

**Prepare the Public for Meeting the Financial
Needs Necessary to Accomplish the
Community Public Transportation Goals**

The Genesee County Michigan Experience

Steps to a Successful Millage

- Lay the Foundation for a Long-Term Funding Solution
- Develop Community Coalitions
- Access Public Transportation Service Needs
- Prepare the Campaign Strategy
- Execute Strategy
- Follow Up After Successful Millage

Developing the Foundation for a Long-Term Funding Solution In A Mid Size Transit Agency

- Each Transit Organization has a Unique Challenge**
- Assess the Characteristics of the Community**
- Create an Action Plan Appropriate for the Challenge**
- Develop Partnerships to Support the Action Plan**
- Execute, Execute, Execute**

Each Transit Organization Has a Unique Challenge

Impact of Geographic Location

- Historical Precedent**
- Attitude of Community**
- Stability of Population**
- Community Tax Base**

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Community Transit Challenge

- **The Automobile is “King”**
- **Shift in Manufacturing Jobs**
- **Percentage of Population with a Disability**
- **Aging Population**
- **Anti-Transit History**
- **Loss of Tax Base**

Assess the Characteristics of the Community

- Is There a Vision for the Future**
- Is There Political Leadership**
- Is There Community Organization for Economic Development**
- Is There a Stable Population – City vs. County**
- Is There Competition for the Tax Dollar**

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Assess the Characteristics of the Community

- **Vision for Future – Recreate the Past**
- **Economic Development – Emphasizing Manufacturing**
- **Population shift – City to County**
- **Economic Base – Shift to County**
- **Service Needs vs. Ability to Pay**

Create an Action Plan Appropriate for the Challenge

- **Complete Assessment of Assets and Liabilities**
- **Develop a Vision for Future**
- **Establish Alternative Solutions**
- **Create a Strategic Plan for Transit**

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Create an Action Plan to Meet the Challenge

- **City – County Partnership**
- **Emphasize Needs of Handicapped/Senior Community**
- **Create Local Transit Presence**
- **Local People – Local Jobs**
- **Transfer from Metro System to a Partnership of Local Transit Systems**
- **Address Emerging Needs**
- **Emphasize Mobility Management**

Develop Partnerships to Support the Action Plan

- Grow the Political Support**
- Engage the Primary and Secondary Stakeholders**
- Develop Community Wide Coalitions**
- Develop Funding Sources**
- Establish Local Advisory Councils**

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Develop Partnerships to Support the Action Plan

- **Activate the Relationship with the Disability Network**
- **Promote Issues Related to Senior Population**
- **Activate a Strong Relationship with Church Community**
- **Promoted the Quality of Life of All Citizens**
- **Activated the Friends of Public Transportation**
- **Established Business Community as a Transit Partner**
- **Participated in Local Service/Business Organizations**

Execute! Execute! Execute!

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Execute! Execute! Execute!

- **Media Opposition**
- **Political Apathy**
- **Disability Community Support**
- **Strong Community Steering Committee**

SUMMARY

Goal: Develop a Long-Term Funding Solution

- **Understand the Unique Challenge in Your Community**
- **Assess the Characteristics of the Community**
- **Create a Solution for the Long-Term**
- **Develop Partnerships to Gather Support**
- **Execute Even With Oppositions**

RESULT

1996 Referendum

Passage of Referendum to Create a Countywide Authority with

A 78% Positive Vote

2005 UPDATE

Seven Referendums – Seven Millages Passed