

Making the Line Clear: Lessons Learned about Educating on a Referendum

Keep San Diego Moving Forward

Overview Vision Videos Jobs #AskSANDAG Connect Ballot Measure

Ve esta página en español



The "Keep San Diego Moving Forward" Measure

This funding measure is designed to provide a stable source of local revenue for the region's transportation future. In November, voters countywide may be asked whether they support a one-half-cent sales tax by one half-cent to fund specific transit, highway, open space, bike, and pedestrian projects throughout the community. This potential sales tax increase is similar to the TransNet half-cent sales tax for transportation projects that has funded the completion of hundreds of projects across the San Diego region.

SANDAG expects the proposed half-cent sales tax increase will:

- Invest in our region's future transportation system to support growing communities
- Create local jobs
- Provide local control for municipalities to fix roads and fill potholes
- Have transparent oversight by local taxpayers to make sure funds are used responsibly
- Help address fire safety through open space management and road maintenance



August 2, 2016

Today's Presenters

- Mark McLaren, HDR
- Jeff Boothe, Boothe Transit Consulting
- Jill J. Quigley, AICP, HDR

Today's Agenda

- What Other MPOs Have Done
- Addressing Opposition
 - Interactive Session
- Education vs. Advocacy
 - Interactive Session
- Key Points of Building Support

Other MPO Efforts

Hillsborough MPO

SANDAG

MAG

Hillsborough MPO – Tampa, FL

- Ballot Measure was November 2010
- MPO Produced:
 - Newspaper Insert
 - Fact Sheets
 - Presentations
- ALL Materials Focused on Plan

Hillsborough MPO - Examples

How much will all of this cost?

The projects we estimate as affordable will cost \$12 billion to build. While that cost seems high, it will be paid for over a 25-year period, spreading the cost over time. However, the cost of not making these improvements is even higher because our needs will continue to grow as gridlock affects our community and way of life.

Where will the money come from?

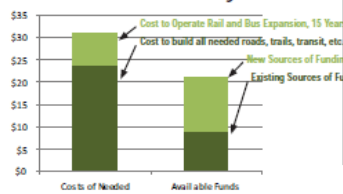
There are several federal programs that provide funding for major transportation and transit projects, but to qualify for this funding we must be willing to pay for some of it ourselves.

Hillsborough County already has a way to pay for many of our needs, including impact fees, fuel taxes, and the Community Investment Tax. But even with all the funding available, there is still a significant shortfall.

One potential additional local revenue source could be a penny sales tax.

The sales tax is proposed to be raised from 7¢ on the dollar to 8¢ to help fill this gap. Across the southern US, cities that have made a rail investment, including Atlanta, Charlotte, Dallas, Houston, Phoenix, San Diego, and Sacramento, all have local tax rates at 8¢ to 8¼¢ on the dollar. Many also have a state income tax, which Florida does not.

2035 Affordability Outlook



A 1¢ sales tax would cost a 3-person family household with an average income about \$142 per year. An average single person – these make up 29% of our county's households – would pay about \$85.

Estimates based on RS tax tables which typically do not take big-ticket purchases into account.

The 1¢ sales tax is not levied on some essential items such as groceries and medicine. It is also capped on big-ticket items such as a car or boat, at \$50 maximum for a 1¢ sales tax. Tourists and commuters from other counties will also contribute to local revenue.

How would the sales tax funds be spent?

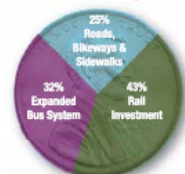


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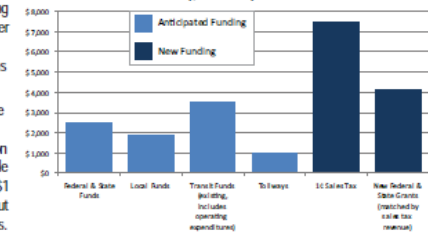


Hillsborough MPO

Historically, Florida has received only 63¢ for every \$1 in gas taxes paid to Washington, DC for major transit projects. The remaining 37¢ is being used to build transit projects in other states. Currently, the balance is being spent building transit systems for other states.

A sales tax is estimated to generate about \$7 billion by 2035—but we think it can bring in another \$3-4 billion which would not otherwise be available to Hillsborough County. How? Every \$1 of sales tax money can leverage about 50¢ in new federal and state grants.

