



**LET'S GO,
COLORADO**

HOW WE GOT HERE

1991



3.3 million people



27.7 billion miles traveled



\$125.70 spent per driver

2015



5.4 million people



50.5 billion miles traveled

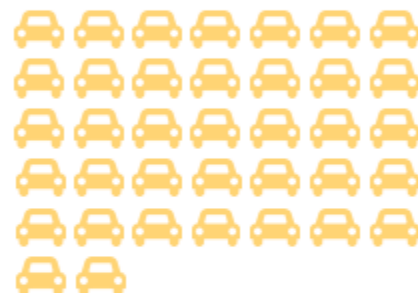


\$68.94 spent per driver

2040



7.8 million people



72.3 billion miles traveled

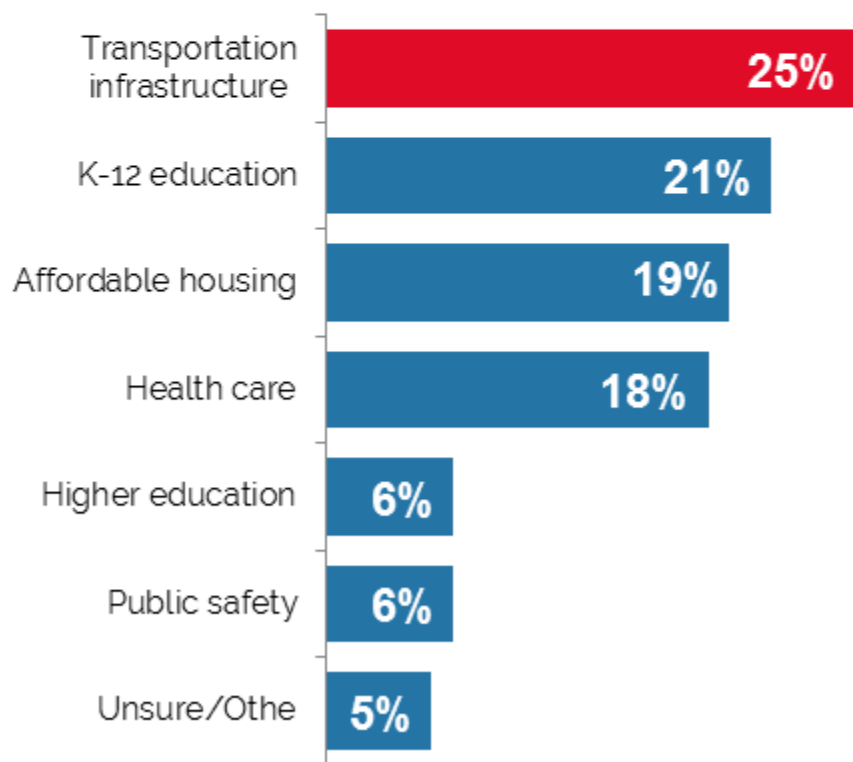


\$41.16 spent per driver

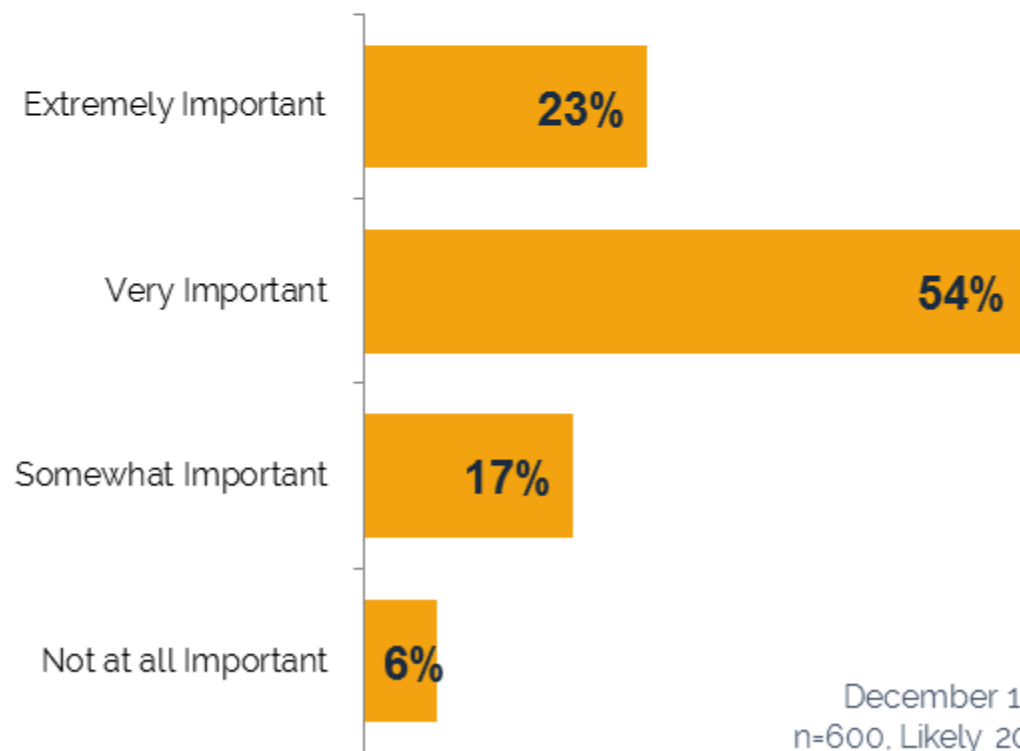
- CDOT is running on a \$1 billion per year shortfall
- The main funding source is a gas tax that hasn't been raised in 25 years
- CDOT has generally zero capacity for new construction

