

Strategic Steps	January	February	March	April
1. Assume Vote will be City-by-City				
2. Review Costs for Each Corridor and Review Sales Tax Revenue Data – Refine Mobility 2030 (if necessary)	a. Review of sales tax revenue b. Review of corridor costs	a. Review of corridor costs, cont. b. Merge cost and revenue data	a. Merge cost data with other potential revenue source data	
3. Work with Private Sector, Local Legislative Delegation, and Transit Authorities	a. Transit Authority Partnership Subcommittee	a. Invite business leaders and legislators to Transit Authority Partnership Subcommittee	a. Transit Authority Partnership Subcommittee	a. Spring Transit Summit
4. Develop Priority Service Plan with Corridor Cities (Step #2 Above, Do Cities Want a 1% Service Plan, “Level the Playing Field”)			a. Begin meeting with corridor cities	a. Continue meeting with corridor cities, if necessary
5. Identify Opening Day Rail Service Initiation Timeframe			a. Meet with transit authorities to coordinate plans	
6. Review Potential Funding Options (e.g., Reinvestment Zones, Previous Options)		a. Review of funding options		
7. Hold a Next Steps and Funding Workshop Summit (Possible Spring/Summer 2008)				a. Spring Transit Summit
8. Utilize Newspapers, Lobbyists, etc. to Share Common Position		a. Identify all lobbyists willing to participate in transit effort		a. Invite newspapers to participate in Summit
9. Develop Marketing Plan and Seek Non-RTC Resources	a. Develop Brand Name	a. Begin development of outreach materials b. Identify funding for external marketing campaign	a. Development and distribution of outreach materials	
10. Private and Public Sector Coordinate With Legislative Leadership			a. Identify champions and begin meetings with leadership	a. Invite leadership to participate in Summit



DRAFT

**Maximum Available Sales Tax Revenue for Non-Transit or Expanded Transit Cities  
(Based on 2007 Sales Tax Revenue From Texas Comptroller of Public Accounts)**

Transit Authority Service Area	Current Tax Percent	Transit Sales Tax Revenue Options (Adding New Transit Sales Tax to Existing Levels)				
		Scenario A	Scenario B	Scenario C	Scenario D	Scenario E
DART	1	-	-	-	-	-
DCTA	1/2	1/2	-	-	-	-
	0	1	1/2	1/2	1/2	3/8
The T	1/2	1/2	1/2	1/2	1/2	3/8
	3/8	5/8	-	1/2	-	3/8
Non-transit cities	0	1	1	1/2	1/2	-
<b>2007 Sales Tax (millions)</b>		<b>\$395</b>	<b>\$356</b>	<b>\$211</b>	<b>\$208</b>	<b>\$156</b>

Scenario A and B - Up to 1 percent additional transit sales tax allowed  
 Scenario C and D - Up to 1/2 percent additional transit sales tax allowed  
 Scenario E - Up to 3/8 percent additional transit sales tax allowed

Does not account for price of goods adjustment or population increases.