

A New Generation of State DOT Secretaries



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into a 10 minute webinar
presentation?**



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**That people will be able to
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Probably: 1



FOUR **BIG** IDEAS

- 1) People can be more important than policy.
- 2) State DOT Secretaries are *particularly* important people.
- 3) Make a good appointment by your Governor as easy as possible.
- 4) Be as specific as you can about what you want.



Policies

- Guidelines
- Cannot usually be legally enforced
- If a legal remedy is available, it would usually be negative (stopping something from happening rather than forcing something to happen)
- Even when legislated (e.g. MAP-21), typically (and deliberately) leave enormous latitude to discretion of state DOT

People

- Elections matter because people matter
- Big decisions are decisions about priorities; priority decisions are money decisions; money decisions are people decisions



***** #2: State DOT Secretaries are particularly important people *****

They run the agencies that have created our built environment.



Data SIO, NOAA, U.S. Navy,
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***** #2: State DOT Secretaries are particularly important people *****

**They run the agencies that
have to spend a fire hose
of cash every year.**

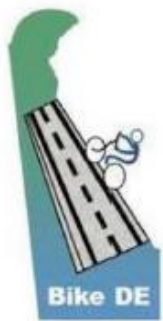


- Is your Governor a civil engineer, traffic engineer or planner by profession?
- Has your Governor ever worked professionally in the transportation area?
- Has transportation policy been an important part of your Governor's election campaign?

If “no”, then she might be open to input from non-traditional sources on this critically important appointment...



***** #3: Make a good appointment by your Governor as easy as possible. *****



- Our coalition was made up of civic and environmental groups.
- Could you build an even broader coalition? Business? Labor? Civil rights groups?



- **CREATIVITY REQUIRED:** How to embed walking /bicycling in a larger message that a large coalition can rally around.

- **Our was: fiscal conservatism:**

“... the State cannot continue to use taxpayer dollars to subsidize sprawl and new home prices”

“...the high costs of building infrastructure for, and providing services to, highly dispersed, low-density development...”

- **Walking/bicycling was embedded in this larger message:**

“...redirecting some investment away from home price subsidies and towards direct and strategic investments in fixed route transit, and in making walking and biking safer, we will again start to build the kind of walkable, bikeable, healthy, resilient and beautiful communities that Delawareans want and deserve.”



- Remember what the point of all this work is:
a good appointment
- Help your Governor to make a good appointment by giving her useable info
- Our strategy: focus on professional background qualifications:

“While a conventional selection for your next Secretary would be another traffic engineer, we recommend that you also consider candidates whose **primary professional qualifications are in planning** or who have shown an ability to promote more sustainable development patterns.”

