



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!

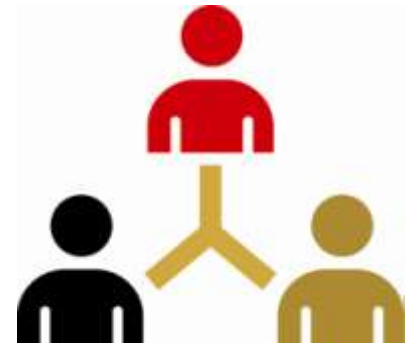
- WA has passed **71% of transit measures** in the last 5 years



Partnerships are everything!

- A diverse coalition
- Strong relationships
- Shared outcomes





Building the Coalition

- Identify coalition partners EARLY.
- LISTEN and LEARN
- Get the band together





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!

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