

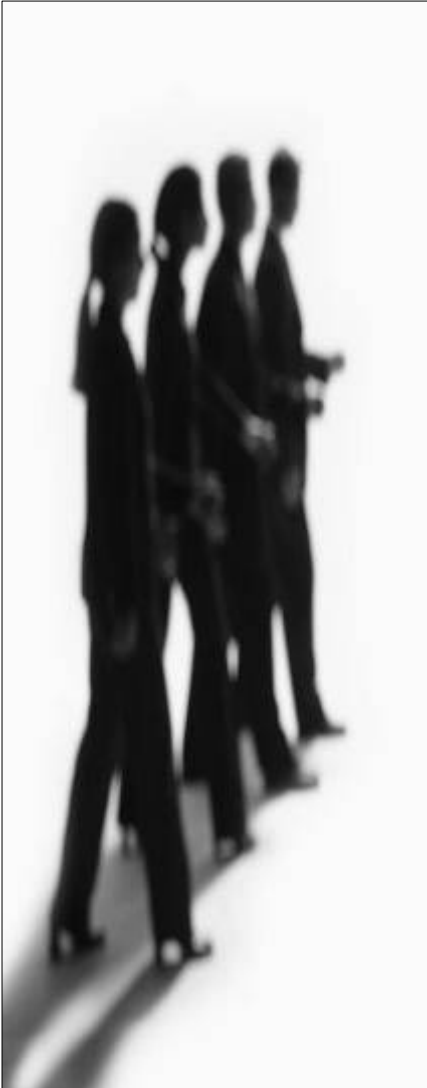
October 29, 2008

Kathleen Osher
Executive Director

Consensus/ Coalition Building

Transit Alliance, established early 1998:

- Coalition of 40 plus entities
- Purpose: support expansion of rail and bus transit as part of a balanced, multi-modal transportation network
- Educate and galvanize community support for transit (newsletters, forums, elected official handbook)



FasTracks

- 2004 Vote for 4 pennies on a \$10 purchase – sales tax increase
- \$6.1 Billion and 12 year build out
- Increased Construction Costs
- Stagnant Sales Tax
- Now \$7.9 Billion
- Options Under Discussion

Rapid Transit Map



Public Involvement

- POP National Best Practices Study
- Engage the Public Early and Often
- Do the up-front work
- Think about the whole neighborhood and the context
- Design is important; but NOT enough



Citizens' Academy

- Two Years
- 150+ Graduates
- Army of Advocates
- Individual Action Plans
- 9 Sought/Seeking Elected Office To-Date



Finding the Right People

- Emerging Leaders
- Varied Levels of Sophistication
- Worked with Cities/Counties
- Chambers of Commerce
- Realtors
- Other Strategic Partners





What We Learned

- Networking – Larger Class Size
- Individual Action Plans – Need Tactics & Timeline
- 7 week, 3 hours per week is a hefty commitment
- Diversity
- Group Work

TOD FEATURES



FRESH, PURE



COMMUNITY, ENERGY, SAFE
COMFORTABLE



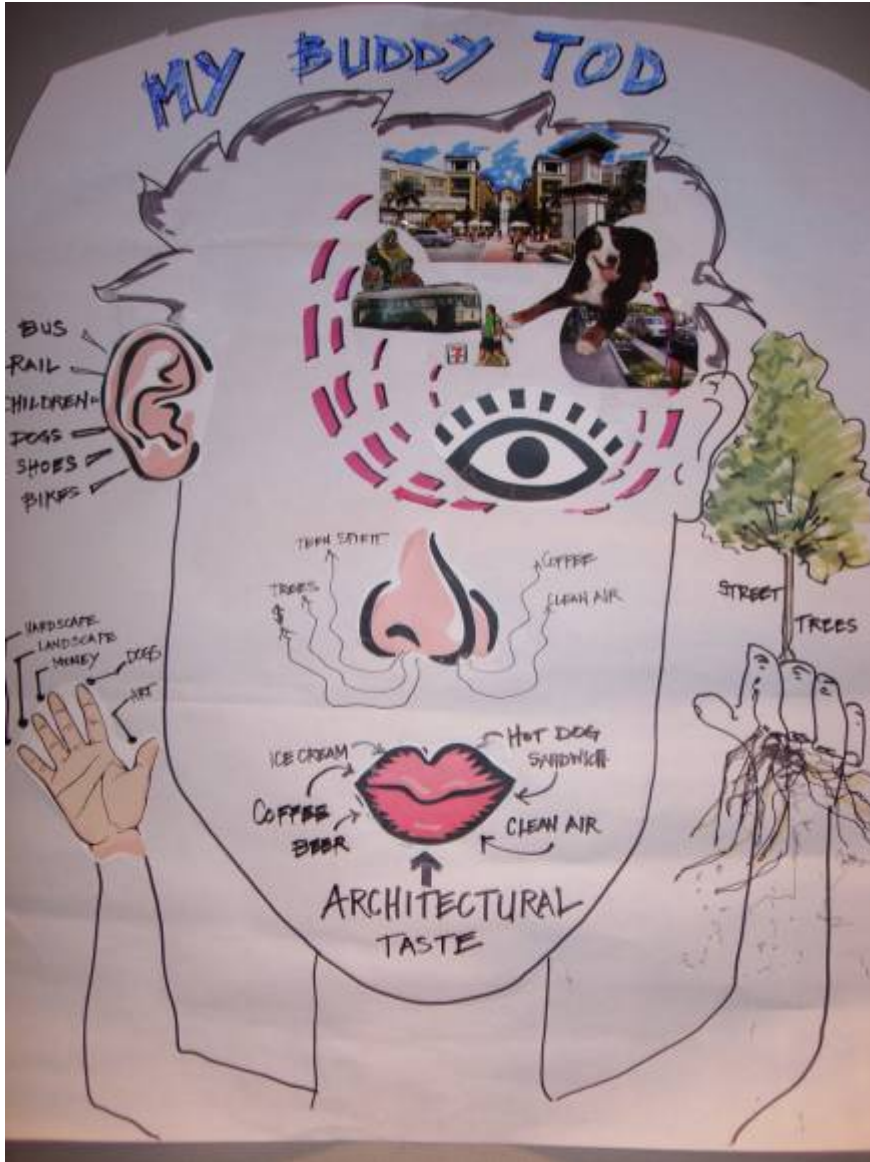
ACTIVITY, EXCITEMENT
INVOLVEMENT



GOURMET, NATURAL
AROMA



BUSTLING, KIDS PLAYING
TRAIN BELLS



Strategies

- Highlight local expertise
- Create a vision that can be communicated; create a shared vocabulary
- Involve partners to define desired outcomes as early as possible
- ACTION is critical to moving people beyond being just supportive to be passionate about transit oriented development
- Transparency – www.transitalliance.org/Academy





Thank You!

Kathleen Osher

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