TRANSPORTATION IS THE TOP ISSUE

Obviously, the State of Colorado has many needs and priorities for a limited budget. If you had your choice, which of the following do you believe is most important to get additional revenue from the state.



Now thinking specifically about the issue of improving transportation infrastructure in Colorado, including roads, bridges, highways, bus, rail, and walking and biking options ... how important is it to you personally that action be taken to address the state's transportation infrastructure?



December 13-18, 2017
n=600, Likely 2018 Voters

THE TARRANCE GROUP

OUR PRIORITIES



Bond a minimum of \$3.5 billion



Raise at least \$500 million in the first year



Prioritize urban and rural multi-modal mobility



Allocate funding toward local governments

REVENUE OPTIONS

Sales Tax



Income Tax



Fuel Tax



Vehicle Registration



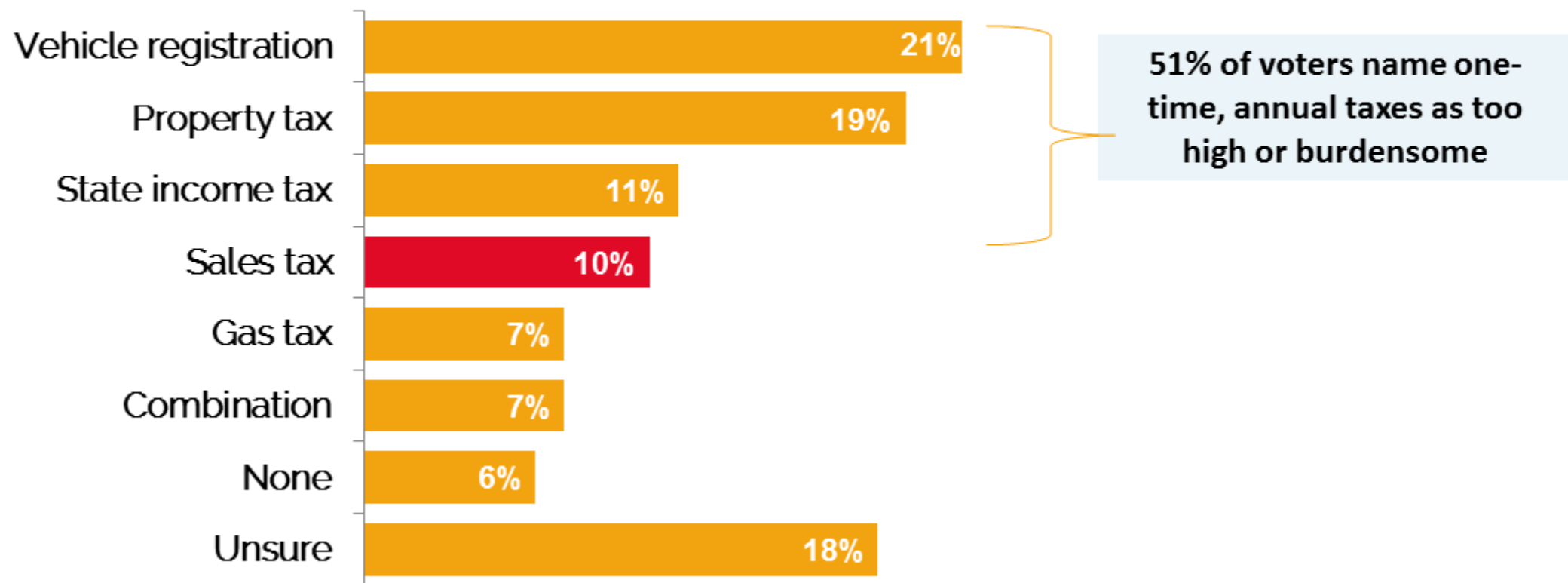
General Fund



Multiple Sources

SALES TAX AMONG LEAST BURDENSOME

Please listen as I read the following taxes, and tell me whether there is any one particular tax you pay in Colorado that you feel is too high or burdensome?



