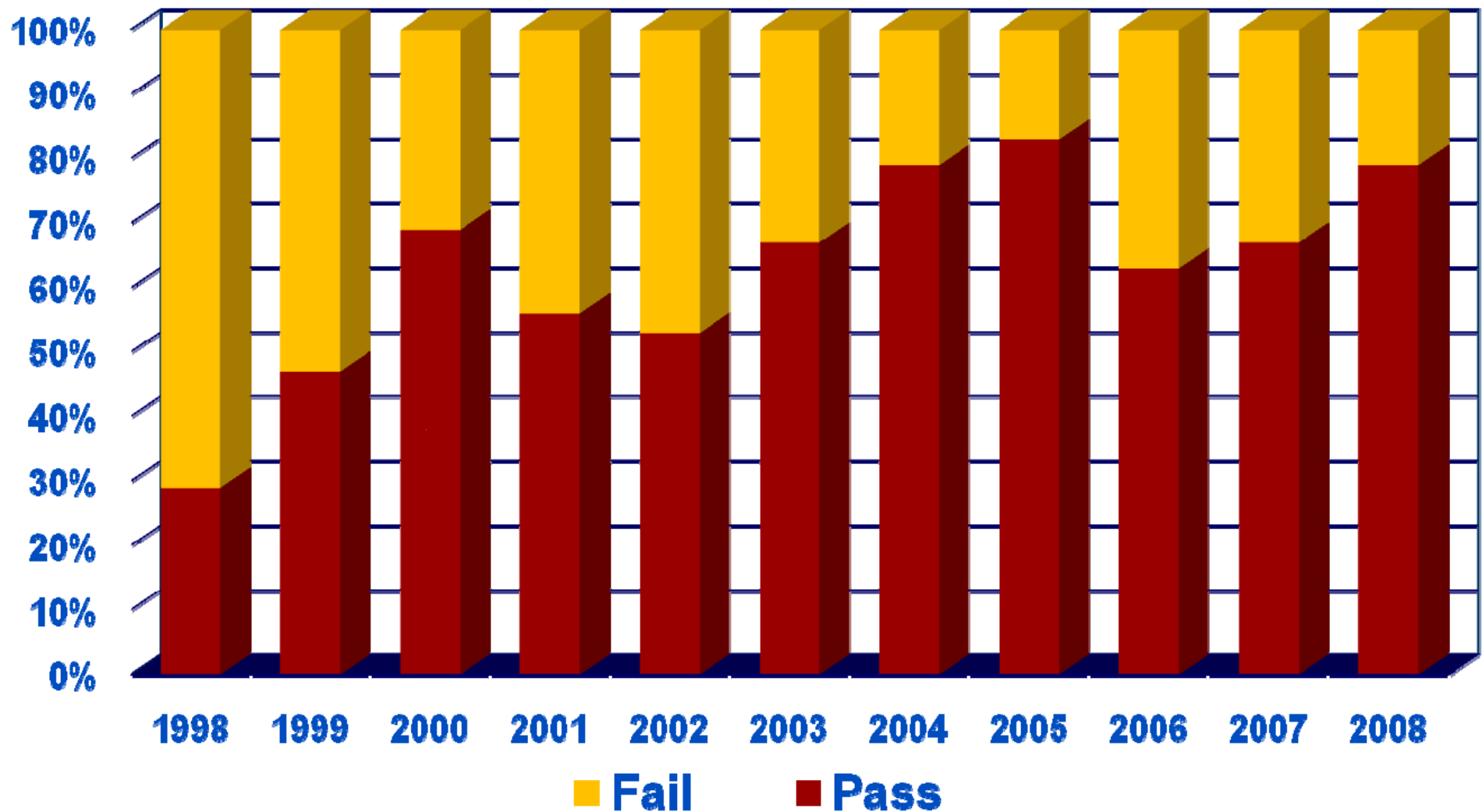


National Election Overview

Alan C. Wulkan
Managing Partner



National Election Results



Source: Center for Transportation Excellence

November 2008

- ▶ Voters approved more than \$75 billion in funding for transportation
 - 32 transportation measures on ballots cross the country
 - More than 70% of measures were approved in favor of transportation

Keys to Success

- ▶ Identify Issue(s)
- ▶ Identify Champions
- ▶ Utilize Professional Campaign Management
- ▶ Fundraise Early
- ▶ Mobilize Grassroots Support
- ▶ Design Winning Advertising Campaign
- ▶ Reserve T.V. and Radio Time

Champions

- ▶ Recognized Household Name
- ▶ No Political Interest
- ▶ Time Commitment
- ▶ Examples
 - Former Mayor - Austin, Texas
 - Chamber Leaders - Tempe, Arizona
 - Former City Council - Tempe, Arizona
 - Radio Station Owner - Dade County, Florida

Campaign Management

- ▶ Local vs. National
- ▶ Get the Best Available
- ▶ Listen to the Consultant
- ▶ Campaign Experience
- ▶ Realistic Budget
- ▶ Campaign Strategy Critical

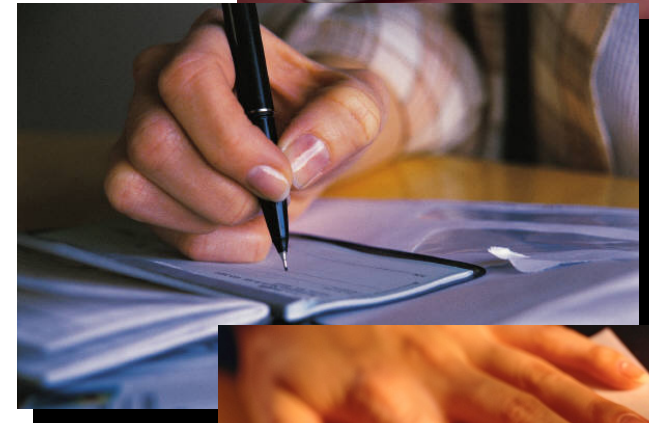
Grassroots

- ▶ Business Community
- ▶ Neighborhood Groups
- ▶ Community Organizations:
 - League of Women Voters
 - Service organizations
 - Professional trade associations
- ▶ Speakers Bureau
- ▶ Diverse Support



Fundraising

- ▶ Broad-based Finance Committee
- ▶ Realistic Budget
- ▶ Money Comes Late
- ▶ Big and Small Contributions
- ▶ Know the Law



Lessons Learned

- ▶ Answer “What’s in it for me?”
- ▶ Keys to Success are Important
 - Champions
 - Professional Campaign Management
 - Financing
 - Grassroots Support
- ▶ Timing is Critical
- ▶ Stay on Message
- ▶ Listen to Polling Results
- ▶ Community-based Plan Critical to Success