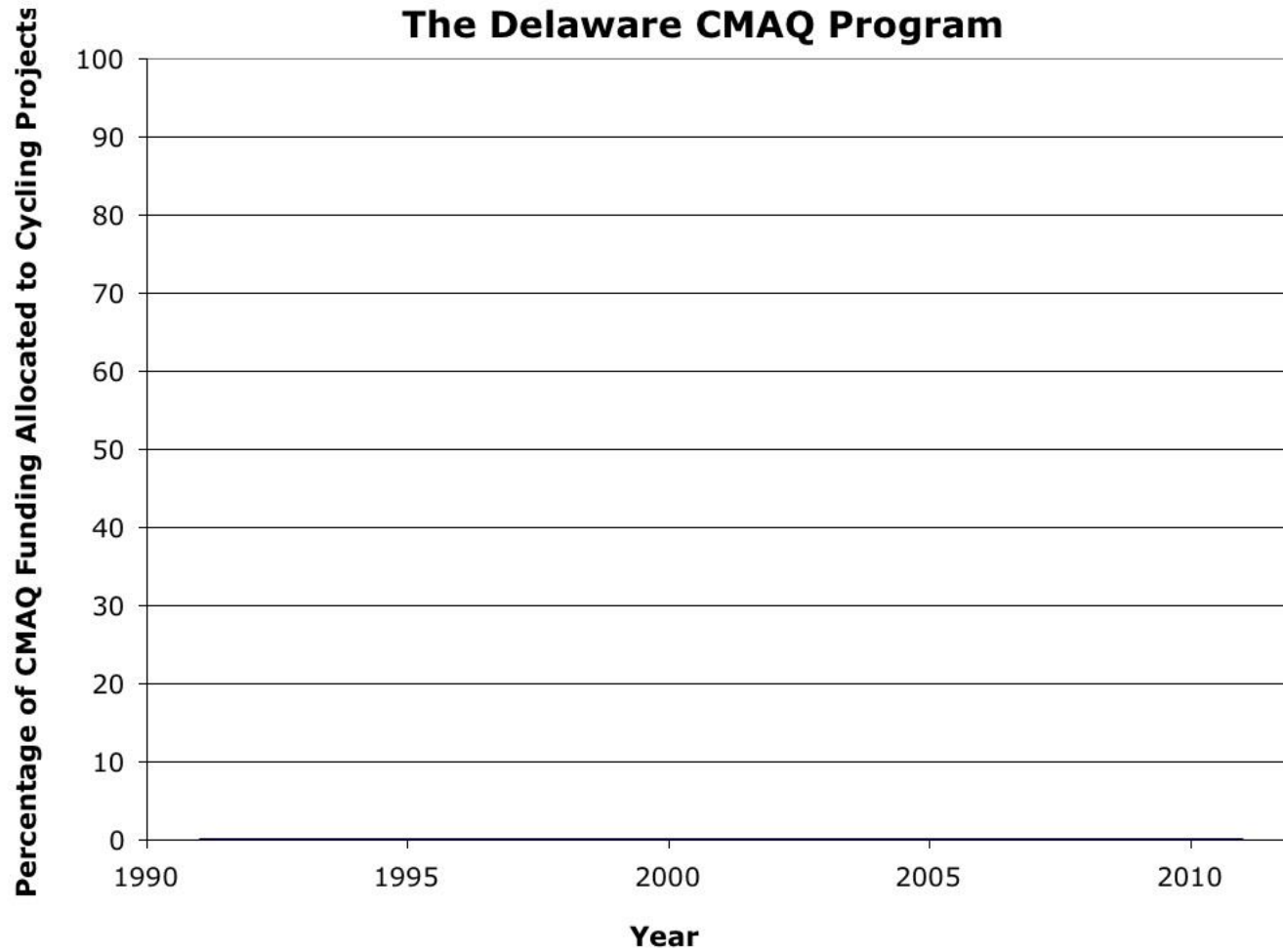


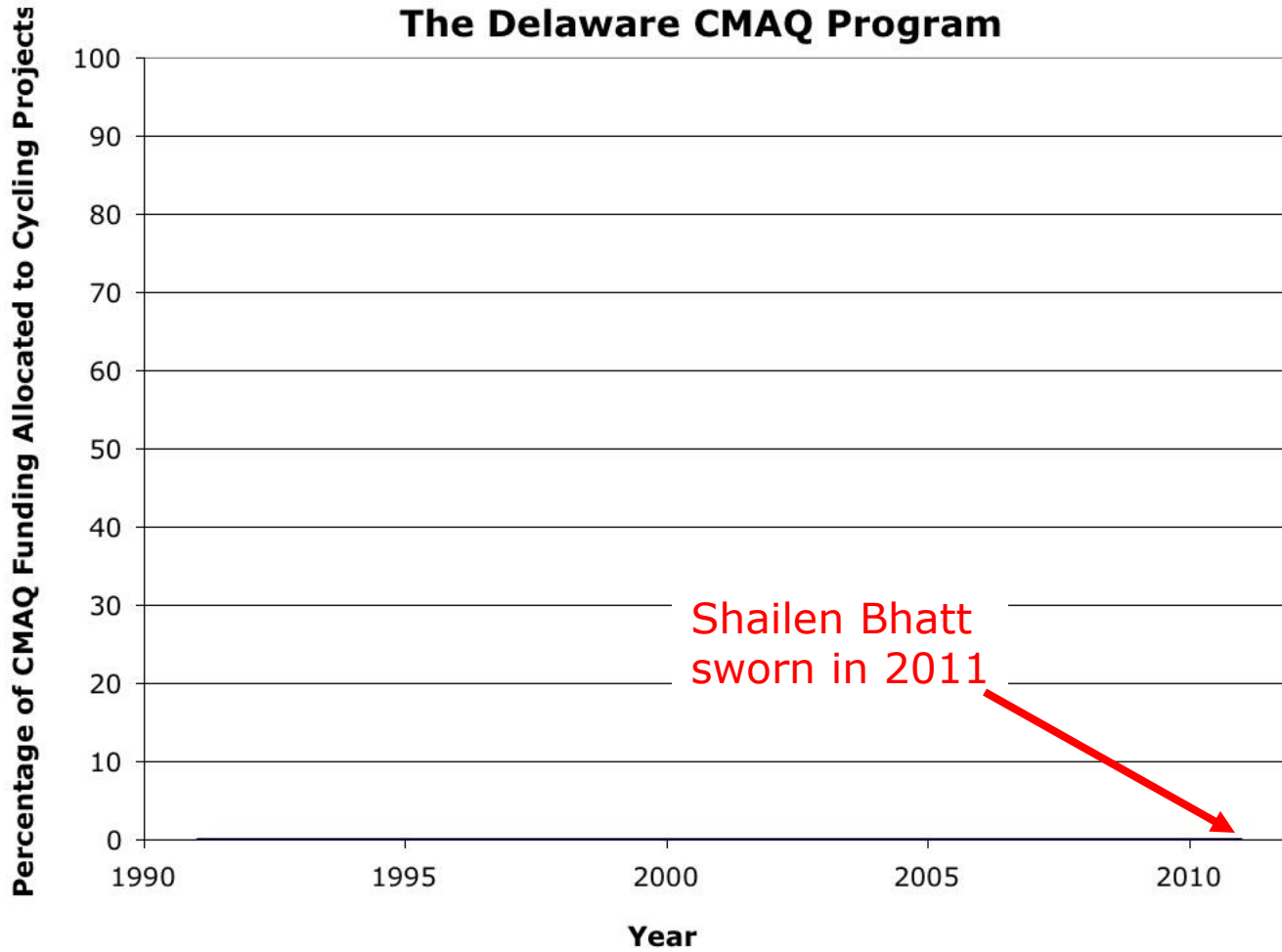


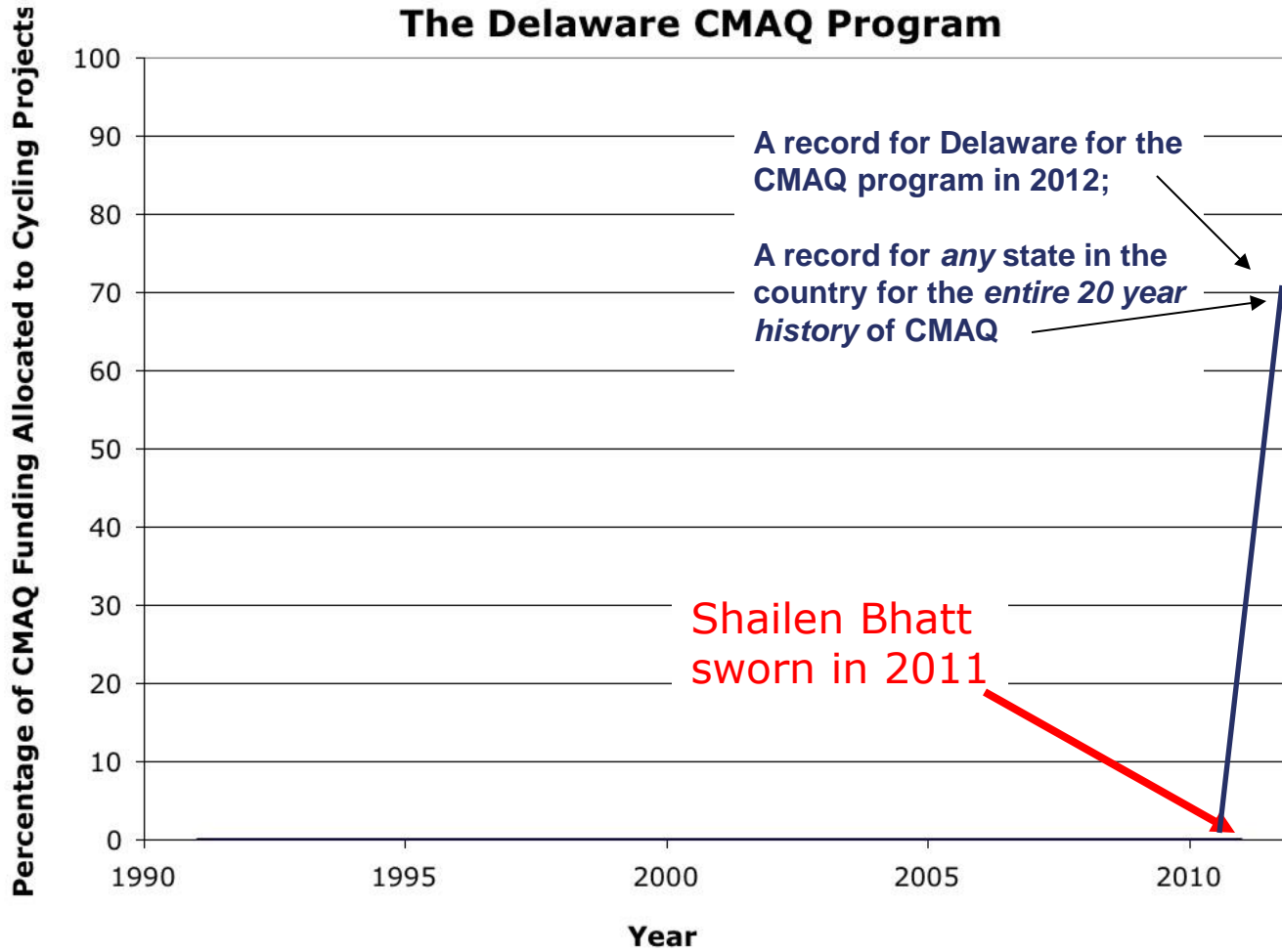
- **Former director of Metropolitan Planning Organization**

- **Sworn in July 5, 2011**









People Matter



Thank you



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