Amount (\$ Millions) 2011-2035



SANDAG – San Diego, CA

- Working on Current Ballot Measure for November 2016
- Materials Produced:
 - Vision Plan
 - Presentations
 - Videos
 - Telephone Town Hall Meetings
 - Website
 - Priorities Survey

SANDAG Examples



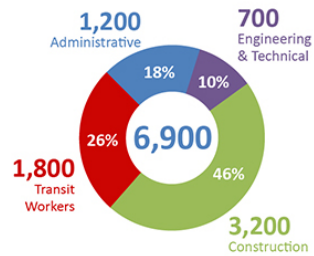
Creating Local Jobs

The ballot measure could create thousands of jobs in the San Diego region. For every \$1 billion invested from this measure, 11,100 jobs will be created*. These jobs result in \$730 million in wages and salaries, and add \$1.5 billion to our Gross Regional Product.

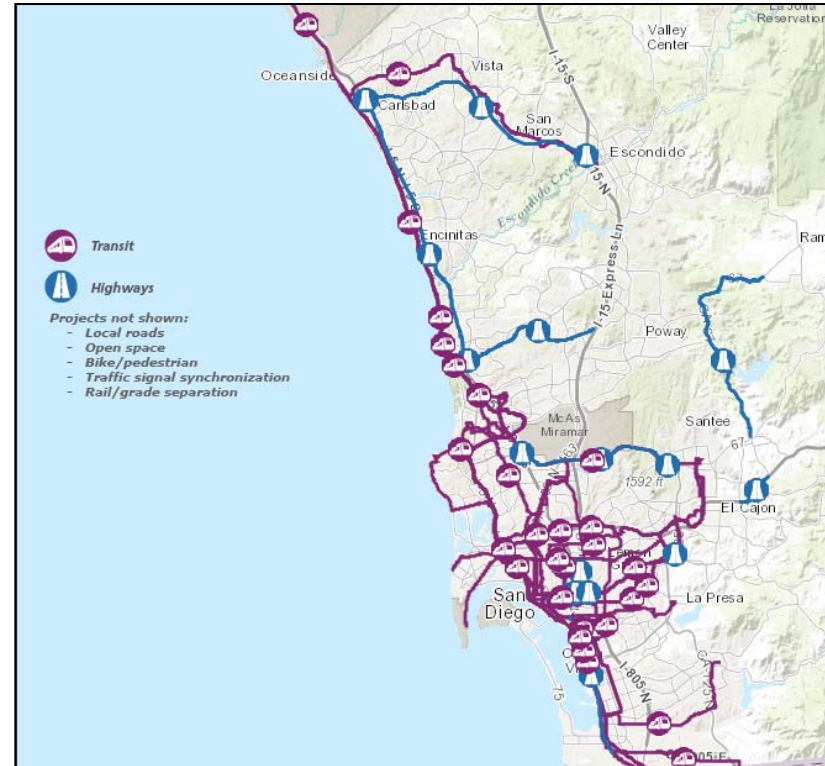
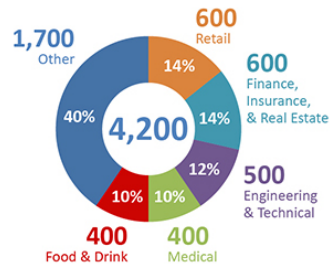
For each \$1 billion invested in local transportation and infrastructure improvements through the measure, 6,900 direct jobs and 4,200 supporting jobs will be created:

11,100 jobs (person years)
\$730 million in wages
\$1.5 billion in GRP

Direct Jobs



Supporting Jobs



SANDAG Ballot

MAG – Maricopa Association of Governments, Phoenix, AZ

- 2004 Proposition 400 to Extend Sales Tax to Support Transportation Improvements
- MAG Led Planning Process
- Included Regional and City Projects

January to August 2004

- Lobbied Legislature for the Proposition to be Added to the Ballot. Passed House 50-8 and Senate 25-3
- Began Fundraising Effort
- Presented to Hundreds of Organizations to Increase Public Awareness and Gain Support
- Gathered Over 5,000 Individual Supporters

