Six Stops to Success:

2015 Transit Election Results & Trends

November 10, 2015

Presented by

CFTE and the National Alliance of Public Transportation Advocates
Today’s Speakers

Moderator:
Marnie Primmer, Chair, NAPTA
(@transpomarnie)

Speakers:
• Jason Jordan, Director, CFTE
  (@jasonljordan)
• Bill Scheel, Partner, Javelina (@billyscheel)
• Abby Albrecht, Director, Utah Transportation Coalition, Salt Lake Chamber
  (@albrechtabby)
Six Stops to Success: 2015 Transit Election Trends

2015 TRANSIT CAMPAIGNS
2015 Elections

34 Total Measures in 2015

10 States
- AZ
- CA
- CO
- MA
- ME
- MI
- NH
- OR
- UT
- WA
2015 Elections

Success Rate

Wins: 23
Losses: 2
Pending: 9

2015 Success Rate: 71.8%
(Excluding pending races)
Transit Election 2015: Type of Ballot Measure

- Sales Tax: 41%
- Property Tax: 35%
- Advisory: 9.00%
- Fees & Other Taxes: 9.00%
- RTA: 3.00%
- Bond: 3.00%
**Nov. 2015 Elections**

16 Measures on Nov. 3

6 States
- CO
- ME
- MI
- OR
- UT
- WA
Nov. 2015 Elections

Success Rate

Nov. 3rd Success Rate: 78.6%
(Excluding pending races)
Colorado

1. Breckenridge, CO: Lift Ticket Tax
   Win – 83.2%-16.8%

2. Winter Park, CO: Sales Tax
   Win – 58.6%-41.4%

3. Fraser, CO: Sales Tax
   Win – 67.9%-32.1%
1. Statewide, ME: Bond measure
   Win – 73%-27%
1. Flint, MI: Property Tax
   Win – 72%-28%

2. Delta County, MI: Property Tax
   Win – 71.5%-28.5%

3. Scio Township, MI: Property Tax
   Win – 66.9%-33.1%
1. Salem, OR: Payroll Tax Loss – 41.8%-58.2%
1. Box Elder County, UT: Sales Tax Loss – 38.4%-61.6%

2. Tooele County, UT: Sales Tax Win – 51.3%-48.7%

3. Davis County, UT: Sales Tax Win – 55.6%-44.4%

4. Weber County, UT: Sales Tax Win – 57%-43%

5. Salt Lake County, UT: Sales Tax Too close to call – details to be released Nov. 17th

6. Utah Count, UT: Sales Tax Loss – 42.7%-57.3%
1. Snohomish County, WA: Sales Tax
   Too close to call – details later in Nov.

2. Seattle, WA: Property Tax
   Win – 56.5%-43.5%
2015 Observations

- Growth continues
- Opponents evolving
- Larger context, state role growing
- Power in building on success
- Champions, timing still vital
- Permanent campaign
WINNING IN PHOENIX: LESSONS FROM MOVE PHX
Proposition 104
Comprehensive Transportation Plan
The goal:

• Develop a citywide transportation plan that:
  – Funds street improvements
  – Provides mobility choices and better access
  – Supports economic growth
The process:

• Started in August 2014
• More than 100 meetings/events
• Over 3,700 residents engaged
• 600 in-person, 1,500 online comments
Preparation

• Start early by ensuring the community understands the needs
• Build from a broad-based community-driven process
• Engage all significant community constituencies
• Maintain a healthy dose of political realism
Improves streets:

• Repave all major streets
• Improves maintenance cycle citywide, including local streets
• Will prolong the life of all city streets
Builds safety infrastructure:

• 1,150 miles of bike lanes
• 170 miles of sidewalk
New & improved service:
Transportation Tax Funding:

- 0.7%
- Monthly cost of a coffee ($4-5 dollars)
- Leverages $14.4 billion in federal, county funds, rider fares
0.3% increase breakout:

- New funds for streets
- Majority of additional funds for bus
- Rail construction & operation
PROP 104:
WORKING FOR OUR STUDENTS

One in three bus and light rail riders is a student going to class. Prop 104 will connect more riders to educational opportunities.

- Light rail will connect ASU West and Grand Canyon University to ASU Tempe, ASU Downtown and the UofA Medical School for the first time
- Bus Rapid Transit will provide connections to community colleges and high schools across Phoenix and expanded bus routes will reduce wait times
- Over 1,000 miles of new bike lanes will make it easier and safer to cycle to class

YES ON 104
VOTING BEGINS JULY 30TH | MOVEPHX.ORG
I go to school across town because it offers the classes I need to prepare for the career I want.

