

# Center for Transportation Excellence



## 2007 Transit Initiatives and Communities Program

Austin, Texas

Austin Downtown Marriott Courtyard & Residence Inn  
June 10 - 12, 2007



# Map of Hotel Meeting Facilities



## Sunday, June 10

2:00–5:00pm

### Registration

Foyer A

4:15–5:30pm

### Austin Orientation and Local Presentation

#### **Location, TBD**

In Austin, It's All Systems Go! Capital MetroRail, Austin's starter commuter rail line will open in late 2008, thanks to a successful transit referendum in 2004 called All Systems Go. Come see how Austin's sleek, new trains will transport folks to work in comfort and style; trains provide high-back seats, bicycle and overhead racks, and Wi-Fi connections. Following a brief update of the status of rail project, learn how the initiative has sparked a new community dialogue about public transit as Austin considers a streetcar system and evaluates next steps for more commuter rail lines. Capital Metro was awarded Outstanding Metropolitan Transit Authority for 2007 by the Texas Transit Association.

- **Fred Gilliam**, President & CEO Capital Metro, Austin, TX
- **Matt Curtis**, Assistant Director, Business & Community Development, Capital Metro, Austin, TX

6:00–8:00pm

### Train Ride and Reception

*Off site* - **Board the steam train at Brush Square, 409 E. 4th Street, just one block east of the Courtyard by Marriott hotel.**

Now that you've heard about Capital MetroRail, Capital Metro staff will offer you a view of the future, by taking a trip into the past. Climb aboard vintage passenger cars on the Austin Steam Train for a guided tour of the line, where station platforms are under construction along 32 miles of existing freight tracks owned and operated by Capital Metro. Capital MetroRail's initial Red Line will feature 9 stations from the exurb of Leander into downtown Austin. Appetizers and beverages will be served for this rolling reception.

**\* Departure time: 6:00 p.m.**

## Monday, June 11

**7:00am–5:00pm**     **Registration**  
*Foyer A*

**7:00–8:00am**     **Continental Breakfast**  
*Foyer A*

**8:00–9:15am**     **Welcome Keynote: Lessons from Election 2005 and 2006**  
*Rio Grande Salon A*

The fourth biennial Transit Initiatives Conference comes on the heels of the 2006 election season, a record year for successful transit initiatives nationwide. The goal of this year's conference is to build off of those successes and to understanding the keys to successful transit ballot measures. Our opening session offers participants an overview of the status of the movement for transportation choices around the country.

- **Art Guzzetti**, Vice President of Policy, American Public Transportation Association and CFTE Advisory Board, Washington, DC, Introduction of CFTE Advisory Board members and Moderator
- **The Hon. Betty Dunkerley**, Mayor Pro Tem, Austin City Council, Austin, TX
- **Lane Beattie**, President & CEO, Salt Lake Chamber of Commerce, Salt Lake City, UT

**9:15am**     **Break**

**9:30–10:45am**     **Marketing and Media Strategies That Work (Plenary)**  
*Rio Grande Salon A*

In order to be successful, you must capture the hearts and minds of the voters. From earned media to advertising to direct mail, panelists will focus on creative ways to get the word out to citizens about the benefits of transportation-related initiatives. Experts in the field will discuss 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.

- **Cliff Henke**, Senior Analyst, BRT & Streetcars, Parsons Brinckerhoff, Arcadia, CA, Moderator
- **David Schwartz**, Executive Director, Friends of Transit, Phoenix, AZ
- **Bob Henrie**, Principal, R&R Partners, Salt Lake City, UT
- **Rick L'Amie**, Vice President of Marketing, Capital Metro, Austin, TX

10:45am–noon

### **Winning Campaigns and Effective Coalitions (Plenary)**

*Rio Grande Salon A*

Successful initiatives often start with strong agency leadership. Discover the how transit agencies, MPOs and other public entities have made vital contributions to winning ballot measures. Learn how to reach out to community groups and find opportunities for partnerships with the most unlikely suspects for political support and funding. A strong campaign and extensive coalition building is critical to your success.

