

# MOVE FORWARD

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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.

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**\$130M Per Year**

**\$100M Per Year (75%)**

Fully funding the Reinventing  
Metro bus plan

**\$30M Per Year (25%)**

New funding for local  
infrastructure

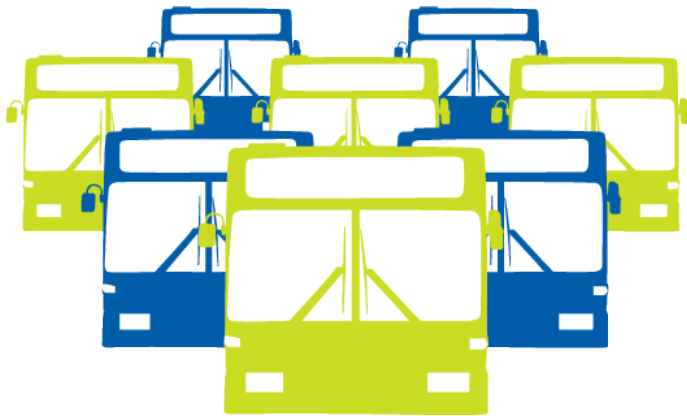
# The Reinventing Metro Plan

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

## FREQUENCY

Wait time between buses

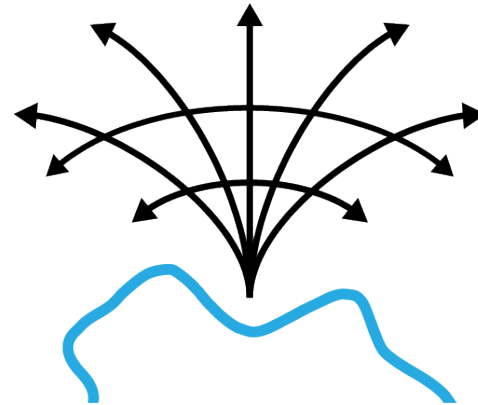
**Priority: Shorter waits,  
dependable service**



## 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 service 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**

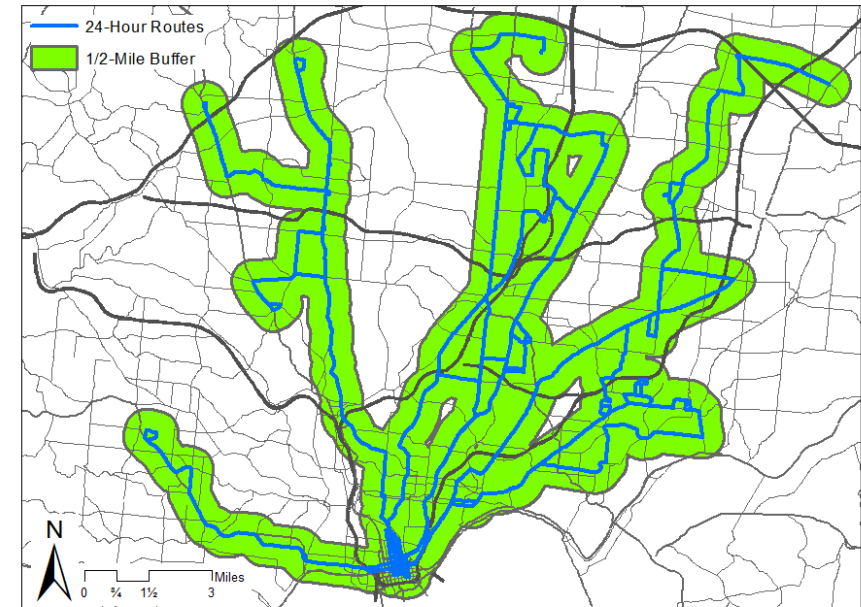
More jobs accessible  
by Metro

**\$850M**

More wages accessible  
by Metro

**343,326**

Jobs accessible via  
24-hour bus service



# Hamilton County Infrastructure Projects



**\$1.1B**

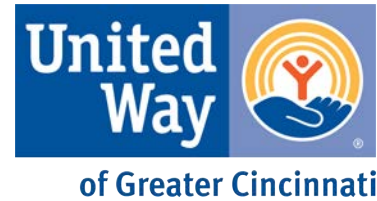
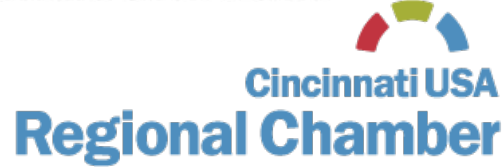
Infrastructure projects  
overlapping transit  
routes



