



Broward County's Successful 2018 Surtax Referendum

Why a Transportation Surtax was Needed

- BCT needed a long-term sustainable funding source for on-going operations and to implement its Community Vision
- Transportation programs were funded primarily with gas tax revenues which had not increased in 20 years because more fuel-efficient cars resulted in less gas tax revenue
- Broward received the lowest amount of funding per capita for roadway projects of any county in Florida: \$34
- Many planned Broward transportation projects were deferred during the economic downturn to keep taxes low

Prior Broward County Referendums had Failed

- **2006** – 1% County-Wide Transportation Surtax Failed with Only 38% of the Vote.
- **2016** – A Combined Ballot Initiative of ½ % for Transportation Projects and ½ % for Municipal Infrastructure Projects Failed. Both had to Pass to be Enacted, but the Municipal Infrastructure Component was Defeated.

Silver Lining:

The Transportation Component Passed with 51% of the Vote, Indicating Significant Public Support.

Transportation Surtax Ballot Question

FUNDING FOR COUNTYWIDE TRANSPORTATION SYSTEM IMPROVEMENTS THROUGH LEVY OF SURTAX

Shall countywide transportation improvements to reduce traffic congestion, improve roads and bridges, enhance traffic signal synchronization, develop safe sidewalks and bicycle pathways, expand and operate bus and special needs transportation, implement rail along approved corridors, and implement emerging transportation technologies, be funded by levying a thirty year, one percent sales surtax, paid by residents and visitors, with the proceeds held in a newly created trust fund and all expenditures overseen by an independent oversight board?

YES _____

NO _____

2018 “Penny for Transportation” Plan

- Collaborative plan with projects in every community
- Prioritized connectivity and congestion relief
- Dedicated transportation-specific funding; kept in a “locked box” only for that purpose
- **Independent** Oversight Committee manages
- The 1% Surtax sunsets (30 years)
- Projected revenues of \$15.6 Billion
- Makes us eligible for a larger share of state and federal funds (brings back our own tax dollars)
- **30% of the tax will be provided by visitors**

30-Year Transportation Plan Highlights

- 476 road, traffic, signal, bridge, technology and safety improvements
- More than 700 city-requested transportation improvements
- Expands the Bus fleet from 355 to 642
- Full funding for existing Community Shuttles and expanded service
- Full funding for on-demand transportation services for people with disabling conditions (Paratransit)
- Designing local transit service intended to offer more reliable, responsive, accessible system
- Light rail along locally supported, studied, and approved corridors

East-west and north-south connectivity projects are prioritized, as is the demonstrated ability to reduce congestion

