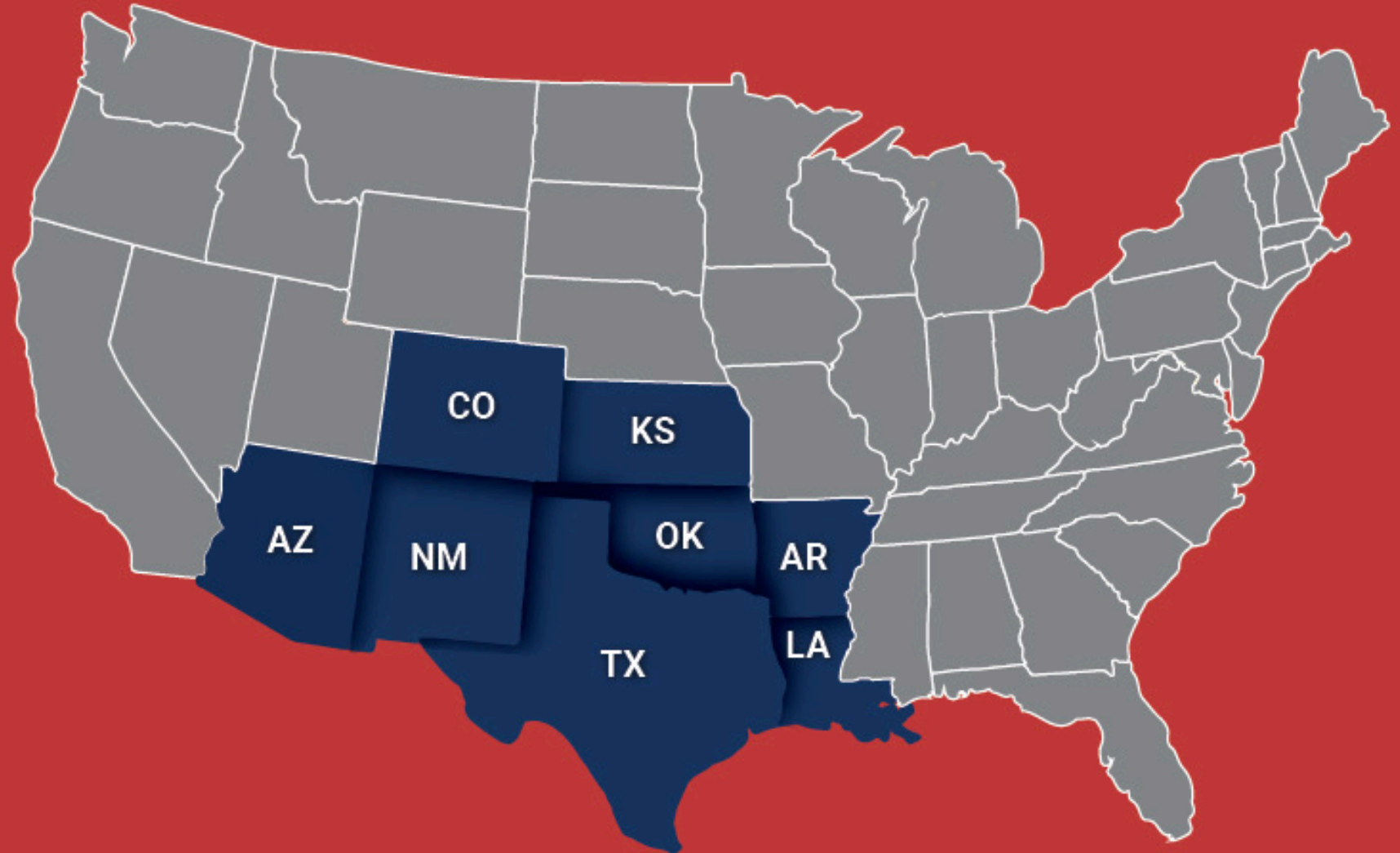




Next Steps in Securing Local Match

ARIZONA TRANSIT ASSOCIATION – APRIL 14, 2022

THE SWTA NATION



The Non-Federal Match Dilemma



40% Increase in
Federal Formula
Funds

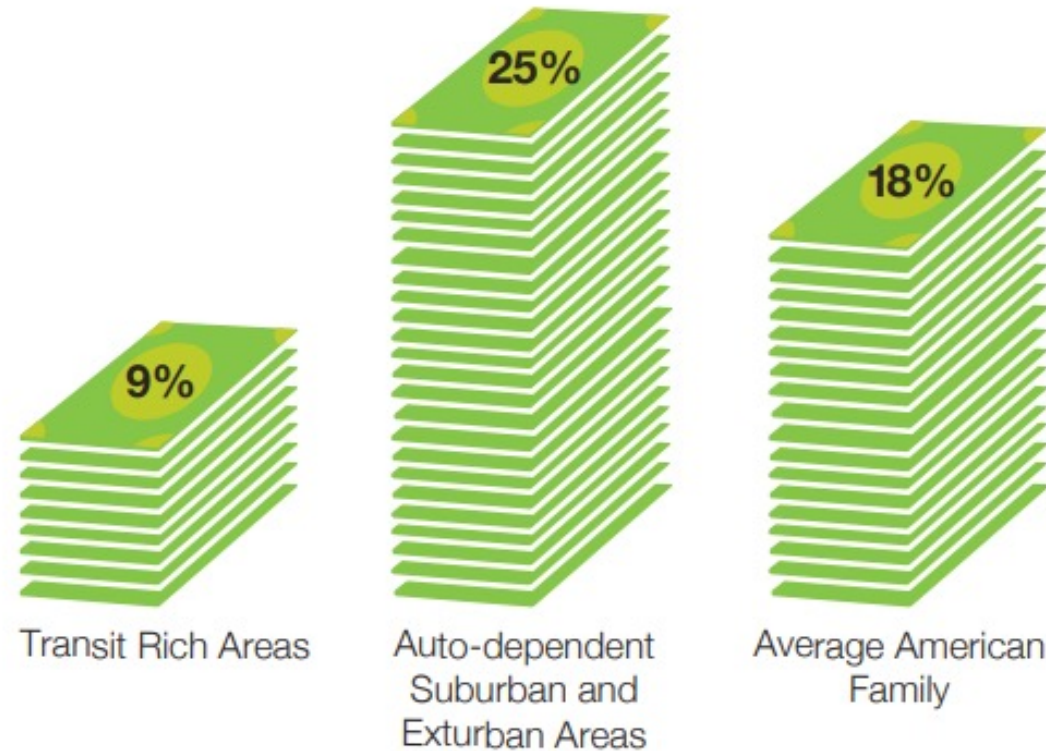


Need to Increase
Non-Federal Match
By Same Percentage



Where Does
Additional Match
Come From?

Transportation Costs as a Percentage of Household Income²

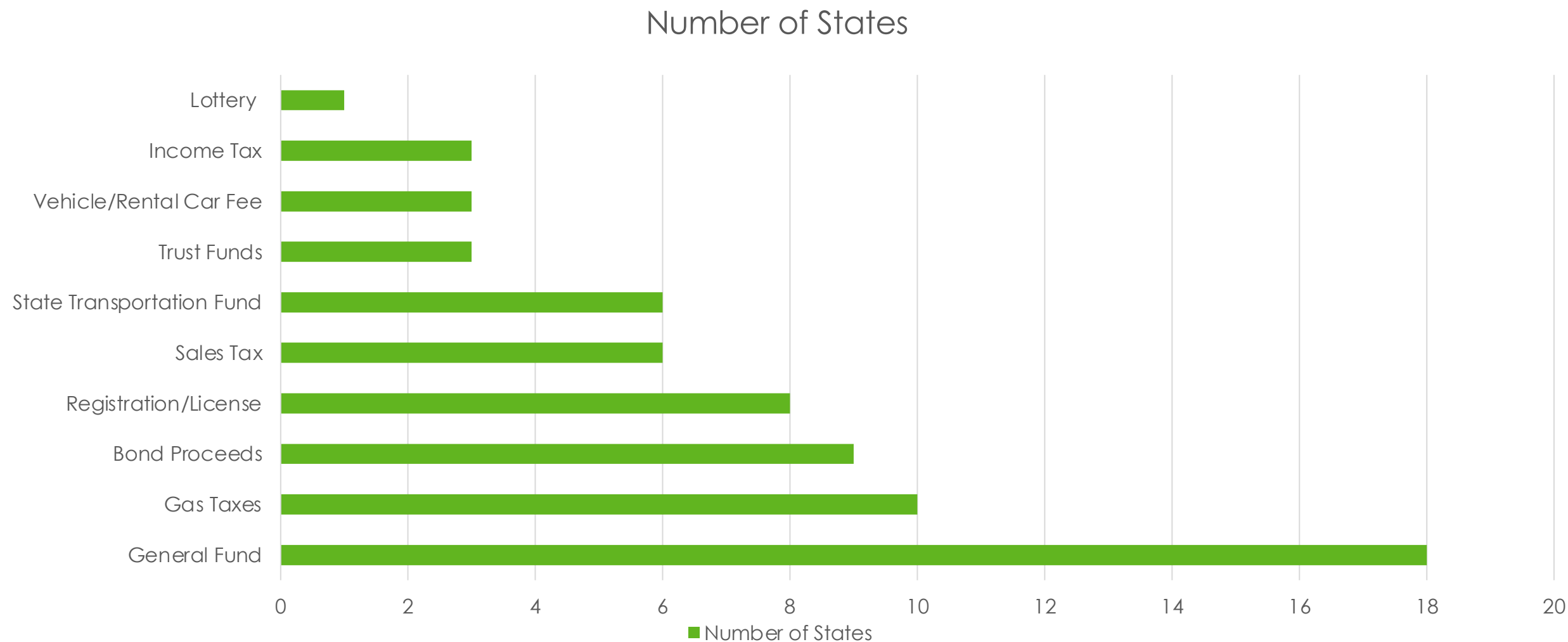


Concepts in Generating Match

- There are no magic solutions
- Don't try to do everything
- Look for supportive, not exploitive arrangements
- You want a multi-legged stool so your security blanket is bigger (allows for resilience if X source goes away)
- Look at expense side of operations (use federal capital funds at higher ratio to purchase equipment – ie. installing solar panels = reduction of power bill = new local match by saving \$\$s)



Concepts in Generating Match



**National Cooperative Highway Research Program
Project 20-65 Task 75**

**USE OF IN-KIND AS MATCH
FOR
FEDERAL TRANSIT ADMINISTRATION
AWARDS**

*In-Kind Match
TRB
Guidebook*

Prepared for:
National Cooperative Highway Research Program
Transportation Research Board
of
The National Academies

Dan Wagner
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Seidah Durante
Milligan & Company, LLC
Philadelphia, PA

Viktor Zhong
Scott Baker
AECOM
Arlington, VA

February 2020



TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES

With Cash Match Only

As shown below, an applicant is eligible to receive \$50,000 in FTA operating assistance and this would require the recipient to provide \$50,000 in local cash match. The FTA funds pay for half of the net operating expenses. Therefore, the recipient has \$100,000 cash available for operating expenses.

