Preparing Transportation Funding Measures for the 2020 Ballot

Monday April 14 2020
2:00 pm ET

www.transportationinvestment.org

#ARTBATIC
A dynamic education program and Internet-based information resource designed to help private citizens, legislators, organizations and businesses successfully grow transportation investment at the state and local levels through the legislative and ballot initiative processes.

Resources include...

- In-depth analysis of successful and unsuccessful transportation funding campaigns.
- Resource documents on transportation funding methods.
- Research into the politics and economics of increasing the gas tax.
- State, county and local transportation funding legislation and ballot tracking.
- Campaign resources, and more.

www.transportationinvestment.org
2019 State/Local Transportation Investment Ballots

Measures Approved: 89%
Finalized Measures: 303

Revenue Approved: $9.6B
Percent Approved: 89%

Source: ARTBA-TIAC’s Nov. 2019 Ballot Report
2019 State/Local Transportation Investment Ballots

Ten Year Overview

Measures Approved: 81%
Finalized Measures: 1,963

Revenue Approved: $304.5B
Percent Approved: 81%

Source: ARTBA-TIAC’s Nov. 2019 Ballot Report
2019 State/Local Transportation Investment Ballots

Ten Year Overview

Source: ARTBA-TIAC’s Nov. 2019 Ballot Report
Preparing Transportation Funding Measures for the 2020 Ballot
ARTBA-TIAC Webinar
Tuesday April 14 2020| 2:00 pm Eastern

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Vice President, Legislative Affairs
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www.artba.org
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Tuesday April 14 2020 | 2:00 pm Eastern

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Executive Vice President
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www.artba.org
Where We’ve Been

• 1999 Interstate Rehabilitation Program
• 2011 Interstate Rehabilitation Program
• 2012 Connecting Arkansas Program
• Blue Ribbon Commission for Highways 2009
• Governor’s Working Group on Highway Funding 2015
The Growing Need

• 12th Largest Highway System in the Country but 43rd nationally in funding

• $9.3 billion in revenue needs with $4.5 billion available revenue

• Nearly a quarter of all Arkansas roads in “failing condition”

• Need identified at $478 million annually to preserve the current system
Recent Failed Funding Attempts

• HB 1346 of 2015: Revenue Transfer on New and Used Car Sales

• HB 1726 of 2017: 6.5% Sales tax on motor fuels; bonding authority
Laying the Groundwork

• Early Outreach

• Engaged Coalition

• Well-Organized Grassroots Effort

• Economic Impact Study

• Governor’s Support
Result: Historic Highway Funding Package

Act 416
• Increase to sales tax on gasoline (3 cents) and diesel (6 cents) at wholesale level
  $95 million annually

SJR 1018
• Proposed constitutional amendment to make the half-cent sales tax permanent after 2023
  $294 million annually

Total Package: Nearly $400 million for Arkansas highways, roads and bridges
Next Steps

• Campaign Organization

• Continued Coalition Support

• Public Education Effort

• Approval at the 2020 Ballot
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build together

Renew America’s Infrastructure
**Build Together: The Mission**

Polling and focus groups in six battleground states told us: Personalizing “infrastructure” and connecting voters to the tangible local impacts of investment/disinvestment is critical to growing bipartisan political support for infrastructure funding. *How does my family/community stand to benefit?*

*Localize and humanize “infrastructure” to grow bipartisan political support for federal investment where Members of Congress can make a difference when it comes time to vote on a comprehensive package *and its pay-fors – the true obstacle.*
Overwhelming majorities in key swing states support a new infrastructure plan

91% of voters across key states support (53% strongly) an infrastructure plan that...

...would invest trillions of dollars over the next decade to rebuild and modernize America’s infrastructure for the 21st century. This infrastructure program would repair roads, bridges, and public transportation, expand rural access to high-speed internet, modernize K-12 school buildings, upgrade the nation’s electrical grid to support more clean energy, improve our water and sewage systems to expand access to clean drinking water, and create hundreds of thousands of good-paying jobs.

Voters of all political stripes and geographies support a new plan.

<table>
<thead>
<tr>
<th></th>
<th>% Total support</th>
<th>% Strongly support</th>
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<tbody>
<tr>
<td>Dems</td>
<td>93</td>
<td>65</td>
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<tr>
<td>Indeps</td>
<td>86</td>
<td>52</td>
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<tr>
<td>Reps</td>
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<td>TX</td>
<td>89</td>
<td>50</td>
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2020 Election Impact: Strong support for a new infrastructure plan extends to key electoral audiences.

- 90% of voters who are undecided in their 2020 vote support this plan
- 95% of Latinx voters and 85% of African-American voters support this plan
- 94% of suburban women voters support this plan
- 91% of rural voters support this plan
<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Billions of gallons of raw sewage are discharged into local waterways every year.</td>
<td>76%</td>
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<td>A majority of America's drinking water and wastewater systems were built more than 50 years ago. In some areas, they're as much as 150 years old.</td>
<td>63%</td>
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<td>Americans make more than 200 million trips everyday across 59,000 bridges today that are classified as structurally deficient.</td>
<td>55%</td>
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<td>K-12 schools in the United States have nearly $200 billion of outstanding needs for repairs, renovations, and modernization.</td>
<td>50%</td>
</tr>
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<td>240,000 water main breaks every year cost cities, towns, and taxpayers over $2.6 billion in losses due to leaked and wasted drinking water.</td>
<td>50%</td>
</tr>
<tr>
<td>The frequency and severity of natural disasters are increasing dramatically, making our communities and infrastructure especially vulnerable to future environmental catastrophe.</td>
<td>49%</td>
</tr>
<tr>
<td>There are 1.25 million homes in America where children are at a high risk of lead poisoning.</td>
<td>49%</td>
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<tr>
<td>One-third of our nation's roads are in poor or mediocre condition, and more than 40% of urban highways are congested.</td>
<td>46%</td>
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It’s Always Infrastructure Week...