Leadership APTA Team:

- **Brittany Doten**, Marketing Manager, Veolia Transportation, Columbia, SC
- **Mark McLaren**, Vice President, HDR Engineering, Inc. , Phoenix, AZ
- **Armando Ramirez**, Vice President, DMJM Harris, Los Angeles, CA
- **Anne Louise Rice**, Government Affairs Manager SCRRRA- Metrolink, Los Angeles, CA
- **Dana Wiemiller**, Community Transportation Coordinator, Orange County Transportation Authority, Orange, CA
- **Richard Hannasch**, Director of Fiscal & Support Services, North County Transit District, Oceanside, CA

noon–2:00pm

### **Luncheon Keynote: The Future of Transportation Finance and the Role of Ballot Box Funding (Plenary)**

*Gatehouse*

There has been an unprecedented rise in the use of voter-approved ballot measures to generate local and state funding for transportation and other infrastructure needs. Our keynote speaker will discuss the rise in public support for increases in local sales, property, and similar taxes in exchange for investments in their transportation systems. Participants will also hear about the key trends likely to affect transportation finance.

- **Fred Gilliam**, President, Capital Metro, Austin, TX, Welcome and Introduction
- **William Millar**, President, American Public Transportation Association, Washington, DC

2:00–3:15pm

### **Campaign Essentials: Building the Transit Vote Coalition (Concurrent Session)**

*Rio Grande Salon A*

Any successful campaign has a strong grassroots component. Veterans of ballot campaigns will detail how to build a field operation, create a broad coalition, and execute targeted “get out the vote” programs. The expert panelists will offer insights and examples from successful (and even some not so successful) campaigns all over the country.

- **Anne Canby**, Executive Director, Surface Transportation Policy Partnership and CFTE Advisory Board Member, Washington, DC, Moderator
- **Laurie Moskowitz**, Partner, Fieldworks, Washington, DC
- **Alan Wulkan**, Founder & Managing Partner, InfraConsult, Scottsdale, AZ
- **Lyndon Henry**, Data Analyst, Capital Metropolitan Transportation Authority, Austin, TX

2:00–3:15pm

**Campaign Essentials: Polling, Focus Groups, Direct Mail and Web 2.0  
(Concurrent Session)**

*Rio Grande Salon B*

Survey research and focus groups provide your campaign with the background information necessary to develop your message and persuade voters to support your efforts. Direct mail and the web are two critical techniques for getting the message out. Panelists will discuss these techniques for developing and delivering winning messages – and most important, for engaging voters.

- **Glen Gadbois**, Director, Alliance for Public Transportation, Austin, TX  
Moderator
- **Oliver Griswold**, Communications and Outreach Director, Ballot Initiative Strategy Center (BISC), Washington, DC
- **Lynda Rife**, President, Rifeline, Austin, TX
- **Stephanie Vance**, Principal, Advocacy Associates LLC and CFTE Advisor, Washington, DC

3:15pm

**Break**

3:30–4:45pm

**Is it Time for a Vote? – Assessing Your Community and the Political Environment (Concurrent Session)**

*Rio Grande Salon A*

Knowing when and how to approach a transit initiative is often the most important element of success; you need to understand the needs, interests, and concerns of the community. Panelists will provide insight into how they successfully surveyed and involved the community to develop their projects and when to make decisions on the type and scope of the initiative.

- **Jeff Boothe**, Partner, Holland & Knight LLP; Chair, New Starts Working Group; CFTE Advisory Board, Washington, DC, Moderator
- **Bill Lhota**, President/CEO, Central Ohio Transit Authority (COTA), Columbus, OH
- **Andrew Schmid**, Government and Community Relations, Sound Transit, Seattle, WA
- **Amanda Wilson**, North Central Texas Council of Governments (NCTCOG), Arlington, TX

3:30–4:45pm

**Capital Funds vs. Operating Expenses: Trends and Strategies (Concurrent Workshop)**

*Rio Grande Salon B*

Communities opt to take funding measures to the voters for a variety of reasons. Determining whether to ask voters to fund new capital investment or support on-going or expanded operating costs is a key decision that will affect all other aspects of your campaign. This session will look at the differing dynamics capital vs. operating campaigns with detailed case studies and an overview of general trends.