FTA operating assistance	\$ 50,000
Local cash match	\$ 50,000
	<hr/>
Net operating expenses in cash	\$ 100,000

With Cash and In-Kind Match

If in addition to the \$50,000 local cash match the recipient identifies \$10,000 in in-kind, the recipient is eligible for \$60,000 in FTA operating assistance. Therefore, the recipient has \$110,000 cash available for operating expenses, including the additional \$10,000 cash from FTA for claiming the \$10,000 in-kind.

FTA operating assistance	\$ 60,000
Local cash match	\$ 50,000
In-kind match	\$ <u>10,000</u>
Net operating expenses of \$110,000 cash and \$10,000 in-kind	\$ 120,000

TCRP

REPORT 129

TRANSIT
COOPERATIVE
RESEARCH
PROGRAM

Local and Regional Funding Mechanisms for Public Transportation

Sponsored by
the Federal
Transit Administration

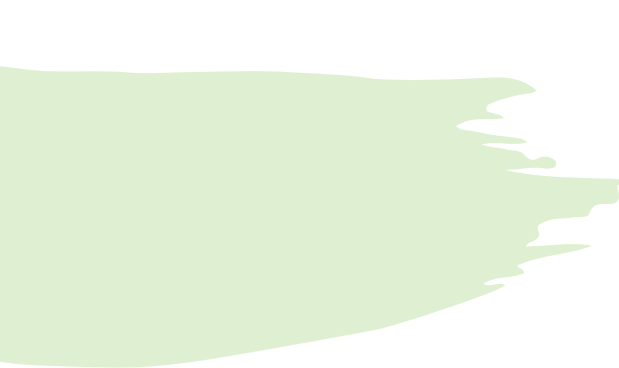
**AN
IMPORTANT
RESOURCE**

Hypothetical, But Never* Work

- Toll funding at state level thru DOT
- Congestion pricing
- Vehicle Miles Traveled
- Carbon Emissions Fees
- Public/Governmental Activity Bonds
- Opportunity/Empowerment Zones & Related Bonding (areas of economic suffering)

Financing Tools at a Glance

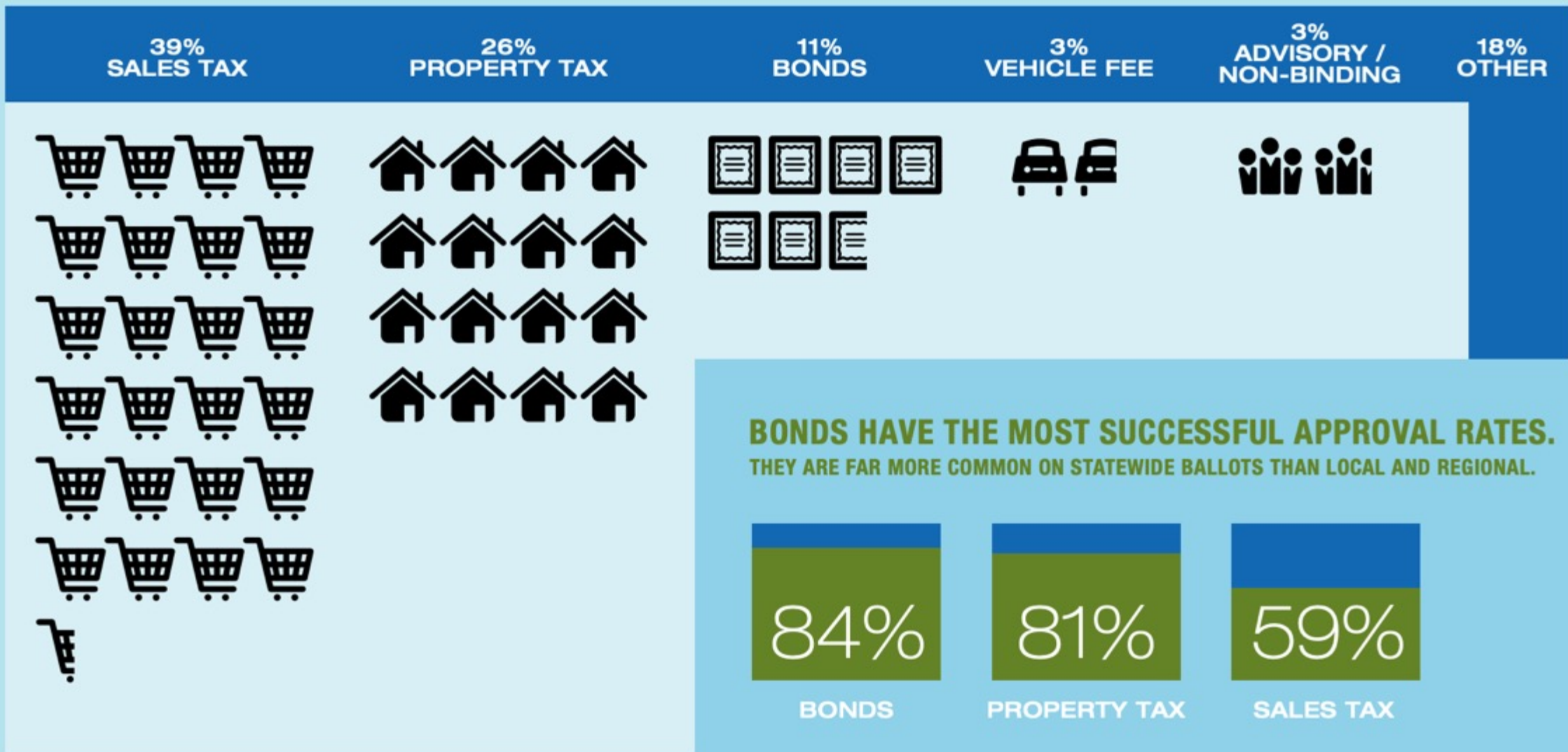
Financing Tools	Repayment	Cost/Risk	Benefit	Drawback
General Obligation Bonds	Full faith and credit of government	Typically lower risk and lower interest rates	Lower interest rate can save millions in total financing costs	Budgetary risk to project sponsor if tax collections are lower than expected
Revenue Bonds	Specific revenue source (e.g., sales tax, property taxes, user fees)	Typically a higher risk to investors resulting in a higher interest rate	Lower budgetary risk - investors have no claim on general tax collections	Higher interest rates raise the cost of building a project
Tax Increment Bonds	Building transit increases surrounding land values—providing additional property tax revenues used to repay bondholders	Real estate development takes time and increased revenues may come more slowly—this tends to raise risk and interest rates	Building transit catalyzes development—tax increment bonds tap into this development to help fund the project	Real estate markets fluctuate and forecasted growth may happen more slowly than originally anticipated
Grant Anticipation Notes	Federal formula	Formula funds are stable resulting in low risk and low interest rates	May have a lower interest rate than traditional government bonding options	Obligating future federal funds
Private Capital	Full faith and credit or a specific revenue stream	Private capital provided through public-private partnership typically has higher cost than other bonding options	Public-private partnerships can provide benefits that make increased cost worthwhile	More costly than traditional municipal bond markets
Private Activity Bond	Private entity is responsible for repayment	Risk and cost depend on the repayment source pledged by private entity	Private entity responsible for repayment - debt does not count against public borrowing caps	Must apply to USDOT for authorization to issue a private activity bond—(PAB only possible within public-private partnership)
TIFIA	Full faith and credit or a specific revenue stream	Federal government assumes risk and offers low-cost, flexible loan	Lower interest rate and delayed repayment	Must apply to USDOT
RRIF	Project sponsor may pledge a variety of repayment sources	Federal government assumes risk and offers low-cost, flexible loan	Lower-cost and more flexible loan than other bonding options	Loan recipient must pay the lost reserve or “subsidy” cost
State Infrastructure Banks	Full faith and credit or a specific revenue stream	Risk depends on specifics of project - state bank sets the interest rate	State bank loan may have lower cost than bond market	Not all states have an infrastructure bank



