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
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!

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