



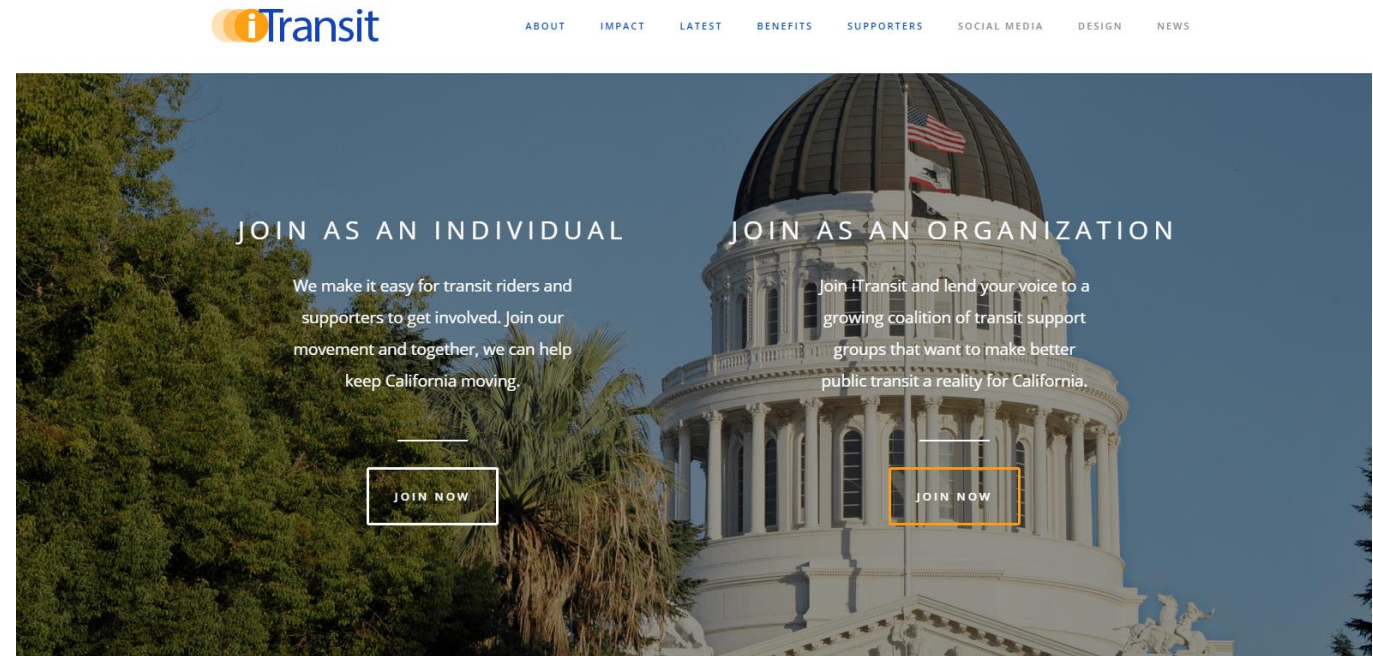
Mobilizing the Rider for Better Public Transit

Presented by Michael Pimentel

Legislative and Regulatory Advocate, California Transit Association

From the Grassroots to the Capitol

- *iTransit* launched in 2015 as a “grassroots” effort designed to show support for public transit
 - Individuals signed up, were asked to contact their legislative delegation



iTransit

- We used a variety of platforms to keep people engaged, focused on the promoting the benefits of transit
 - Twitter, Facebook, Mail Chimp, CTA newsletters, Phone 2 Action
 - Hundreds of individuals joined the campaign and were instrumental in passing SB 1

Transit News Watch

California Transit Association

February 20, 2018

THE LATEST SB1 NEWS ROUNDUP

SB 1 will provide approximately \$700 million annually to California's public transit systems, improving mobility in communities across the state. As our transit systems begin to implement projects and programs with these new revenues, it is important that Californians are aware of the benefits this funding provides. This vital funding is helping to #KeepCAMoving.

