TRANSPORTATION ELECTION TRENDS
Most States Have Had Transportation Ballot Measures 2000-2011

LEGEND

- Successful Transportation Measures
- No Successful Transportation Measures
- No Transportation Measures
Transportation Is on the Ballot Every Year

Number of Ballot Measures

<table>
<thead>
<tr>
<th>Year</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>32</td>
</tr>
<tr>
<td>2001</td>
<td>14</td>
</tr>
<tr>
<td>2002</td>
<td>41</td>
</tr>
<tr>
<td>2003</td>
<td>17</td>
</tr>
<tr>
<td>2004</td>
<td>56</td>
</tr>
<tr>
<td>2005</td>
<td>24</td>
</tr>
<tr>
<td>2006</td>
<td>49</td>
</tr>
<tr>
<td>2007</td>
<td>18</td>
</tr>
<tr>
<td>2008</td>
<td>48</td>
</tr>
<tr>
<td>2009</td>
<td>11</td>
</tr>
<tr>
<td>2010</td>
<td>57</td>
</tr>
<tr>
<td>2011</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>395</td>
</tr>
</tbody>
</table>
Transit Is Continually Successful with Voters

Success Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>68%</td>
</tr>
<tr>
<td>2001</td>
<td>46%</td>
</tr>
<tr>
<td>2002</td>
<td>51%</td>
</tr>
<tr>
<td>2003</td>
<td>71%</td>
</tr>
<tr>
<td>2004</td>
<td>82%</td>
</tr>
<tr>
<td>2005</td>
<td>83%</td>
</tr>
<tr>
<td>2006</td>
<td>65%</td>
</tr>
<tr>
<td>2007</td>
<td>66%</td>
</tr>
<tr>
<td>2008</td>
<td>77%</td>
</tr>
<tr>
<td>2009</td>
<td>73%</td>
</tr>
<tr>
<td>2010</td>
<td>77%</td>
</tr>
<tr>
<td>2011</td>
<td>79%</td>
</tr>
<tr>
<td>Average</td>
<td>71%</td>
</tr>
</tbody>
</table>
Many Ways to Finance Transit 2000-2011

- 336 measures have been specifically related to finance
- Sales tax measures continue to be most common for raising new funding
- Innovative financing methods are gaining ground

![Pie chart showing the distribution of funding methods:]
- Property Tax: 29%
- Sales Tax: 38%
- Bond: 10%
- Vehicle Fee: 3%
- Advisory or Non-Binding: 3%
- Other: 17%

![Bar chart comparing different sources of funding:]
- Sales Taxes: 59%
- Property Taxes: 74%
- Bonds: 84%
# Red vs. Blue
Transportation Ballot Measures Cross the Partisan Divide

<table>
<thead>
<tr>
<th>RED</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 42% of measures (13) were in regions that voted primarily for Republican candidates.</td>
<td>• 58% of measures (18) were in regions that voted primarily for Democratic candidates.</td>
</tr>
<tr>
<td>• 69% of measures (9) were approved.</td>
<td>• 77% of measures (14) were approved.</td>
</tr>
<tr>
<td>• Slightly fewer measures on ballots in right-leaning regions, but voters support them at a rate on par with the 10-year average.</td>
<td>• Slightly more likely to go to the ballot with transportation issues; approval rate above average for the day.</td>
</tr>
</tbody>
</table>

31 Transportation Measures on the November 2010 Ballot
Hallmarks of Success

- Specific
- Transparent + Accountable
- Strong Coalition
- Early Community Outreach
- Early Information and Funding
- Effective Champions
- Good Messaging ... Broad + Narrow
- Strong Ground Game
- Effective Mgmt of Local Circumstances
- Professional Support
- Use of Technology
2012 ELECTIONS
2012 Transportation Elections

- 62 measures on monitoring list
- 18 states with transportation on the ballot
2012 Transportation Elections

**YTD Results**

- 9 States
- 39 Measures
- **Win:** 33
- **Loss:** 6
- **Success Rate:** 85%

**November Outlook**

- 12 States
- 18 Measures
- 8 sales taxes
- 4 RTA Participation
- 2 advisory
- 1 property tax
- 1 anti-transit
- 1 bond
- 1 gas tax

*Kansas City, MO* – mail-in election for Downtown Streetcar District has December 11 deadline
2012 Transportation Election Results

Unfortunate Loss in Atlanta

27 Transit Finance Measures Approved on August 7!

Big Wins in Michigan
Los Angeles County, CA

**Measure J**

- **Type**: Sales Tax Extension
- **Amount**: ½ cent
- **Length**: 30 years (2039-2069)
- **Projected Revenue**: $90 billion total
Richland County, SC

Our Penny

- Type: Sales Tax Increase
- Amount: 1 percent
- Length: 22 years
- Revenue: $50 million annually
Memphis, TN

Memphis Charter Amendment

- **Type**: Gas Tax Increase
- **Amount**: 1 cent
- **Length**: No sunset
- **Revenue**: $3 million annually
Orange County, NC

Our Future
On Track

Transit Referendum

- **Type**: Sales Tax Increase
- **Amount**: 0.5 percent
- **Length**: No sunset
- **Revenue**: $5 million annually

What’s in the Orange County Transit Plan?

With approval of a 0.5% sales tax transit referendum, Orange County will receive the following investments in public transportation:

**New and Enhanced Bus Service**
- Improved connections locally, throughout the county, and regionally
- Increased frequencies and improved weekend and night service
- New signage, shelters and park & ride lots

**Express Bus Lane Improvements on Martin Luther King Jr. Blvd.**
- Dedicated lanes for high capacity buses
- High frequency

**Amtrak Rail Station in Hillsborough**
- Provide local funding for construction of new Amtrak station

**Light Rail connection from UNC to Duke and Downtown Durham**
- 17 mile frequent rail connection to Durham
- End to end travel time: 34 minutes
- Connection to jobs, healthcare, education, and shopping

For more information and detailed maps, visit [www.ourtransitfuture.com](http://www.ourtransitfuture.com)

Remember the public transportation referendum on NOVEMBER 6th.
Pierce County, WA

Proposition 1

• Type
Sales Tax Increase

• Amount
0.3 percent

• Length
No sunset

• Revenue
$28 million annually
Anti-Transit Measures in 2012

**Anti-Light Rail Charter Amendments**

These measures would require a public vote before the city or county could spend any public funding on rail transit projects.

- Clackamas County, OR (approved 9/18)
- King City, OR (approved 9/18)
- Tigard, OR

**End RTA Participation**

- Toledo Area Regional Transit Authority (TARTA)
  - Perrysburg, OH (approved 3/6)
  - Sylvania Township, OH
  - Spencer Township, OH

- The Rapid
  - Walker, MI

- Greater Portland METRO Bus
  - Falmouth, ME
Other November 2012 Races

- Alameda County, CA
- Stephenson County, IL
- Mahoning County, OH
- Houston, TX
- Arlington County, VA
- Virginia Beach, VA
- Clark County, WA

Uncounted Non-Transit Measures
- Napa County, CA
- Santa Cruz County, CA
- Alachua County, FL
- Lynden, WA