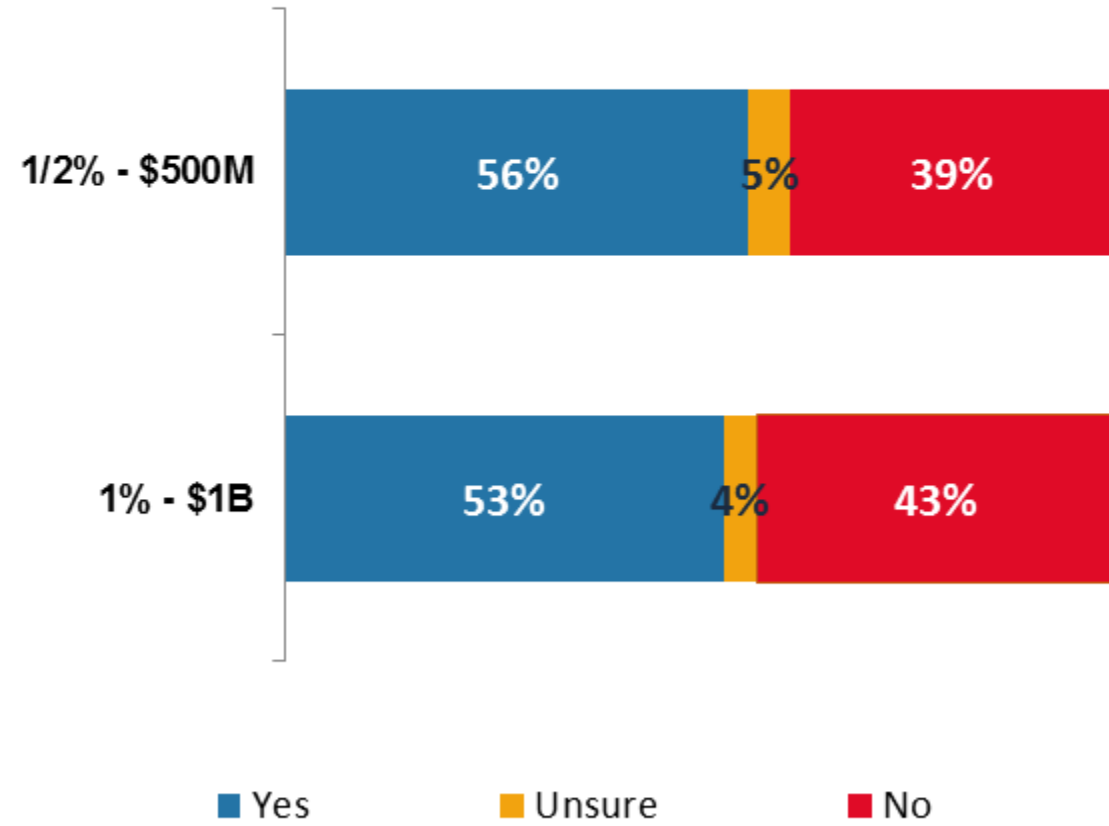
December 13-18, 2017
n=600. Likely 2018 Voters

THE TARRANCE GROUP

MAJORITY SUPPORT SALES TAX

If an election were held today on a ballot measure to raise **\$513 million dollars per year by increasing the state sales tax by half-of-a-percent, or a half penny on a dollar purchase** and the money raised would be used for state and local transportation projects including highway and road expansion and repair, safety improvements, local projects, including bus, rail, bike, and walking options – would you vote yes-in-favor or no-against this ballot initiative to fund statewide transportation infrastructure?

If an election were held today on a ballot measure to raise **\$1 billion dollars per year by increasing the state sales tax by one-percent, or one penny on a dollar purchase** and the money raised would be used for state and local transportation projects including highway and road expansion and repair, safety improvements, local projects, including bus, rail, bike, and walking options – would you vote yes-in-favor or no-against this ballot initiative to fund statewide transportation infrastructure?



