

# Conference Agenda At-a-Glance

Sunday, December 7

<b>Time</b>	<b>Session</b>	<b>Location</b>
12:30-5:00	Effective Advocacy Training <i>Note: Advocacy Training attendees will be able to pick up their conference materials at this session.</i>	Abbey South
12:30	Valley Tour (cost \$32.00/person, children under 12 half price, payable to tour operator)	Mission Palms Hotel Lobby

Monday, December 8

<b>Time</b>	<b>Session</b>	<b>Location</b>
7:30-8:15	Packet Pick Up and Continental Breakfast	Conference Foyer
8:15-9:30	Opening/Welcome Session – The Importance of Transit Initiatives: Overview of Past Successes	Palm A/D
9:45-11:30	Develop a Message to Take to the Voters: How to Tell A Positive Story and Deal with Critics	Palm A/D
12:00	Lunch Plenary – “Hot Topics for 2004”	Cloister
1:30-3:30	What Can We Learn from Recent Campaigns?	Palm A/D
3:30	Break (w/snack)	Courtyard
3:45-5:30	Getting the Word out Through Effective Marketing and Media Strategies	Xavier
	Phoenix: A Case Study in Try, Try, Try Again	Palm E
5:30	Break	Courtyard
6:00-7:30	Reception & Poster Session ( <i>Sponsored by Business Members of the American Public Transportation Association</i> )	Palm A/D

Tuesday, December 9

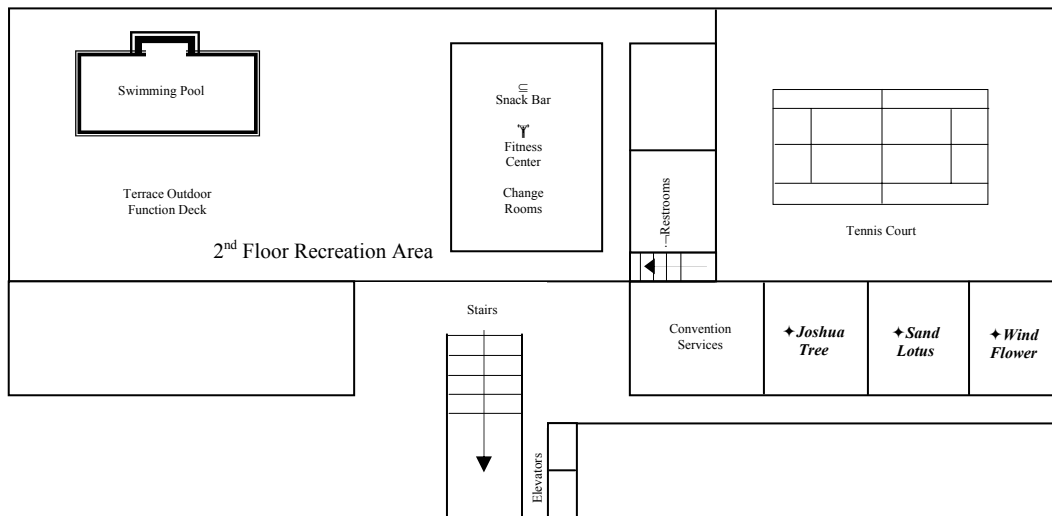
<b>Time</b>	<b>Session</b>	<b>Location</b>
7:30	Continental Breakfast	Conference Foyer
8:00-9:30	Using Campaign Consultants to Cover Your Bases	Palm A/D
	Raising Money, Managing Funds and Setting Up Successful PACs	Xavier
	Finding, Building and Utilizing Coalition Partners in the Most Unlikely Places	Palm E
9:45-11:30	Tactics and Strategies for Organizing a Successful Ballot Measure Campaign	Palm A/D
11:45-12:45	Campaign Development / Planning	Palm A/D
1:00	Wrap-Up Lunch – Looking Ahead: Commitments and Resources for 2004 and Beyond!	Courtyard Palm A/D
2:30	Conference Ends – Thanks for Coming	

# Tempe Mission Palms

## 1<sup>st</sup> Floor



## 2<sup>nd</sup> Floor



# Sunday, December 7

## Pre-conference Workshops & Tours

### **12:30 – 5:00 Effective Advocacy Training**

*Abbey South*

Stephanie Vance, a nationally known advocacy trainer, will offer her informative and entertaining session, “Effective Advocacy 101: From Grassroots to Grasstops and Everything In-Between.” Come learn the factors that influence elected officials, the four secrets to effective advocacy, the top 10 things elected officials and their staff hate to hear and how to build long-lasting relationships with elected officials. You’ll get to participate in a legislative debate, practice your meeting techniques and win fabulous prizes!

