

History of the Pikes Peak Rural Transportation Authority

December 2002 through August 2003

Originally posed by County Administrator
City Considered Question for November 2003 Election
Business Community pushes for regional approach

February 2003 to February 2004

Began public dialogue – Urging a regional approach
Chair = Dan Stuart
Membership includes EDC and various business and community leaders

Research

City Budget analysis to confirm need
Comparative tax information
Ballot initiatives – nationwide
Past County/City efforts
Local Transportation stats (needs, costs, operations)

Coalition Building

Pikes Peak United Way Leadership Summit
Chamber Transportation Committee Meetings
Conducted Community Summit
Sought out Sponsors and Endorsements

Coordination with City and County

Elected officials
Staff
Citizen Advisory Committees

Factors Influencing Voting Results of Local Transportation Funding Initiatives

Traffic Congestion “crisis”
Sponsorship by business community
Sponsorship by key elected
Fundraising over \$1 M
Recent initiative experience
Support from environmental groups
Multiple transit modes
Highway funding
Benefits distributed
Sunset provision of 10yrs –
Extensive stakeholder participation in development of solution
General Election
Consultant with initiative campaign experience
Use of direct mail and TV ads
Lack of effective opposition

Pikes Peak Transportation Coalition Participants

Pikes Peak United Way
Colorado Springs Chamber
Manitou Springs Chamber
Tri Lakes Chamber
Black Chamber
Hispanic Chamber
Korean Chamber
C.S. Downtown Partnership
The Voter's Network
C.S Apartment Association
Council of Neighbors and Organizations

Interagency Transition Teams Committee
Economic Development Corporation
Pikes Peak Association of Realtors
Housing and Building Association
University of Colorado at Colorado Springs
Pikes Peak Community College
Falcon Professional Dev. League
Community Intersections
Forum for Civic Advancement
Pikes Peak Chapter of the Colorado Mobility Coalition
Surface Transportation Advisory Coalition

Pikes Peak Transportation Coalition

March to August 2004

Chair = Dan Stuart

Steering Committee established for functional roles

Community/Public Relations, Government Coordination, Fundraising, Coalition Building
Hired administrative assistant

Public Education

Conducted 2nd Community Summit
Develop Mission Statement and establish "branding"
Speakers Bureau presentations
Website, Handouts, flyers, posters, mailings

Coalition Building

Expanding Coalition beyond Government and Business
"Invite your friends and associates"
Engage Professional Societies and Organizations

Researched Campaign and Fundraising Approach

ID Benefits and Stakeholders - Began Education Fundraising
Interviewed Campaign Consultants
Establish work plan and budgets (fundraising targets)
Polling of registered voters

Crafted IGA and Ballot Language

Collaboration with City and County

Elected Officials
Staff and PR
Citizen Advisory Committees
Other Communities considering joining the Coalition

Monitored Opposition

Go with 1A Campaign

September to November 2004 Election

Hired Local Campaign Consultant

Established Issues Committee

Accounting and reporting
Bank Account
P.O. Box
BRE's
Data and document management (thank you letters, contact lists, materials)

Fundraising

Weekly updating of work plan and balance sheet
One point of contact for budgets, accounting, check writing
Obtain other's "ask lists"

Send "ask" letters from recognized industry leaders
Engage largest beneficiaries with appropriate "asker"
Held industry fundraising events: (Engineering/Construction, Real estate/Banks, Major Employers)

Campaign Methods

Print media and Letters to the Editor
Targeted mailings
Walking neighborhoods
Honk-n-waves
Yard signs
Bumper Magnets (NOT stickers)
Lapel Buttons
Billboards

Polling

Conducted brushfire pole 2-weeks prior to election to confirm/modify messaging

Community Outreach and Persuasion

Established logo
Amp-up the Speakers Bureau and continuously update/customize presentation
Engage key stakeholders with personalized message
Partner with Elected Officials
Mobilize QCG (Chamber, EDC, HBA, PPAR)

Coalition Building

Weekly Steering Committee Meetings / Twice a month Coalition Meetings
Clarify roles/responsibilities
Stay on message
Continue expanding the Coalition

Opposition Management

Counter negative ads, letters, Media with letters to the editor

Results and Conclusions

Good Issue

Personalized issue to citizens and stakeholders
Something for everyone

Good Strategy

Lead Time (2 years)
Built a broad coalition (unprecedented)
Fundraising
Crafting of IGA and Ballot (1% admin, Sunset, Citizens oversight, Audit)
One question!

Good Timing

Public surveys and polls (TTI)

Fundraising/Fundraising Challenges

Presidential and Senate Races
Competition with FasTracks (similar industries)
Tax-averse voting population = skeptical contributors
Linking Benefits to Stakeholders

Implementation

New "Government" in 5 months
\$65 million first year budget
Four Governments/Three Programs/One Regional RTA
No Staff – PPACG Contracted for Administrative Services May 5, 2005
\$8.3 million in the bank

\$15 million of contracts approved
First Projects under construction
Everyone still breathing

