

# Appendix A: Pikes Peak Rural Transportation Authority

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## **History of the Pikes Peak Rural Transportation Authority**

### **December 2002 through August 2003**

Originally posed by County Administrator  
City Considered Question for November 2003 Election  
Business Community pushes for regional approach

### **February 2003 to February 2004**

Began public dialogue – Urging a regional approach  
Chair = Dan Stuart  
Membership includes EDC and various business and community leaders

### **Research**

City Budget analysis to confirm need  
Comparative tax information  
Ballot initiatives – nationwide  
Past County/City efforts  
Local Transportation stats (needs, costs, operations)

### **Coalition Building**

Pikes Peak United Way Leadership Summit  
Chamber Transportation Committee Meetings  
Conducted Community Summit  
Sought out Sponsors and Endorsements

### **Coordination with City and County**

Elected officials  
Staff  
Citizen Advisory Committees

### **Factors Influencing Voting Results of Local Transportation Funding Initiatives**

Traffic Congestion “crisis”  
Sponsorship by business community  
Sponsorship by key elected  
Fundraising over \$1 M  
Recent initiative experience  
Support from environmental groups  
Multiple transit modes  
Highway funding  
Benefits distributed  
Sunset provision of 10yrs –  
Extensive stakeholder participation in development of solution  
General Election  
Consultant with initiative campaign experience  
Use of direct mail and TV ads  
Lack of effective opposition

### **Pikes Peak Transportation Coalition Participants**

Pikes Peak United Way  
Colorado Springs Chamber  
Manitou Springs Chamber  
Tri Lakes Chamber  
Black Chamber  
Hispanic Chamber  
Korean Chamber  
C.S. Downtown Partnership  
The Voter's Network  
C.S Apartment Association  
Council of Neighbors and Organizations

Interagency Transition Teams Committee  
Economic Development Corporation  
Pikes Peak Association of Realtors  
Housing and Building Association  
University of Colorado at Colorado Springs  
Pikes Peak Community College  
Falcon Professional Dev. League  
Community Intersections  
Forum for Civic Advancement  
Pikes Peak Chapter of the Colorado Mobility Coalition  
Surface Transportation Advisory Coalition

### **Pikes Peak Transportation Coalition**

**March to August 2004**

Chair = Dan Stuart

#### **Steering Committee established for functional roles**

Community/Public Relations, Government Coordination, Fundraising, Coalition Building  
Hired administrative assistant

#### **Public Education**

Conducted 2nd Community Summit  
Develop Mission Statement and establish "branding"  
Speakers Bureau presentations  
Website, Handouts, flyers, posters, mailings

#### **Coalition Building**

Expanding Coalition beyond Government and Business  
"Invite your friends and associates"  
Engage Professional Societies and Organizations

#### **Researched Campaign and Fundraising Approach**

ID Benefits and Stakeholders - Began Education Fundraising  
Interviewed Campaign Consultants  
Establish work plan and budgets (fundraising targets)  
Polling of registered voters

#### **Crafted IGA and Ballot Language**

#### **Collaboration with City and County**

Elected Officials  
Staff and PR  
Citizen Advisory Committees  
Other Communities considering joining the Coalition

#### **Monitored Opposition**

#### **Go with 1A Campaign**

**September to November 2004 Election**

Hired Local Campaign Consultant

#### **Established Issues Committee**

Accounting and reporting  
Bank Account  
P.O. Box  
BRE's  
Data and document management (thank you letters, contact lists, materials)

#### **Fundraising**

Weekly updating of work plan and balance sheet  
One point of contact for budgets, accounting, check writing  
Obtain other's "ask lists"

Send "ask" letters from recognized industry leaders  
Engage largest beneficiaries with appropriate "asker"  
Held industry fundraising events: (Engineering/Construction, Real estate/Banks, Major Employers)

### **Campaign Methods**

Print media and Letters to the Editor  
Targeted mailings  
Walking neighborhoods  
Honk-n-waves  
Yard signs  
Bumper Magnets (NOT stickers)  
Lapel Buttons  
Billboards

### **Polling**

Conducted brushfire pole 2-weeks prior to election to confirm/modify messaging

### **Community Outreach and Persuasion**

Established logo  
Amp-up the Speakers Bureau and continuously update/customize presentation  
Engage key stakeholders with personalized message  
Partner with Elected Officials  
Mobilize QCG (Chamber, EDC, HBA, PPAR)

### **Coalition Building**

Weekly Steering Committee Meetings / Twice a month Coalition Meetings  
Clarify roles/responsibilities  
Stay on message  
Continue expanding the Coalition

### **Opposition Management**

Counter negative ads, letters, Media with letters to the editor

### **Results and Conclusions**

#### **Good Issue**

Personalized issue to citizens and stakeholders  
Something for everyone

#### **Good Strategy**

Lead Time (2 years)  
Built a broad coalition (unprecedented)  
Fundraising  
Crafting of IGA and Ballot (1% admin, Sunset, Citizens oversight, Audit)  
One question!

#### **Good Timing**

Public surveys and polls (TTI)

#### **Fundraising/Fundraising Challenges**

Presidential and Senate Races  
Competition with FasTracks (similar industries)  
Tax-averse voting population = skeptical contributors  
Linking Benefits to Stakeholders

### **Implementation**

New "Government" in 5 months  
\$65 million first year budget  
Four Governments/Three Programs/One Regional RTA  
No Staff – PPACG Contracted for Administrative Services May 5, 2005  
\$8.3 million in the bank

\$15 million of contracts approved  
First Projects under construction  
Everyone still breathing