

RESOLUTION NO. 2002 – 13

AUTHORIZING PAYMENT TO THE AMERICAN PUBLIC TRANSPORTATION ASSOCIATION TO SUPPORT THE PARTNERSHIP FOR TOMORROW INITIATIVE FOR A PERIOD OF FIVE YEARS AT AN ANNUAL PRICE OF \$75,000.00 (GENERAL FUND – MARKETING & COMMUNICATIONS DEPARTMENT BUDGET)

WHEREAS, the Public Transportation Partnership for Tomorrow (PT2) is a nationwide education and outreach initiative designed to build support for public transportation among the public and local, state and federal officials in order to positively impact funding decisions; and

WHEREAS, the Greater Cleveland Regional Transit Authority, as a member of the American Public Transportation Association, has agreed to support this initiative for a period of five years at an annual contribution of \$75,000.00 for a total amount of \$375,000.00.

NOW, THEREFORE BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

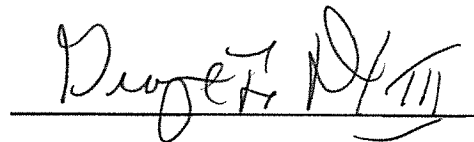
Section 1. That the General Manager be, and he hereby is authorized to enter into an agreement with the American Public Transportation Authority to pay the contribution necessary to support the Partnership for Tomorrow initiative at an annual price of seventy five thousand and 00/100 dollars (\$75,000.00).

Section 2. That said agreement shall be payable out of the General Fund, Marketing & Communications Department Budget for a total price of three hundred seventy five thousand and 00/100 dollars (\$375,000.00), payable in annual installments of seventy five thousand and 00/100 dollars (\$75,000.00).

Section 3. That said agreement shall be binding upon and an obligation of the Authority contingent upon appropriations for future years.

Section 4. That this resolution shall become effective immediately upon its adoption.

Adopted: January 15, 2002



Attest: 
CEO, General Manager/Secretary-Treasurer




Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION: AUTHORIZING PAYMENT TO THE AMERICAN PUBLIC TRANSPORTATION ASSOCIATION TO SUPPORT THE PARTNERSHIP FOR TOMORROW INITIATIVE FOR A PERIOD OF FIVE YEARS AT ANNUAL PRICE OF \$75,000.00 (GENERAL FUND – MARKETING & COMMUNICATIONS DEPARTMENT BUDGET)	Resolution No.: 2002-13
	Date: December 12, 2001
	Initiator: Marketing Department
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 PURPOSE/SCOPE: This action will allow the Authority to pay an annual contribution to the American Public Transportation Association to support the Partnership for Tomorrow initiative for a period of five years.
- 2.0 DESCRIPTION/JUSTIFICATION: The Public Transportation Partnership for Tomorrow is a nationwide education and outreach initiative designed to build support for public transportation. The program's main goals are to improve perceptions of the value and benefits of public transportation, increase federal funding and to increase support for public transportation at the state and local levels. To achieve these goals, they will utilize policy research, advocacy and coalition building, local toolkits for education and outreach, communications, advertising geared to activists and opinion leaders and enhanced efforts to educate Congress and the new Administration.
- 3.0 PROCUREMENT BACKGROUND: Does not apply.
- 4.0 POLICY IMPACT: Does not apply.
- 5.0 ECONOMIC IMPACT: This procurement will be funded through the Authority's General Fund, Marketing & Communications Department budget for an annual price of seventy five thousand and 00/100 dollars (\$75,000.00) for a total price of three hundred seventy five thousand and 00/100 dollars (\$375,000.00), contingent upon appropriations for future years..
- 6.0 ALTERNATIVES: Reject this resolution. Rejection of this resolution would not allow the GCRTA to participate in the Partnership for Tomorrow initiative, jeopardizing its relationship with APTA.
- 7.0 RECOMMENDATION: It is recommended that the Board adopt this resolution as proposed.
- 8.0 ATTACHMENTS: None.

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.



 CEO, General Manager/Secretary-Treasurer



American Public Transportation Association Public Transportation Partnership for Tomorrow

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Education, Outreach and Investment

The Public Transportation Partnership for Tomorrow (PT)² is a nationwide education and outreach initiative designed to build support for public transportation among the public and local, state and federal officials in order to positively impact funding decisions.

Introduction

Public Transportation is undergoing a resurgence—ridership and federal funding are currently at all-time highs.

Throughout the country, improvements are being made in service and in expanding public transportation options. These improvements and increased investment have resulted in the highest ridership in more than 40 years.

But more needs to be done. Despite the great progress that has been made, the public and decisionmakers' perceptions of public transportation has not kept pace with the improvements.

If public transportation is going to play its important role in helping communities improve mobility, reduce congestion and improve the quality of life of its citizens, private citizens and elected officials need to be educated that public transportation is about people, and building stronger communities.

Public transportation must be seen as a critical element of the fabric of every community. The industry must begin to convey public transportation's significance, value and benefits of opportunity, access, freedom and mobility *now* to Americans - political leaders and private citizens alike.

Failure by the American public to fully recognize the value and benefits of public transportation, necessitates the need to develop a positive environment and a strong prepublic transportation sentiment if a vital, energetic, and wellfunded transportation industry is to be secured in the 21st century.

With this in mind, the industry is undertaking the Public Transportation Partnership for Tomorrow. (PT)² is a nationwide education and outreach initiative designed to build support for public transportation among the public and local, state and federal officials in order to positively impact funding decisions.

