

TRANSIT

••• for Austin •••





History – Started in Fall of 2018

- October 2018 - InterCity Visit with the Austin Chamber to Atlanta and meeting with the Mayor about the failed campaign (the idea was born)
 - Purpose
 - Develop leadership that will lead the campaign
 - Create a coalition of supporters that can assist with the study and the campaign
 - Provide community research to assist with decision making
- January 2019
 - Set up a non-profit through Community Foundations
 - began fundraising
 - selected a chair and two board members



History – Leadership Outreach

- June 2019: Poll conducted to provide information for elected officials and community leaders
- July/August 2019
 - Visits to other cities including Los Angeles, Seattle, Indianapolis, Denver, Houston
 - Members of the Capital Metro Board, City of Austin Council, business leaders, City Manager and Assistant City Manager, state leaders (Senator Kirk Watson and Representative Celia Israel)
- September 2019
 - The Gang - leaders we identified assisted in leading the effort
- Focus Groups: March 2019 (Central City, Under 40, Southwest Austin, Latinos) – to inform a poll



Coalition – July 2019

- Began to build a broad coalition
 - Business Community
 - Environmental Community
 - Equity Community
 - Labor Community
- Difficult at first to get them to sign-on
 - we did not know what was on the ballot
 - we did not advocate for anything but Transit for Austin
- Built a coalition
 - 3,000 emails
 - 60+ organizations by Election Day





Coalition Launched: September 2019

- Monthly meetings
- Speakers
- Public Comment
- Email blasts
- Social media posts
 - Congratulating Capital Metro
 - Encouraging participation
 - Transit for Austin
- Developed calendar of activities





Diverse Coalition

- ADAPT of Texas, Austin Chapter
- Austin Area Urban League
- Austin Board of Realtors
- Austin Chamber of Commerce
- Austin Council of PTAs (ACPTA)
- Austin LGBT Chamber
- Austin Parks Foundation
- Austin Tech Alliance
- Austin Young Chamber
- Ballet Austin
- Bike Austin
- Central Texas Building Trades Council
- Central Texas Families for Safe Streets
- Clean Water Action
- Congress for New Urbanism, Central Texas Chapter
- Downtown Austin Alliance
- Environment Texas
- Greater Austin Asian Chamber of Commerce
- Greater Austin Black Chamber of Commerce
- Environment Texas
- Greater Austin Asian Chamber of Commerce
- Greater Austin Black Chamber of Commerce
- Greater Austin Hispanic Chamber of Commerce
- Habitat for Humanity
- Hill Country Conservancy
- HousingWorks
- LIUNA Local 1095
- NAACP, Austin Chapter
- Real Estate Council of Austin
- Sierra Club
- Southwest Laborers District Council (SWLDC)
- UA Plumbers & Pipefitters Local 286
- West Campus Neighborhood Association
- Women's Transportation Seminar, Heart of Texas Chapter



Community Research

- Conducted surveys to determine success
 - June 2019
 - January 2020
 - July 2020
 - September 2020
- Asked questions
 - Desire for larger or smaller system
 - Governance
 - Bond versus permanent tax
 - Messaging
 - Effects of COVID-19





Fundraising

- We raised \$786,000
 - One staff person
 - Website
 - Social media posts
 - Research
 - Focused on Education and Participation
- Campaign Kicked off August 2020
 - Continued during the election but took a step back
 - Kept the coalition meetings and email blast going

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Fundraising

- The PAC raised \$1,514,000
 - Donations from across the city
 - Digital Advertising
 - Television
 - Direct Mail
 - Research
 - Phone Calls, Texting, Literature Drops (limited canvassing)
 - Print advertising in weekly and small newspapers

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Research and COVID

- Continued Polling including message testing
- Developed transit voter model with Clarity Labs
 - Transit model allowed us to target voters who might not have been in initial universe
 - Used for digital advertising, direct mail, text messages, phone calls
- Difficult to canvass with covid
 - More phones and texts
 - Literature drops
 - Targeted canvassing with PPE and distance at the doors

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Community Support

- Built off the success of Transit for Austin
 - Strong community support
 - Third party groups helped amplify our message (Los Verdes, Austin Justice Coalition, Democratic Party, Democratic Clubs, Sierra Club)
 - Elected Officials
- Strong messages – built from community conversations (based on research)
 - Buy in from groups especially in social justice community
 - Development of the plan
 - One on one meetings in underserved communities proving benefits of the plan – moved people to supporting in the community

TRANSIT NOW Collateral

- [Video for Digital and Television](#)
- Direct Mail