Revenue Sources	Amount	Reliability	Equity	Political Feasibility
Tax Increment	Variable depending on the size of the tax increment district boundary around the transit facility	Land values tend to be stable over time providing predictable revenues	Tax increment revenues tie project benefits (increased land values) to funding the transit project	High—tax increment is not a new tax or a tax increase
Special Assessment District	Variable depending on the size of the district and the tax rate applied to properties	Land values tend to be stable over time providing predictable revenues	Ties project funding to taxes levied on surrounding landowners who are direct beneficiaries	Moderate—these are new taxes and land owners need to understand the connection between a new project and the benefits it will bring
Development Contributions	Specific amount negotiated between project sponsor and developer	Typically a one-time contribution	Ties project funding to real estate development that will benefit directly from the new transit facility	High—provided the contribution is viewed as reasonable in relation to the benefit to the developer
Sales Tax	Sales taxes are broad-based and generate robust revenue	Sales taxes are a little less stable than property taxes but still provide a great deal of predictability	Sales taxes are regressive—although this may be addressed by exempting certain items such as food	High—sales taxes are typically politically successful when the projects they fund brings regional benefits
Tolls	Robust	Toll revenues are steady—especially for established highways with predictable travel demand	Regressive like all other flat user fees—not a concern for transit dependent residents	Low—increasing or using toll revenues to support other projects is often contentious
Vehicle Registration Tax	Moderate	Vehicle ownership rates are stable	Regressive like all other flat taxes—not a concern for transit dependent residents	Moderate—vehicle owners are sensitive to registration fees
Parking Fees	Variable depending on total number of spaces and travel demand	Peak period travel demand is mostly stable, though riders are sensitive to price changes	Regressive—not a concern for transit dependent residents	High—parking fees are a common and accepted source of project revenues
Fuel Tax	Robust	Driving rates are historically steady (subject to increasing fuel efficiency standards and recent changes in driving patterns)	Regressive—not a concern for transit dependent residents	Moderate—high fuel prices make new taxes difficult and not all local governments have the authority to impose a fuel tax
Land Sales	Variable depending on the local market and the size of the parcels	Land sales provide one-time revenues	Few equity concerns	Moderate to high—depends if resulting development conforms to community desires or development affects community character and existing commerce

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BALLOT MEASURES WERE CONSIDERED NATIONWIDE FROM 2000–2010 TO RAISE NEW REVENUES FOR TRANSPORTATION. WHAT TYPES OF REVENUES DID THEY SEEK?



* Each icon represents five transportation measures on ballots from 2000–2010.

Thinking About Current Resources Differently...