**November 5<sup>th</sup>, 2019 – City of Cincinnati**



# Move Forward Coalition



Greater Cincinnati Urban League | Miami Valley Urban League



# Issue 22: Campaign Strategy

## Direct Mail

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



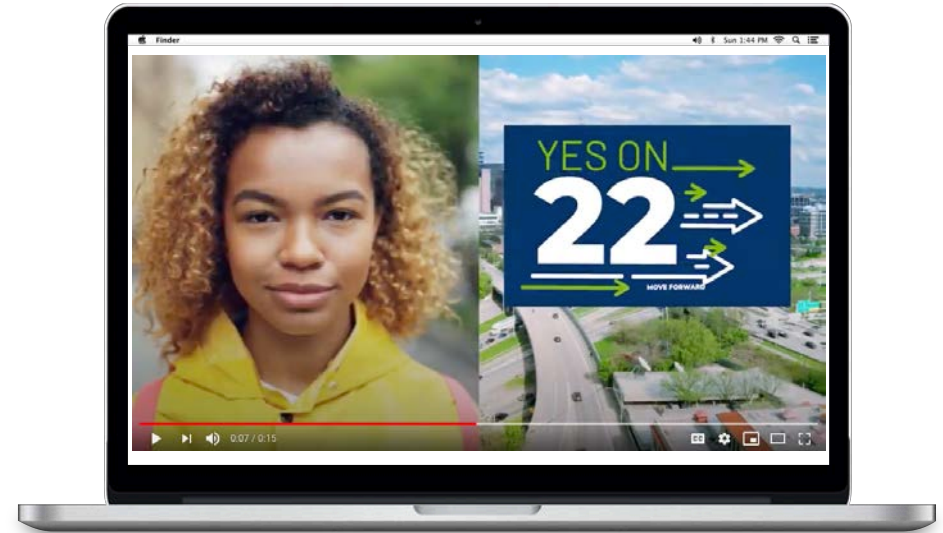
# Issue 22: Campaign Strategy

## Broadcast TV

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

## Digital

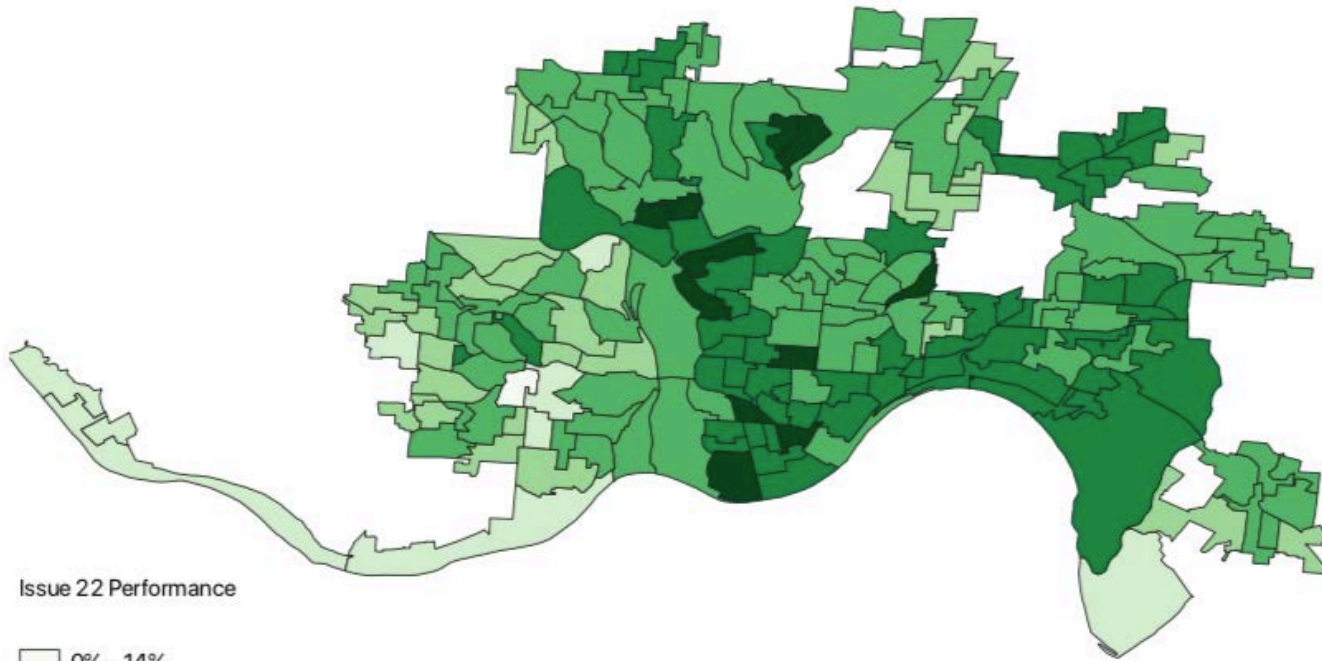
- Narrowly tailor messages to different groups
- Reach cord cutters and non-broadcast voters