August/Early Sept. Launch

- Launched Commercials During Republican Convention Coverage
- Post-Primary Kick-Off Press Conference Displaying Regional Support on Sept. 8th
- Launched Outdoor Campaign and Initial Voter Contact via Mail
- Launched Yeson400.com with Interactive Maps

Team Structure

- Consultants – Strategy, Coordination, Lobbying, Media Outreach, Grassroots Coordination
- Business Leaders – Fundraising, Speaking Events, Lobbying
- Citizens – Speaking Events, Volunteer Opportunities, Media Outreach

Outreach Materials

Inside: Your Nov. 2 Election Early Ballot Request

**The Regional Transportation Plan:
Faster Commutes,
Less Waiting, More Choices,
No Tax Increase**

- 344 miles of new or improved freeways
- 34 improved intersections
- 275 miles of new and improved arterial streets
- 40 new regional bus routes
- 2,100 new buses
- 1,200 new bus pullouts
- 27 new miles to already approved light rail
- 1,000 new Dial-A-Rides
- 38 Park and Ride Lots

**YES on
400**
November 2, 2004
www.yeson400.com

General Election: Tuesday, November 2, 2004

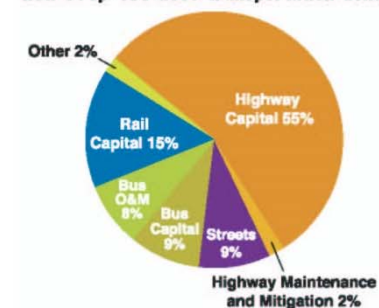


The Regional Transportation Plan:

- ◆ 344 lane-miles of new or improved **FREEWAYS**
- ◆ 34 new or improved **INTERSECTIONS**
- ◆ 235 lane-miles of new or improved **STREETS**
- ◆ 40 new regional **BUS ROUTES**
- ◆ 2100 new **BUSES**
- ◆ 1,200 New **BUS PULLOUTS**
- ◆ 27 new miles to the already approved **LIGHT RAIL** system
- ◆ 1,000 **DIAL A RIDES**
- ◆ 38 new **PARK AND RIDE** Lots

The fully-funded Plan means faster commutes, less waiting, more choices

How Prop 400 uses transportation dollars:



See the Plan:
www.yeson400.com

Addressing Opposition

Center for Transportation Excellence

- Established in 1996 to Win Surface Transportation Elections
- Formed by APTA, Parsons Brinckerhoff, Surface Transportation Policy Partnership and New Starts Working Group
- Success Rate is Now 75-80%

Center for Transportation Excellence

- Project Critics - the Early Years
 - Opposition Came Largely from Libertarians
 - Knew Our Opponents - Wendell Cox, Randall O'Toole, etc.
 - Engaged in Largely “Drive By” Attacks on Projects


Rise of Americans for Prosperity

THE TENNESSEAN
A GANNETT COMPANY

HOME NEWS COUNTIES SPORTS BUSINESS MUSIC LIVIN NASH OPINION OBITUARIES ARCHIVE

Nashville MTA: Amp is dead

Joey Garrison, jgarrison@tennessean.com 6:12 p.m. CST January 22, 2015



The Amp, Nashville's controversial bus rapid transit proposal, appears dead once and for all after Mayor Karl Dean's top transit official said Thursday that the city plans to cancel work on the project.

(Photo: Submitted)

would not seek capital construction term in office.

Metro, at the time of Dean's move million in design and other preliminar approved. So far, \$2.5 million has million of unspent Amp dollars still the most contentious proposals in

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Americans for Prosperity joins Milwaukee streetcar opposition

Fight to halt streetcar project in Milwaukee gains more support

of the Journal Sentinel Aug. 16, 2015

0 0 EMAIL PRINT (0) COMMENTS

nservative organization has signed on to Ald. Bob Donovan's campaign to stop the streetcar.

s conference Thursday, Americans for Prosperity state director Luke Hilgemann said his et up a website, www.astreetcarnameddisaster.com, with an online petition opposing the up, co-founded by oil billionaires Charles and David Koch, is instrumental in the tea party

project would link the lower east side to the downtown Amtrak-Greyhound station with , which resemble light rail vehicles. The state Public Service Commission is considering r utilities would have to pay for [moving underground utility lines](#) out of the streetcar's mpanies have estimated at more than \$55 million.

