



Transit Initiatives and Communities: Lessons Learned



Charlotte, North Carolina

April 10-12, 2005



What You'll Be Getting From This Conference

- Expertise from panelists
- Opportunities to network
- “Stump the Experts”
- Materials
 - Guides
 - CDs
 - Reports
- Fabulous Prizes



Our Premise

- Bake sales are no way to finance a transportation system
- Yet, more and more communities must turn to them meet their public transportation needs.
- Our goal? How to have a truly successful “bake sale”





Transit “Bake Sales” Nationwide

- Need for local financing for transit is increasing
- Record number of local transit initiatives in 2004
- Passage of transit-related initiatives is unrelated to overall political leanings of state
- Transit-related initiatives are passing in urban, rural and suburban areas
- Over 30 Communities considering in 2005 or 2006

The “Soon to be World Famous” Transit Initiatives and Communities Conference...

...Top 10 List!



Number 10

- A Successful Transit Initiative Campaign is About People, Not Things



Number 9



- A Successful Transit Initiative is a LEGAL Transit Initiative

Number 8



- A Successful Transit Initiative Gathers all the Resources it Needs – EARLY!
 - People
 - Funding
 - Information
 - Messages

Number 7

- A Successful Transit Initiative Shouts its Message from the Rooftops (over and over and over again)



Number 6



- The Care and Feeding of Your Transit Initiative is Essential to its Success

Number 5



- Even the most successful transit initiative will have its critics

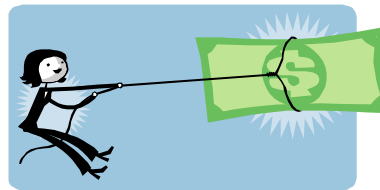


Number 4



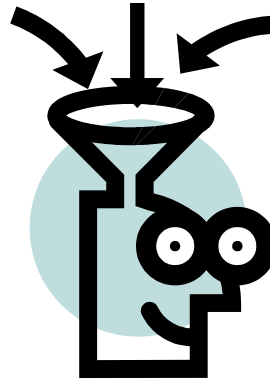
- Sometimes a successful transit initiative isn't so successful the first time

Number 3



- A Successful Transit Initiative Stretches its Resources – whether you have hundreds of thousands to spend, or are on a shoestring

Number 2



- A Successful Transit Initiative Seeks to Learn the Lessons of Others

Number 1



Transit Rocks!
(and everyone knows it)