- In-Kind Contributions: property, fuel, radio/communications assets, etc
- Non-Emergency Medical Transportation (NEMT): be wary of trying to compete on losing terms; re-frame their budget with your costs; using public funds into private profit
- Carry-overs from previous fiscal years (becomes local match if you put it in a capital escrow account): talk to finance folks & FTA Regional Office

State Transit Funding Per Capita

States not funding transit:

- Alabama
- Arizona
- Hawaii
- Nevada
- Utah

Source: AASHTO State Transit Funding Report 2018

Table 1-8. Reported Investment for 51 DOTs by Per Capita Funding

State	POP AS OF 7/1/2016	FY2016 State Transit Funding	FY2016 Per Capita Funding
DC	684,336	\$531,633,000	\$776.86
Massachusetts	6,823,721	\$1,729,471,556	\$253.45
New York	19,836,286	\$5,011,381,700	\$252.64
Alaska	741,522	\$173,199,886	\$233.57
Illinois	12,835,726	\$2,574,752,065	\$200.59
Maryland	6,024,752	\$1,125,249,671	\$186.77
Connecticut	3,587,685	\$582,693,314	\$162.41
Delaware	952,698	\$138,327,530	\$145.20
Pennsylvania	12,787,085	\$1,647,371,630	\$128.83
Minnesota	5,525,050	\$416,207,000	\$75.33
California	39,296,476	\$2,301,559,553	\$58.57
Rhode Island	1,057,566	\$54,521,504	\$51.55
New Jersey	8,978,416	\$349,353,029	\$38.91
Virginia	8,414,380	\$275,122,201	\$32.70
Michigan	9,933,445	\$265,995,916	\$26.78
Wisconsin	5,772,917	\$110,737,500	\$19.18
Florida	20,656,589	\$346,922,736	\$16.79
Vermont	623,354	\$7,616,974	\$12.22
Washington	7,280,934	\$85,568,222	\$11.75
Indiana	6,634,007	\$62,437,577	\$9.41
Oregon	4,085,989	\$37,221,670	\$9.11
North Carolina	10,156,689	\$87,843,069	\$8.65
North Dakota	755,548	\$5,182,054	\$6.86
Tennessee	6,649,404	\$45,182,784	\$6.80
Wyoming	584,910	\$3,025,405	\$5.17
Iowa	3,130,869	\$15,751,761	\$5.03
Kansas	2,907,731	\$11,000,000	\$3.78
Nebraska	1,907,603	\$6,297,705	\$3.30
New Mexico	2,085,432	\$6,643,800	\$3.19
Colorado	5,530,105	\$15,000,000	\$2.71
Oklahoma	3,921,207	\$5,750,000	\$1.47
West Virginia	1,828,637	\$2,347,569	\$1.28
South Carolina	4,959,822	\$6,000,000	\$1.21
Arkansas	2,988,231	\$3,492,826	\$1.17
South Dakota	861,542	\$1,000,000	\$1.16
Texas	27,904,862	\$30,341,068	\$1.09
Louisiana	4,686,157	\$4,955,000	\$1.06
New Hampshire	1,335,015	\$1,265,548	\$0.95
Maine	1,330,232	\$1,147,845	\$0.86
Montana	1,038,656	\$675,000	\$0.65
Ohio	11,622,554	\$7,300,000	\$0.63
Mississippi	2,985,415	\$1,628,000	\$0.55
Kentucky	4,436,113	\$1,875,297	\$0.42
Georgia	10,313,620	\$3,071,913	\$0.30
Idaho	1,428,683	\$312,000	\$0.22
Missouri	6,091,176	\$1,045,875	\$0.17
TOTALS	303,973,147	\$18,095,478,753	

State Transit Funding Sources

Table 1-10. Sources of Local Transit Funding

	LOCAL transit funding sources							
STATE	SALES TAX	GAS TAX	PROP. TAX	VEH. REG. FEES	RENTAL CAR FEES	CITY/CTY GENERAL FUND	INCOME TAX	OTHER
Alaska	X		X			X		X
Arkansas					X	X		X
California	X		X					X
Colorado	X					X		
Connecticut	NR							
Delaware	NR							
DC						X		X
Florida	X	X	X	X		X		
Georgia	X					X		
Idaho	X		X	X	X	X	X	
Illinois	X							
Indiana			X			X		
Iowa			X	X		X		
Kansas						X		X
Kentucky			X			X		X
Louisiana	X					X		X
Maine					X			X
Maryland	NR							
Massachusetts						X		
Michigan			X	X		X		
Minnesota	X		X			X		
Mississippi						X		X
Missouri	X					X		X

Table 1-10. Sources of Local Transit Funding

	LOCAL transit funding sources							
STATE	SALES TAX	GAS TAX	PROP. TAX	VEH. REG. FEES	RENTAL CAR FEES	CITY/CTY GENERAL FUND	INCOME TAX	OTHER
Montana		X		X				
Nebraska			X			X		X
Nevada	X	X		X		X		
New Hampshire								X
New Jersey								X
New Mexico	X					X		
New York	X		X			X		
North Carolina	X		X	X	X	X		
North Dakota								X
Ohio	X		X			X	X	
Oklahoma	X					X		X
Oregon			X			X		X
Pennsylvania						X		X
Rhode Island	NR							
South Carolina	X	X		X				
South Dakota	X		X			X		X
Tennessee	NR							
Texas	X		X			X		
Vermont								X
Virginia	X	X	X	X	X	X		
Washington	X							
West Virginia	NR							
Wisconsin						X		
Wyoming						X		X

Traditional Funding Sources

- Farebox receipts
- General local governments including community development or public works budgets
- Dedicated tax (not available to all systems) / millage (takes years to line-up)
- Contracts/Medicaid/Purchase-of-Service
- Non-DOT federal funds (most are hard to access)

Creative State Funding Examples

*North Carolina
Rural Operating
Assistance Program
(formulized, all 100
counties)*

