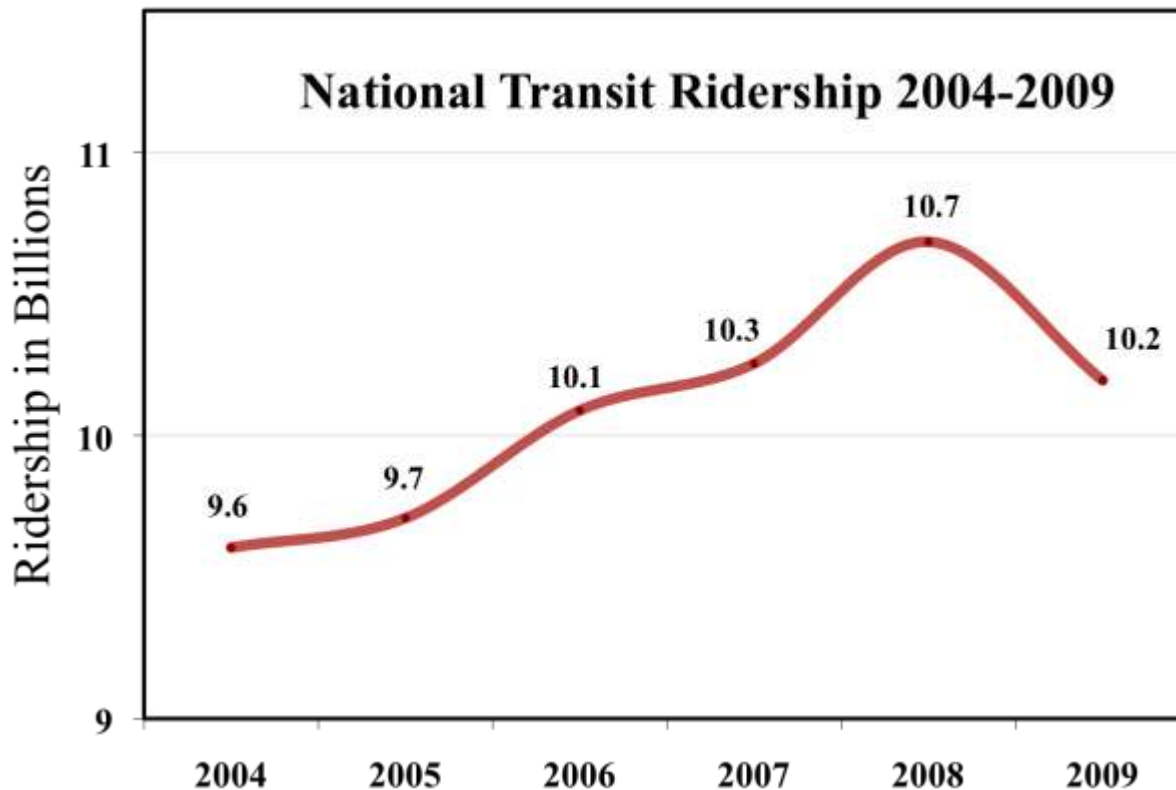


**Smart Growth
America**
Better Choices For Our Communities

Transit: Opportunities, Action and Lessons Learned

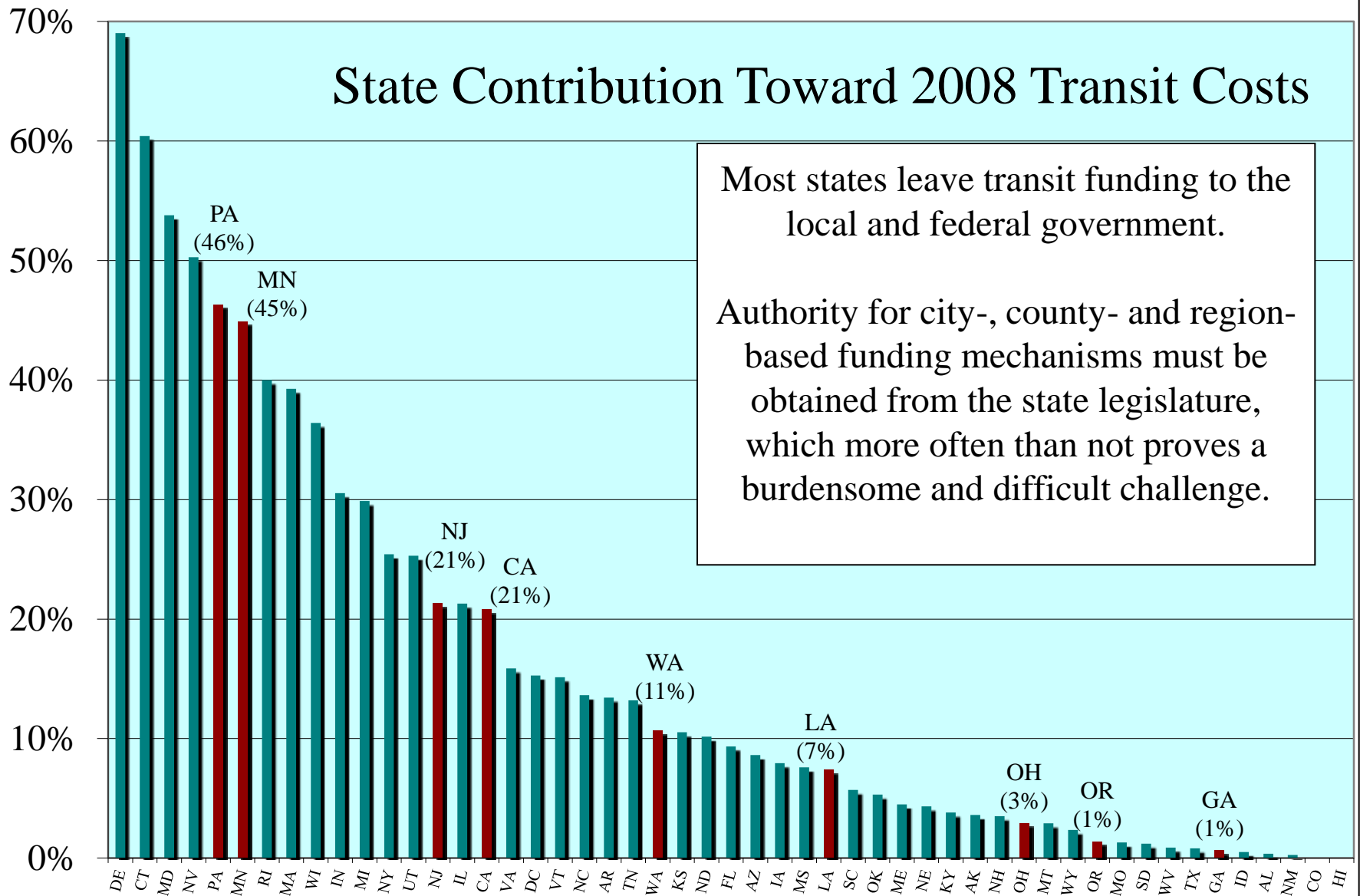


Transit demand is up, Resources are down



In 2008, ridership reached its highest level since 1956. Fares hikes and service cuts threaten to sabotage that trend, as nearly 90% of all transit providers have had to raise fares or cut service. Half have done both.

State Contribution Toward 2008 Transit Costs



Most states leave transit funding to the local and federal government.

Authority for city-, county- and region-based funding mechanisms must be obtained from the state legislature, which more often than not proves a burdensome and difficult challenge.

