MOVE FORWARD

How Hamilton County Passed a Transportation Levy in the Midst of a Pandemic

SORTA Today

Major challenges to operating a transit system that meets the needs of the community

JOB ACCESS

Only 22.5% of jobs on average in our region are accessible by a 90-min. bus commute

22.5%

UNSUSTAINABLE

$165M deficit over the next 10 years due to their unsustainable funding model

HUB AND SPOKE

SORTA's hub-and-spoke model means long trip times and transfers downtown

The State of Local Infrastructure

Our local infrastructure is in desperate need of investment

CRUMBLING BRIDGES

38 functionally obsolete or structurally deficient bridges in Hamilton County, including the Western Hills Viaduct

NEEDED ROAD REPAIRS

Nearly 1000 lane miles in Cincinnati and half of County-maintained roads rated fair or worse

INCREASING COSTS

The cost to resurface streets has increased by more than 60% in the last four years

The Opportunity

Two elections, the first to repeal the City's earnings tax dedicated to transit, contingent on the second, to replace it with a 0.8% sales tax in Hamilton County to reinvest in our transportation system.

$130M Per Year

$100M Per Year (75%)

Fully funding the Reinventing Metro bus plan

$30M Per Year (25%)

New funding for local infrastructure

The Reinventing Metro Plan

Three areas of improvement to make using Metro a more practical option:

FREQUENCY

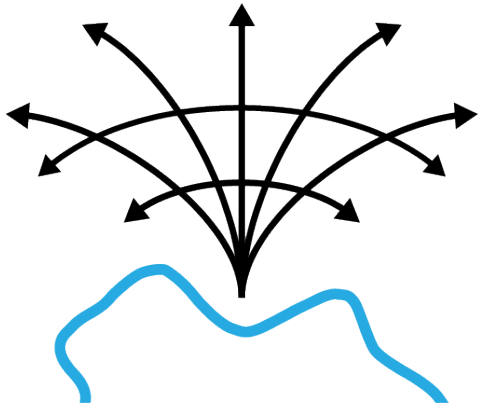
Wait time between buses

Priority: Shorter waits, dependable service

SPAN

How long buses run each day

Priority: Covering shift work



TRIP TIME

Time on the bus

Priority: Faster trip times

The Reinventing Metro Plan Service Improvements

Financially sustainable (addresses projected operating & capital deficits)	✓
26 Routes with more frequent service	✓
18 Routes with longer sevice hours	✓
8 New routes	✓
8 Route alignment changes	✓
6 Routes with 24-hour service on major corridors	✓
Service every 20 min. or better on major routes, every day	✓
Crosstown service every 30 min. or better during the day, every day	✓
More weekend service	✓
Access service improvements	✓
Additional new transit centers and a new park & ride	✓
Bus Rapid Transit corridors	✓
Demand response service	✓
Addition of smaller buses	✓