0.62 SALES TAX INCREASE

First Year Revenue

\$767 million



**RAISES ENOUGH
TO ADDRESS
LOCAL NEEDS** 

State Bond Principal

\$6.0 billion



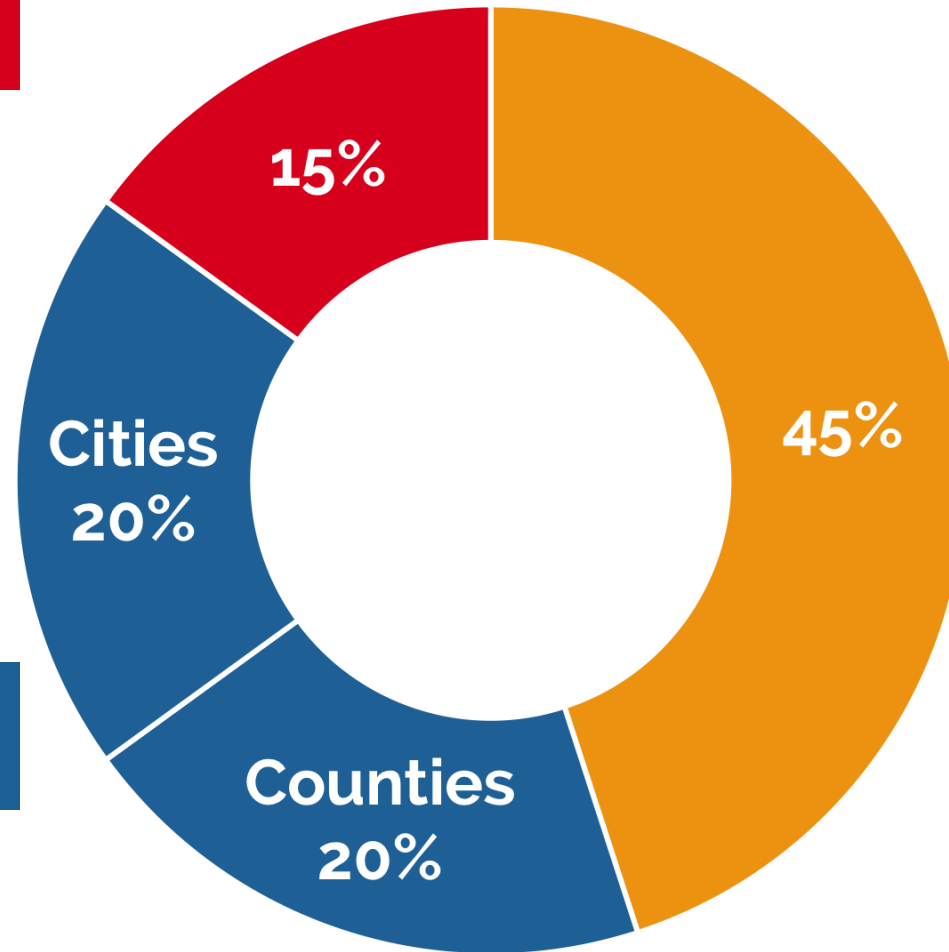
**COVERS CDOT
PRIORITY
PROJECT LIST** 

STATEWIDE IMPROVEMENTS

Multimodal Transportation
Options Fund

State Highway Fund

Local Transportation
Priorities Fund



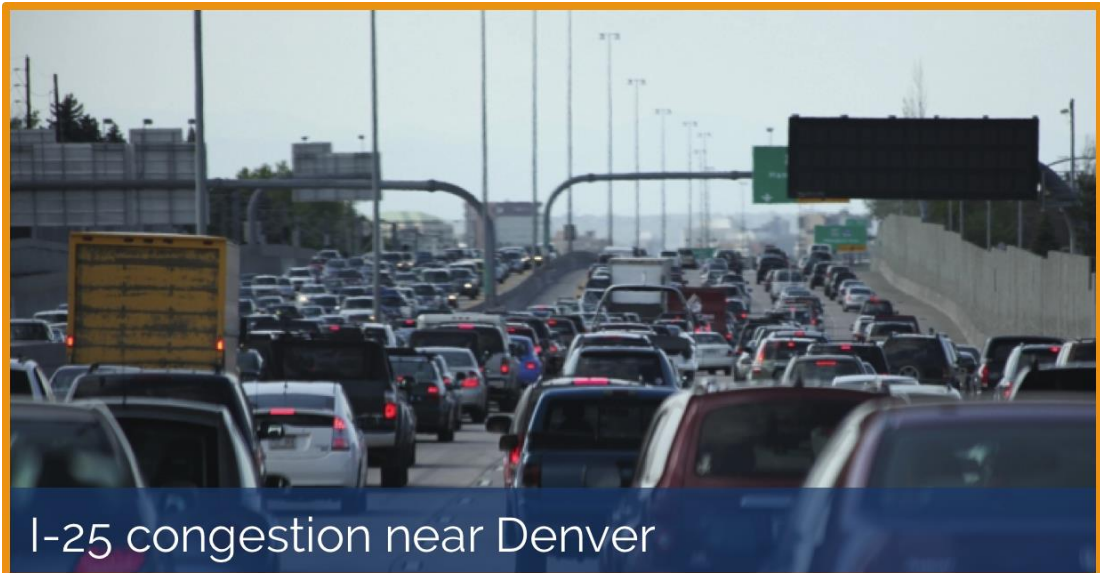
STATE PROJECTS



Address CDOT's strategic priority investment program



Bond against new revenue to immediately start critical projects



I-25 congestion near Denver

Types of CDOT Projects

- **Improve Traffic Flow and Reduce Congestion** by widening lanes, adding passing lanes and improving interchanges
- **Improve Safety** by adding or widening shoulders, replacing bridges, building wildlife crossings

NORTH METRO IMPACT

- + **I-25 North Improvements:** Corridor mobility and capacity improvements between Denver and Fort Collins in multiple stages

Total Cost: \$754 million

- + **I-270 Widening:** Expansion and improvements between I-76 and I-70

Total Cost: \$ 233 million

- + **US-85 & 120th Grade Separation:** Construction of a grade separated interchange and UPRR Crossing just east of US-85

