

2016 Transportation Ballot Measures: Successes, Failures, and Advice for the Future

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Introduction

- Goals
 - Develop tactics for future agencies going through a ballot measure
- Process
 - Research factors effecting transportation ballot measures
 - Interview 15 -20 successful and unsuccessful agencies
 - Analyze their methods of communication and outreach
 - Develop advice for future agencies

Factors That Positively Effect Transportation Ballot Measures – General Research



- Variability of modes represented in project list
- Support of the business community, key elected officials, and environmental agencies
- Recent initiative experience of agency
- Pre-existing traffic congestion crisis
- Fundraising near \$1 million
- Benefits distributed throughout the area
- Extensive stakeholder participation in development of measure

Factors That Negatively Effect Transportation Ballot Measures – General Research



- Poor agency reputation
- Lack of visible need for transportation funding
- Effective opposition from environmental groups, business community, or elected officials
- Heavy highway funding
- Sunset provision of 10 years or less
- Narrow project lists
- Minor to no involvement from stakeholders in development

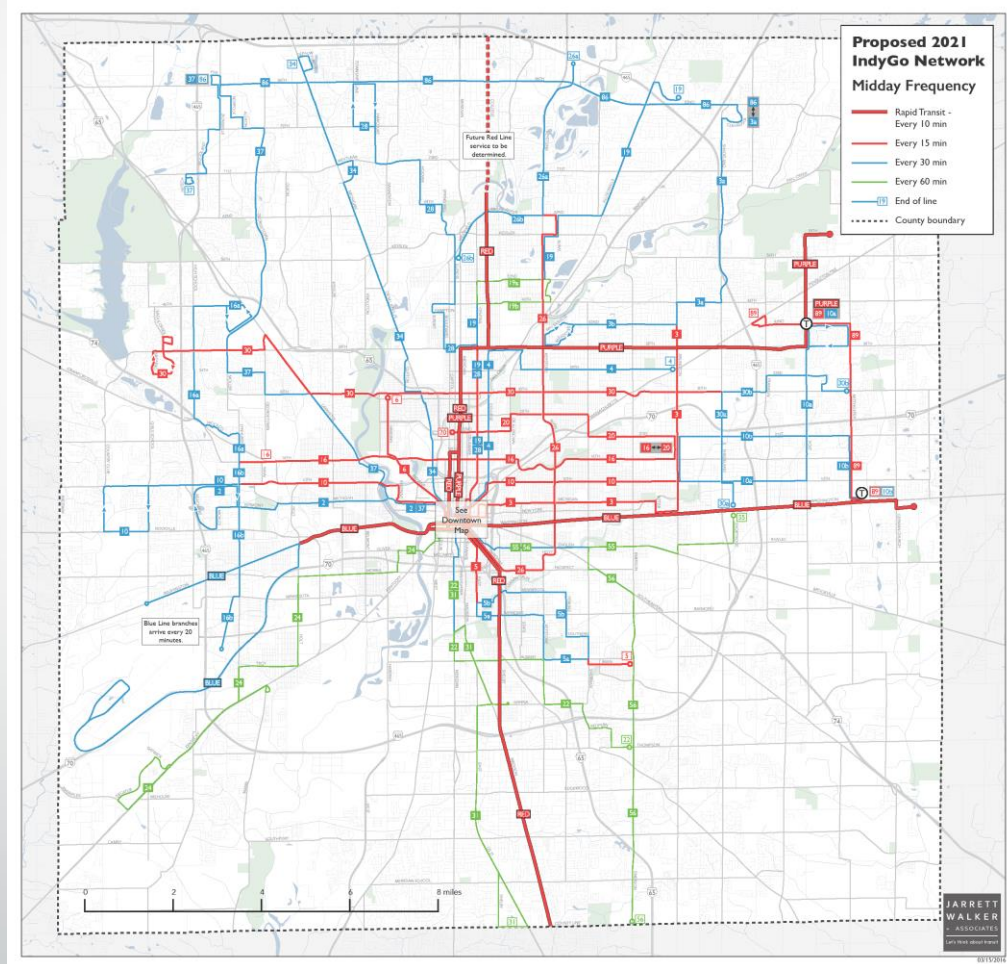
Los Angeles County

- Measure M
 - Extends existing ½ cent sales tax indefinitely
 - Additional ½ cent sales tax with no sunset
- Mix of roadway and transit projects
- Passed – 69%



Indianapolis/Marion County

- 0.25% income tax
- Enhanced local bus network
- 3 BRT lines
- Passed – 59%



San Diego County

- 0.5% sales tax
- Mix of roadway and transit projects (41% transit)
- Failed – 58% (2/3 required)



Advice For Future Agencies: General

- Start as early as possible
- Involve the stakeholders when choosing the project package.
- The projects should cover multiple modes and multiple regions within the voting district
- Fundraise extensively and hire an outside consultant with campaign experience
- Engage the political and business communities to get their support and buy-in
- Identify the opposition and their arguments



Advice For Future Agencies: Communication and Outreach

- Form a grass roots group to work with the agency – especially if legally the agency cannot lobby on behalf of the measure
- Communicate early and often
- Have a diverse marketing campaign featuring social media, direct mailing, and television ads.
- Have a diverse outreach plan featuring town halls, radio shows, debates that involve the stakeholders in person





Questions?