Job Accessibility Improvements

20,000

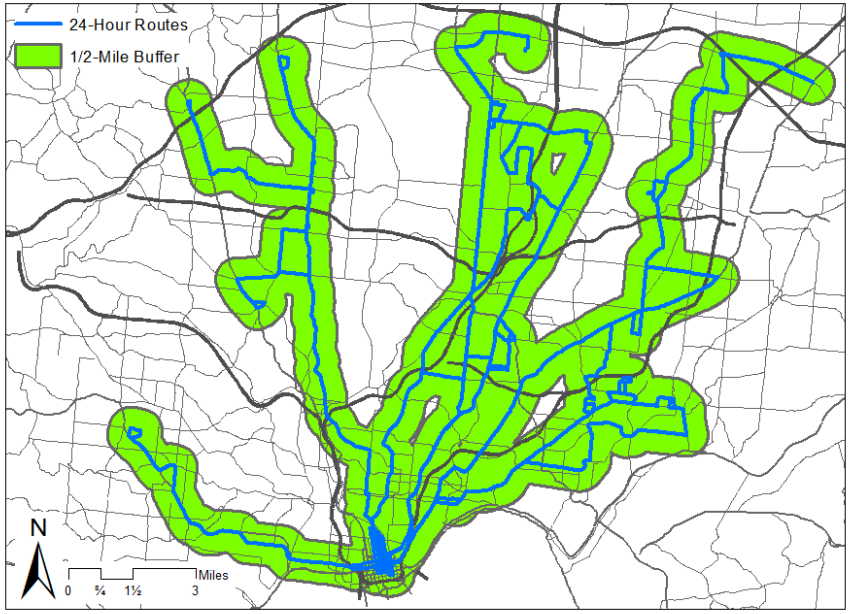
More jobs accessible by Metro

$850M

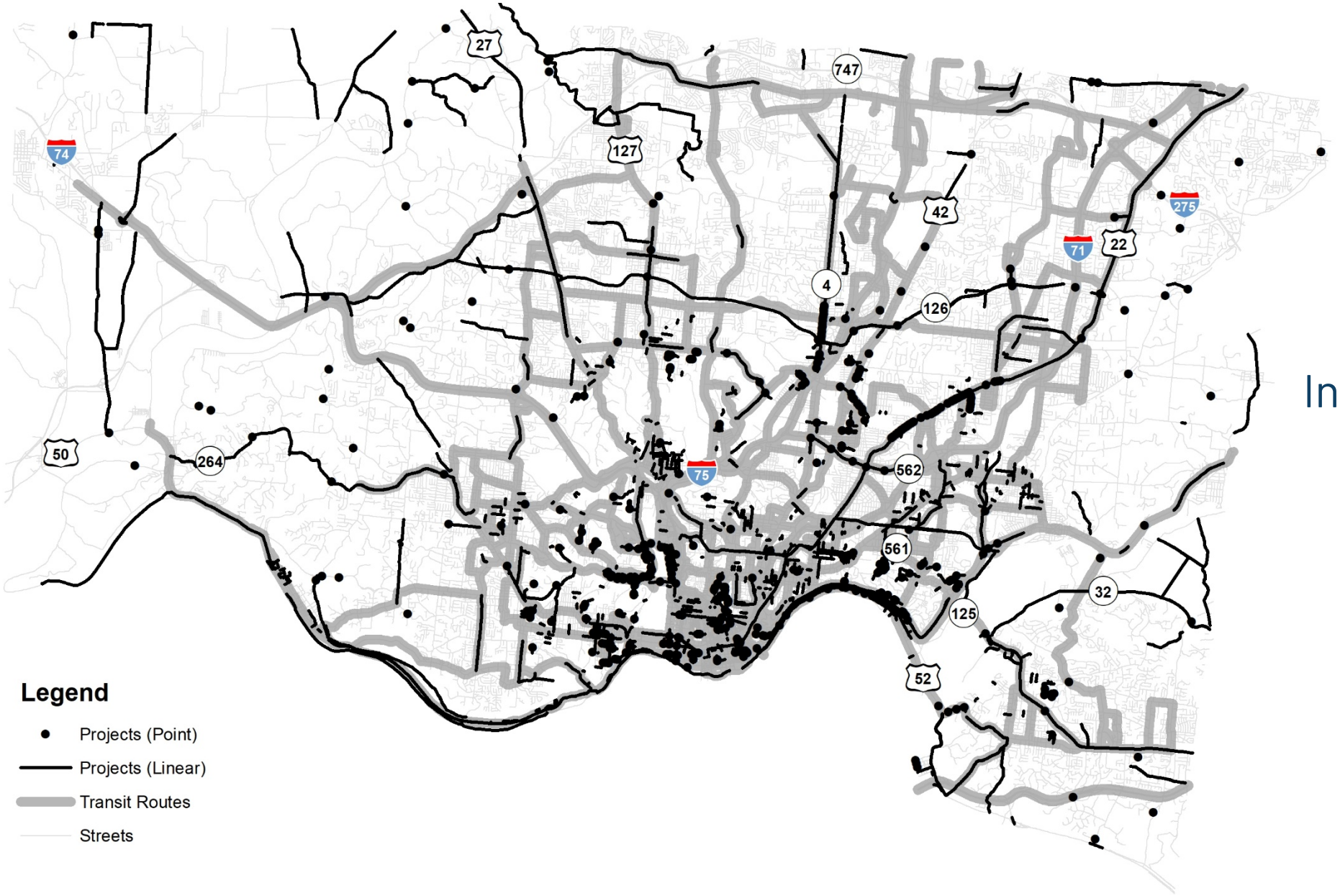
More wages accessible by Metro

343,326

Jobs accessible via 24-hour bus service



Hamilton County Infrastructure Projects

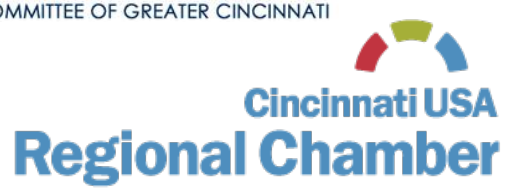


$1.1B

Infrastructure projects overlapping transit routes

November 5th, 2019 – City of Cincinnati