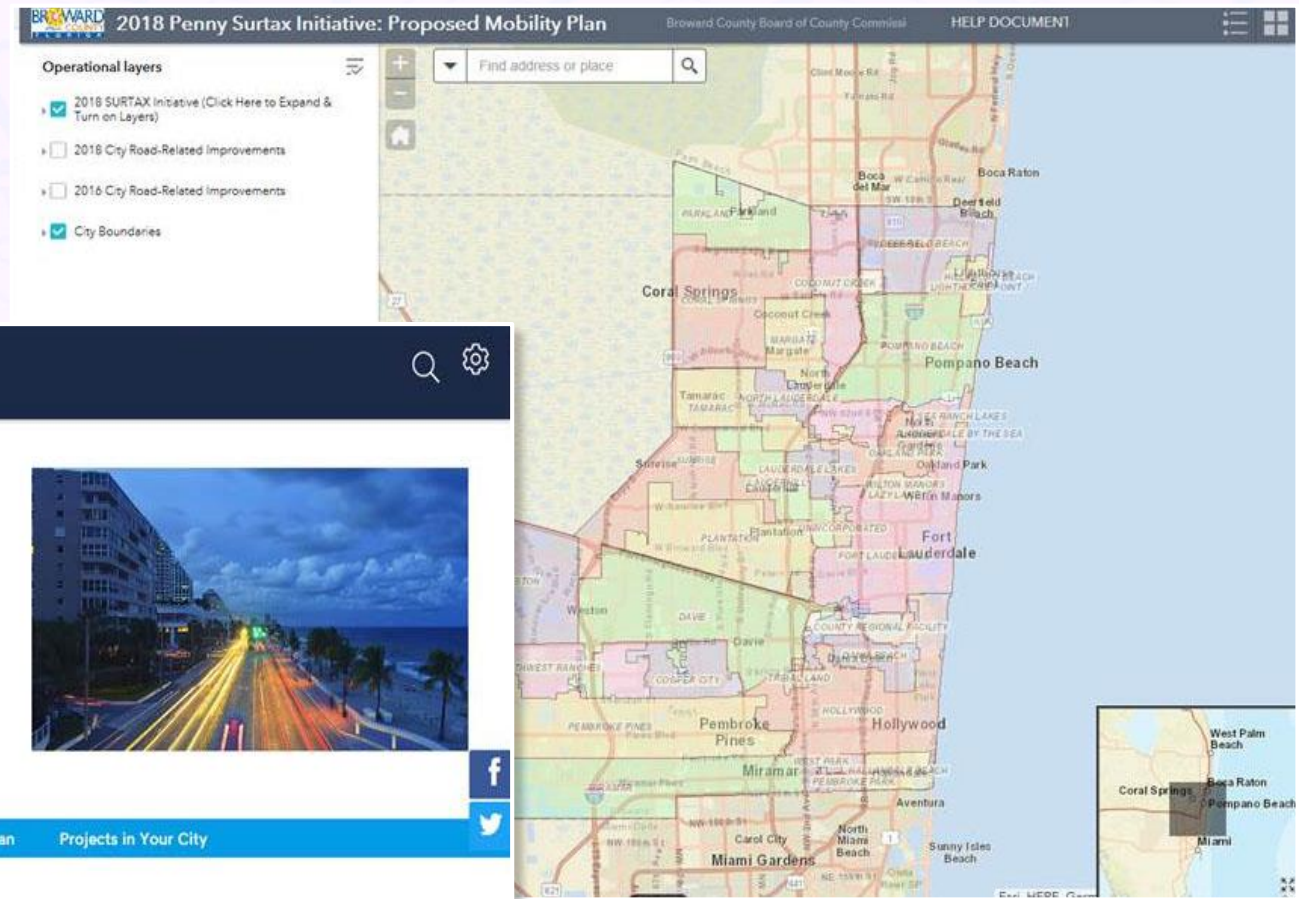
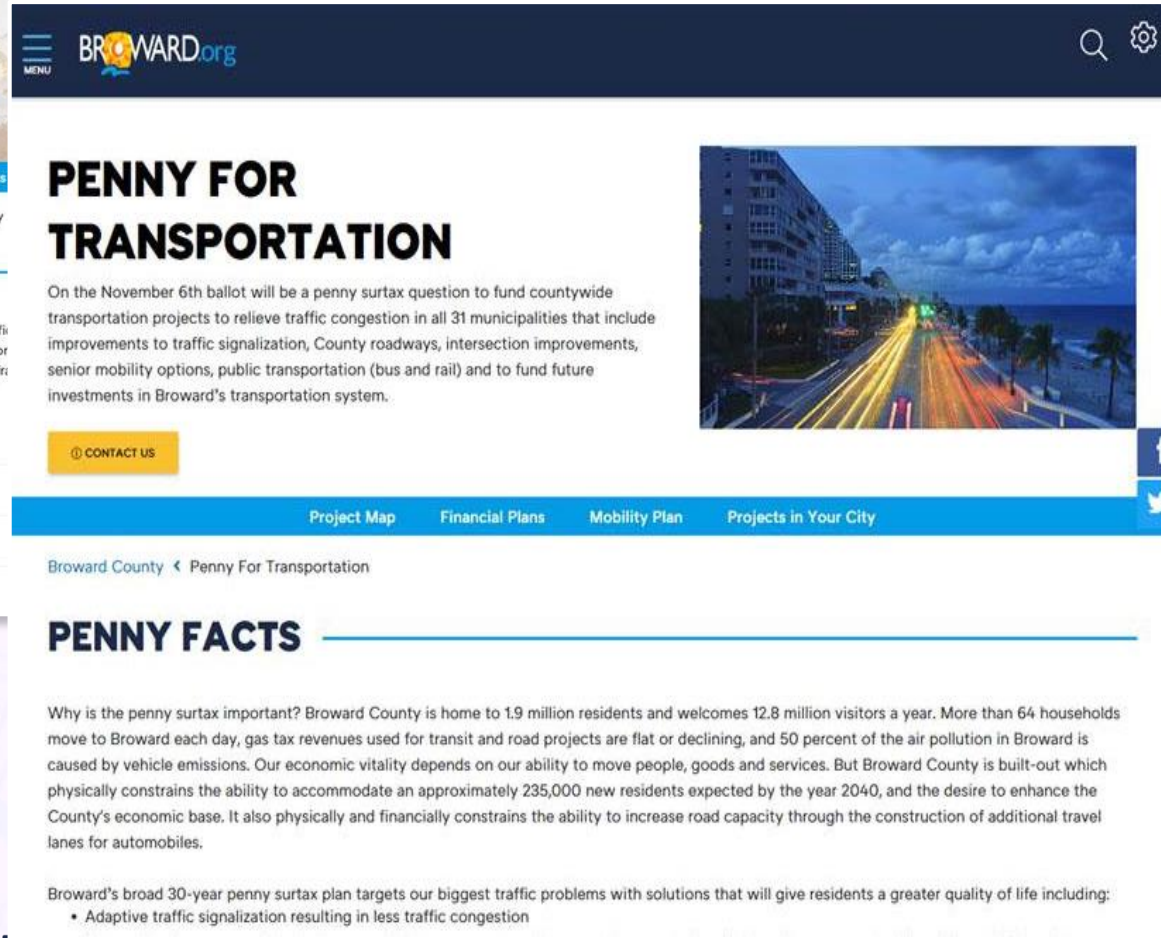
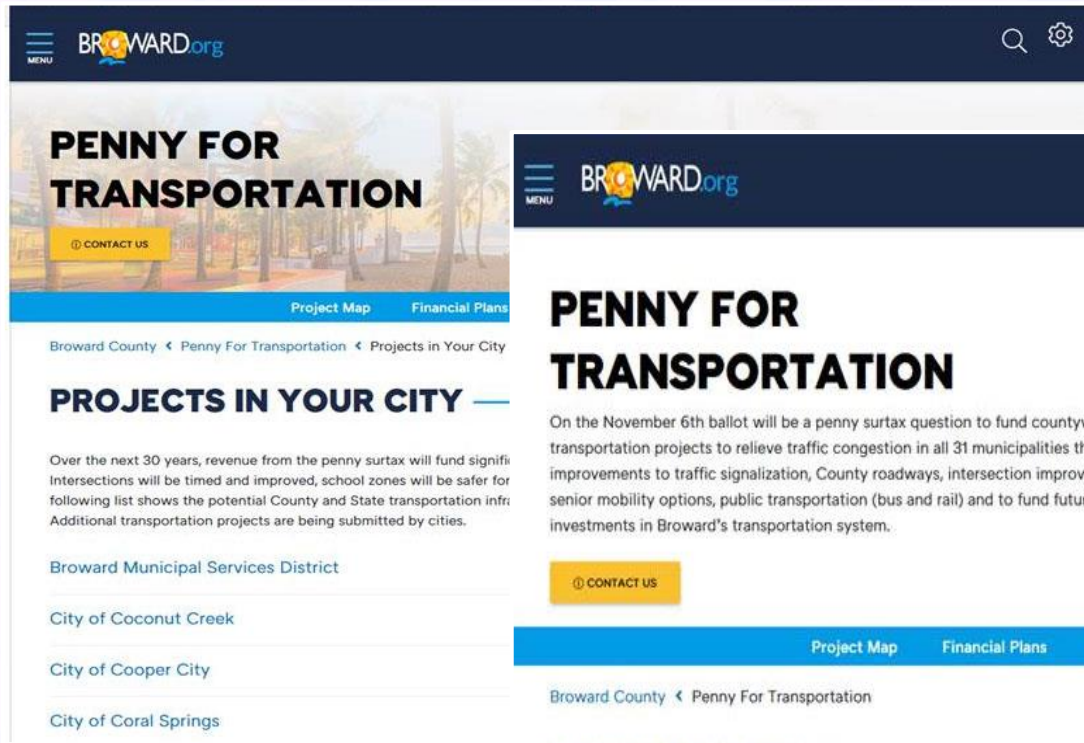
Community Participation

