



# Denver's Lessons Learned in Developing Transit Initiatives

## II. *Successfully Passing a Transit Initiative*

Smart Growth Conference

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### Three Pillars of Strength

- Public
- Private
- Non-Gov't Organizations

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### ***FasTracks*** **Political Success** **Due to:**

- Strong Plan
- Consensus/Coalition Building
- Strong Elected Officials Support
- Strong Business Support
- Proven Local Success of Light Rail
- Pre-campaign Planning
- Well-executed Political Campaign, FasTracks YES!



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## Visionary Plan

- Regional Transportation District (RTD): FasTracks
- Extensive Discussion with Communities
- Address Local Communities' Concerns




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## Consensus/ Coalition Building

- Governmental
- Business
- Civic
- Environmental




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## Consensus/ Coalition Building

Transit Alliance, established early 1998:

- Coalition of 40 plus entities
- Purpose: support expansion of rail and bus transit as part of a balanced, multi-modal transportation network
- Educate and galvanize community support for transit (newsletters, forums, elected official handbook)
- All groups at the table (emails, quarterly meetings)
- Not transit vs. roads




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## Strong Support of Locally-Elected Officials

- Unanimous Support of Region's Mayors
- Strong Support from other Elected Officials
- Decisive Action from the Denver Regional Council of Governments



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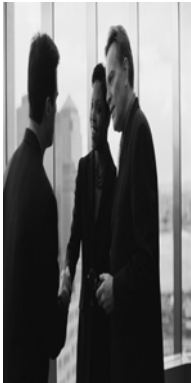
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## Strong Support of Business Community

- Considered transit initiative means to channel and sustain economic development
- In-depth involvement of Denver Metro Chamber of Commerce at all stages
- Economic Development Agencies and Chambers
- Development Community and Others



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## Proven Success of Light Rail

- Demonstration Line
- Completion of SW Corridor Line, Summer 2000
- 8,000 Riders Estimated; 12,000 First Day
- Parking Shortage at Light Rail Stations



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## Pre-Campaign Planning

Committee for FasTracks Success (CFS)



- Non-profit organization
- Set up by Transit Alliance and RTD Board Members
- Purpose: Research and Education on proposed FasTracks Plan




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## Pre-Campaign Planning

CFS Hired Professional Polling and Campaign Firms to:



- Conduct Voter Research
- Fine Tune Coalition Needed to Mount a Strong Campaign
- Identify Potential Areas of Concern, Seek to Resolve Them
- Assess Potential Opponents
- Assess Campaign Dynamics of the 2004 Ballot
- Assess Potential Issues that Could Arise in 2004 Legislative Session
- Evaluate and Assist in Educational Efforts
- Prepare a Draft Campaign Fundraising Plan




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## Well-Executed Campaign

Key Components

- Early Start
- Fundraising
- Volunteer Petition Drive
- Field
- Coalition Building and Outreach
- Earned and Purchased Media

Yes on 4A

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




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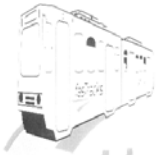
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Yes on 4A

www.Fastracks.org

## Well-Executed Campaign

- Early Start
  - CRL Associates worked with CFS
  - Research data helped shape the campaign plan
- Fundraising
  - Campaign spent over \$3 million
  - Metro Denver Economic Development Corp. largest contributor




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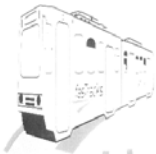
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Yes on 4A

www.Fastracks.org

## Well-Executed Campaign

- Volunteer Petition Drive
  - Over 14,000 petition circulators who gathered 65,000 signatures in 35 days
  - Database of volunteers invested in the campaign
- Field
  - Speaker's Bureau
  - 500 presentations
  - 30,000 yard signs
  - 250,000 phone calls
  - 800,000 pieces of literature




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Yes on 4A

www.Fastracks.org

## Well-Executed Campaign

- Coalition Building and Outreach
  - Numerous Endorsements from Governments and Business
- Earned and Purchased Media
  - Invested primarily in TV and Radio Ads
  - Did so early in 2004, in a Presidential Election year.




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## For Additional Information

Pat Cronenberger, Littleton City Council Member  
2255 W. Berry Avenue, Littleton, CO 80165  
[pcronenberger@littletongov.org](mailto:pcronenberger@littletongov.org)

Elizabeth A. Rao, Assistant General Manager, Planning and Development  
Regional Transportation District (RTD)  
1560 Broadway, Ste 700, Denver, 80202  
[liz.rao@rtd-denver.com](mailto:liz.rao@rtd-denver.com)

Kathleen Osher, Executive Director  
Transit Alliance  
1660 Lincoln Street, Ste 2400, Denver, CO 80264  
[kosher@mail.transitalliance.org](mailto:kosher@mail.transitalliance.org)

Maria Garcia-Berry, CEO  
CRL Associates, Inc.  
1625 Broadway, S. 700, Denver, CO 80202  
303.592.5450  
[mgarciaberry@CRLassociates.com](mailto:mgarciaberry@CRLassociates.com)



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