Move Forward Coalition



Urban League of
Greater Southwestern Ohio

Greater Cincinnati Urban League | **Miami Valley** Urban League

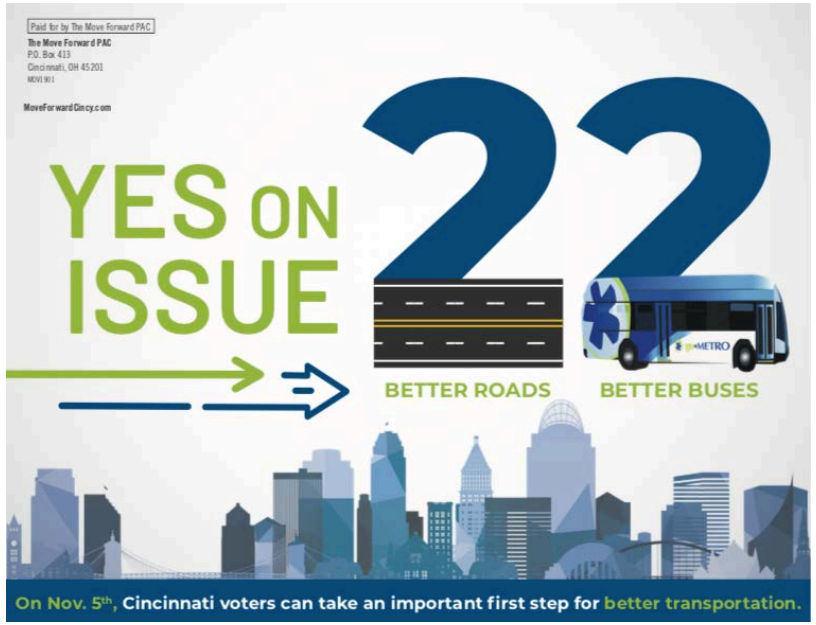
Human Services Chamber
of Hamilton County

American
Heart
Association.

Issue 22: Campaign Strategy

Direct Mail

- Clarify the Ballot Language
- First step to fixing transportation system
- End with unifying message



