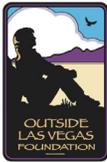
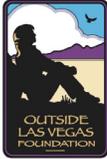


Campaign Plans Registration Fees

	 <p>Outside Las Vegas Foundation</p>
<p>CAMPAIGN <i>What was your campaign?</i></p>	<p>To educate legislators and key members of the public to get Nevada Assembly Bill (AB) 145 passed. This was an effort to have a \$2 opt-out at the time of vehicle registration at the Department of Motor Vehicles (DMV). Unless a person opted out, the funds would be dedicated to Complete Streets projects with funds to be administered locally.</p>
<p>CAMPAIGN GOALS <i>What were your short-, medium-, and long-term goals? What are the campaign goals (e.g. policy change) vs. organizational goals (e.g. build membership)?</i></p>	<ul style="list-style-type: none"> • Short-term: Find a sponsor for the bill. • Medium-term: Pass AB 145 with a broad-based coalition. • Long-term: Increase support for Complete Streets. • Organizational: Build a network of people to work on these issues in the future.
<p>ASSESS YOUR RESOURCES <i>What did you see as your organizations' strengths and weaknesses (internal), opportunities and threats (external) entering the campaign?</i></p>	<ul style="list-style-type: none"> • Strengths: The Outside Las Vegas Foundation is seen as a non-partisan entity in support of Complete Streets / better biking and walking. • Weaknesses: Located in southern Nevada with no full-time staff for advocacy in Carson City (the state capital). • Opportunities: This effort posed the opportunity to work together with groups from northern Nevada, and to engage environmental lobby in a new way. • Threats: Despite broad-based support, there were two limiting factors that emerged during the campaign: <ol style="list-style-type: none"> 1. DMV technology posed limitations that almost killed AB 145 with a fiscal note (PDF). A compromise resulted in delay of full implementation. 2. Opting out was changed to a "yes/ no" question instead of someone choosing to opt out of the fee. This change will reduce the amount of funding that will come in through this source.
<p>POWER MAPPING <i>Who can actually make the decision to implement change? Primary targets (specific people) are the decision makers. Secondary targets have influence on the primary target. Public audiences (allies) are groups of people who have influence on secondary or primary targets. How did you determine exactly where and how you should focus your strategy and outreach?</i></p>	<ul style="list-style-type: none"> • Primary: Legislators and Governor • Secondary: Agency (DMV and Regional Transportation Commissions) • Public: Local advocacy groups (pedestrian safety, Safe Routes to School, recreational walkers and cyclists, alternative mode users); local governments; trade unions; professional groups involved in planning and implementation of Complete Streets. • Strategy: Activated groups in northern Nevada for outreach to rural and northern groups; worked with Nevada Conservation League to utilize their full-time lobbyist in outreach to legislators; reached out to broad range of groups for support (Associated Contractors General, Sierra Club, American Heart Association, bike store owners, etc.)

Campaign Plans for Registration Fees

	 <p>Outside Las Vegas Foundation</p>
<p>FRAMING YOUR MESSAGE</p> <p><i>Effective communication depends on the message as well as the medium. Hook -> Identify the problem -> Formulate a solution -> Illustrate how to implement the solution.</i></p>	<ul style="list-style-type: none"> • Hook: Complete Streets benefit the economy, health & safety, and the environment. • Problem: Local governments often lack matching funds for such projects and needs differ across various community types in Nevada. • Solution: Create a funding source whereby funds remain in the county/ area in which a vehicle is registered. • How to implement the solution: Funds for vehicle registration go towards creating alternative and safer biking and walking routes. The only requirement – to be used for Complete Streets related projects. Instead of mandate without funding, funding without a mandate.
<p>TACTICS & TIMELINE</p> <p><i>What tactics and activities did your organization carry out for this campaign?</i></p>	<ul style="list-style-type: none"> • Located bill sponsor. • Contacted northern Nevada allies. • Engaged Nevada Conservation League to provide full-time presence at legislature. • Created basic fact sheet for distribution. • Met with legislators. • Developed support which was voiced through testimony in support of bill.
<p>RESULTS</p> <p><i>What were your campaign wins?</i></p>	<ul style="list-style-type: none"> • In June 2013 the Nevada State Legislature passed and the Governor signed AB 145 – making it possible for those registering a vehicle to say yes or no to a \$2 donation in support of Complete Streets to be administered locally (rather than through state DMV). Program will be fully implemented as DMV completes IT system updates. • It was significant that in a very partisan time, this bill passed with no opposition. To the contrary, it received very broad based support. • In 2015 – At the next legislative session, we intend to seek adjustment to an opt-out and or mandatory fee. <p>Total win: TBD, up to \$2.6M / year</p>
<p>Lessons for Other Advocates</p>	<ul style="list-style-type: none"> • If we had to do this over again, we would have reached out to the DMV earlier in the process. We did not anticipate the fiscal note placed on the bill.
<p>FOR MORE INFORMATION</p>	<ul style="list-style-type: none"> • Website: www.OutsideLasVegas.org • Facebook: www.facebook.com/outsidelasvegas • Twitter: @outsidelasvegas <p>Supporting documents:</p> <ul style="list-style-type: none"> • Full text of AB 145 (link) • Outside Las Vegas Foundation testimony in support of AB 145 (PDF)