The 8 Elements of a Successful Transit Election Campaign

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Return on investment
We must communicate the answer to the citizens’ question:

“What’s in it for me?”
A long term vision
ON TRACK TO THE FUTURE

It's your chance to choose the route your UTA takes into the future.
### LIFE IN THE FAST LANE
**WHAT’S AHEAD?**

190,000 passengers a day ride the 16-mile, 16-station north/south UTA TRAX (fixed guideway) light rail system—many of whom never used public transportation in the past. TRAX has already proven to be fast, non-polluting, quiet, and a transit alternative. Teamed with UTA’s bus service, TRAX has become an integral part of increasingly efficient public transportation systems and a bright future.

### Making TRAX toward the fun
- **Expect greater TRAX access.** More people in more communities along the Wasatch Front will be able to experience urban rail transit, which will also benefit expanded high-speed commuter service.
- **Fewer weekday rush hour crowds.** The city will be better able to move people and goods more efficiently.
- **More TRAX destinations** to ride TRAX to major areas in the valley, including the University of Utah, the Salt Lake International Airport, West Valley City, Jordan, and Draper.

### THE FINANCIAL CHALLENGES DOWN THE ROAD

UTA, like virtually all public transportation services (including roads and highways) in the United States, is funded by tax dollars. In UTA’s case, all local operating funds come solely from sales tax revenue. In fact, the State Constitution strictly prohibits the use of gas taxes for public transportation.

### GETTING THERE FROM HERE.

The Wasatch Front Regional Council is encouraging UTA with implementation of the public transit part of its 20-year transportation plan for good reason:

- **Our record of achievement.** UTA is a two-time winner of the American Public Transportation Association’s Outstanding Transit System award—1988 and 1997.
- **We’ve proven we can get the job done.** In 1997, the General Accounting Office (GAO) reported that UTA had one of the best records in the nation for building a light rail system under budget and ahead of schedule.

### THE TRANSPORTATION TIMELINE

- **1859:** Beginning of the rail
- **1887:** completion of the transcontinental railroad
- **1900s:** World War I
- **1960s:** Gasoline shortage
- **1970s:** Gasoline shortage
- **1980s:** Pollution concerns
- **1990s:** Economic downturn
- **2000s:** Global economic downturn

### UTA’s future

- **TRAX expansion**
- **Bus service**
- **Light rail**
- **Co-ops**
- **Combined counties**
- **Salt Lake County**
- **Davis County**
- **Utah County**

### The future of public transportation

- **No increase since 1974.** The average cost of a 1/4-cent sales tax has not increased in 20 years. A little has gone a long way.
- **Transportation tax revenues equal transportation services.** All funds go directly to public transportation and maintenance. Service is equitably distributed based on county sales tax collection.
- **A significant portion of Utah’s sales tax comes from visitors.** Tourists contribute significantly to Utah’s sales tax revenues.
- **Our current investment?** Wasatch Front Counties investment in transit through sales tax is less than half the average for U.S. cities.

### Conclusion

UTA’s 1/4-cent sales tax is less than half the national average.
Ride above it all.
An elevated high-speed train will whisk you from East Kapolei to Ala Moana Center in a matter of minutes. No traffic. No parking. No gas to buy. Just sit back and relax.

The nice thing about the train, too, even when you’re not riding it, other people will be. Which means thousands of cars won’t be on the road in front of you.

The Federal Government will give us nearly a billion dollars to help build our rail system. Without your vote, that money goes away. Please, vote YES for rail now.

Future extensions are also planned to West Kapolei, UH Manoa and Waikiki, and a spur from the Airport is being prioritized.

For more information contact us at:
GoRailGo@gmail.com
www.gorailgo.org

Vote YES for Rail Now
Honolulu Charter Amendment on Rail Transit
3 An attitude of accountability
We have to help the taxpayer answer the question:

“Can I trust the transit agency to use my taxes wisely?”
Identify key audiences and talk directly to them.

We’re going your way.

Wherever you’re headed, we have an easy, convenient, affordable way to get there.

Plan your next trip at www.goHART.org.

HART
Hillsborough Area Regional Transit Authority
Transit Alternatives.