- **Jason Jordan**, Program Director, CFTE, Washington, DC, Moderator
- **Sam Black**, Senior Counsel, Squire, Sanders & Dempsey, Washington, DC
- **Jennifer Kalczuk**, External Relations Manager, The Rapid, Grand Rapids, MI

5:00–7:00pm

**Idea Exchange and Reception**

*Brazos II, III*

## Tuesday, June 12

7:00am–2:00pm

### **Registration**

*Foyer A*

7:00–8:00am

### **Continental Breakfast**

*Foyer A*

8:00–9:00am

### **Countering the Critics (Plenary)**

*Brazos II, III*

Virtually every transit campaign attracts anti-tax, anti-transportation choice activists. These critics often resort to using distorting or inaccurate information to convince voters. Winning the framing battle is vital to winning the election. These expert panelists will discuss the strategies and “facts and figures” these critics use over and over. Participants will gain an understanding of how best to minimize the impact of these critics on your campaign and how to effectively communicate a pro-transit, pro-transportation investment message.

- **Cliff Henke**, Senior Analyst, BRT & Streetcars, Parsons Brinckerhoff, Arcadia, CA, Moderator
- **The Hon. Will Wynn**, Mayor of Austin, TX, Welcome
- **Peter J. Haas, Ph.D.**, Education Director, Mineta Transportation Institute, San Jose, CA
- **David Goldberg**, Communications Director, Smart Growth America, Washington, DC

9:15–10:15am

### **Drafting Successful Ballot Measures (Concurrent Session)**

*Brazos II, III*

Words matter. Research shows that ballot titles, descriptions and information are a key factor in determining voter response. This session will look at the art and science of drafting ballot measures. The vast majority of successful ballot measures grow out of the existing planning process in the community. Learn what is needed to draft a successful initiative and what resources are needed to prepare for a successful campaign.

- **Art Guzzetti**, Vice President of Policy, American Public Transportation Association and CFTE Advisory Board, Washington, DC, Moderator
- **Andrea Packer**, Utah Transit Authority (UTA), Salt Lake City, UT
- **Gary Hayes**, Executive Director, Pima Association of Governments/ Regional Transportation Authority, Tucson, AZ

**9:15–10:15am**

**Building Your Campaign (Concurrent Session)**

*Guadalupe*

From political support to information to fundraising, this session will focus on gathering the resources needed for a successful campaign. Participants will come away with a better understanding of the “nuts and bolts” of managing a transit initiative—how to start the process, manage resources, identify key constituencies, and avoid pitfalls with an eye toward success.

Representatives from successful initiatives around the country will share their techniques for putting the various campaign pieces in place.

- **Anne Canby**, Executive Director, Surface Transportation Policy Partnership and CFTE Advisory Board Member, Washington, DC, Moderator
- **Patrick Judge**, President, Louisiana Public Transit Association,
- **Pat Strong**, Strong Strategies Consulting, Houston, TX
- **Tom Shrout**, Executive Director, Citizens for Modern Transit, St. Louis, MO

**10:15am**

**Break**

**Foyer A**

**10:30–11:30am**

**High Budget and Statewide Campaigns (Concurrent Workshop)**

*Brazos II, III*

Panelists will provide useful case studies of recent “high-budget” campaigns (over \$250,000). Participants will have an extended opportunity for interaction and discussion.