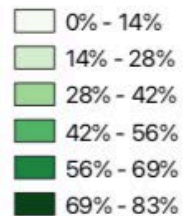
# Step One: Issue 22



## Issue 22 Performance Map City of Cincinnati 2019 General



Issue 22 Performance



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

**March 17<sup>th</sup>, 2020 – Hamilton County**

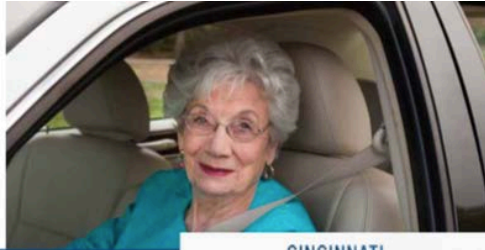


# Issue 7: Campaign Strategy

## Direct Mail

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

Paid for by The Move Forward PAC  
The Move Forward PAC  
P.O. Box 413  
Cincinnati, OH 45201  
MOV2017



**Issue 7 will fix our crumbling roads and infrastructure – all across Hamilton County.**

On March 17th, we can pass Issue 7—which will create a dedicated source of funds for Hamilton County's buses, roads, and infrastructure.

Issue 7 will fix large projects like the Western Hills Viaduct and Columbia Parkway, but will also support communities across the county in fixing more than 2,000 existing infrastructure projects.

[www.MoveForwardCincy.com](http://www.MoveForwardCincy.com)

**CINCINNATI  
BUSINESS COURIER**  
Conservatives  
back countywide  
transportation tax



"I'm supporting Issue 7 because it's a good deal for taxpayers."  
**County Auditor Dusty Rhodes (D)**



"No part of this money can be used to fund the Cincinnati Streetcar."  
**State Rep. Bill Seitz (R)**



"We will bring more jobs to our city and grow our region."  
**Cincinnati Councilman  
Jeff Pastor (R)**

On March 17th, vote YES on Issue 7 to help Hamilton County Move Forward.

→ ON MARCH 17, GO TO THE  
BOTTOM OF YOUR BALLOT AND **VOTE** **YES 7**  
ON ISSUE →



→ **ISSUE 7 MEANS  
BETTER BUSES.**

With increased frequency, expanded hours,  
and East-West crosstown routes.



→ **ISSUE 7 MEANS  
BETTER ROADS.**

By funding repairs to unsafe roads and bridges  
and filling potholes across the county.

ENDORSED BY:  
 **HAMILTON COUNTY  
DEMOCRATIC PARTY**

→ **ISSUE 7 IS ENDORSED BY:**

John Cranley	Dusty Rhodes
Sedrick Denson	PG Sittenfeld
Denise Driehaus	Stephanie Summerow Dumas
Catherine Ingram	Cecil Thomas
Brigid Kelly	James Wolf
Jessica Miranda	Cincinnati AFL-CIO
Victoria Parks	Cincinnati NAACP
Aftab Pureval	Sierra Club Miami Group

GO TO THE BOTTOM OF YOUR MARCH 17TH BALLOT  
— **VOTE YES on ISSUE 7** —

[MoveForwardCincy.com](http://MoveForwardCincy.com)