Broad coalition formed to oppose #SB1 repeal initiative aimed for November 2018

A broad-based coalition representing local government, business, labor, social justice advocates, community groups, public safety leaders, transportation advocates and taxpayers announced today a new coalition to oppose the initiative aimed at the November 2018 statewide ballot that would repeal the new transportation revenues authorized by the Road Repair and Accountability Act of 2017. The proposed repeal ballot measure is currently in the signature gathering phase and is being funded by certain Republican politicians. The coalition will also work to gain voter approval of Prop 69 on the June 2018 ballot, the constitutional amendment that will prevent the legislature from borrowing or diverting new transportation funds not already protected. The coalition announced it formed a new committee earlier this year, the Coalition to Protect Local Transportation Improvements and vowed to run an aggressive campaign to protect vital transportation investments... [FULL STORY](#)

If Republicans have their way, California highways stand to lose big under Trump's infrastructure plan

President Trump's infrastructure proposal isn't worth much. And what it is worth for California, the state's Republican delegation in Congress is trying to destroy. That's the irony. More precisely, it's cynical politics outweighing needed public works. This is what I mean: Under Trump's plan, the federal government would pay for 20% of a major infrastructure project, such as a bridge repair. State and local governments would need to foot 80%... [FULL STORY](#)

California's gas tax increase has fast-tracked road repair projects as supporters hope to stave off a repeal

Motorists on the 605 Freeway may have recently noticed their ride getting smoother when they pass through El Monte — at least state officials hope they have. Three months after the state began collecting an extra 12 cents per gallon in gas taxes, officials have put dozens of road and bridge repair projects on the fast track... [FULL STORY](#)

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Highway 99 is the most important highway in California. It's the only highway that runs the entire length of the state, from the Mexican border to the Canadian border. It's the only highway that connects the state's major cities, from San Diego to San Francisco. It's the only highway that provides access to the state's most beautiful scenery, from the redwood forests of the north to the beaches of the south. It's the only highway that is essential to the state's economy and way of life. It's the only highway that is truly California's highway.



State grants of \$1.5 million will pay for Riverside County road projects. The grant is the first of four major rounds of funding from the SB 1 gas tax increase, which will make major investments in the state's transportation infrastructure.

[www.caltransit.org](#) | p: 916.446.4656 | f: 916.446.4318

The Reach of iTransit

- Facebook: 877 Follower
- Twitter: 601 Followers



The Results

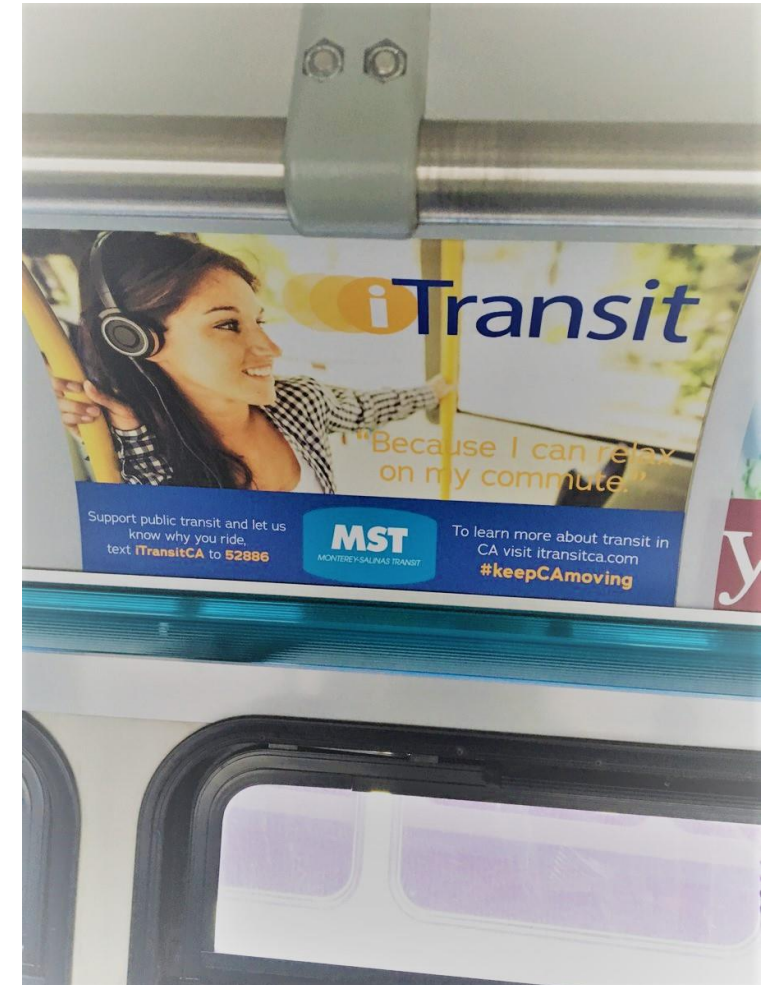
- SB 1 (Beall and Frazier) passed in California in April 2017
 - Provides **\$700 million** a year in new, dedicated \$\$ for public transit
 - When factoring in other competitive programs, \$\$ grow to more than **\$1 billion** annually
 - Largest influx of new transit funding in more than **40** years