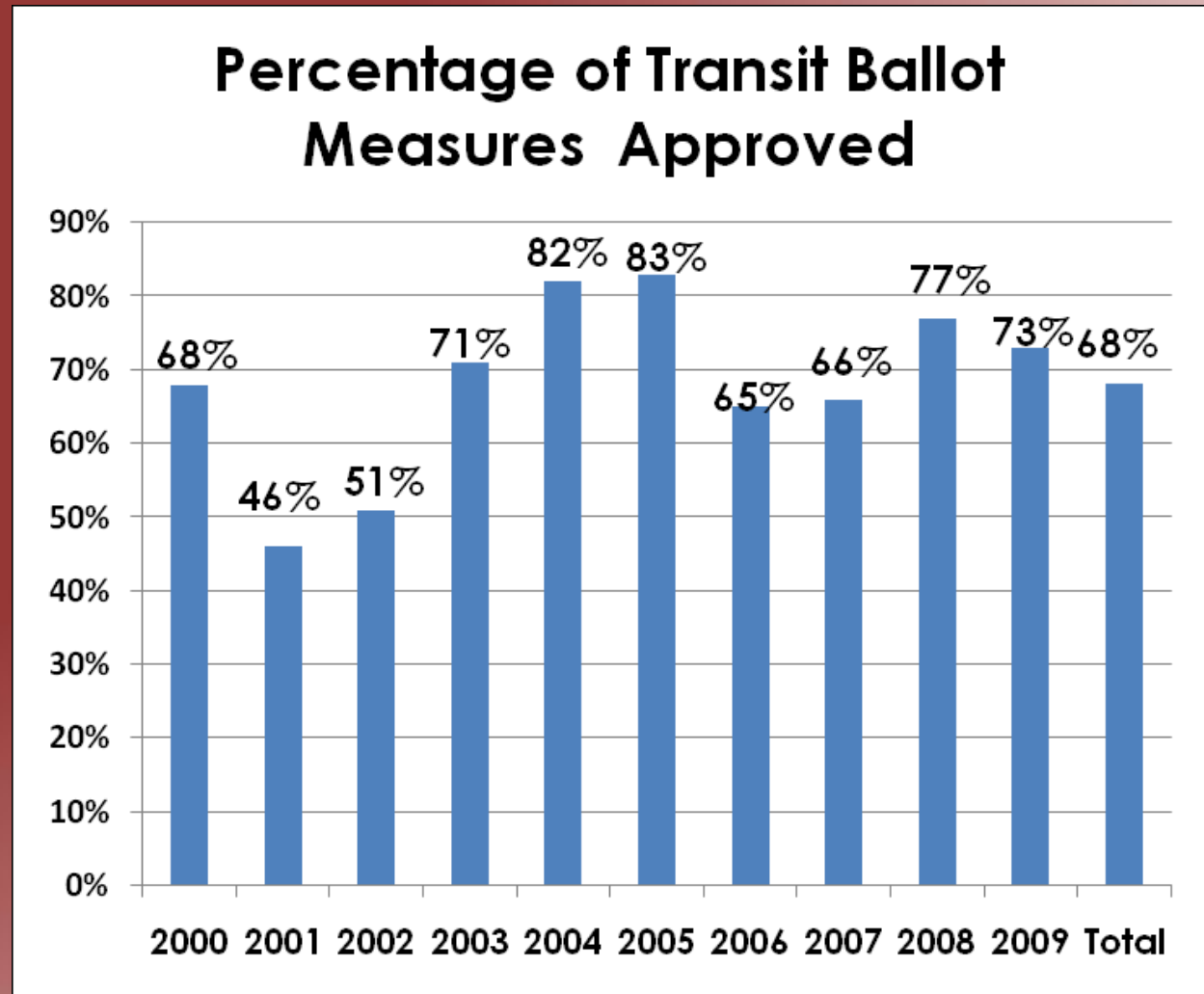
Opportunities: Federal Dollars

- \$8 billion for High Speed Rail in ARRA
- \$1.5 billion for TIGER grants in ARRA; available for public transportation projects as well as passenger and freight rail
- \$600 million in TIGER II Discretionary Grants (similar to the first TIGER program)