Trip Purpose	EDTAP	EMPL	RGP
Personal care, non-emergency medical appointments, pharmacy pickup, shopping, bill paying, public hearings, committee meetings, classes, banking, etc.	Yes	No	Yes
Job interviews, job fair attendance, job readiness activities or training, GED classes	Yes	Yes	Yes
Transportation to Workplace (trip must be scheduled by the individual passenger)	Yes	Yes	Yes
Child(ren) of Working Parent transported to Child Care	No	Yes	Yes
Group field trips/tours to community special events	Yes	No	*
Overnight trips to out-of-county destinations	Yes	No	*
Human Service Agency appointments	Yes	No	Yes
Fuel assistance (gas vouchers, gas cards, reimbursement to fuel provider), vehicle repairs or vehicle insurance premiums	No	No	No
Human service agencies cannot purchase passes, tickets or tokens from the community transit systems for the agency's program needs or their clients' needs. Human service agencies must pay the fully allocated cost for the transportation services needed. Clients must purchase passes, tickets and tokens from the community transit system, not the Human Service agency.			

* Must be provided under the provisions of [Federal Charter regulations](#).

Federal and State Grants Overview

The funds reviewed fall into 3 broad categories:
Federal, (Federal) Competitive, and State

Federal	(Federal) Competitive	State
<ul style="list-style-type: none">• 5311• 5310• 5339• 5303/5304	<ul style="list-style-type: none">• Accelerated Innovative Mobility• Better Utilizing Investments to Leverage Development• 5339(b) Bus and Bus Facilities• IMI Integrated Mobility Innovation• Low or No Emission Program	<ul style="list-style-type: none">• SMAP• ROAP• Rural State Operating• Traveler's Aid• ConCPT• State Match• Advanced Technology• Intern/Apprentice• TDM

Other State Examples

- **Florida's Transportation Disadvantaged Trust Fund** – Paid by motor vehicle registration fees and other sources; administered by the Florida Commission for the Transportation Disadvantaged
- **New Jersey's Senior Citizen and Disabled Resident Transportation Assistance Program**, supported by 8.5 percent of the state's Casino Revenue Tax Fund, helps counties develop and provide accessible local transit service for older adults and people with disabilities.

Other State Examples

- **Pennsylvania's Welfare to Work Transportation Program**, funded from the state's Public Transportation Trust Fund, sponsors local projects and services that help low-income people with transportation to work and child care services.
- **Washington's state-funded Paratransit/ Special Needs Grant Program** biannually awards \$5.5 million to nonprofits to improve transit services for people who can't provide their own transportation due to age, disability or income. The goals of Washington's program include enhanced access to jobs.

Innovative Match Sources

- Hotel/lodging/rental car fees
- Voluntary check-off on taxes or drivers licenses
- Business districts/TOD
- FTA Joint Development/PPPs (some FHWA funds/programs)
- Mixed-use at facilities (child care, workforce service)
- Revenue-generating property (if allowed)
- Advertising & Sponsorship

Innovative Match Sources (cont.)

- Business Development Districts/Main Street Associations
- Fleet services (maintenance/fueling for other departments)
- 5311(f) intercity service to attract additional state funds
- Faith/charity/foundation partnerships
- Drivers operating trips under TNC Apps (ride payment + tip) – Morgantown, W.V. is trying this



FUNDING RESOURCES

The primary funding for public transportation comes from federal and state resources. Meeting the local match requirements for both rural and urban transit agencies often takes creative, unconventional funding resources to meet local match requirements, in addition to general fund revenues from counties and cities. Other common local match sources are from tax and fee generation.



Taxes: sales, use, property, cigarette, gas/fuel, corporate franchise, severance, hotel/motel, employer/ payroll, realty transfer, etc.



Fees: parking fees and fines, vehicle registration, utility fees, vehicle leasing and rental fees, mortgage recording fees, etc.



Revenues: tolls, advertising, concessions/rental income, casino/lottery revenues, etc.

For A
List Of Potential
Funding Sources For
Public Transportation
Services Or Projects From
State, Federal, And Local
Funds, Please Refer To
The Table On The
Next Page

COORDINATION CHAMPION

Public transit agencies must be out in front of the community, making a presence, looking for partnerships, and promoting the value of transit to businesses, the community, and political leaders. Successful rural transit agency coordination examples are shown below.

- **JAUNT – Charlottesville, VA** provides service to a 6-county area with multiple partners. The rural agency operates seven days per week with 85 vehicles. JAUNT provides commuter services, university students, human service contracts, paratransit contracts, general public, and many other services. <http://ridejaunt.org/>
- **TRAX – Texarkana, TX** is a rural provider for nine counties in northeast TX. TRAX provides demand response, fixed route, and commuter services and operates under the auspices of the Ark-Tex Council of Governments. The agency has evolved its primary funding sources from primarily Medicaid 15 years ago to public transit funding and a wide variety of agencies, local and county governments, and businesses, such as Walmart and local community college, Greyhound, and a local processing plant. <https://www.atcog.org/atcog/home/transportation-program/>
- **Hiawathaland Transit – Zumbrota, MN** – the nonprofit Three Rivers Community Action agency operates Hiawathaland Transit service for over 15 communities in southeast MN. Service hours and days vary depending upon service location. The flexibility of the agency services is one primary reason for success of the agency. <http://www.threeriverscap.org/transportation/hiawathaland-transit>

