Public Policy Development on Funding for ITSP

Task Order 06 Scope of Work

Background

The Integrated Transportation Systems Plan (ITSP) is recommending an array of alternatives that would help meet the goals of the Roaring Fork Valley community over the next 20 years. Stage IV of the ITSP project will examine potential funding/financing solutions that would be necessary to implement the recommended alternatives. One such funding mechanism would be a property tax increase.

Task Order 05, conducted by Bill Ray of WR Communications, administered a stakeholder survey by telephone and determined a property tax mechanism is feasible. This current Task Order will develop, conduct, and analyze a baseline poll that will sample 400 stakeholders with 40 questions to help guide RFTA and the RFTA Board of Directors if they should include a property tax question on the 2018 ballot and what improvements should be part of the ballot question.

Task 1. Project Initiation and On-Going Management -Estimated Cost $8,900

The purpose of this task is to initiate the work and then manage the budget, schedule and resources throughout the duration of the work.

Parsons and WR Communications will have an initial kick-off meeting with RFTA to guide the direction of the baseline survey.

This task will incorporate all hours necessary to complete the on-going management of the task order, including administration tasks, for the full ten months anticipated.

Deliverables for Task 1 are as follows:

A. Project Kick-off Meeting Agenda and Minutes; PDF version

Task 2. Draft Baseline Poll – Estimated Cost $30,700

WR Communications will develop a draft of the 40-questions baseline poll, the targeted geographic areas and demographics (if any) of the survey, and the targeted number of completed surveys, and provide one round of revisions based on comments received from the RFTA board, RFTA staff, and input from Parsons staff.

The process for the survey will be to use automated dialing with a pre-recorded survey. The survey will have 40 substantive questions, including 2 open ended questions, related to RFTA and transportation issues in the RFTA area. The universe for the survey will be RFTA-eligible voters with landline and cell

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phones. That number currently is 11,431 unique landline phone numbers and an additional 9,900 cell phones for RFTA voters. The purpose of this survey is to get a statistically reliable prediction of the elections results.

Additionally, WR Communications will continue to meet with business and community leaders and elected officials during this task, as approved by RFTA. He will attend the RFTA board meetings and assist with policy development, including fiscal impacts. Bill will develop a tracking database of key influencers, media, etc. and support public relations and other communications efforts with preliminary public materials and talking points.

The input and results from these efforts will and the draft baseline poll will be compiled into a Progress Report to be presented to RFTA to decide whether to move to Task 3. The timing for this task is anticipated to run from October 15, 2017 to December 31, 2017

Deliverables for Task 2 are as follows:

A. Progress report including draft baseline poll.

Task 3. Execute Baseline Poll – Estimate Cost $30,000

This task will be conducted by a third party who will use the poll developed in Task 2 to survey 400 stakeholders blended between landline, cell, and online.

Deliverables for Task 3 are as follows:
None

Task 4. Summarize poll and presentation to RFTA Board – Estimated Cost $34,200

WR Communications will analyze and summarize the results of the poll, including the regions and demographics targeted and the number of responses total and by targeted areas, and prepare a presentation to the RFTA Board (anticipated at the March Board meeting) to communicate the summarized results. The presentation will also include the results of the stakeholder conversations, if appropriate, and contain a discussion of potential next steps and timing of events that would lead to a ballot question, if deemed feasible. Parsons staff will review the presentation prior to submitting to RFTA.

This task also includes developing massaging, key audiences and public outreach plan including finalizing public materials and talking points. WR Communications will continue meetings with key community leaders and can present the polling results to key groups if requested by RFTA. Branding

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communications and an outreach campaign (begin public outreach media and community meetings/engagement and launch coalition development) will be included in this task as well as any public relation and communications support that is needed. The timing for this task is anticipated to run from January 1, 2018 to March 31, 2018. **The results from these efforts will and the will be compiled into a Progress Report to be presented to RFTA to decide whether to move to Task 5.**

Deliverables for Task 4 are as follows:

B. Power Point Presentation to RFTA Board
C. Progress report summarizing results of this task

Task 5. Refine Policy Measure – Estimated Cost $50,500

WR Communications will continue the public outreach campaign from the previous tasks and develop and refine the policy measure. Additionally, a "brushfire" poll will be created and conducted to recheck the public support. A 20-questions, including one open ended question, survey will be conducted via landline, cell, and online to 400 stakeholders. The survey will be used as a type of focus group exercise, by casting a broad net and then tabulating the input from the responses to act as a snapshot of the community's mind related to a property tax for RFTA. Results from the survey is anticipated to be presented at the August RFTA Board meeting.

This task also includes tracking other political/tax issues that might impact RFTA and transitioning RFTA to post-referral campaign. The timing for this task is anticipated to run from April 1, 2018 to August 31, 2018.

Deliverables for Task 5 are as follows:

D. Survey questions
E. Power Point presentation to RFTA board summarizing survey results

Task 6. Close Out of Task Order 06 – Estimated Cost $1000

The purpose of this task is to close out the work. Parsons will populate the project deliverables checklist to ensure all deliverables were submitted to RFTA. Parsons will also provide final invoicing for Task Order 06.

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Deliverables for Task 6 are as follows:

F. Final Invoice for Task Order 06; PDF version

G. Populated Project Deliverables Checklist; PDF version

Total Cost of Task Order - $155,300