

Forming an RTA- Elements of Success

1. Time
2. Well-defined fully-endorsed outcome goals among parties
3. Equity among parties for services to be received and funding to be contributed
4. Public participation and buy-in from all segments of the community
5. Dedicated staff assistance and specialty contract consultants
6. Willingness to form, fund and work a huge political campaign effort for a yes vote

Time for individuals and communities to get to know each other, understand each others' challenges, needs and perceptions. Time to dispel myths, Time to develop relationships, Time to garner public input and support. Time to find answers, Time to reach compromises. Time to write up the plan.

Well-defined fully endorsed outcome goals among parties: Can you tell a stranger in 3 minutes or less how your RTA plan will benefit them? Can you clearly state what your community partners 40 miles away hope to accomplish by participating in the RTA? Can all partners support each others' goals?

Equity among parties for services to be received and funding to be contributed. Smaller communities without the sales tax base that resorts enjoy may not feel it is fair to contribute the same amount on a percentage basis. Services and benefits received must be roughly commensurate with tax burden. Resources available to each community, travel patterns of residents, public perception of the problem to be solved will vary from town to town.

Public participation and buy-in (willingness to support the project) from all segments of the community: businesses, part-year residents, workforce members, environmental , arts, cultural and recreational interest must all be involved to help define the problems faced and desired outcomes of the RTA

Dedicated staff assistance: formation of an RTA can not be the 8th item on 8 different peoples to do list. Significant amounts of research, compiling of data, development of fact sheets, agenda preparation for meetings, public outreach measures, and negotiation among parties have to be someone's first priority.

Willingness to form, fund and work a huge political campaign effort for a yes vote. The proponents of the 2000 RTA vote in the Roaring Fork Valley spent around \$70,000. Thousands of volunteers hours were spent going door to door, designing newsprint and radio ads, garnering editorial support, preparing mailings, making phone calls, staging events, press conferences and debates. Do not put anything on the ballot you are not prepared to win, tremendous amounts of information will need to be disseminated to the public, community leaders as well as elected officials must act as spokespeople