Potential Funding List for Public Transportation Services/Projects

TYPICAL FEDERAL AND STATE FUNDS

- 1 Homeland Security Grants
- 2 FAST Act Highways
- 3 Congestion Mitigation & Air Quality Program (CMAQ) - not in SD currently
- 4 Highway Safety Improvement Program (HSIP)
- 5 Intelligent Transportation Systems Research & Dev
- 6 Projects of National & Regional Significance (earmarks)
- 7 Surface Transportation Program (STP) Regional share (RSTP)
- 8 FAST Act Transit
- 9 Section 5307 - Urbanized Area Formula Grants
- 10 Section 5309 New Starts and Core Capacity
- 11 Section 5309 Small Starts
- 12 Section 5310 - Enhanced Mobility of Seniors & Individuals with Disabilities
- 13 Section 5311 - Formula Grants for Rural Areas
- 14 Section 5337 - State of Good Repair
- 15 Section 5339 - Bus & Bus Facilities / Low Emission
- 16 Section 5340 - Growing States & High Density Formula
- 17 Better Utilizing Investments to Leverage Development (BUILD - formerly TIGER)
- 18 Federal Lands Transportation Program
- 19 National Highway Performance Program
- 20 US Department of Agriculture
- 21 Transitional Assistance for Needy Families (TANF)
- 22 Vocational Rehabilitation/Veterans Affairs
- 23 Mobility on Demand Sandbox Demonstration - 5312
- 24 Dept of Social Services / Aging / Title IIIB Programs
- 25 Department of Labor / Workforce Investment Act: Adult/Youth
- 26 Medicaid
- 27 Tribal Transit Funding
- 28 US Department of Housing and Urban Development
- 29 Integrated Mobility Innovation
- 30 State Highway Funds

- 31 State Transit Assistance - General Funds
 - 32 Department of Health and Human Services
 - 33 Safe Routes to School
- ### TYPICAL LOCAL FUNDS
- 34 South Dakota Community Foundation
 - 35 Higher Education General Funds/Student Fees
 - 36 Fares
 - 37 Contracts
 - 38 United Way
 - 39 Lease Revenues
 - 40 City/County General Fund
 - 41 Donations
 - 42 Employer contributions
 - 43 Fundraising
 - 44 Bonds / Leasing
- ### OTHER FUNDING PROGRAMS
- 45 Human Trafficking Awareness and Public Safety Initiative
 - 46 Transportation Alternatives Program
 - 47 Casino Revenue Tax
 - 48 Sales Tax
 - 49 Cigarette/Alcohol Tax
 - 50 Lottery Proceeds
 - 51 Rental Car Tax
 - 52 Vehicle Registration Fees/License Fee
 - 53 Wheel Tax
 - 54 Real-Estate Transfer Tax
 - 55 Property Tax
 - 56 Development Impact Fees
 - 57 Storm Water Fees
 - 58 Parking Fees/Tax
 - 59 Advertising
 - 60 Local Sales Tax
 - 61 Hotel/Motel Tax
 - 62 Special Assessment Districts
 - 63 Utility Levy

****Appendix B of Final Report provides additional information for funding programs within table.**



FUNDING GUIDANCE CHECKLIST

The following checklist provides guidance for your transit agency to consider when researching funding sources for public transportation.

Have a short-term and long-term transit plan and vision. Where does your agency want to be in 5 years and 10 years? How do we get there? What resources do we need? Does the community support this vision?

Know true costs of your transit service today and for the future. This information provides actual costs for any expansions or modifications for service requests and interested partnerships.

Develop a community outreach plan annually to promote public transportation. The plan should include all audiences, from elected officials to neighborhood groups to elementary children, with the purpose of showcasing and educating the community about transit services. Assign roles and responsibilities for accountability and determine the 'Voice or Champion' of Transit for your agency. Develop materials appropriate to each audience, including existing services, costs, funding partners, coordination opportunities, etc.

After outreach efforts, continuously contact businesses, organizations, and agencies about services, potential coordination, funding availability at least once per year.

Review outreach efforts annually to adjust goals to meet the agency's vision.

REPEAT.

RESEARCH STUDIES

Transit agency coordination with organizations and businesses is key to applying for project grants and winning. Support from multiple agencies and from adopted local and regional plans shows community support for the project. Specific research studies published regarding transit funding are listed below for further information.

- [Thinking Outside the Farebox](#)
- [Survey of State Funding for Public Transportation – Final Report](#)
- [On Track, How States Fund and Support Public Transportation](#)
- [TCRP Local and Regional Funding Mechanisms for Public Transportation – Report 129](#)
- [Local Funding Options for Public Transportation, Victoria Transport Policy Institute](#)
- [TCRP Synthesis 94 – Innovative Rural Transit Service](#)
- [Why and How to Fund Public Transportation](#)

ACKNOWLEDGEMENT

Thank you to the SD2017-06 Technical Panel and the participating South Dakota Transit Agencies who helped develop this project.

Why and How to Fund Public Transportation

- Arizona PIRG Education Fund March 2009
(<https://uspargedfund.org/sites/pirg/files/reports/Why-and-How-to-Fund-Public-Transportation.pdf>)

II. Why Fund Public Transit?

1. Transit Creates Public Goods by Displacing Driving
 - A. Congestion Reduction
 - B. Reduced Pollution
 - C. Allows More Efficient Land Development
 - D. Fewer Auto Injuries and Deaths
2. Other Transit Benefits
 - A. Enhanced Mobility
 - B. Economic Development
 - C. Public Spaces
3. Transit Needs Will Outpace Existing Funding