The bus means I can afford to get to class on my own. Without it, my future would look very different.

—Audisey, High School Student

PROPOSITION 104 CONNECTS STUDENTS TO OPPORTUNITY. THAT’S GOOD FOR OUR ECONOMY, AND GOOD FOR STUDENTS TOO.
MovePHX campaign

- Long list of business and community supporters
- 12 citywide mailings
- Extensive paid canvassing in base GOTV neighborhoods
- Small cable TV buy
- Webpage and extensive social media
- Total of $1.1 million in expenditures
Opposition from AFP

Phoenix Needs Good Jobs and Economic Growth
NOT A $30 BILLION BLANK CHECK FOR CITY HALL

Vote NO on Prop 104

Americans for Prosperity
2111 Wilson Blvd #350
Arlington, VA 22201-3097
Prop 104 is **WRONG** for Phoenix

**UNWISE**
The city plans to spend **ONLY EIGHT PERCENT** of the money on street improvements.

**UNFAIR**
The plan spends billions of dollars on light rail, but less than one percent of Phoenicians actually use light rail.

**UNACCOUNTABLE**
Prop 104 would double the transit sales tax, but there is **NO** requirement in the initiative that any of the proposed projects in the plan actually get built.

Learn more about why Prop 104 is wrong for Phoenix at www.afpaz.com

Vote NO on Prop 104 by Tuesday, August 25th

Early Ballots hit mailboxes July 30th
CHECK FOR

Americans for Prosperity
2111 Wilson Blvd #350
Arlington, VA 22201-3097
Americans for Prosperity

- Two citywide mailings
- Paid canvassing in key swing neighborhoods
- Webpage and social media
- Estimated $100,000 in expenditures (not required to file campaign reports)
Yes on 104 – 73,067 votes – 54.8%
No on 104 – 60,388 votes – 45.2%
Phoenix, Arizona

www.javelina.co

Bill Scheel, Partner
Six Stops to Success: 2015 Transit Election Trends

PROP 1 ELECTIONS IN UTAH
PROP 1

FOR ALL
HB 362 Transportation Infrastructure Funding

• Most significant transportation funding legislation in 20 years
• First time in state history to include a comprehensive funding of all modes of transportation
• The Bill Includes:
  – Fuel Tax Reform
  – .025 Sales Tax Option
Fuel Tax Reform

- Effective January 1st, 2016
- Converts current 24.5 cents per gallon state tax to a 12% tax on wholesale price of fuel
- This equates to a 4.9 cent increase in the per gallon tax with growth potential
- Includes a floor and ceiling to limit price volatility
- Estimated cost of $24 per year for an average driver
Local Option Sales Tax

- Allowed counties to put a quarter-cent in sales tax (except on food)—one cent for every four dollars.
- In counties with transit service:
  - 40% will go to cities and towns, 40% to transit and 20% to the county.
- In counties without public transit:
  - 40% of the sales tax will go to cities and 60% to counties.
- Prop 1 gave local municipalities the opportunity to fund roads, sidewalks, bike lanes, trails and transit.
Campaign Overview

- **Statewide Media Efforts**
  - 23 Billboards Statewide
  - 5 TV Stations
  - 4 Radio Stations

- **Social Media**
  - Top Facebook Post receiving 998 Likes
  - Videos Receiving over 300,000 views
  - 100+ News and Opinion Pieces

- **Website & App**
  - 7 of the top 10 search terms rank #1 other 3 ranked #2
  - 8,000 plus visits to the interactive map
  - 12,500 app views
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<tr>
<th>Status</th>
<th>Counties</th>
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<tr>
<td>Passed GREEN</td>
<td>Carbon, Davis, Duchesne, Grand, Rich, San Juan, Sanpete, Sevier, Tooele, Weber</td>
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<tr>
<td>Undetermined YELLOW</td>
<td>Salt Lake</td>
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<tr>
<td>Not passed RED</td>
<td>Beaver, Box Elder, Juab, Morgan, Uintah, Utah</td>
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<td>County</td>
<td>Projected Sales Tax Revenue</td>
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<td>--------</td>
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<td>Carbon</td>
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*Unofficial Estimate
Six Stops to Success

Next Stop:

Tuesday, January 12 at 2:00 PM ET
“Big Ambitions? Start Local.”

Upcoming Webinars:

- March 8, 2016 – Building Support and Combating Critics
- May 10, 2016 – Partnering with Local Officials
- July 12, 2016 – Data, Polling and Campaign Intelligence
- September 20, 2016 – Video Advocacy
Questions?

More Information:

www.cfte.org
www.publictransportation.org/napta