- + **Total Cost:** \$59 million



LOCAL PRIORITIES

First Year Funding from 0.5% Sales Tax	
	.5% Tax increase
Adams County	\$4.9 million
Thornton	\$3.1 million
Northglenn	\$915,505
Brighton	\$826,640
Bennett	\$64,336



Funds evenly divided between cities and towns (20%) and counties (20%)



Cities receive at least 77% in additional revenue and counties receive at least 54% more



Local governments have full flexibility of funds to address the unique needs of their communities. Projects could include:



Distributed based on existing formulas, accounting for lane miles and vehicle registration

MULTI - MODAL MOBILITY

\$30m

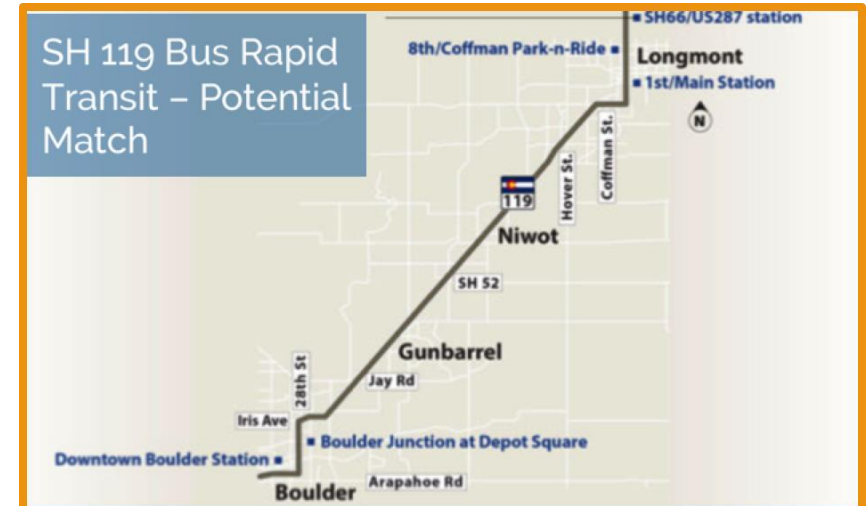
Local Match: Leveraging local and state dollars to complete large and small projects

85%

Local Projects: Distributed to local governments and MPOs to fund transit, bike and pedestrian projects

15%

State Projects: Supporting inter-regional multimodal projects – such as Bustang, large bike and pedestrian paths



HOW YOU CAN HELP



Endorse the
Campaign



Sign and
Circulate a Petition



Make Your Support
Heard