*Note: Advocacy Training Attendees will be able to pick up their conference materials at this session.*

### **12:30 Valley Tour, daily, 4 hours (please double check starting time)**

*Misson Palms Hotel Lobby*

The Phoenix Valley Area Highlights tour is a fully narrated and professionally guided 3 1/2 to 4 hour tour of the Phoenix area. You will see the downtown historic, financial, and sports complex, the State Capitol, the Arizona Biltmore, the Wrigley & McCune Mansions and other celebrity homes. A bird’s eye view is available from the top of Camelback Mountain. A shopping stop will be made in historic Old Town Scottsdale. This is a comprehensive tour of the area for those with limited time who want maximum information. *Cost \$32.00 per person, children under 12 half price. Payable to tour operator.*

### **6:00-8:00 Conference Sign-In**

**Other Events in Tempe:** Tempe’s Fall Festival of the Arts, December 6-7: The Mill Avenue Merchants Association (MAMA) presents the Tempe Festival of the Arts. It is consistently one of the largest arts and entertainment festivals in the Southwest, drawing nearly half a million people to the award-winning event each year. Free.

# Monday, December 8

## **7:30-8:15 Packet Pick-Up and Continental Breakfast**

*Conference Foyer*

## **8:15-9:30 Opening/Welcoming Session**

### **The Importance of Transit Initiatives: Overview of Past Successes**

*Palm A/D*

The “Transit Initiatives and Communities: Lessons Learned” kick-off session will serve to impress upon participants the importance of transit initiatives to communities nationwide. Our goal is to motivate all participants to roll up their shirt sleeves and learn more about how to run transit initiatives. Come hear from a variety of policymakers, leading experts and local advocates who will offer insights into lessons learned from past transit initiative successes as well as guidance for the future.

- Stephanie Vance, CFTE Program Manager
- Janette Sadik-Khan, Parsons Brinckerhoff, CFTE Board Member
- Jeff Boothe, New Starts Working Group, CFTE Board Member
- David Schwartz, Friends of Transit
- Mayor Skip Rimsza, Phoenix, AZ
- Alan Wulkan, Parsons Brinckerhoff, AZ

## **9:45-11:30 Develop a Message to Take to the Voters:**

### **How to Tell A Positive Story and Deal With Critics**

*Palm A/D*

Starting your initiative campaign with the right message is critical. Key tools include polling, economic data, benefits research and good old-fashioned knowledge of the community. Join a discussion on how to deliver the right message and how not to get muddled in the critics’ debate.

- Keynote: Bill Lind, Free Congress Foundation
- Panel
  - o Jeff Boothe, New Starts Working Group (Moderator)
  - o Mike Dabadie, Wirthlin Group
  - o Lauren Martens, Transit Alliance of Denver
  - o Jeremy Gunderson, CFTE Program Associate
  - o Danny Alvarez, CSP Group, Miami

### **Facilitated Discussion / Q&A**

Interact with the panelists in a discussion of messages that worked (or didn’t) for your initiative effort.

# Monday, December 8

**12:00 Lunch Plenary  
“Hot Topics for 2004”**

*Cloister*

- Leonard Copple, Tempe Councilman
- Hank Dittmar, Reconnecting America

**1:30-3:00 What Can We Learn from Recent Campaigns?**

*Palm A/D*

From raising funds to GOTV to dealing with competing measures, we can learn a great deal from recent campaigns. Rather than reinventing the wheel, join a discussion with others who have already attempted such an endeavor, and learn what works and what doesn't.

- Tim Baldwin, URS Corporation
- Greg Lever, Kansas City Regional Transit Alliance
- Mark Huffer, General Manager, Kansas City Transit Authority
- Tom Jasien, Houston Metro
- Mary O'Conner, Tempe Department of Public Works

**Facilitated Discussion / Q&A**

Interact with the panelists in a discussion of what you've learned from recent campaigns.

**3:30 Break (w/ Snack)**

*Courtyard*

**3:45-5:30 Getting the Word Out Through Effective Marketing and Media Strategies**

*Xavier*

In order to be successful, you must capture the hearts and minds of the voters. Talk to experts in the field about the most effective ways to market your initiative and how to work with the media to get your positive message of transportation and quality of life out to your community.

- Janette Sadik-Khan, Parsons-Brinckerhoff (Moderator/Speaker)
- Robert Henrie, R&R Partners, Utah
- Melissa Flynn, Charleston Area Regional Transportation Authority
- Alan Wulkan, APTA Vice Chair (PT2)

*More 3:45-5:30 sessions on next page. . .*

# Monday, December 8

## **3:45-5:30 Phoenix: A Case Study in Try, Try, Try Again**

*Palm E*

Phoenix is typical of many communities looking to make significant public transportation investments in that it took a few times to win voter approval. Come listen to the individuals that were involved in the process leading up to Phoenix's 2000 success at the ballot box.