The Results



The Evolving Role of iTransit

- After SB 1 passed, *iTransit* became a way to educate Californians on benefits of funding / transit, because...



SB 1 is in Danger

- In June 2018, opponents of SB 1 qualified Prop 6, a repeal initiative, which will be on the November 2018 ballot
 - Would undo all recently enacted SB 1 \$\$ / require a vote of the people to pass new transportation taxes & fees
 - Primarily backed by CA Congressional GOP / drive election turnout
- In response, CTA helped form the Coalition to Protect Local Transportation Investments

SB 1 is in Danger (Still)

- Coalition spearheaded by key groups
 - CTA, CA League of Cities, Assoc. of Counties, labor, contractors
 - Largely focused on polling / telling the good story
- Coalition working closely with Brown Administration, including our state's DOT / local electeds / local transportation agencies
- CTA has developed its own advocacy materials



Advocacy

Home > Advocacy > Key Issues > Proposition 6 – Senate Bill 1 Repeal



Proposition 6 – Senate Bill 1 Repeal

Landmark Transportation Funding Package in Peril

The landmark transportation funding package includes the state's biggest commitment to public transit in more than 40 years. But this opportunity is in danger, thanks to a November ballot measure – Proposition 6 – that would repeal Senate Bill 1 and impede future efforts to generate vital transportation funding.

Tools and Information for Association Members

Important information regarding public agency participation in a ballot measure campaign – [be sure to read this before taking any other steps.](#)

For more details regarding public agency involvement in the campaign, please watch [this webinar produced by the California State Association of Counties.](#)

Association Resources

- [SB 1 Frequently Asked Questions](#)
- [Pro-Transit Messaging Toolkit](#) (member login required)
- [SB 1 Talking Points](#) (member login required)
- [SB 1 Updates](#) (member login required)

No on Proposition 6 Campaign Resources*

- [No on Proposition 6 Campaign Website](#)

> Proposition 6 – Senate Bill 1 Repeal

Tools and Information for Association Members

Background

Cap and Trade

Bus Axle Weights

Climate Change

Funding

Zero-Emission Bus Regulation

Logos

Click the images below to download full-size versions.

NOTE: public agencies should use this logo:



ARTBA Study

- CTA-funded ARTBA Study on economic impacts of SB 1 released on February 28
- Study findings:
 - \$182 billion economic boost to California over next 10 years
 - \$15 billion boost to transit users (reduced congestion / savings from no driving)
 - 68,000 jobs each year
 - Annual savings of \$300 per household in California

Total Impacts of SB 1 over 10 Years	
User Benefits	\$38.2 billion
Highway, Street & Bridge	\$23.6 billion
Transit	\$14.6 billion
Economic Impacts	
Economic Output	\$111.8 billion
Earnings	\$32.6 billion
Employment	682,029 job-years
Total Impact	\$182.6 billion

Local Coalition Grant Funding

- CTA received \$9,000 grant from APTA
 - Funds used for combatting Prop 6/ telling the good story
 - Majority of funds spent in Summer 2018
 - We matched ~2:1 to keep up effort until November 2018
- Focus efforts on project specific / regionally specific promotions
 - Polling shows public cares most about projects in their backyard / congestions relief
 - Ran Pro-SB 1 *iTransit* ads in vehicles and in various social media outlets throughout CA – targeted the S.F. Bay Area, San Diego, Orange County

Graphics and Ads

New s
enviro

re

This vehicle

rebuildingca.ca.gov

New transportation funding is improving bus and trolley service in San Diego to improve air quality & help relieve congestion.



Thank You!

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