



Transportation for America

WELCOMES YOU TO

CAPITAL IDEAS

Raising Money for Transportation Through Innovative State Legislation

November 13-14, 2014
<http://t4america.org/capital-ideas>

THURSDAY, NOVEMBER 13

9:00-9:15 a.m.

Conference overview & welcome

9:15-10:30 a.m.

The Big Picture: The Future of Transportation Funding & Finance in the U.S.

Major trends in transportation funding & finance, including increasing gas taxes or moving away from them. Additionally, the growing role of state and local funding for transportation.

Moderator: Beth Osborne, Senior Policy Advisor, Transportation for America and former Acting Assistant Secretary for Transportation Policy, U.S. Department of Transportation

Panel Experts:

- Stephanie Pollack, Associate Director of Research, Northeastern University Dukakis Center for Urban and Regional Policy
- James Whitty, Manager, Office of Innovative Partnerships and Alternative Funding Manager, Oregon Department of Transportation
- Joung Lee, Deputy Director of Management and Program Finance, AASHTO
- Will Kempton, Executive Director, Transportation California

10:30 - 11:45 a.m.

Success in the State Capitols: Lessons Learned from the 2013-14 Legislative Sessions

Lessons learned from efforts to increase transportation funding in states over the last two years.

Moderator: Doug Shinkle, Program Principal, National Conference of State Legislatures

Panel Experts:

- The Honorable Thomas McGee, State Senator, Commonwealth of Massachusetts and Chair, Joint Committee on Transportation
- The Honorable D. Scott Dibble, State Senator, State of Minnesota and Chair, Transportation and Public Safety Committee
- Mark Fisher, Vice President, Government Relations and Policy Development, Indy Chamber

11:45 a.m.-12:30 p.m.

Short break and lunch is served

12:30-1:30 p.m.

Lunch continues with a local welcome: The Denver Story

Lessons learned from the Denver region's success in raising local funding for transportation and transit expansion

Moderator: The Honorable Jim Gunning, Mayor, City of Lone Tree, CO

Panel Experts:

- The Honorable Max Tyler, State Representative, State of Colorado and Chair, Transportation & Energy Committee
- The Honorable Patricia Cronenberger, former Mayor and Councilmember, City of Littleton, CO
- Kelly Brough, President and CEO, Denver Chamber of Commerce
- Bill Van Meter, Assistant General Manager, Denver RTD
- Dace West, Director, Mile High Connects

1:30-2:00 p.m.

Looking Ahead to 2015: A Menu of Innovative State Policies

An overview of innovative mechanisms that raise transportation funding and empower local governments and local leaders.

T4A Presenters: The Honorable John Robert Smith, Chairman and James Corless, Director

2:00-2:15 p.m.

Short break

2:15-5:00 p.m.

Getting Smart on State Policy & Legislation - breakout sessions

A round robin of three break-out sessions that will allow participants a deep dive on innovative policies. You can choose from:

- Increasing and/or indexing state gasoline taxes
 - Resident Expert: Kristina Egan, Executive Director, Transportation for Massachusetts
- Local option transportation tax measures for cities and counties
 - Resident Expert: Rob MacDonald, Executive Director, Pikes Peak Area Council of Governments
- Innovative financing mechanisms – PPPs, etc.
 - Resident Expert: Marla Lien, General Counsel, Denver RTD
- Competitive infrastructure funds and state infrastructure banks
 - Resident Experts: Jack Macheck, President & CEO, 10,000 Friends of PA and Joe McAndrew, Deputy Policy Director, Transportation for America
- Value capture to finance public transportation
 - Resident Expert: Bill Sirois, Senior Manager, Denver RTD
- Performance measures & project selection criteria to increase transparency
 - Resident Experts: Beth Osborne, Senior Policy Advisor, Transportation for America and former Acting Assistant Secretary for Transportation Policy, U.S. Department of Transportation and Roger Millar, Vice President, Smart Growth America's Leadership Institute

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5:00-5:30 p.m.	<ul style="list-style-type: none"> ● Road usage charge or vehicle miles traveled (VMT) fee pilot programs <ul style="list-style-type: none"> ○ Resident Expert: James Whitty, Manager, Office of Innovative Partnerships and Alternative Funding Manager, Oregon Department of Transportation
6:00 - 6:30 p.m.	<p>Concluding remarks</p> <p>Geoff Anderson, President and CEO, Smart Growth America</p>
6:45 p.m.	<p>Optional tour of Denver Union Station - *RSVP required*</p> <p>T4A staff point of contact: Alicia Orosco, alicia.orosco@t4america.org</p>
6:45 p.m.	<p>Capital Ideas reception</p> <p>Original Colorado Tavern (Ballpark location) 1949 Market St Denver, CO 80202</p>

FRIDAY, NOVEMBER 14

9:00-10:30 a.m.	<p>Developing a Winning Message</p> <p>Which messages resonate when trying to raise new transportation funding? Is the public always opposed to new tax increases?</p> <p><i>Moderator:</i> David Goldberg, VP of Strategy and External Affairs, Smart Growth America</p> <p><i>Panel Experts:</i></p> <ul style="list-style-type: none"> ● Lori Weigel, Partner, Public Opinion Strategies ● Maria Garcia Berry, CEO, CRL Associates ● Steven Higashide, Program Analyst, Transit Center
10:30 a.m.-12:00 p.m.	<p>Campaign strategies – breakout sessions</p> <p>A round robin of two break-out sessions that allow participants a deep dive on effective campaign tactics. You can choose from:</p> <ul style="list-style-type: none"> ● Finding and cultivating state legislators as champions <ul style="list-style-type: none"> ○ Sean Slone, Program Manager for Transportation Policy, The Council of State Governments ● Overcoming opposition – the tea party and beyond <ul style="list-style-type: none"> ○ Eric Davis, Chief of Staff, Minnesota Department of Transportation ● Effective communications strategies <ul style="list-style-type: none"> ○ Lori Weigel, Partner, Public Opinion Strategies ● Campaign fundraising <ul style="list-style-type: none"> ○ Andrew Austin, Policy Director, Transportation Choices Coalition and Robert Medler, VP of Government Affairs, Tucson Metro Chamber

12:00 - 12:15 p.m.

Short break

12:15-12:45 p.m.

Networking lunch

A new national network of state transportation campaigns. How Transportation for America can aid your work on state legislation in 2015-16

- T4A Presenters: James Corless, Director and Erika Young, Director of Strategic Partnerships

12:45-2:00 p.m.

Building a Winning Coalition: Panel discussion

Lessons learned from building big tents to pass transportation legislation – how can business, labor, elected, equity and environmental interests work together?

Moderator: The Honorable John Robert Smith, Chairman, Transportation for America and former Mayor, City of Meridian, Mississippi

Panel Experts:

- Janet Kavinoky, Executive Director, Transportation and Infrastructure, U.S. Chamber of Commerce
- Rose Windmiller, Assistant Vice Chancellor for Government & Community Relations, Washington University in St. Louis
- Jack Machek, President & CEO, 10,000 Friends of PA
- Randy Tucker, Legislative Affairs Manager, Metro

2:00-2:30 p.m.

Closing remarks

James Corless, Director, Transportation for America

2:30 p.m.

Meeting concludes

Thank you for participating in Capital Ideas!

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