- David Schwartz, Friends of Transit (Moderator)
- Gary Kaasa, Cantelme and Kaasa
- Peggy Bilsten, Phoenix Councilmember
- Peggy Pfaelzer, Pfaelzer Johns Amen & Dean
- Jack Tevlin, former Deputy City Manager for Phoenix

## **5:30 Break**

*Courtyard*

## **6:00-7:30 Reception & Poster Session**

*Sponsored by Business Members of the American Public Transportation Association*

*Palm A/D*

# Tuesday, December 9

## **7:30 Continental Breakfast**

*Conference Foyer*

## **8:00-9:30 Using Campaign Consultants to Cover Your Bases**

*Palm A*

You didn't think you'd have to do this all by yourself, did you? Campaign consultants can provide the necessary expertise in targeting the right groups, coordinating multiple efforts and forming coalitions. Find out what they have to offer and how to choose the right one for your community.

- Art Guzzetti, APTA (Moderator)
- Glenn Totten, Totten Communications
- Steve Beard, S.R. Beard and Associates, Houston

*More 8:00-9:30 sessions on next page. . .*

# Tuesday, December 9

## **8:00-9:30 Raising Money, Managing Funds and Setting up Successful PACs**

*Xavier*

Unless you plan on mounting a transit ballot campaign by taking out a second mortgage on your house, you need to attend this session. Learn how to find the money, what to do with it once you get it and how to get the most bang for your buck.

- Jeff Boothe, New Starts Working Group (Moderator)
- Valerie Manning, CEO, Phoenix Chamber of Commerce
- Amanda Eichelkraut, Campaign to Build Illinois Transit
- Steve Farley, Citizens for a Sensible Transportation Solution, Tucson
- Jacob Snow, General Manager, Regional Transportation Commission of Southern Nevada

## **Finding, Building and Utilizing Coalition Partners in the Most Unlikely Places**

*Palm E*

Gain a better understanding of how to reach out to community groups and find opportunities for partnerships with the most unlikely suspects. The expert panelists will offer insights and examples from coalition building efforts all over the country – don't try to go it alone!

- Phil Olmstead, Odyssey (Moderator/Speaker)
- Tom Shrout, Citizens for Modern Transit, St. Louis
- Steve Schlickman, National Business Coalition for Rapid Transit
- Lind Simonsen, Pierce County Transit

## **9:45-11:30 Tactics and Strategies for Organizing a Successful Ballot Measure Campaign**

*Palm A/D*

Participants will come away with a better understanding of the “nuts and bolts” of managing a transit initiative. Panelists will offer insights into how to start the process, manage resources, identify key constituencies and avoid pitfalls with an eye toward success.

- Kelly Nordini, Transit Alliance of Denver
- Kristina Wilfore, Ballot Initiative Strategy Center
- Edie Gillis, Transportation Choices Coalition, Seattle, WA
- Glen Gadbois, Just Transportation Alliances, Austin, TX

### **Facilitated Discussion / Q&A**

Interact with the panelists and discuss your best tactics and strategies, and come up with ideas for specific situations.

Transit Initiatives and Communities: Lessons Learned

[www.cfte.org](http://www.cfte.org)

# Tuesday, December 9

## 11:45-12:45 **Campaign Development / Planning**

*Palm A/D*

During this session, participants will have an opportunity to take the lessons learned from the conference and, with the assistance of a facilitator, work on their own campaign plans. Participants will be grouped based on where they are in the process. The goal is for every participant to come away with specific next steps that will help them with their transit initiatives back home.

- CFTE Staff
- Kristina Wilfore, Ballot Initiatives Strategy Center

## 1:00 **Wrap-Up Lunch**

**Looking Ahead: Commitments and Resources for 2004 and Beyond!**

*Palm A/D*

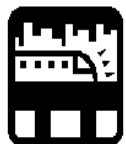
- Keynote: Mr. William Millar, President, APTA

Resources Overview:

- Michelle Ernst, Surface Transportation Policy Project
- Stephanie Vance, CFTE
- Jeremy Gunderson, CFTE

## 2:30 **Conference Ends**

*This conference would not be possible without the generous support of:*



New Starts  
Working Group



and

**Business Members of the American Public Transportation Association**

# Center for Transportation Excellence Board of Directors



The Center for Transportation Excellence Board of Directors consists of organizations that work to promote public transportation options in the United States. By pooling their resources and experience, the Board has made CFTE a reliable and useful source for public transportation information.

Amalgamated Transit Union

American Public Transportation Association

New Starts Working Group

Parsons Brinckerhoff

Surface Transportation Policy Project

## **Contact CFTE**

4000 Albemarle St. NW, Ste. 303  
Washington, DC 20016  
202-244-2405  
[info@cftc.org](mailto:info@cftc.org)