

Metro Atlanta 2012
Regional Transportation Referendum
(TSPLOST)

October 25, 2012

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PITTSBURGH TRIBUNE-STAR
ATLANTA 7-28-0

METRO ATLANTA
TRANSPORTATION HELL
ENTRANCE

THE PENNY SALES
TAX INCREASE WILL
PAY FOR AN EXIT..



“Atlanta... we have a problem.”

- 3rd Fastest growing region (2000-10) yet 48th in transportation spending (SC, TN)
- MSA will add 3+ million residents by 2040
- Legislature unlikely to increase state motor fuel tax; (1971: 7.5¢ /gallon + 4% sales tax)
- Business community + others successfully lobbied for regional sales tax opportunity, following Denver, Charlotte, Phoenix, Seattle, etc.

TIA 2010 Basics:

- First regional tax referenda in Georgia history
- Entire state divided into 12 regions (3 passed)
- Local roundtables of elected officials created project lists for each region; 25% allocation to local govts (capital & operating eligible)
- 1% sales tax, 10-year term. (Excluded motor fuel, energy, autos*; included groceries, OTC drugs)
- Simple majority vote of the entire region

* First \$5,000 subject to 1% tax



- REGION 1 - Northwest Georgia R.C.
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HB 277: Transportation Investment Act of 2010

Project/Program Selection Process

1

Summer 2010

GDOT Planning Director submits recommended criteria for TSPLOST projects



2

Winter 2010

Roundtable meets to elect Executive Committee and approve regional criteria

3

Winter 2010

Using the regional criteria as a guide, local governments submit projects to the director



Aug. 15, 2011

Director compiles a list of **example programs/projects** based on submittals from local governments – the list is not fiscally constrained



4



5

Executive committee uses example program/project list to create **Draft Investment List** to be funded by estimated TSPLOST proceeds

6



Local governments, legislators and the ARC may **submit comments** on the draft investment list; **Two town halls** must be held to receive public input.

Oct. 15, 2011

7

After public input, regional roundtable meets to amend and approve the **final transportation investment list**



8

Spring/Summer 2012

Upon approval of a list, election superintendents in all 10 counties are notified to call for **VOTE** on the transportation investment list and corresponding tax on the same date as 2012 general primary



Final Project List

- Atlanta's final project list contained 157 projects, totalling \$6.1 billion.
- 52% transit; 48% roads, sidewalks, other
- \$1.1 billion to be allocated to local govts.
- \$600M to MARTA. \$600M to BeltLine. New light rail. 2 major BRT corridors.
- Rebuild all major interstate interchanges (bottlenecks)

Community Collaboration

- As soon as HB 277 passed in 2010, a group of community and business organizations began meeting monthly: the “First Friday Group”
- Grew to 150+ members by summer 2012
- FFG Members agreed to educate their constituents (MAVEN) or advocate for passage (CTM)
- Company Captain program

First Friday Group - "YES" Organizations

American Concrete Pipe Association
American Council of Engineering Companies
American Institute of Architects
American Society of Landscape Architects
Atlanta Apartment Association
Atlanta Bicycle Coalition
Atlanta Board of Realtors
Atlanta Business League
Atlanta Commercial Board of Realtors
Atlanta Metro Black Chamber of Commerce
Buckhead Business Association
Buckhead Coalition
Buckhead TMA
Building Owners and Managers Association (BOMA)
Cherokee Chamber of Commerce
Citizens for Progressive Transit
Clayton Chamber of Commerce
Cobb Chamber of Commerce
Commercial Real Estate Women (CREW)
Connect Gwinnett
Construction Management Association of America (CMAA)
Conyers-Rockdale Chamber
Council of Supply Chain Management Professionals (CSCMP)
DeKalb Chamber of Commerce
Douglas County Chamber of Commerce
Dunwoody Chamber of Commerce