Issue 22: Campaign Strategy

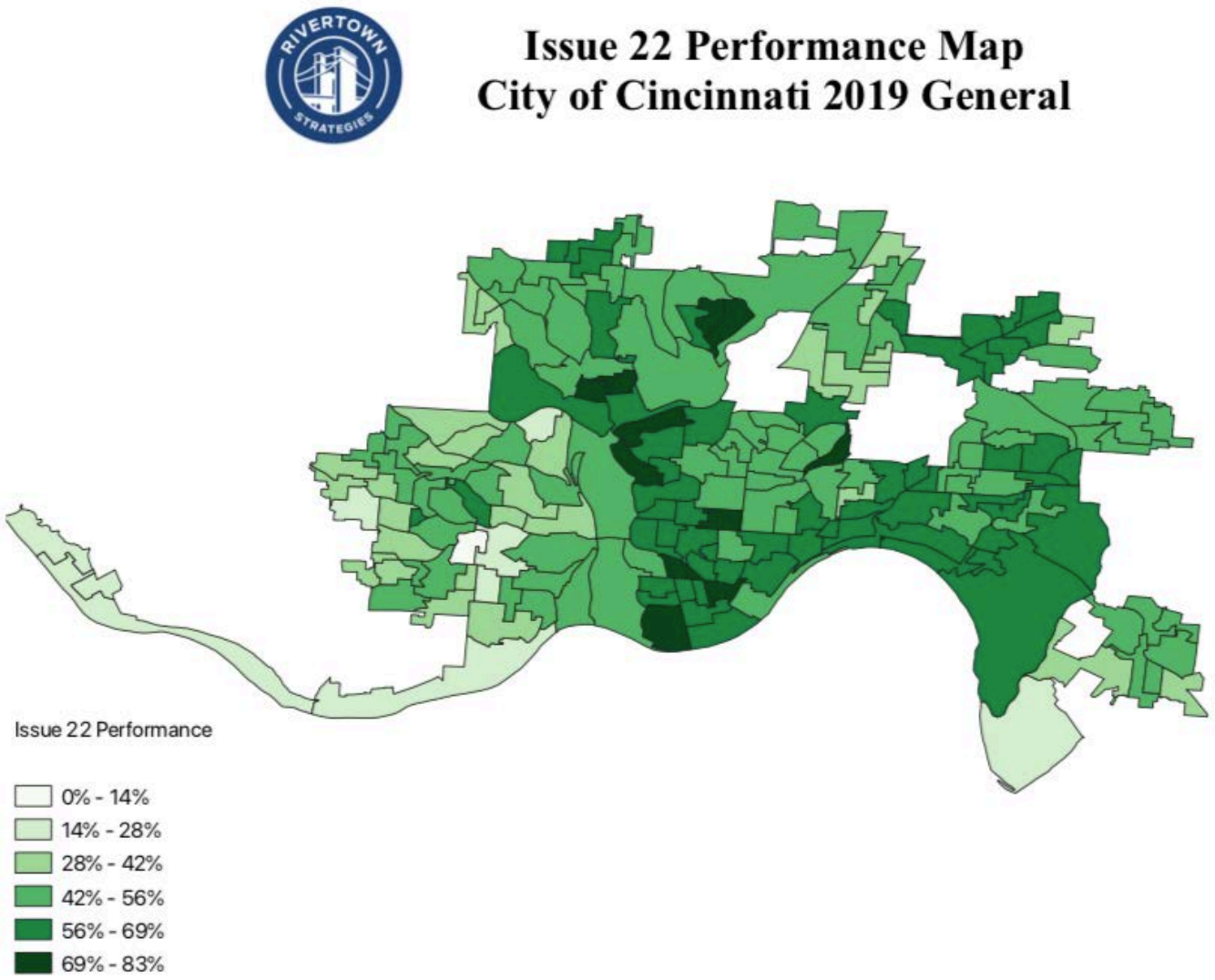
Broadcast TV

- Amplify most effective message
- Create emotional connection
- Create buzz for Issue 22 and second phase

Digital

- Narrowly tailor messages to different groups
- Reach cord cutters and non-broadcast voters

Step One: Issue 22



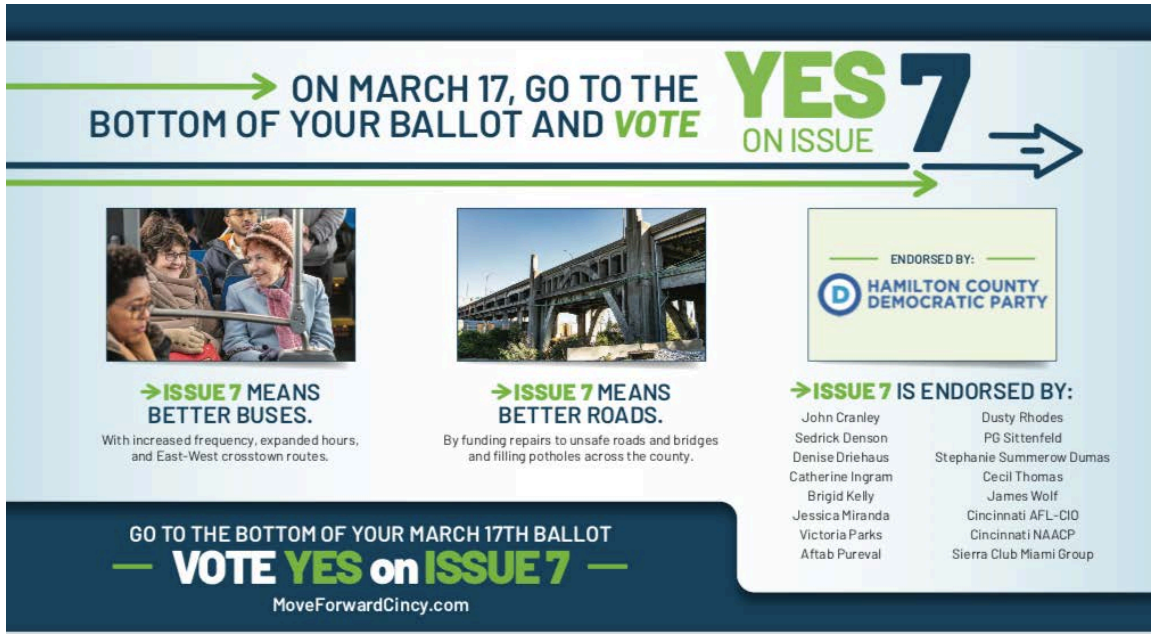
Issue 22 Results (Final)		
Yes	34,608	75.93%
No	10,970	24.07%
Margin	23,638	51.86%