The program has four goals:

Improve perceptions of the value and benefits of public transportation

Increase appreciation for public transportation's contributions to communities

Increase federal funding for public transportation

Increase support for public transportation at the state and local levels.

Increased Investment

TEA 21, the historic landmark legislation, passed in 1998, authorized higher levels of federal funding for public transportation improvement than any other law. TEA 21 is providing 40% more dollars for public transportation and an estimated \$60 billion worth of projects will be completed under this six year legislation.

This is only a start. More investment is needed nationally and locally

In fiscal year 2001, the federal government provided \$6.3 billion for public transportation. But more is needed. According to

estimates by the U.S. Department of Transportation, public transit needs a \$17 billion investment annually just to maintain and improve the infrastructure. Many communities throughout the country are feeling the crunch in serving the growing number of riders due to capacity constraints. Investment is needed to expand services to continue to carry more people.

The momentum of TEA-21 must be sustained. To compete for limited federal funds and take public transportation to the next level, the industry must continue to work together. With one strong, united voice, the industry must continually seek support from members of Congress and the Administration, those with and those without public transportation in their communities and from private citizens, those who are riders and those who are not.

Education, Outreach And Investment

In response to the dual challenges of increased advocacy and image improvement, the public transportation industry began systematically investigating and developing effective solutions.

This process began with the creation of a new Strategic Plan designed to position the American Public Transportation Association (APTA) as the leader in advancing public transportation on behalf of its members and the public. The Plan sets advocacy for and image-building of public transportation as among APTA's most important objectives.

The Public Transportation Partnership for Tomorrow is a major element of the Plan. Entitled, *Public Transportation Partnership for Tomorrow*, this plan will focus on building support for public transportation among *riders and nonriders*. Doing so will create a bond between the industry and the public, provide a foundation for increased federal, state and local support.

The Program was developed based on solid research. The Transit Cooperative Research Program, TCRP Report 63: *Enhancing the Image and Visibility of Public Transit in the United States* identified target audiences and determined message strategies that will have the greatest impact.

The findings of the national research indicated that public transportation does indeed have a powerful message to convey: one of *community benefit built on personal opportunity*. The opportunities provided by *choice, access and freedom/mobility* can enable everyone in the community to accomplish what is important to them, making the community stronger and more vibrant. This message proved the strongest in all regions of the country.

This research also defined a key target audience for public transportation: a segment of the American population defined as Activists and Opinion Leaders. This group, representing 1 in 5 of all Americans, has the ability to shape public opinion and will advocate for causes they deem important. If activists and opinion leaders believe public transportation is beneficial for individuals and communities, then gaining greater support for investment and policy initiatives becomes more likely. The education and outreach program will target those who currently feel apathetic about public transportation and who, research shows, can be converted to supporters of the industry. Therefore, they are the target audience to whom the contributions of public transportation must be conveyed and conveyed now.

The program has six components:

- **Policy Research**
- **Advocacy and Coalition Building**
- **Local Toolkits for education and outreach**
- **Enhanced efforts to educate Congress and the new Administration**
- **Communications**
- **Advertising geared to activists and opinion leaders**

Policy Research

A strong base of information and policy research will be developed to provide compelling statistics and facts to make the public transportation case to Congress as well as generate news stories.

Advocacy and Coalition Building

This key strategy would include mobilizing local transit coalitions into a national transit reauthorization coalition and collaborating with other important interest groups to build support among key constituencies. Efforts would also focus on building coalitions among transportation interest groups, primarily located in Washington, DC.

Local Toolkits

The toolkits will provide marketing and communication materials to increase awareness and build support at the state and local levels based on the specific market needs and legislative issues. The kits will include television, radio and print advertisements that can be used by the local systems as well as recommendations on the most effective strategies to use locally. They will also include press releases and strategies for local advocacy. The goal of the kit is to extend the overall impact of the program and enhance the effectiveness of the national effort.

Enhanced Education

Enhanced education for members of Congress and the new Administration has already begun with APTA staff meeting with key new elected officials and will intensify as the policy directions for Reauthorization and the legislation begins to take shape.

Communications

A full-fledged communications program will be undertaken to promote the benefits of public transportation. This would include national newspaper syndication of protransit articles and commentaries, radio media tours, editorial board meetings as well as media events in Washington, DC and other key Congressional districts.

National Advertising

Since demographics indicate that the program's target audience is evenly dispersed across the country, national advertising will be developed to create a propublic transportation environment nationwide. The national awareness program will utilize a wide array of cost-efficient media to motivate interest and action on the topic of public transportation among stakeholders, including:

- o Network cable television

Selected cable networks such as *Fox News Channel/CNN*, *CNBC*, and the *History Channel* that rank highest among Opinion Leaders will be utilized

- o National magazines

Selected magazines, such as *Money*, *Time* and *Smithsonian* that have the largest concentration of Opinion Leaders as readers will be targeted

These marketing efforts will spread an extensive visual message among the target audience to increase the number of positive mentions of public transportation in print and electronic media; thereby creating a bond between public transportation and the value and benefits of freedom, choice, access and mobility it provides to communities.

Keeping Public Transportation On The MAP

With a well-developed plan in place that will guide its members, the public transportation industry is now prepared to embark on an ambitious national perception-changing initiative that will ensure that public transportation will not just survive, but thrive and prosper in the 21st century.

The *Public Transportation Partnership for Tomorrow* is without a doubt the most ambitious united pro-active program ever undertaken by the industry. The Program will begin in the Fall of 2001 and continue it for a minimum period of five years.

The *Public Transportation Partnership for Tomorrow* is an opportunity to help shape the future of public transportation.