

Local Motives: Local transportation & equity initiatives

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Resilient Transportation: Cincinnati Issue 7 Case study

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What is climate resiliency?

- Climate resilience is the ability to
 - anticipate,
 - prepare for,
 - and respond to hazardous events, trends, or disturbances related to climate.
- Improving climate resilience involves assessing how climate change will create new, or alter current, climate-related risks, and taking steps to better cope with these risks.

Citation: C2ES

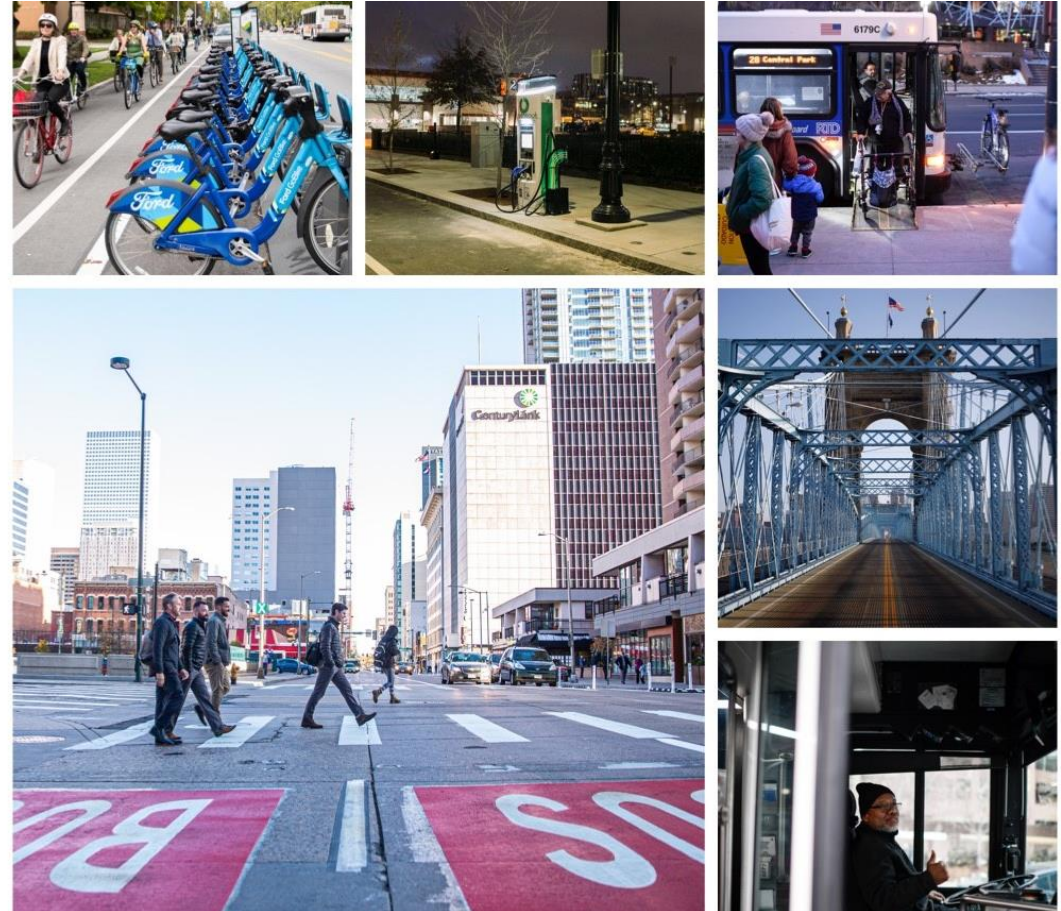
What does climate resiliency mean for transportation?

- Defensive infrastructure:
ex. levees and heat
resistant road materials



What does climate resiliency mean for transportation?

- Communities and transportation options that work during or after any disaster or extreme weather
 - Air conditioned transit during heat waves
 - Buses that come frequently and reliably
 - Complete communities to help residents easily access goods and services by foot or bicycle
 - Transit as an evacuation method



Why is equity critical for transportation resilience?

- Equitable climate resilience programs should include:
 - Process equity - Center historically underserved voices, especially Black and Brown voices, in policy design, development and implementation; and
 - Policy equity - Deliver significant, co-defined benefits for these communities that lead to greater prosperity and endure for the long term.



Case study: Cincinnati – Issue 7

Ballot initiative to increase funding for the Southern Ohio Regional Transit Authority

Issue 7 – Transit Ballot Initiative

- What: Ballot initiative to increase Hamilton County's sales tax by 0.8%, to be invested in the Southern Ohio Regional Transit System (SORTA) as well as in local infrastructure improvements.
- NRDC's role:
 - Supporting the Cincinnati through American Cities Climate Challenge to increase transit ridership.
 - Funded campaign to support Issue 7 along with local partners – Chamber of Commerce, Better Bus Coalition, CommEN Strategies, others
- Outcome: Issue 7 passed after an election extension during COVID pandemic by 980 votes (134,416 votes total).

