



www.annesart.com

Transit Initiatives and Communities: Lessons Learned

Tempe, AZ Dec. 7th-9th, 2003

Ready to register? You can do so online at: www.CFTE.org For more information or to ask about the availability of scholarship funds, info@cfte.org

Sunday, December 7

Pre-conference workshops and tours:

- **Effective Advocacy Training (12:30 to 5:00pm):** 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

- **Valley Tour, Daily, 4 hours starting at 12:30pm (please check)**
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 birds 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 that want maximum information. **Cost \$32.00 per person, children under 12 half price. Payable to tour operator**

6:00pm-8:00pm 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

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 offering insights into lessons learned from past transit initiative successes as well as hope for the future.

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

**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

Using polling, economic data, benefits research and good old-fashioned knowledge of the community, starting your initiative campaign with the right message is critical. 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
 - Jeff Boothe, New Starts Working Group (Moderator)
 - Mike Dabadie, Wirthlin Group
 - Lauren Martens, Transit Alliance of Denver
 - Jeremy Gunderson, CFTE
 - Danny Alvarez, CSP Group, Miami

Facilitated Discussion / Q&A

Palm A/D

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



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

Cloister

- ⊖ Mayor Giuliano, Tempe, AZ (Invited)
- ⊖ Hank Dittmar, Reconnecting America

1:30-3:30 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, Kansas City Transit Authority
- ⊖ Glen Gadbois, Just Transportation Alliances, Austin, TX
- ⊖ Mary O'Conner, Tempe Department of Public Works

Facilitated Discussion / Q&A

Palm A/D

Interact with the panelists in a discussion of what you've learned from recent campaigns. Suggestions from panelists and the audience will be developed into a post-conference “how to” manual.

3:30 Break (w/ Snack)

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

Xavier

In order to be successful, you must succeed in capturing 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
- ⊖ Robert Henrie, R&R Partners, Utah
- ⊖ PT² Representative



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 takes 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
- ⇒ Gary Kaasa, Cantelme and Kaasa
- ⇒ Peggy Bilsten, Phoenix Councilmember
- ⇒ Penny Pfaelzer, Pfaelzer Johns Amen & Dean
- ⇒ Jack Tevlin, former Deputy City Manager for Phoenix

5:30 Break

6:00-7:30 Reception & Poster Session
Sponsored by APTA's Business Committee

Tuesday, December 9

7:30am Continental Breakfast

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

Palm A/D

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. Sit in on this one find out what they have to offer and how to choose the right one for your community.

- ⇒ Art Guzzetti (moderator)
- ⇒ Glenn Totten, Totten Communications (DC, Phoenix)
- ⇒ Steve Beard, Houston consultant



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 where the money is, 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
- ⦿ 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, 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
- ⦿ Tom Shrout, Citizens for Modern Transit, St. Louis
- ⦿ Steve Schlickman, National Business Coalition for Rapid Transit
- ⦿ Others TBD

9:45-11:00 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 Willfore, Ballot Initiative Strategy Center
- ⦿ Edie Gillis, Transportation Choices Coalition, Seattle. WA

11:00-11:30 Facilitated Discussion / Q&A

Interact with the panelists in a discussion of what you're best tactics and strategies, or come up with ideas for specific situations. Suggestions from panelists and the audience will be developed into a post-conference "how to" manual.

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 with others based on where they are in the process. The goal is to come away from the event with specific next steps for each participants own campaign

- ⦿ CFTE Staff
- ⦿ Kristina Willfore, Ballot Initiatives Strategy Center

**1:00 Wrap-Up Lunch
 Looking Ahead: Commitments and Resources for 2004 and Beyond!**

- ⦿ 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:

				
Parsons Brinckerhoff	American Public Transportation Association APTA Business Committee	Friends of Transit, Phoenix AZ	New Starts Working Group	Amalgamated Transit Union