Winning at the Ballot
Partnerships that work

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Bring Washingtonians more and better transportation choices -- real opportunities to take a bus, catch a train, ride a bike, or walk.

- 28 ballot measures won
- 30 million transit rides saved
- $26 Billion secured for transit, biking and walking
- 120 coalition partners
Voters want transit and are willing to pay for it!

- WA has passed 71% of transit measures in the last 5 years
Partnerships are everything!

- A diverse coalition
- Strong relationships
- Shared outcomes
Building the Coalition

• Identify coalition partners EARLY.
• LISTEN and LEARN
• Get the band together
Transportation Choices

Transit Agency

• Public perception is critical!

• The agency should be the messenger for....
  – Just the FACTS
  – Editorial and newspaper discussions
  – Elected officials or board members as key voices.
Transit and Environmental Orgs

• Convening role
• Overall campaign strategy, messaging and consulting - devise path to winning.
• Coordinate hiring of additional campaign staff.
• Great messenger on benefits of transit.
Labor

- Good relationships matter
- Amalgamated Transit Union represents transit workers
- Others unions care about getting their members to work (SEIU, AFSME, UFCW).
- Construction Jobs (IBEW, Steelworkers, Trades).
- Great volunteers!
Social Justice Orgs and Service Providers

- **Reach out early!** Often social service providers are in touch with THE MOST transit riders.
- Great partners for organizing and outreach around transit justice & for ballot measures
- Very important messenger in the campaign.
Business

• Local chambers tend to support transit campaigns.
• Great messengers for economic development message.
• Help fund campaigns.
• A must for moderate Democrats & Republican voters & elected officials.
It’s all about the MESSAGE

• Simple is best
  – Economic development
  – Lifeline in community
  – Make it tangible to the voters

• Messengers help too!
  – Business
  – Social service providers
  – Environmentalists
A Tale of Two Measures

Pierce Transit
“Save Our Buses”
• Fails 46% in Pierce County (2011).
• Bus service has been cut by 40%.
• Service ends at 10pm.

C-Tran
“Preserve Our Buses”
• Wins 56% in Clark County (2011).

Both were approximately $100,000 campaigns that had almost identical field plans (approx. 10,000 voter contact calls made).
Stay in Touch!

- **Website** [www.transportationchoices.org](http://www.transportationchoices.org)
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