

**Smart Growth
America**

Better Choices For Our Communities

Elements of a Campaign

Electoral Campaign

- Specific goal
- Time limited
- Victory

Situation Analysis

- internal
- external

SMART
campaign goal

Specific

Measurable

Achievable

Realistic

Time-bound

**Not SMART: Create
support for transit in
Louisiana**

SMART: generate \$200 million per year for transit in Louisiana through a 1% sales tax increase by Dec. 2012

Primary target(s)

Secondary target

Strategies



Tactics



Activities

Timeline and responsibilities

Campaign structure and operations

Campaign budget

Case Studies: Successful Campaigns

Denver, CO – FasTracks, 2004



Proposal to increase
sales and use tax by
0.4% (to a total of 1%)
to be used for transit

Successful because:

- lots of fundraising
 - key ad buys
 - broad coalition
- strategic and widespread

Lexington, KY - LexTran, 2004

Transit Authority of LFUCG and Lexington, KY



A tax levy of 6 cents
per \$100 of
assessed property
value

Successful because:

- broad coalition
- door-to-door contact
- fundraising
- appropriate communications