



Where did ALL the Money GO?

Strategies for
Successful Tax
Referendums



The Team



Sue Dreier
Salem-Keizer Transit



Taiwo Jaiyeoba
HDR Engineering



Julie Skeen
Jacobs Engineering



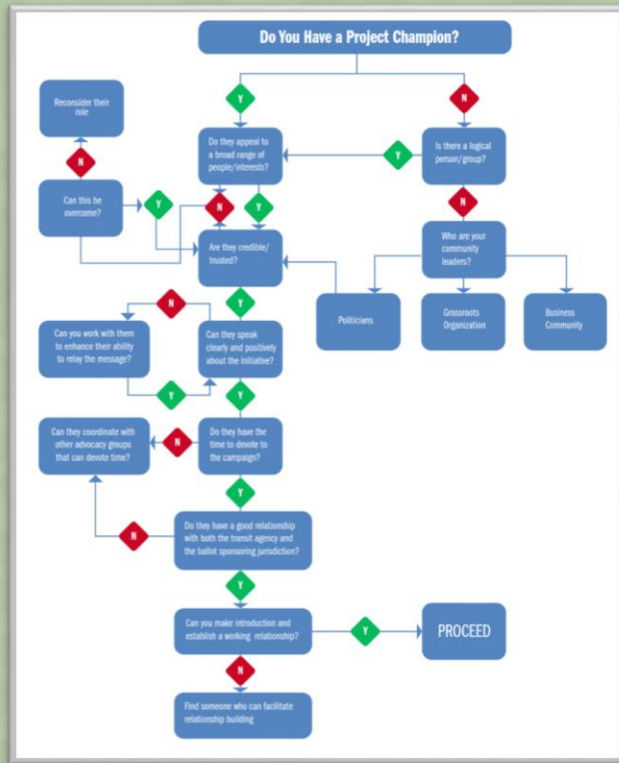
Santiago Osorio
Houston Metro



Michelle Kendall
Parsons Brinckerhoff

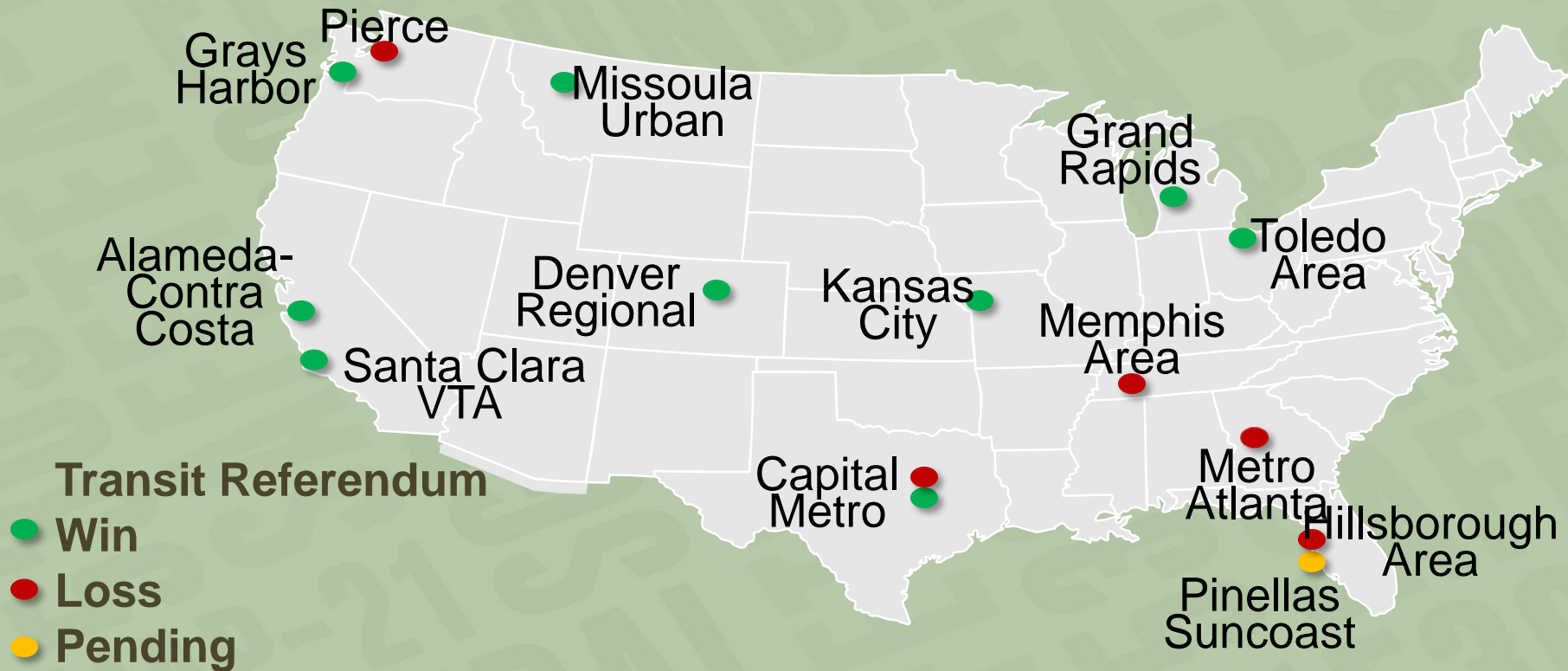
The Project

- Research and interviews to:
 - Identify Lessons Learned and Practical Advice
 - Develop Reference Guide and Tools