Click here to learn more.
4 Segment the market
Identify key audiences and talk directly to them.
Yes, Draper City could have a light rail extension.

VOTE YES on County Measure #1 and here's what we could get in Draper City:

- A light rail extension that will connect Draper City with Sandy City, Salt Lake City, the University of Utah and other destinations along the Wasatch Front
- Over the length of the plan, a doubling of the bus service in Draper City including:
  - Increased night service
  - Increased Saturday service
  - Sunday & holiday service
- 15 to 20 minute frequency of bus service on all major corridors
- Access to a regional commuter rail system from Ogden to Provo
- Park-and-ride lots
- Community transit buses
- More service for the disabled community

All we need is 1/4 of 1% in additional sales tax (just 25¢ for every $100) to qualify for over $600 million in Federal support to make it happen. Vote Yes on County Measure #1!
African Americans in Charlotte
Cardinals Fans in St. Louis
Neuter the opposition
Use respected leaders to deliver the truth about public transportation and neutralize the opposition.
Gutsy leadership
We need “Champions” to step up and deliver our message.
Don’t forget social media
Identify key audiences and talk directly to them.

Great cities have great transit systems. MetroLink is one of the most successful light rail systems in the country with 70,000 riders per day on a typical weekday and reaches as many as 100,000 on days with special events. Without MetroLink, St. Louis would not be at the level it is today.

Click here to see who has endorsed Prop A.

VOTE YES on PROPOSITION A this TUESDAY, APRIL 6!

Transit in St. Louis County is at a crossroads. On April 6, 2010, voters will have the opportunity to secure its future.

On November 4, 2008, a transit proposition failed by a narrow margin. The proposition requested a 1½-cent sales tax increase in St. Louis County for MetroLink expansion and operations. Had it passed, it would have raised more than $80 million per year for transit. It also would have triggered a 1½-cent sales tax increase in St. Louis City from a tax that the City passed in 1997.

However, failure of the proposition resulted in agency-wide layoffs, a transit fare increase on January 1, 2009, and massive service cuts on March 30, 2009. The service cuts were so damaging to the County that the Missouri legislature approved a one-year appropriation of $12 million to reinstate some of it. However, that appropriation expires in May 2010, and unless a ½-cent sales tax is approved in April, more severe cuts will occur.

In April 2010, voters will have the opportunity to approve Proposition A, which again requests a 1½-cent sales tax increase in St. Louis County for transit service expansion. The Greater St. Louis Transit Alliance is currently working to ensure that this vote is passed on April 6. Without the passage of the referendum, transit service will be decimated. The 1½-cent sales tax increase would cost the average family in St. Louis County about $50 a year or $4 per month. We need your help—and your vote—to avoid making the same mistake again.

Remember, some of us ride transit, all of us need it.

Vote YES on Proposition A.

Benefits of Better Public Transit in St. Louis

Economic Development - $15 Billion in economic development creating jobs and money for the region.

Save P邈ey - average public transit commuter saves $2,000/ year versus driving.

Less Congestion - without MetroLink, where would the 70,000 riders a day go?

Go Green - MetroLink cars release ZERO pounds of emissions each year.

Accessibility for All - alternative mode of transportation for all ages.

Live Better - increase your activity by getting out and exploring our city.

Make sure your organization supports MetroLink today. Download this sample resolution to get on track in support of a regional MetroLink plan.
Results: Victory By 63% to 37%
Get on message, stay on message.
Actually this is “Priority #1”
Identify key audiences and talk directly to them.
Vote
YES for Rail Now
Honolulu Charter Amendment on Rail Transit
VOTE FOR #3 RAIL & ROADS
Identify key audiences and talk directly to them.

Don’t let traffic bury us.

VOTE FOR #3 RAIL & ROADS
Ball Lake County
VOTE AGAINST REPEAL
Keep Mecklenburg Moving
“Our coalition of supporters made for strange bedfellows. We had the business community, elected officials, bus operator unions, even environmentalists all preaching our simple, consistent message. Even when our opponents tried several different attacks, we all stayed on message.”

*Natalie English, Charlotte Chamber*
“What happens here, stays here.”