Environment Georgia
Fayette Chamber of Commerce
Georgia Asphalt Paving Association
Georgia Chamber of Commerce
Georgia Concrete Paving Association
Georgia Concrete Products Association
Georgia Construction Aggregate Association
Georgia Engineering Alliance
Georgia Highway Contractors Association
Georgia Planning Association
Georgia Restaurant Association
Georgia Transit Association
Georgia Transportation Alliance
Greater Atlanta Homebuilders Association
Greater North Fulton Chamber of Commerce
Green Chamber of Commerce
Gwinnett Chamber of Commerce
Health Students Taking Action Together
Henry County Chamber of Commerce
Hispanic Chamber of Commerce
Metro Atlanta Chamber
National Association of Industrial and Office Properties (NAIOP)
National Association of Real Estate Brokers (NAREB)
Perimeter Transportation and Sustainability Coalition
Progressive Redevelopment
Precast Concrete Institute- Georgia and the Carolinas
Southern Bicycle League
Southern Environmental Law Center

First Friday Group - Neutral Organizations

AARP

American Jewish Committee

Association County Commissioners of Georgia

Atlanta Beltline

Atlanta Community Food Bank

Atlanta Downtown Improvement District

Atlanta Regional Council for Higher Education

Atlanta Regional Health Forum

Atlanta Urban League, Inc.

Buckhead CID

Central Atlanta Progress

Citizens for Progressive Transit

Clayton State University

Clean Air Campaign

Coalition for People's Agenda

Conference of Minority Transit Officials (COMTO)

Congress for the New Urbanism

Council for Quality Growth

Cumberland CID

Decatur Seventh-day Adventist Church

Downtown TMA/Downtown Green Space

Emory University

Evermore CID

Families First

Georgia Conservancy

Georgia Conservation Voters

Georgia Council on Developmental Disabilities

Georgia Department of Transportation

Georgia Municipal Association

Georgians for Passenger Rail

Georgia Regional Transportation Authority

Gwinnett Place CID

Gwinnett Unity Group

Gwinnett Village CID

Hispanic Chamber of Commerce

LEAD Atlanta Class of 2011

Leadership Atlanta

Leadership DeKalb

League of Women Voters of Georgia

Lilburn CID

Lindbergh LaVista Corridor Coalition

Livable Communities Coalition

MARTA

Micah Rowland of NPU-V/R2L

Midtown Alliance

Mothers and Others for Clean Air

North Fulton CID

Partnership for Southern Equity

Perimeter CID

Regional Business Coalition

Regional Leadership Institute

Revive Atlanta, Inc.

Southface Energy Institute

Statewide Independent Living Council of GA (SILC of GA)

Sustainable Atlanta

The Civic League

Town Center CID

Trust for Public Land

Urban Land Institute

Baseline Polling (May, 2011)

- Based on responses to a standard 'taxpayer burden' poll question, **a very high percentage of voters in the Atlanta region (35%) are on the brink of 'tax revolt,'** with close to 40% of many segments saying their taxes are 'MUCH' too high
- Consistent among all demographics, D's and R's

Baseline Polling (May, 2011)

- In order for this referendum to pass, the campaign must convincingly connect passage with the voters' top priority of job creation and retention.

Voter Contact

- Targeted mail (1.3M+ pieces; 20k handwritten postcards)
- Social Media, web/online (28M+ impressions)
- Broadcast (network, cable, radio)
- Corporate program (350+ companies)
- Outdoor (100+ boards)
- Field teams (26 FTEs)
- Speakers bureau (800+ presentations)
- Phones (2 million robocalls, 300k personal)

Key Messaging

- Jobs, Jobs, Jobs
- Less Traffic, More Jobs, Get Home Faster
- Need to keep Atlanta a Competitive Place that can create jobs
- Need to take steps toward a modern, clean and fast transit system for the entire region