STREETS BLOG USA

Podcast | Transit | Bike/Ped | Smart Growth

Friday, October 16, 2015 52 Comments

Koch Brothers Tentacles Reach Out to Squelch Albuquerque BRT

by Angie Schmitt



Albuquerque has a plan for bus rapid transit, and there's a hired gun out to kill it. Photo: City of Albuquerque

Albuquerque, like many cities, is looking at bus rapid transit as a cost-effective way to improve mobility and create a more walkable city. Its BRT plan calls for frequent service on a center-running bus lane along Central Avenue, the city's busiest bus route, which passes through the heart of downtown.

Broward MPO
Metropolitan Planning Organization

SpeakUpBroward.org

More AFP

Prop 104 is **WRONG** for Phoenix

UNWISE

The city plans to spend *ONLY EIGHT PERCENT* of the money on street improvements.

UNFAIR

The plan spends billions of dollars on light rail, but less than one percent of Phoenicians actually use light rail.

UNACCOUNTABLE

Prop 104 would double the transit sales tax, but there is **NO** requirement in the initiative that any of the proposed projects in the plan actually get built.

Learn more about why Prop 104 is wrong for Phoenix at www.afpaz.com

Vote NO on Prop 104 by Tuesday, August 25th

Early Ballots hit mailboxes July 30th

More AFP

- Tax Cost Per Resident - \$50
- Handing Out Gift Cards for \$50
- Simple But Effective Tactic to Make Point

Americans for Prosperity encourages local shoppers to stand up to possible sales tax increase

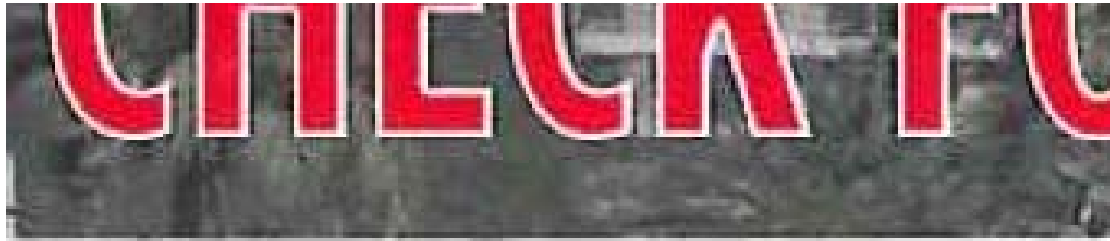
By Glen Mills

Published 07/23 2015 04:41PM

Updated 07/24 2015 05:58PM



Not Exactly a “Local” Campaign



Americans for Prosperity
2111 Wilson Blvd #350
Arlington, VA 22201-3097

Typical Approaches

- Opposition Will Define Vote in Big, Visual Arguments - Break Down When Analyzed
- Seek to Distract Message With Red Herrings
 - Phoenix - Sales Tax Vote on Transportation Became Vote on Shortchanging School Funding
 - Pit Fire and Police Spending Against Transportation

Responding to Critics

- Must be Prepared as Attacks Will Come
 - Respond Quickly or Public Will Believe Criticisms
- Speaker's Bureau
 - Elected Officials
 - Business Leaders
 - Citizens That Speak to Key Issues of Campaign

Focus on Middle

- Target the Persuadable Voter
 - Educate the Middle 30%
 - Turn Out the 30-40% of Supporters
 - Negate the Arguments of the Other 30%
- Don't Waste Monies on the Negative 30%

Win on Your Own Terms

- Get Out Early with Message
- Consistent Message - Values Based
- Cast Vision for Future of Broward County
- Frame Cost in Terms Voters Understand
 - What's In It For Me?
 - How Does It Affect Me/My Children?

Champions

- Public Expects Elected Officials to Support Tax
- Business Community
- Identify Key Supporters Through Outreach
- Grassroots/Social Media

Media

- Buying Time on TV and Radio Expensive in 2016
 - Federal Elections Drive Up Cost and Limit Availability
- Social Media - Opponents Will Use it to Drive Home Points
- Unearned Media - Debate on Talk Shows

Interactive Session

- What opposition have you experienced?
- What groups do you know of in Broward?

Education vs. Advocacy

EDUCATION

Do you?