March 17th, 2020 – Hamilton County

Issue 7: Campaign Strategy

Direct Mail

- Highlight key validators with different constituencies
- Focus on top performing messages



Issue 7: Campaign Strategy

Broadcast TV

- Amplify most effective message
- Create emotional connection

Digital

- Narrowly tailor messages to different groups
- Reach cord cutters and non-broadcast voters

Issue 7: Election Delayed

March 16:

- Morning: Election is on as expected
- 2pm: Governor announces election will be mail in only
- Late afternoon: Lawsuits filed to codify Governor's plan
- Evening: Lawsuit decided, reversing Governor's plan; election is on!
- Late evening: Order signed by health director to close polling locations

March 25:

- General Assembly passes legislation to extend voting by mail through April 28th

May 19:

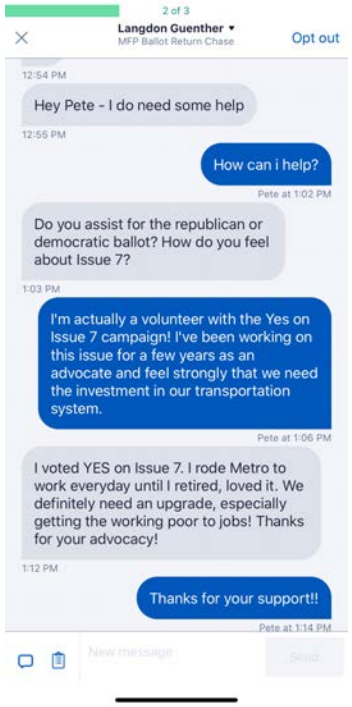
- Election results must be finalized

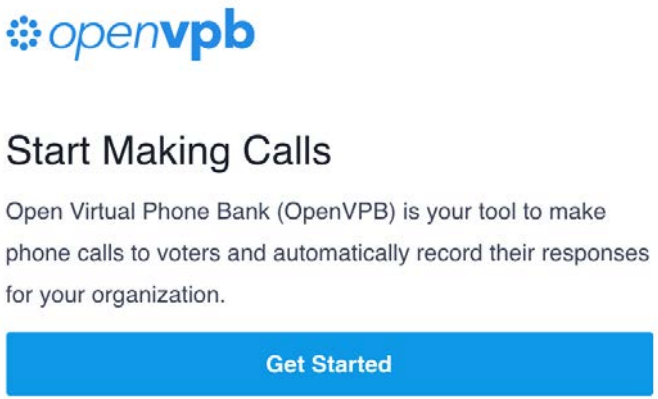
Issue 7: Overtime Campaign Strategy

Voter Contact

- Reach People At Home
- One on one support to help voters get ballots & return them