# 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

THE CINCINNATI ENQUIRER

**It's not Election Day after all: Here's the latest on Ohio's primary chaos**

THE PLAIN DEALER



**Inside the chaos that engulfed Ohio's postponed primary election**

# Issue 7: Overtime Campaign Strategy

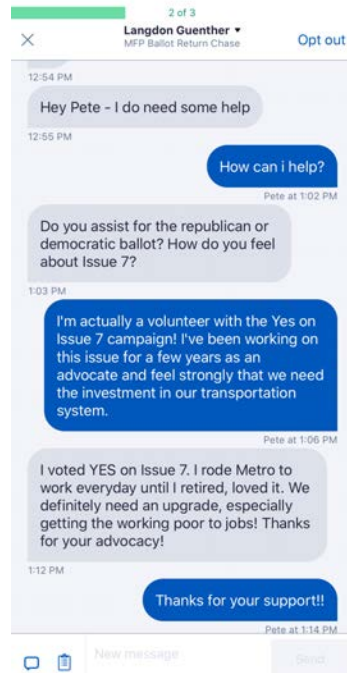
## Voter Contact

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

## Direct Mail

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

## Hustle



## Start Making Calls

Open Virtual Phone Bank (OpenVPB) is your tool to make phone calls to voters and automatically record their responses for your organization.



# Step Two: Issue 7

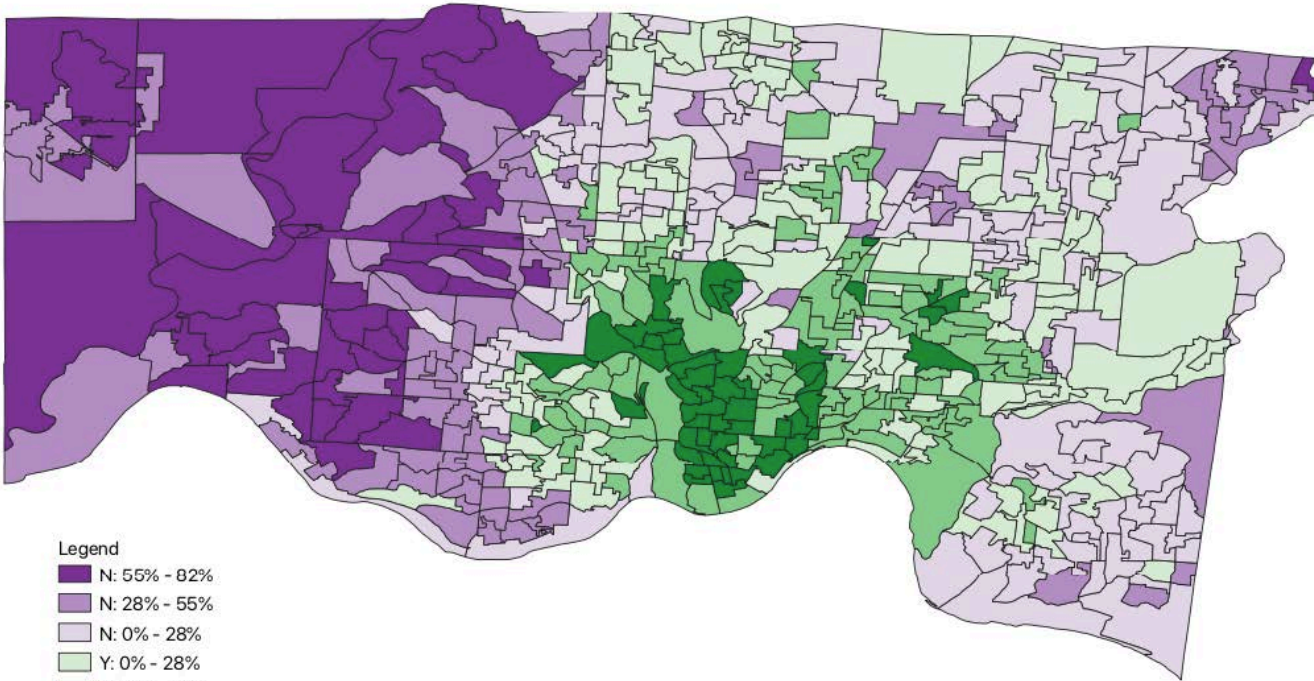
Issue 7 Results (As of April 28 <sup>th</sup> )		
Yes	65,943	50.21%
No	65,318	49.76%
Invalid	625	0.48%

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

# Step Two: Issue 7



## Issue 7 Performance Map Hamilton County 2020 Primary



Legend

- N: 55% - 82%
- N: 28% - 55%
- N: 0% - 28%
- Y: 0% - 28%
- Y: 28% - 55%
- Y: 55% - 82%

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

# Pete Metz

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Cincinnati USA Regional Chamber



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