Issue 7 – Transit Ballot Initiative

- The passage of Issue 7 means that SORTA finally has the resources to start implementing its Reinventing Metro plan. This redesign includes four key aspects of transit that SORTA commits to improving:
 - faster service with improved connections
 - increased frequency
 - extended service hours, and
 - enhanced customer amenities.



How did we center equity in the Issue 7 Campaign?

- Coordinated with local rider advocacy organizations
- Hired local, black, women-owned businesses to do grassroots outreach to real bus riders
- Confirmed SORTA's plans support current riders first
- Paid for postage on ballot request forms

Mailers for Issue 7



YOU CAN STILL VOTE BY MAIL

Request a ballot and mail it in by April 27th to vote yes on Issue 7. Issue 7 will create access to jobs through expanded transit service and get our economy back on track by fixing our crumbling roads & bridges.

STEP 1 GO TO VOTEHAMILTONCOUNTYOHIO.GOV AND REQUEST BALLOT
STEP 2 VOTE YES ON ISSUE 7 FOR JOBS, CLEANER AIR & REDUCED POLLUTION
STEP 3 MAIL YOUR BALLOT BY APRIL 27TH

QUESTIONS? CONTACT THE BOARD OF ELECTIONS: ABSENTVOTING@BOE.HAMILTONCOUNTYOHIO.GOV | 513-632-7000

NRDC ACTION FUND



YOU CAN STILL VOTE BY MAIL
REQUEST YOUR BALLOT NOW TO CREATE JOBS & IMPROVE AIR QUALITY

To VOTE YES on Issue 7, request a mail-in ballot ASAP and mail it in by **April 27th**.

Issue 7 will promote economic recovery and create jobs by fixing our crumbling roads & bridges, while leading to a cleaner environment.

Go NOW to VoteHamiltonCountyOhio.Gov to request your ballot and mail it in by April 27th.

Paid for by NRDC Action Fund, Inc.
1152 15th St., NW, Suite 300
Washington, DC 20005



H5

Issue 7 mailers

REQUEST A MAIL-IN BALLOT NOW!

Your voice still matters. Voting YES on Issue 7 will grow the economy through expanded transit service and needed investments in our roads and bridges.

Mail in your ballot by April 27th.

Doing your part for our economy & the environment means requesting a mail-in ballot and voting YES on Issue 7. Here's how:

- STEP 1 GO TO VOTEHAMILTONCOUNTYOHIO.GOV AND REQUEST BALLOT
- STEP 2 VOTE YES ON ISSUE 7 FOR JOBS, CLEANER AIR & REDUCED POLLUTION
- STEP 3 MAIL YOUR BALLOT BY APRIL 27TH

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vote
HAMILTON COUNTY OH

Vote by Mail Application March 17, 2020 Primary Election
MAIL TO: Hamilton County Board of Elections, 4700 Smith Rd, Cincinnati, OH 45212

PLEASE PRINT OR TYPE:

Voter's Name _____ Mail Ballot to: (if different from current (home) address)
Name _____
Current (home) Address _____ Care of/PO Box _____
City, Village, or Post Office _____ Address _____
Country _____ Zip Code _____ City _____ State _____ Zip Code _____
Phone (Recommended) _____ month _____ / day _____ / year _____
Birth Date _____

You must provide ONE of the following:

Your social security number _____ (2 letters & 6 numbers)
Voter's name number _____
Valid photo identification, military identification, or a current (within the last 12 months) utility bill, government check, paycheck, or other government document (other than a voter registration by a board or elections) that shows your name and current address.

☐ Absentee Ballot ☐ Democratic Party Ballot ☐ Republican Party Ballot
☐ Minor party ballot: _____ ☐ Issues ONLY Ballot
Name of political party _____

The Primary Election to be held **Tuesday, March 17, 2020.**

Ballot mailed to me at the address listed above.

Ballot must be received by my board or elections no later than noon on the Saturday before Election Day if by mail or by 2pm the day before the election if in person.

- I understand this request must be received by my board or elections no later than noon on the Saturday before Election Day if by mail or by 2pm the day before the election if in person.
- I understand that if an absentee ballot is mailed to me and I change my mind and go to my polling place to vote on Election Day, I will be required to vote a provisional ballot that cannot be counted until at least 11 days after Election Day.
- I understand that, if I do not provide the required information, my application cannot be processed.
- I hereby declare, under penalty of election falsification, that I am a qualified elector and the statements above are true.

Today's Date _____

REQUEST A MAIL-IN BALLOT: YOUR ONLY WAY TO VOTE YES ON ISSUE 7 FOR MORE JOBS & CLEANER AIR

The only way to vote yes on Issue 7 is to request a ballot and mail it in by April 27th

Issue 7 is a chance for Hamilton County to create access to jobs by expanding transit service and investing in needed fixes to crumbling roads & bridges.

Go NOW to VoteHamiltonCountyOhio.GOV to request your ballot and mail it in by April 27th.

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Thank You!

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