Hustle





Direct Mail

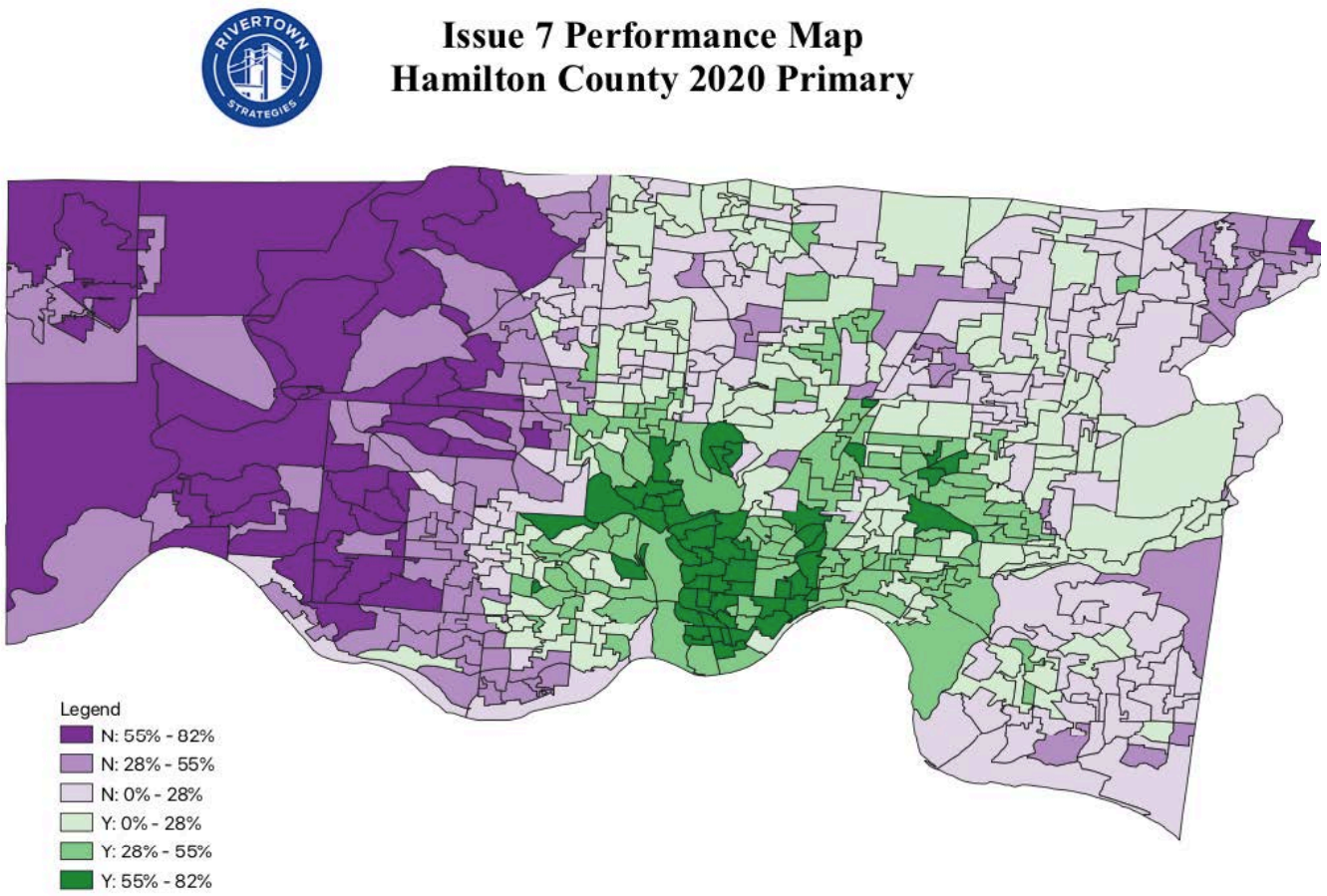
- Put absentee ballot application in most likely Issue 7 voters' hands
- Chase every absentee ballot with mail

Step Two: Issue 7

Issue 7 Results (As of April 28th)		
Yes	65,943	50.24%
No	65,318	49.76%
Margin	625	0.48%

14,000+ Outstanding Ballots
"Too Close to Call"

Step Two: Issue 7



Issue 7 Results (Final)		
Yes	67,698	50.36%
No	65,318	49.64%
Margin	980	0.72%

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