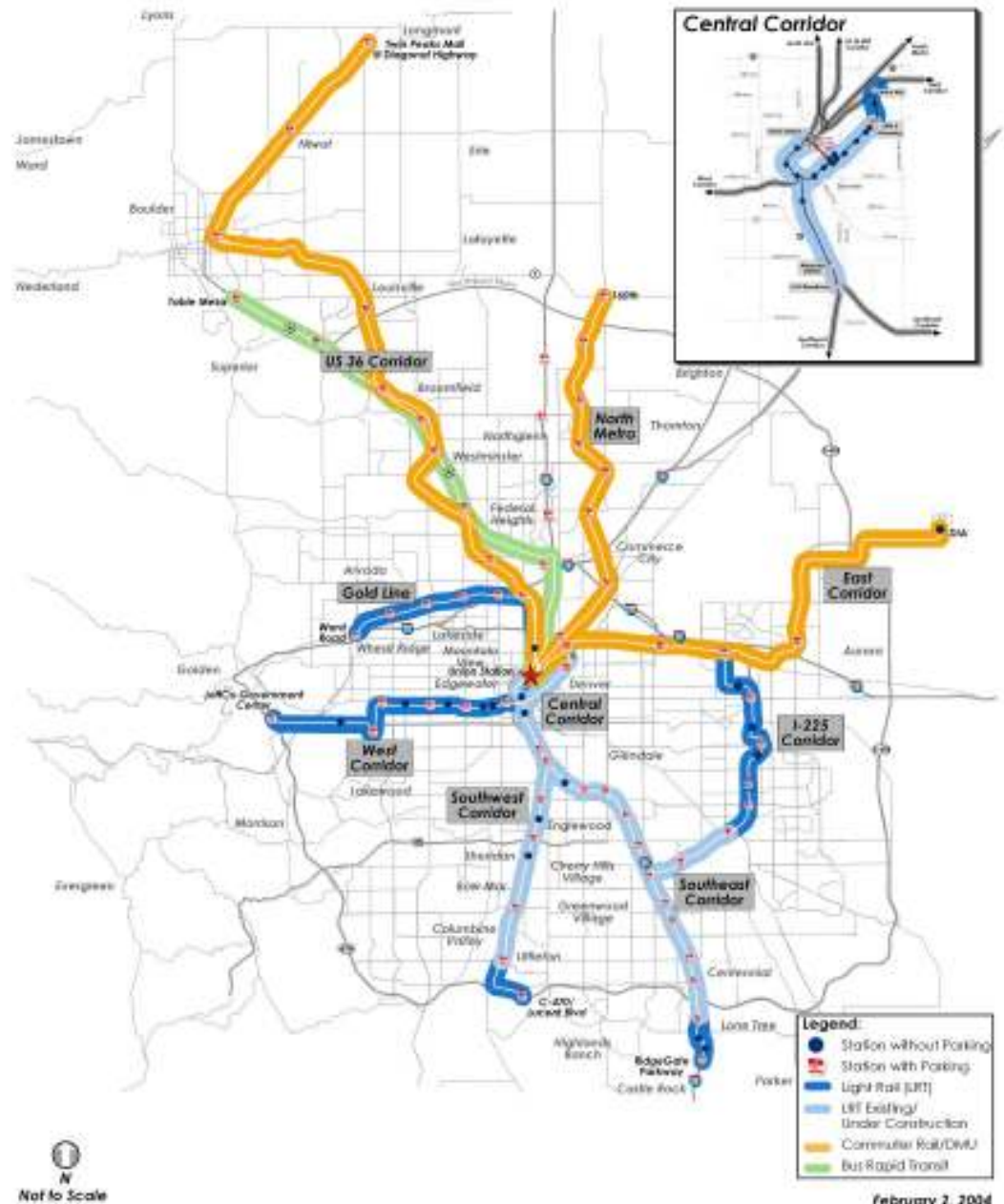

Denver RTD's Lessons Learned in Developing Transit Initiatives

Traction Power to the People

September 9, 2005

FasTracks Plan

- ❑ *Scheduled Completion: 2016*
- ❑ *119 miles of new and expanded rail transit*
- ❑ *9 Rapid transit corridors*
- ❑ *Funding for 18 miles of Bus Rapid Transit*
- ❑ *Enhanced bus network*
- ❑ *65 New park-n-Rides; 21,000 new parking spaces*
- ❑ *\$4.7 billion plan.*