Agency Interviews





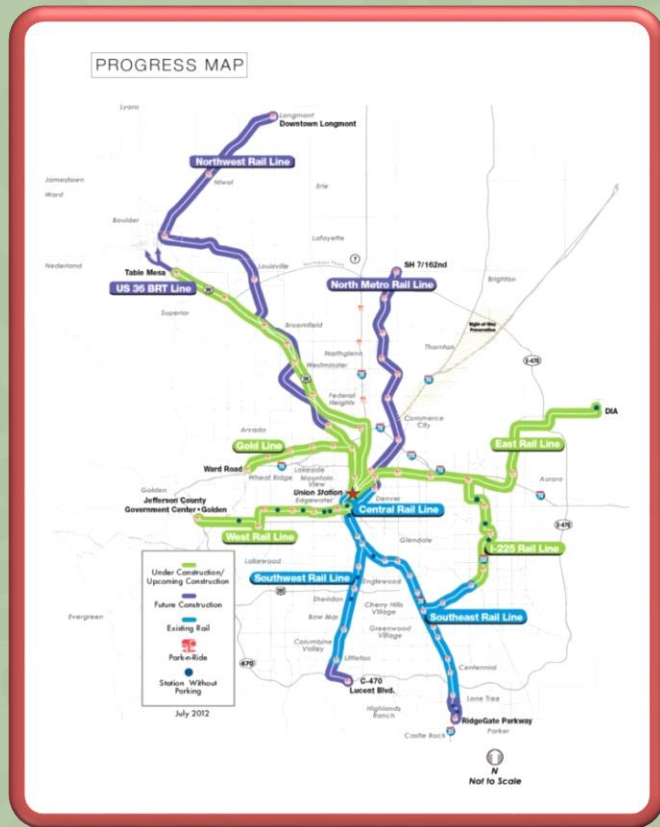
Key Study Findings





Build Coalitions

- Define “What’s In It for Me?”
- Broad Outreach
- Clear Communication





The Right Face of the Campaign

- Education vs. Advocacy
- Trusted Local Leader (or group)
- Consistent Messaging



Choose the Right Time



- Economy
- Local vs. General Election
- What is already on the ballot
- Preparing and Planning

**HELPING TRAFFIC HUSTLE SINCE
WE ALL DID THE HUSTLE.**

Hop on Board
and WIN. 

35 years of **Mountain
Line** 

**SAVING
GAS
SINCE
GAS WAS
70 CENTS.**

35 years of
**Mountain
Line** 

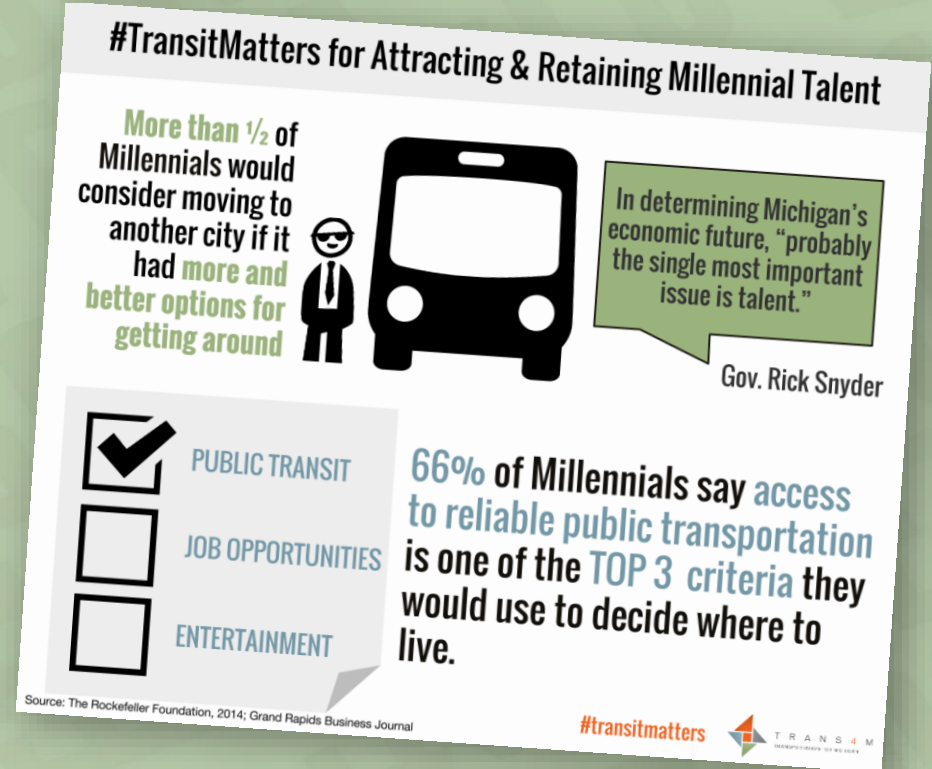
**IMPROVING
THE AIR
SINCE
LOVE WAS
IN THE AIR.**

35 years of
**Mountain
Line** 

Frame the Ask Correctly



- Legal Requirements/ Limitations
- Easy to Understand
- Tell a Positive Story





We
Framed
the Ask
Clearly!

We
Selected
the Right
Face!

THIS should be YOUR story!

We Built
Strong
Coalitions!

We Chose
the Right
Time!