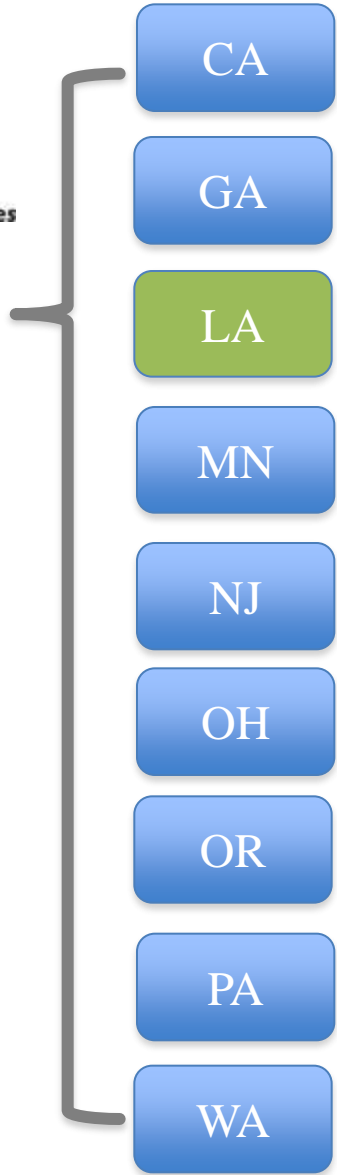
Transportation Choice Wins at the Ballot Box

- Almost a 70% approval rate for transportation measures (twice the rate of all ballot measures)
- Success across region, population, party affiliation
- But it takes a sustained and dogged public education effort to get to yes



** Courtesy of Center for Transportation Excellence*

Transit Campaign Overview



Sub-grants

Policy Research

Technical Support

Polling Assistance

Cross-state Collaboration

Expert Review & Advice

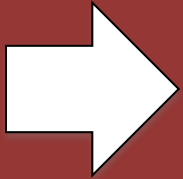
| State | Campaign timeframe | Funding Mechanism | Potential New Transit Revenue (<i>Annual</i>) | Total Campaign Budget |
|-----------|---|--------------------------------------|---|-----------------------------|
| <i>CA</i> | 2011 (legislation) 2012 (ballot) | Carbon Tax | \$212 - 240 million | \$5.5 million |
| <i>GA</i> | Fall 2012 (ballot) | Sales Tax | \$300 - 400 million | \$4 million |
| <i>MN</i> | 2011, possibly 2012 (legislation) | Sales Tax | \$255 million | \$1.4 million |
| <i>NJ</i> | Fall 2011 (legislation) Fall 2012 (ballot) | Possible Gas Tax increase | 15% above current levels | \$1.5 million |
| <i>OH</i> | 2010-2011 (education) Fall 2012 (ballot) | Sales Tax | \$250 million | \$1 million \$11 million |
| <i>OR</i> | Fall 2011 (legislation) | Income tax deduction | \$15 million | \$0.8 million |
| <i>PA</i> | Fall 2012 (legislation) | Alcoholic Beverage tax | \$484 million | \$2 million |
| <i>WA</i> | 2012 (legislation) Fall 2012 (ballot) | Motor vehicle excise tax | \$120 million | \$1.4 million |

Louisiana became part of the campaign because...

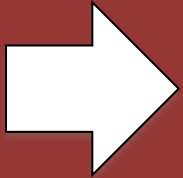


- A strong lead group already existed - CPEX
- Feasibility of new rail projects between New Orleans and Baton Rouge
- Political interest in various pieces of the work

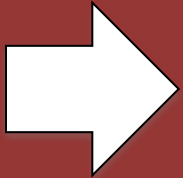
Lessons Learned



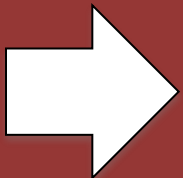
Must have a large, very diverse coalition



Provide specifics about what people will get for their money



Make a connection to jobs and economic development



Sometimes, you have to lose before you can win

Case Study: Proposition A – St. Louis, MO

- In April 2010, voters approved a countywide half-cent sales tax increase to
- Will generate about \$75 million a year
- Voters rejected a tax increase in 2008.
- Large and very diverse coalition including universities, hospitals (i.e., job centers), business, faith, environmental, walk/bike, labor, disability groups, etc.



Thank You!

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