FasTracks Lessons Learned

1 Proof of Concept: Successful starter line:

- *Central Corridor, 1994*
- *Southwest Corridor, 2000*
- *Central Platte Valley Spur, 2002*
- *All three lines were built on-time and within budget*
- *All three lines exceeded ridership projections*
- *All three lines have spurred development within their corridors.*



Englewood City Center

FasTracks Lessons Learned

2 Use of Planning Process: Major Investment Studies

- *MIS's were subject to extensive public input*
- *Provided clear description of corridors for public understanding*
- *Provided preliminary selection of alignments, technologies and station sites*
- *Allowed municipalities to begin station TOD planning efforts in advance.*



Boulder Transit Village Plan

FasTracks Lessons Learned

3 Plan Specificity, Schedule and Financial Plan:

- *Included sound financial plan with specified revenue, cost and debt assumptions*
- *Developed implementation schedule supported by the financing plan with clear timeline of individual capital investments.*

FasTracks Lessons Learned

4 Strong political support

- *Unanimous support from region's mayors*
- *Strong support from most of region's elected officials*
- *Elected officials understood potential TOD opportunities along future lines based on success of existing TOD and the fury of interest in future development along RTD's future Southeast Corridor.*

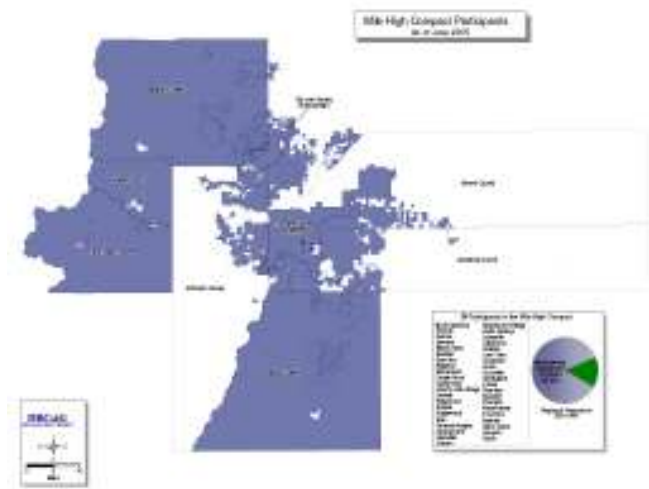


Denver Federal Center Redevelopment Plan

FasTracks Lessons Learned

5 Strong support from environmental community.

- *Promoted initiative for quality of life and environmental / sustainability reasons.*
- *Saw the opportunity to implement smart growth policies at new rail stations through TOD – thus channeling growth and combating sprawl.*



DRCOG Mile High Compact

FasTracks Lessons Learned

6 Strong support from business and development communities.

- *Considered initiative as means to maintaining economic development growth and competitiveness on a region-wide basis*
 - *Realized the potential for development and redevelopment opportunities at future stations*
 - *Denver Metro Chamber of Commerce was the single largest contributor to the campaign.*



Future Southeast Corridor Station

FasTracks Lessons Learned

7 Private campaign team

- *Campaign spent over \$3 million*
- *Invested primarily in TV and radio ads*
- *Engaged professional pollsters to determine public's priorities and direct messages to address these priorities*
- *Included non-traditional constituency in campaign.*

8 Professionalism

- *Board and Agency earned respect of public for professionalism.*

FasTracks Lessons Learned

9 Public Involvement

- *Agency held hundreds of meetings throughout region to explain the program and answer public questions.*

10 Rapid responses to attacks

- *Quickly corrected statistical distortions by opponents*
- *Avoided highway v. transit debate.*

Conclusions

- ❑ *Promise what you can deliver and deliver what you promise*
- ❑ *Avoid “Us versus Them” scenario*
- ❑ *Make the business case as well as the environmental and mobility case*
- ❑ *Hire a professional campaign team and run a professional campaign.*