## Conference Overview & Welcome

9:00-9:15 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

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

10:30 - 11:45 a.m.

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 Machek, 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

*(cont’d next page)*
### AGENDA

**CAPITAL IDEAS: Raising Money for Transportation through Innovative State Legislation**

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| 5:00-5:30 p.m. | Concluding remarks
Geoff Anderson, President and CEO, Smart Growth America |
| 6:00 - 6:30 p.m. | Optional tour of Denver Union Station - *RSVP required*
T4A staff point of contact: Alicia Orosco, alicia.orosco@t4america.org |
| 6:45 p.m. | Capital Ideas reception
Original Colorado Tavern (Ballpark location)
1949 Market St
Denver, CO 80202 |

**FRIDAY, NOVEMBER 14**

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| 9:00-10:30 a.m. | Developing a Winning Message
Which messages resonate when trying to raise new transportation funding? Is the public always opposed to new tax increases?
**Moderator:** David Goldberg, VP of Strategy and External Affairs, Smart Growth America |
**Panel Experts:**
- 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. | Campaign strategies – breakout sessions
A round robin of two break-out sessions that allow participants a deep dive on effective campaign tactics. You can choose from:
- Finding and cultivating state legislators as champions
  - Sean Slone, Program Manager for Transportation Policy, The Council of State Governments
- Overcoming opposition – the tea party and beyond
  - Eric Davis, Chief of Staff, Minnesota Department of Transportation
- Effective communications strategies
  - Lori Weigel, Partner, Public Opinion Strategies
- Campaign fundraising
  - Andrew Austin, Policy Director, Transportation Choices Coalition and Robert Medler, VP of Government Affairs, Tucson Metro Chamber |
AGENDA

CAPITAL IDEAS: Raising Money for Transportation through Innovative State Legislation

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!

This event supported by our promotional partners