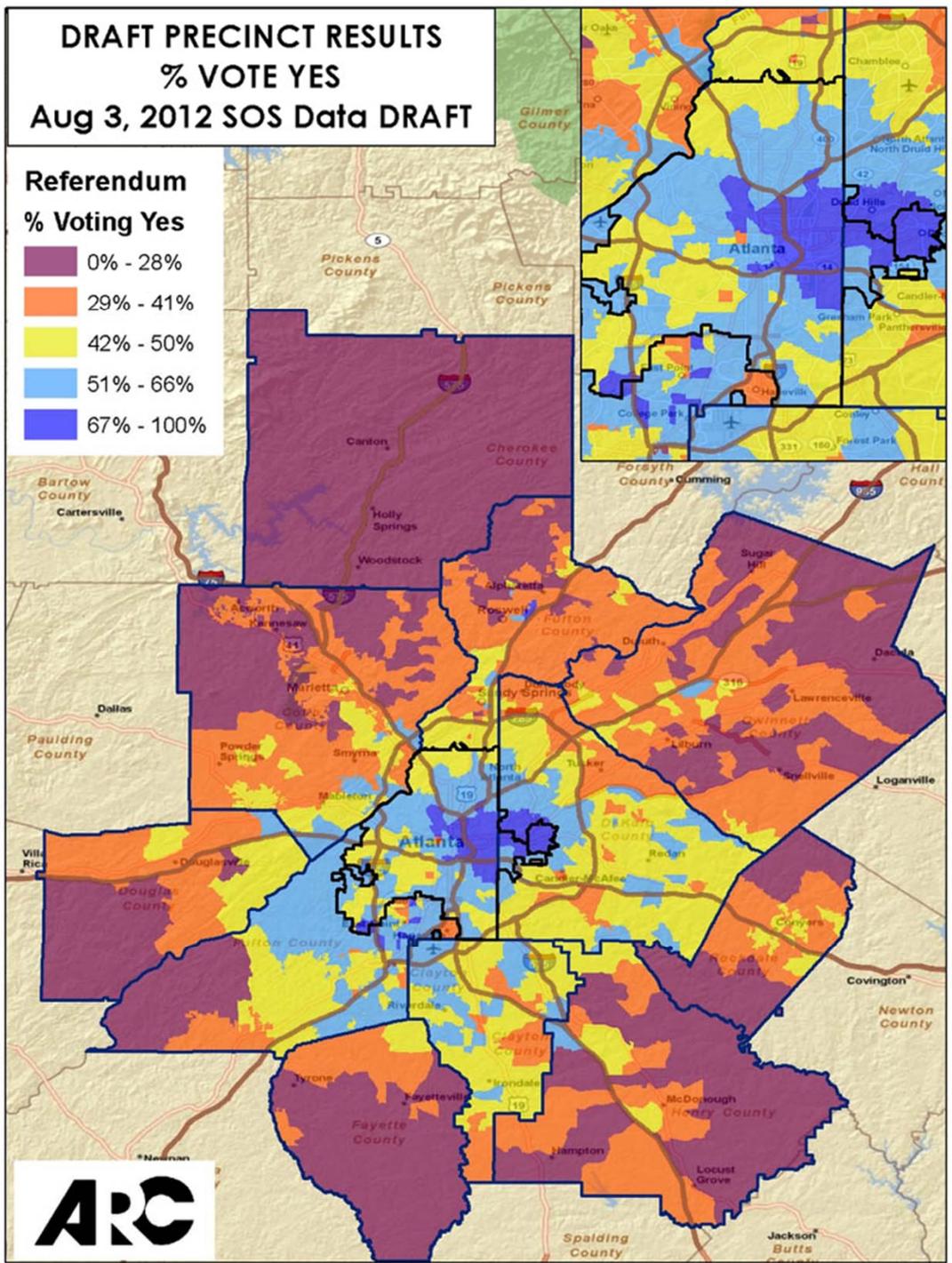
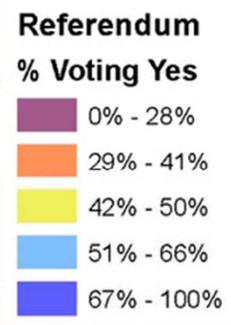
Perfect Storm:

- Historically Poor Economy
 - Case-Shiller Index: metro Atlanta home values are down 35.6% since peak in 2007
- Lack of Trust in government
- First-ever Regional Referenda for Georgia
- Complex Issue
- No obvious “Champions” for entire region
- Large, Diverse Region (45% of GA population)



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DRAFT PRECINCT RESULTS % VOTE YES Aug 3, 2012 SOS Data DRAFT