- Educate

- Just the facts
- No Adjectives
- Black and white



- Advocate

- Sell
- Personalize
- Elaborate







Interactive Session

- Short test to see if you can spot the difference between education and advocacy.....

Ballot Language & Notice of Election

Ballot Language on November 2

Authorizes Capital Metro to provide commuter rail service on its existing freight rail line.

What Voters Will See:

THE OPERATION OF A FIXED RAIL SYSTEM BY CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY.

- FOR
- AGAINST

Notice of Election Language

Describes starter rail line connecting to Rapid Bus and shuttle circulator bus system.

Ten new Rapid Bus routes serving major destinations.

Funding from existing local sales tax, plus matching funds from federal government. No new taxes.

The purchase, acquisition, construction, operation and maintenance by Capital Metropolitan Transportation Authority of or relating to an urban commuter rail service between the Austin Convention Center and Leander, Texas, on an existing railroad line owned by Capital Metropolitan Transportation Authority. This starter urban commuter rail service is part of the All Systems Go Long-Range Transit Plan of Capital Metropolitan Transportation Authority that also includes hike and bike trails along some existing railroad right-of-way, expanded local and express bus routes, new Rapid Bus routes and high frequency shuttle circulators that together provide connections to rail stops, new transit centers, new park and ride facilities, as well as major destinations in the Austin area, and would be implemented with no new or increased taxes and no issuance of bonds.

Authorizes passenger trains on Capital Metro's existing freight line.

Provides for hike & bike trails on Capital Metro rail right-of-way.

Includes twice as much bus service.

Upgraded passenger facilities for better customer service.



The Capital Metropolitan Transportation Authority is not in the business of political advocacy and, in fact, there are legal limits on the ability of Capital Metro to use public funds for political advertising or advocacy. The materials presented here factually describe the future transportation alternatives including rail, which will be the subject of a referendum set for a November general election. It is our intent to provide general factual information about Capital Metro's proposed program in the greater Austin metropolitan area. This presentation is intended to better inform you about the transportation challenges facing this area and our efforts at Capital Metro to propose a future transportation system for its service area.



For more information:

Log onto capmetro.org

Request a presentation from our Speakers Bureau

Call our Go-Line at 474-1200

Capital Metropolitan Transportation Authority, 2910 E. 5th St., Austin, TX 78702







Willie Nelson

**TRAFFIC'S SO BAD,
I DON'T WANT TO GET
ON THE ROAD AGAIN.**

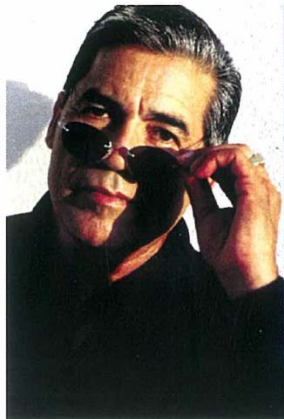
Get involved. | Capital Metro | 474-1200



Marcia Ball

**STUCK IN TAILGATIN'
AGGRAVATIN' TRAFFIC.**

Get involved. | Capital Metro | 474-1200



Ruben Ramos

**ME LA PASO
ESPERANDO CUANDO
ANDO MANEJANDO.**

Get involved. | Capital Metro | 474-1200



ELHI PALACE

text **ELECT** to **30364** and **WIN**

MINT
'the chip'
ROMNEY

VS.

presented by:

Ba
'Rocky Road'
OBAMA

vote
November 6th, 2012



paid for by locals for gelato political action committee

10

Key Elements of Building Public Support

10

ROI

“What’s in it for me?”



Vision

“What is the plan?”



Accountability

***“Can I trust you to use
my taxes wisely?”***



Focus on the Market

Talk to each audience on their terms



Neutralize the Opposition

**Put a respected face on your
message and respond.**



Leadership

“Champions”



Viral Marketing and Social Media





Research is Vital

**Know how your approach is
going to be received before you
put it out there.**



Be Proactive With Crisis Communications

**Between now and November 8,
any communication is election
communication.**



Get on Message and **Stay** on Message

“What happens here, stays here.”

In Summary

- Be Prepared for the Opposition
- Quick Responses Necessary
- Identify Champions
- Stick to the Facts
 - Talk about the projects or plan
 - Don't use adjectives

Thank You