- Over 90% of voters and every member of Congress...

- But support drops and inaction pervades Washington when the discussion shifts to how we pay for it
  - Intense voter skepticism

- No earmarks = No incentive for Electeds to support $$$
  - Must give them something to champion for their voters...
To get this done, voters need to hear from our leaders about what infrastructure will do for their daily lives—not the same old vague ideas and empty promises.

Politicians’ overuse of “infrastructure” has turned the word into an empty political bromide.

When politicians talk about investing in infrastructure, I never know how or where the money is going to be spent.

<table>
<thead>
<tr>
<th>% Total Agree</th>
<th>% Strongly Agree</th>
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<tr>
<td>90</td>
<td>45</td>
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<td>87</td>
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Voters in key swing states | Dems | Indeps | Reps
Politicians miss an opportunity to build broad support for infrastructure when they focus on partisan battles.

Washington politicians in both parties are putting their own political interests ahead of what’s best for the country by refusing to invest in improving our infrastructure.

Infrastructure is a unique opportunity for politicians to set aside partisan debates and actually work together to get something done.
Breaking The Cycle

Localize and personalize

- Leverage specific concerns and impacts to raise the stakes and connect the dots between investment and outcome
- Specific, localized, and personalized vision increases voter support for tangible benefits to be realized

Ground the vision in what Americans need, not what politicians want

- Transcend politics and partisanship
- Listen, bottom-up approach

Create opportunities for Electeds to be a hero
<table>
<thead>
<tr>
<th>Messaging principle</th>
<th>What to say</th>
<th>Why it works</th>
</tr>
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| Put people front and center | Infrastructure is the **backbone** of our communities: it’s the way we **get to work**, provide clean drinking **water** to our families, and **stay connected** no matter where we live. | ✓ Defines “infrastructure” as specifics that impact voters’ day-to-day lives—beyond just transportation  
✓ Stands out from the vague ideas and empty promises voters are used to hearing from politicians |
| Break out of politics as usual | Instead of working together to get something done, politicians have been **putting their political interests** ahead of what’s best for the country. We need to invest based on what **community needs**. | ✓ Leverages pain points of partisan gridlock and pork that drive voter cynicism  
✓ Equips us to localize the effort and grow voter trust |
| Raise the stakes | We have **urgent needs**, from crumbling roads, to deteriorating sewers, to an outdated electrical grid—and **if we don’t take action now** those problems will **only get worse**. | ✓ Taps into voters’ intensely felt concerns about the state of infrastructure today  
✓ Demands immediate action, not just long-term plan |
| Define a real vision for the future | It’s time to make investments in a **new vision for an America that works**—where our roads, bridges, power grid and water systems are **reliable, efficient, and durable**. | ✓ Paints a picture of the future in terms that align with voters’ values and priorities  
✓ Frames today’s investments as a step toward a real vision for the future |
Build Together
Nationwide Listening Tour

Elevating the needs of communities and demonstrating how they would be served by bold, responsive federal action to repair and advance our national infrastructure for the 21st century

• Local Press & Social Media
• Member Engagement
  • Swing districts/battleground states
  • Key committees
• Accountability to Their Voters
Reaching across the aisle to fix infrastructure in Pennsylvania and beyond | Opinion

Updated: November 26, 2019 - 5:45 AM

Brian Fitzpatrick and Brendan Boyle, For The Inquirer
Helena@Build-Together.org

https://www.youtube.com/watch?v=BqBW3dow480

Renew America’s Infrastructure
Preparing Transportation Funding Measures for the 2020 Ballot
ARTBA-TIAC Webinar
Tuesday April 14 2020 | 2:00 pm Eastern

Lynn Peterson, Metro Council President
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Creating jobs, building our future

American Road and Transportation Builders Association

April 14, 2020
We are still one region.
We still need to think big.
Metro region urban growth 1910-2020

Sources: Metro, BLM, NLCD
Metro region urban growth 1910-2020

Sources: Metro, BLM, NLCD
37,500+ jobs.
What can we build?
25-30 Miles of new bus lanes

260 New transit priority signals
24 Miles of new MAX tracks
280 Safe marked crossings

4,000 New street lights

40-45 Miles of new sidewalk
130-140 Miles of improved bikeways
115-120 Miles of roadway improvements

60 Miles of roadway planning
Where can we build it?
16 investment corridors.
$4B
Estimated total construction spending on investment corridors

37,500+
Estimated construction jobs created (direct and indirect)

$98,000
Average annual income per construction job
Let’s invest in our future.
Let’s get shovels in the ground.
Let’s get people back to work.
Let’s get moving.
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Questions?

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Join us for our next event!

7TH ANNUAL
“NATIONAL WORKSHOP FOR STATE & LOCAL TRANSPORTATION ADVOCATES”

JULY 14 - 15, 2020
MARRIOTT METRO CENTER | WASHINGTON, D.C.

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