Metro Atlanta's Sales Tax "Savings" Will Come at a High Price

Moody's awards metro Atlanta a
'credit negative' for TSPLOST failure

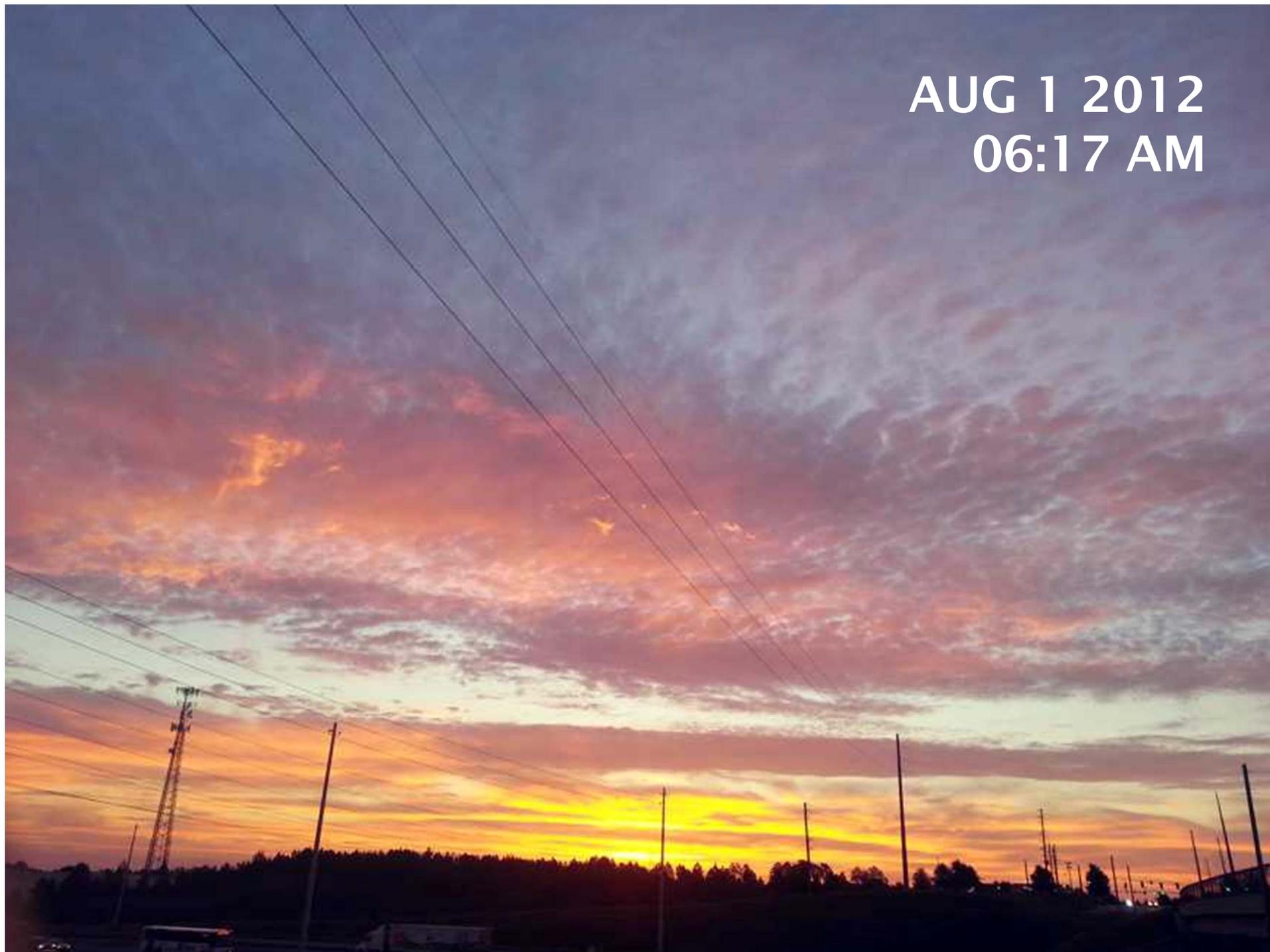
Atlanta makes choice to help Metro Denver grow jobs

