

CAST Presentation



**San Miguel Authority for Regional
Transportation**

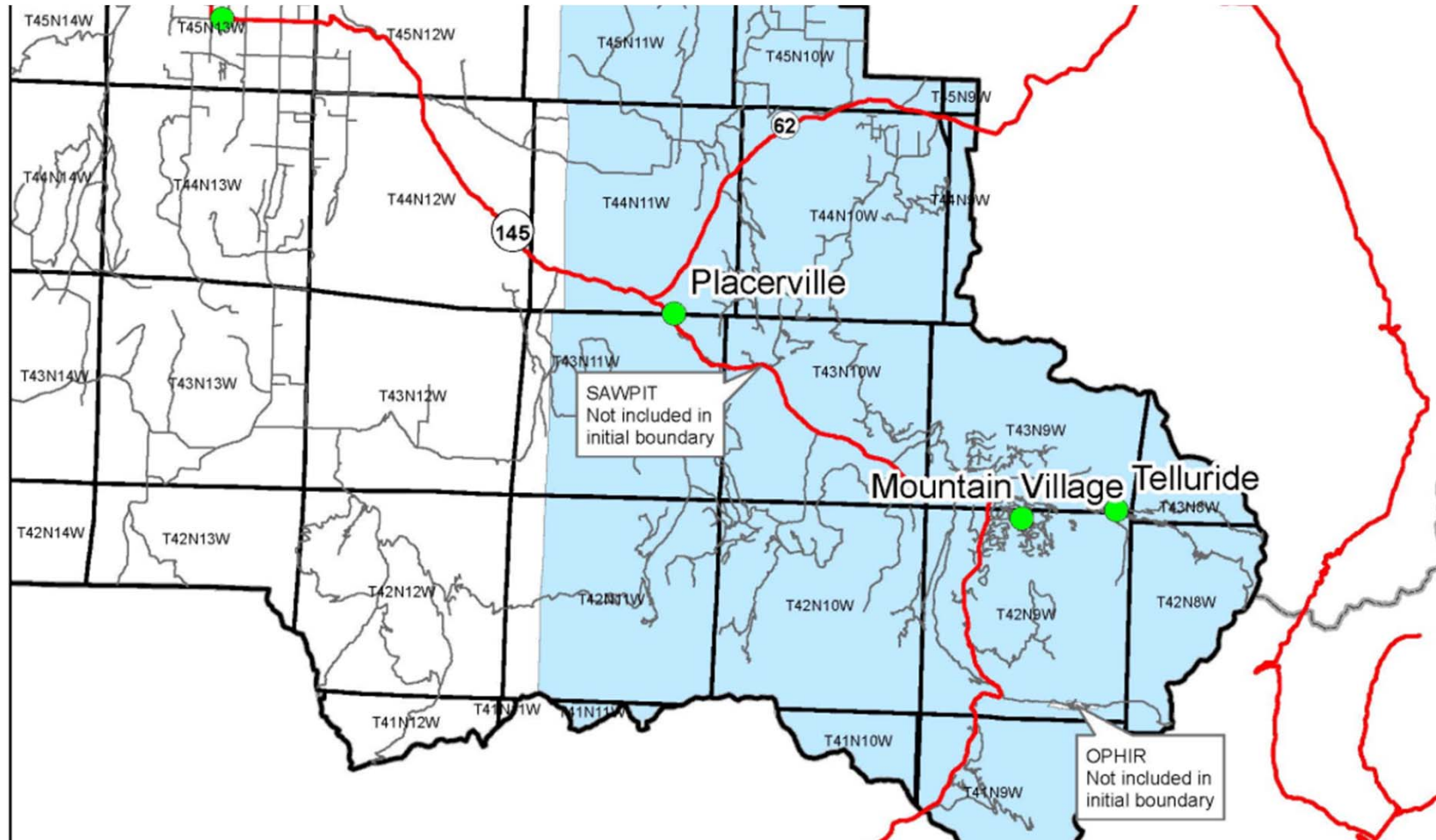
Election Strategy

Formed citizens' committee

Engaged public

- Newspaper advertising
- Forums
- Radio interviews
- Social media
- And lots and lots and lots of conversations

SMART District Boundaries



How SMART was presented to the voters...

- Bring public transit providers together for coordinated planning and implementation.
- Provide regional transit for commuters with permanent designated funding.
- Expand local ability to obtain state and federal transportation grants.
- Provide a regionally coordinated transit system
- Reduce traffic & parking needs.
- Reduce greenhouse gas emissions
- Provide reasonable level and equitable means of taxation

Social Media - Video



Election Results

To the surprise of some: It worked!

TELLURIDE DAILY PLANET

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Don't quote me but...

...you could use these clic on Friday

TRANSPORTATION

SMART board gets down to work

By JUSTIN CRIADO
Senior Staff Writer

The San Miguel Authority for Regional Transportation board met for the first time Tuesday afternoon in Telluride.

The SMART ballot issue passed Nov. 8 with more than 80 percent of the vote from Telluride, Mountain Village and unincorporated San Miguel County agreeing to sales and property taxes to fund the new venture.

New transit authority meets for first time

The revenue approval paves the way for enhanced public transportation throughout the county, which will allow more workers who live in other locales to commute to and from Telluride more easily.

The first order of business for the newly minted board was to

elect board officers.

Mountain Village Councilwoman Laila Benitez was appointed board chair, while County Commissioner Joan May was selected as vice chair. Telluride Councilman Todd Brown will serve as secretary and treasurer.

"Now I officially turn the

meeting over to you," Brown said to Benitez after she was named board chair.

The board consists of officials from Mountain Village, Telluride and other parts of the county.

The meeting consisted of several housekeeping items regarding the formation of a new transit authority, including reviewing and considering by-laws,

See **TRANSIT**, Page 8

What we accomplished the 1st Year

- Adopted IGA between 3 regional governments establishing RTA
- Seated 1st Board
- Adopted By Laws
- Established and convened Community Advisory Committee and Administrative Advisory Committee
- Hired attorney and accounting firm
- Wrote and adopted policies (Conflict of Interest, Procurement Manual, Employee Manual)
- Created a strategic plan for 1st year
- Created a logo
- Designed website
- Located and set up an office
- Held 7 community meetings for input
- Negotiated and adopted 3 service IGAs with local governments to take over bus and shuttle routes
- Added night and weekend service to Lawson Hill
- Created a new southern route (and bought a van)
- Hired an Exec. Director
- Designing intercept lot with SMC
- Prepared and adopted 2018 budget

1st Year Lessons Learned

- 1. Running government is different than setting up government
- 2. It's going to take longer than you think to hire an ED
- 3. Use your mentors and others who have experience with RTA/transit
- 4. Make sure public understands difference between District boundaries and Service boundaries
- 5. Communicate regularly, often, even if you are not providing service yet
- 6. Make visible increases in service as soon as possible, but make sure they are well-thought out
- 7. Hold community meetings throughout service area
- 8. Make sure level of funding is appropriate, and know that there may be changes needed
- 9. Relationship between organization and jurisdictions may change
- 10. Be prepared to do many things you didn't think you would ever do



Questions?