III. General Principles for Funding Transit

1. Enhanced Market Efficiency
2. Low Collection Costs
3. Reliability
4. Capacity for Growth
5. Fairness

IV. Potential Revenue Sources

1. Fare Hikes are Self-Defeating
Side Bar: Should Transit be Free?
2. Discretionary Spending Sources
 - A. General Revenues
 - B. "Flexing" Federal Transportation Funds
3. Sales Taxes
4. Dedicated Transportation Revenues
 - A. Gas Taxes
 - B. Rental Car Tax
 - C. License, Registration or Title Fees
 - D. Tire Tax
 - E. Weight-Based Vehicle Sales Taxes
 - F. Vehicle Battery Tax
 - G. Weight Mile Truck Fee
 - H. Toll Roads
5. Development and Real Estate Charges
 - A. Development Impact Fees
 - B. Storm Water Fees
 - C. Real Estate Transfer Tax
 - D. Parking Tax

Real-World Examples

COMMUNITIES OF VARYING SIZES



Advertising/Sponsorship (Naming Rights)



Municipal Utility Fee

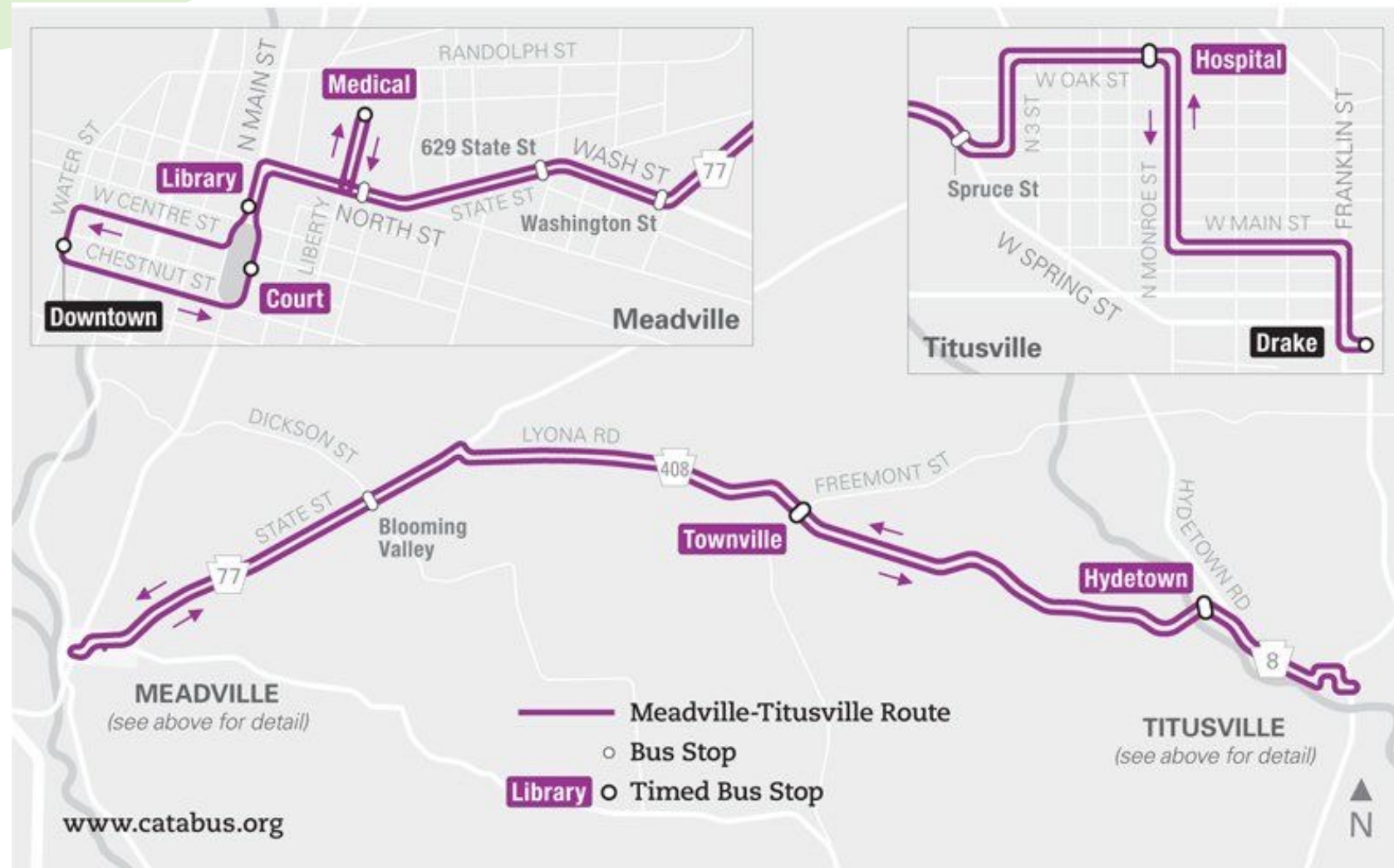


Corvallis Transit System

Corvallis, OR

- Adopted in 2011 (no vote needed)
- Transit included on municipal services bill
- Supports fareless transit citywide, all modes
- 37 percent increase in ridership
- average single-family home currently pays \$3.55 per month – or \$42.5 per year
- fee delivers about \$1.2 million annually, compared to \$400,000/year previously allocated by the city

Purchase-of-Service: LifeLine Routes



Crawford Area Transportation Authority

Meadville, PA

- 1st route: 2015
- 4 routes today
- Supplements any gap between farebox revenues and operating expenses

Outreach & Framing

- Partners & Businesses: Engender a sense of ownership & common priorities
- Voters & Elected Officials: Demonstrate results of investment or consequences of cuts – show fully-allocated benefits!
- Free/Zero Fare versus Fareless
- Identify Shared Outcome Goals
- Always Cultivate New Opportunities

Questions & Discussion

Rich Sampson: rsampson@swta.org | 225.270.0855

AZ

CO

NM

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TX

LA