Atlanta's Bad Traffic Situation Is About to Get Worse

Charlotte goal: Steer clear of Atlanta transit fate

Transportation Referendum Failure Leaves
Atlanta Transit's Future Uncertain

AUG 1 2012
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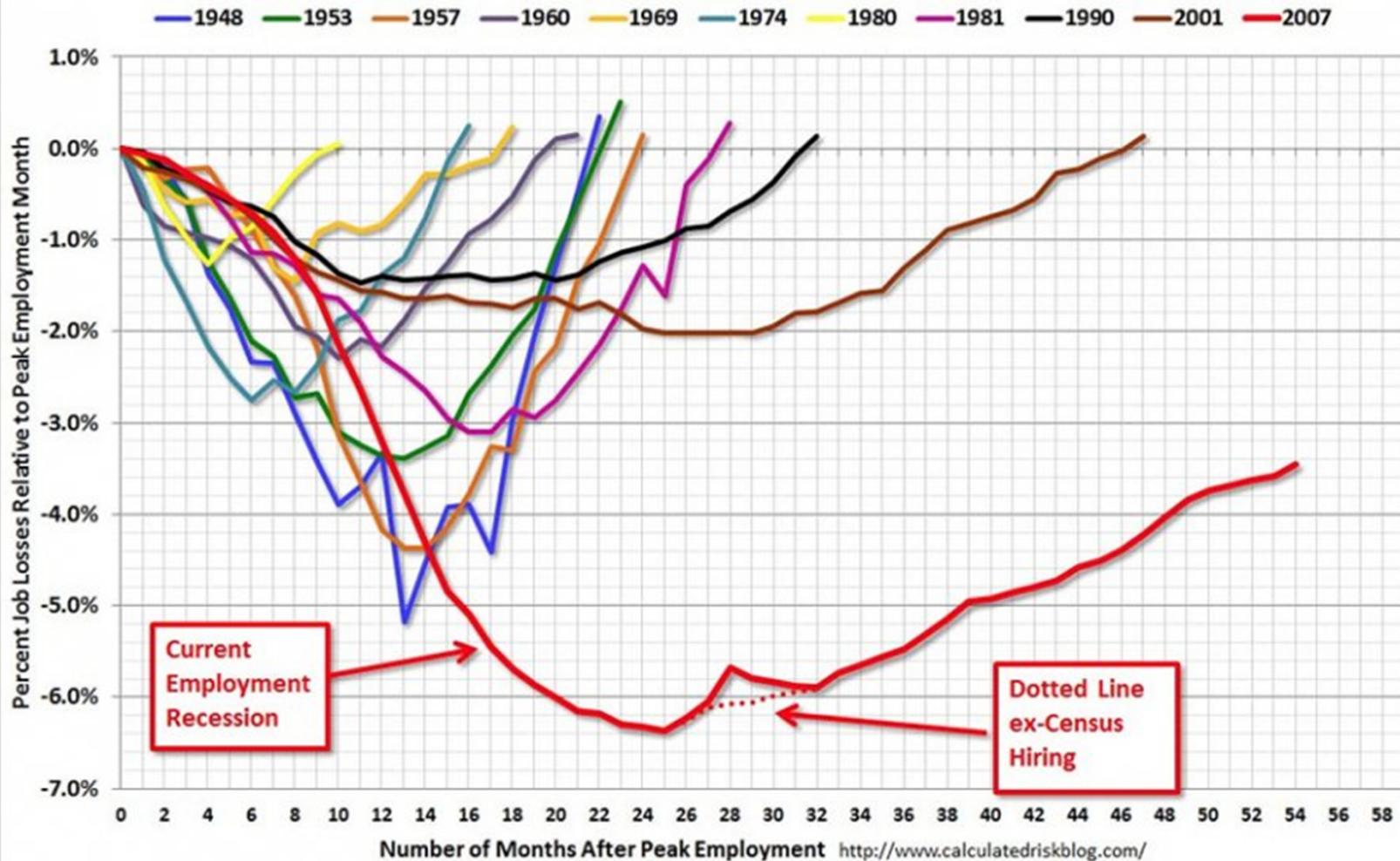
It's the Economy...

MoneyGame



Chart of the Day

Percent Job Losses in Post WWII Recessions



Reflections

- 10-county metro Atlanta region too large?
 - Sub-regions?
- Did the project selection process produce a list that was too complex?
- Was the tax too expensive? Fractional penny?
- What about the timing:
 - Election date
 - Project selection --> Campaign → Elections

Future Considerations

- Election timing
- Economic conditions
- Scope of Tax: amount, term, exemptions, etc.
- Engage citizens in plan/project list development earlier and more thoroughly
- Project list- what's in for me?
- Keep it simple
- Tie spending on infrastructure directly to jobs
- Work proactively with the media, mass influencers

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www.youtube.com/watch?v=RcvdcvpYRzk&feature=youtube_gdata_player&noredirect=1