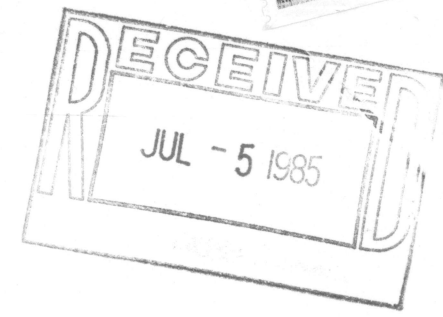


Wed. 7-17-85  
5:30 PM - Transit  
Authority Support Committee  
Meeting - Convention Center  
Room 226

Transit: Skunk



Dr. Hector Garcia  
GI Forum  
1315 Bright  
Corpus Christi, TX 78405



WESTSIDE

Committee members: Jon Bonilla (Chairman)  
Oscar Flores  
Dr. Hector Garcia  
Jacob Munoz  
Vicki Garza  
Richard Borchard  
Blanche De Los Santos  
Juan Rosenbaum  
Carlos Moreno  
Steve Morales  
Irvin Brown

Irvin Brown  
151 Jade 78409  
888-0234

Jon Bonilla  
2590 Morgan  
Corpus Christi, TX 78405  
882-8284

Commissioner Borchard  
Precinct 3  
Route 2, Box 4  
Robstown, TX 78380

Oscar Flores  
2401 Agnes  
Corpus Christi, TX 78405  
888-4543

Blanche De Los Santos  
201 Norton  
883-7703

Dr. Hector Garcia  
1315 Bright  
Corpus Christi, TX 78405  
883-6580 or 883-1789

Juan Rosenbaum  
Mexican American Chamber  
6313 London Derry Cr.  
Corpus Christi, TX 78415  
855-0176

Jacob Munoz  
LULAC  
P.O. Box 5135  
Corpus Christi, TX 78405  
857-2291

Carlos Moreno  
Ray's Restaurant  
2110 Laredo  
Corpus Christi, TX 78405  
883-7731

Vicki Garza  
Comm. Action Agency  
526 Harrison  
Corpus Christi, TX 78404  
854-1737 or 883-7201

Steve Morales  
P.O. Box 5585  
Corpus Christi, TX 78405  
883-8585

If you would like to add additional members please do so.

Why is a transit authority important to the Westside?

- the availability of public transportation is a factor to many individuals in the selection of their residence or commercial site
- a community that offers total mobility by having a strong public transportation system has one of the key elements to attract new business and people
- encourages movement of people and reduces automobile related problems
- provide circulation in the downtown/uptown area
- provide connections between restaurant and business activities
- construction of parking garages on the fringe area of the central

- business district with shuttle service throughout the area makes an attractive people oriented downtown/uptown a reality
- over 60% of bus trips made are people going to or from work and these individuals have no alternate transportation. Without a means to generate their income a segment of this community will lose their economic vitality
- the elderly and handicapped individuals in our community need mobility to get to jobs, educational and healthcare facilities

The next full Transit Authority Support Committee meeting:

Wednesday, July 17, 1985  
5:30 PM  
Convention Center - Room 226

It is the goal of the campaign to win the confirmation and tax election to be held August 10.

It is the objective of the campaign to:

- 1) identify the groups of individuals that will go out and vote on August 10,
- 2) develop effective and cost efficient communications with the appropriate groups to maximize a favorable vote,
- 3) take the actions necessary to assure that the favorable voter will go to vote on August 10.

To focus on the groups of individuals that will vote on August 10, it is necessary to determine:

- how they will be identified,
- the predisposition of those identified to vote yes or no,
- what factors will influence those undecided voters to vote positively.

To develop effective communication it is necessary that:

- the message be identified that will motivate each appropriate group to respond in a positive manner,
- the medium to deliver the message be determined that is most cost-efficient,
- any change in voter attitude or position be determined to permit an appropriate reaction of reinforcement for positive voters.

To assure that the voter with a positive inclination does go to vote it will be necessary that:

- the voter with the positive inclination is identified,
- the voter is reminded of the need to vote absentee (where, when, how) or is asked to vote August 10,
- the voter is contacted to assure that they vote,
- the needs of voters requiring transportation to and/or from the polls are accommodated.

It is the mission of the campaign organization to obtain the financial resources necessary to achieve the objectives and to assist in the identification of groups of individuals that have an interest in maintaining and improving public transportation.

## WHY DO WE NEED A TRANSIT AUTHORITY?

- THE PRESENT SYSTEM DOES NOT ADEQUATELY SERVE THE GROWTH AREAS WITHIN THE CITY LIMITS
- THE PRESENT SYSTEM DOES NOT SERVE COMMUNITIES IN THE SOUTH TEXAS REGION
- THE PRESENT SERVICE IS MINIMAL AND CAN NOT BE MARKETED TO A COMMUTER WHO HAS AN OPTION
- THE PROPOSED LOSS OF FEDERAL FUNDING WOULD REQUIRE WHOLESAL E ELIMINATION OF SERVICES
- TO MAINTAIN A BASIC LEVEL OF SERVICE AND TO RESPOND TO THE GROWING NEEDS OF THE COMMUNITY

## WHAT IS THE ALTERNATIVE?

A TRANSIT AUTHORITY WOULD HAVE THE CAPABILITY TO:

- PROVIDE SERVICES THROUGHOUT THE SOUTH TEXAS REGION
- PROVIDE THE FINANCIAL BASE TO IMPROVE SERVICE LEVELS THAT COULD BE MARKETED TO THE AUTOMOBILE USER
- PROVIDE NEW SERVICE CONCEPTS TO IMPROVE MOBILITY OF ALL SEGMENTS OF OUR COMMUNITY (YOUTH, RECREATIONAL, ELDERLY, ETC.)
- PROVIDE THE RESOURCES TO SUPPORT DEVELOPMENT OF SPECIAL SERVICES WHICH COULD BE PROVIDED BY PRIVATE CONTRACTORS
- PROVIDE THE CAPABILITY TO RESPOND TO INCREASED CONVENTION AND TOURISM ACTIVITY

## HOW WOULD IT BE PAID FOR?

- THE PRESENT SYSTEM IS PAID FOR BY THE USERS, THE FEDERAL GOVERNMENT, AND LOCAL PROPERTY TAXES
- THE PROPOSED SYSTEM WOULD BE PAID FOR BY THE USERS AND THE SALES TAXPAYER
- THE BENEFIT OF USING THE SALES TAX IS THE TRANSFER OF BURDEN FROM THE HOMEOWNER TO A BROADER BASE OF VISITORS, CONVENTIONEERS, AND CONSUMERS



July 2, 1985

You are being asked to participate in a campaign to support the passage of the August 10th confirmation and tax election of the Regional Transit Authority. Specifically we are asking you to:

- 1) become aware of how this issue is important to you and how it will affect the industry or organization you represent
- 2) help to identify those individuals that you feel would share an equal concern and that would be motivated to go out and vote on August 10th
- 3) help to spread the word of support for this issue to people that would be motivated by you as an opinion leader
- 4) help us to identify financial support to pay for the cost of running a campaign

The follow-up to make sure all our work produces a YES vote at the polls is the ultimate test of our success and we will succeed. You are a very important part of ensuring that success.

Sincerely,

Betty Turner  
Committee Chairman