- **Jeff Boothe**, Partner, Holland & Knight LLP; Chair, New Starts Working Group; CFTE Advisory Board, Washington, DC, Moderator
- **Margaret Donahoe**, Legislative Advocate, Minnesota Public Transit Association, St. Paul, MN
- **Dave Simpson**, Manager of Local Government Relations, Orange County Transportation Authority (OCTA), Orange, CA

**10:30–11:30am**

**Low Budget Campaigns (Concurrent Workshop)**

*Guadalupe*

Panelists will discuss case studies of “low-budget” campaigns (less than \$250,000). Participants will have an extended opportunity for interaction and discussion

- **Ben Herr**, Executive Director, Texas Transit Association, Austin, TX  
Moderator
- **Charles Emery**, Chairman, Denton County Transportation Authority, Lewisville, TX
- **Brittany Doten**, Marketing Manager, Veolia Transportation, Columbia, SC

noon–2:00pm

**Closing Luncheon: Downtown Austin Alliance**

The Driskill Hotel, 604 Brazos St., Driskill Ballroom

Join us at the historic Driskill Hotel ([www.driskillhotel.com](http://www.driskillhotel.com)), just three blocks from the Marriott Courtyard. From the front door of the Marriott, turn right on E. 4th Street and walk one block to Brazos Street and turn right. The Driskill is two blocks north at E. 6th Street and Brazos.

The Downtown Austin Alliance is a partnership of individuals and businesses devoted to promoting and maintaining a safe, clean, attractive, accessible, and fun Downtown environment, making Downtown the destination for Austinites and visitors. During the luncheon the speakers will discuss how to build support for light rail, and how to get the public, civic leaders, and the business community working together. Perspectives will be given from both the Capital Metro and the federal side. Highlights will include a discussion on the importance of getting the business community involved and invested in transit initiatives.

- **Art Guzzetti**, Vice President of Policy, American Public Transportation Association and CFTE Advisory Board , Washington, DC
- **Brian Rasmussen**, Managing Director, R&R Partners, Salt Lake City, UT
- **Thomas Shrout**, Executive Director, Citizens for Modern Transit, St. Louis, MO
- **Mark C. Enoch**, Chairman, Dallas Area Rapid Transit (DART), Board of Directors, Dallas, TX

2:00–5:00pm

**Reconnecting America Workshop: Transit Oriented Development 101**

The Driskill Hotel, 604 Brazos St.,

As communities across the nation rediscover the charm and efficiency of this short distance transit option, they are investing in transit oriented development. Participants will have the opportunity to hear in-depth discussions on the importance of transit oriented development and the many opportunities and benefits that have been realized in other cities. Experts from across the country will present up to date information on streetcars – linking transportation investment and development.

- **Gloria Ohland**, Vice President For Communications, Reconnecting America, Los Angeles, CA
- **Jeff Wood**, Program Associate And GIS Specialist, Reconnecting America, Oakland, CA
- **Brian Newman**, Senior Urban Planner, PB Placemaking, Portland, OR
- **Jeff Boothe**, Partner, Holland & Knight LLP; Chair, New Starts Working Group; CFTE Advisory Board, Washington, DC

**CFTE would like to thank the host committee:**

Capital Metro

Texas Transit Association

Alliance for Public Transportation

Downtown Austin Alliance

# **Center for Transportation Excellence Advisory Board**

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

**American Public Transportation Association**

**New Starts Working Group**

**Parsons Brinckerhoff**

**Surface Transportation Policy Project**



## **Contact Information**

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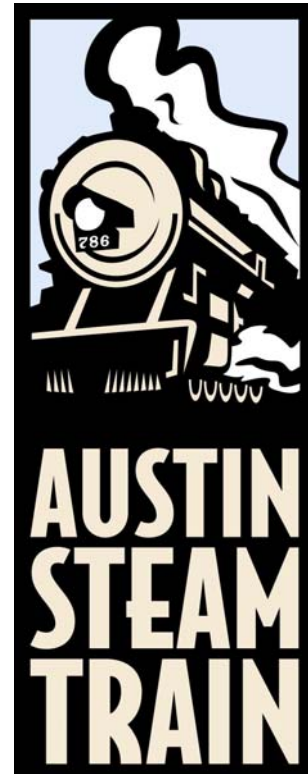


CAPITAL  
**METRO**

ALLIANCE  
FOR PUBLIC  
TRANSPORTATION



**Texas Transit Association**



## **APTA Business Members New Starts Working Group**



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