- Broward Workshop (Local Business Alliance) and other Groups formed “Non-Profit” Entities to Fund Advocacy Efforts
- Funding Provided for these Efforts from Numerous Local and National Industry Sources
- Local Businesses and Organizations Formally Endorsed the Plan

Public Education Efforts

- Broward County Staff Participated in a Speaker's Bureau
- Every Participant Received Training on the Educational Message
- Centralized Schedule for Speaker's Bureau Assignments at Community Meetings and Venues
- Participation in TV and Radio Shows to "Get the Word Out"
- Website "PennyforTransportation.com" Provided Significant Detailed Information on the Investment Plan
- Social Media, Videos and Printed Materials focused on the Message
- Approximately \$300,000 in County Funds invested in the Education Efforts

Public Website



PennyforTransportation.com



Protecting the Taxpayer Investment

A 9-member Board (“Oversight Committee”), nominated by 7 independent community entities (“Appointing Authority”), will:

- Monitor revenue, expenses, assumptions and forecasts
- Evaluate projects for eligibility
- Remove politics from the project review process
- Track progress milestones
- Report on activities and offer transparency to the public

State Mandated Performance Audit (Pre-Surtax Referendum)

- Florida Office of Program Policy Analysis and Government Accountability (OPPAGA) Conducted an Extensive Audit
- Focused on Broward County's Administrative and Financial Controls and Capacity to Execute the Surtax Plan
- Major Levels of Internal Participation and Support to Complete the Audit
- Results had to be Published on our Website at least 60-days Prior to the Surtax Referendum
- Audit Results were Positive and Added to the Plan's Credibility

Elements of Success

- Public Consensus on the “Problem” – Traffic Congestion
- Message – Investments Designed to Mitigate the “Problem”
- Detailed Plan of Investments for the Entire Community
- Robust Public Education Campaign
- Relatively Short Education Period with No Significant Organized Opposition
- High Democratic Voter Turnout Bolstered by the Interest in the Gubernatorial and Senatorial Races – Those Same Voters supported Transit and Transportation Improvements
- Staffed Voting Sites during Early Voting and on Election Day