

Getting Business to Buy into Transit

John White

Vice President of Public Policy,
Greater Durham Chamber of Commerce
Durham, N.C.

N.C. Enabling Legislation

- 2008 NC' s Transportation Authorization Bill: recommended by 21st Century Transportation Committee.
- 2009 HB 148 Congestion Relief/Intermodal Transport Fund: part of a statewide package of transport funding package.

Bill Provides:

- 94 Counties a ¼ cent sales tax **option** for transit
- 3 counties (Durham, Orange and Wake Counties) a ½ cent sales tax for public transit along with a \$10 increase in vehicle registration fee.
- Each county' s board of commissioners decides when to put referendum on the ballot.

Projected Revenues:

- \$51 Million for Wake, \$16 Million for Durham and \$5 Million for Orange.

The Triangle Region

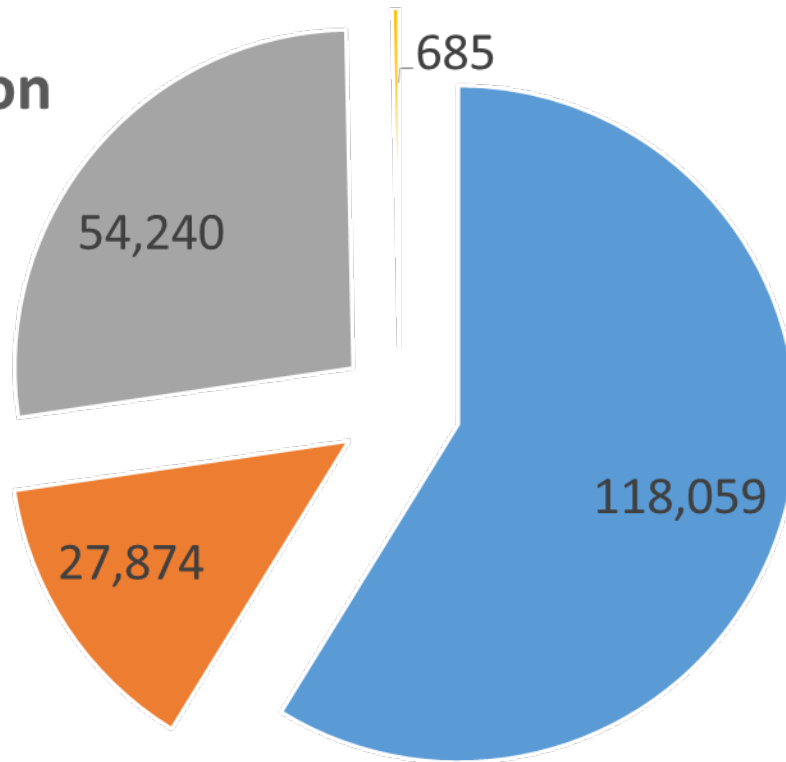


- Durham County (Duke) = 1 Municipality
- Orange County (UNC) = 3 Municipalities
- Wake County (NCSU) = 12 Municipalities

Durham Co. Voter Demographics

200,858 Voters (Total Pop: 290k)

By Political Affiliation

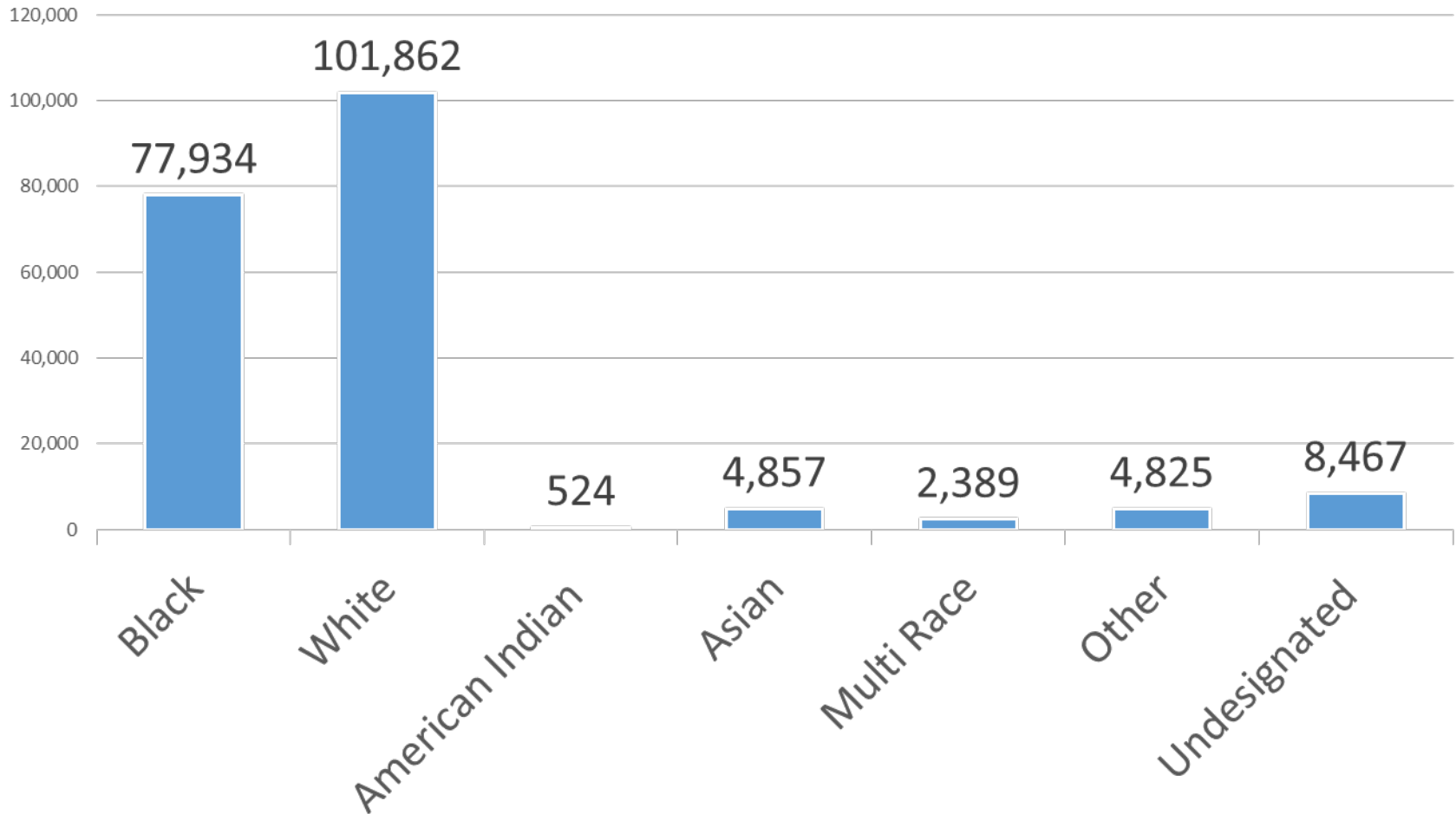


■ Democrat ■ Republican ■ Unaffiliated ■ Libertarian

Durham Co. Voter Demographics

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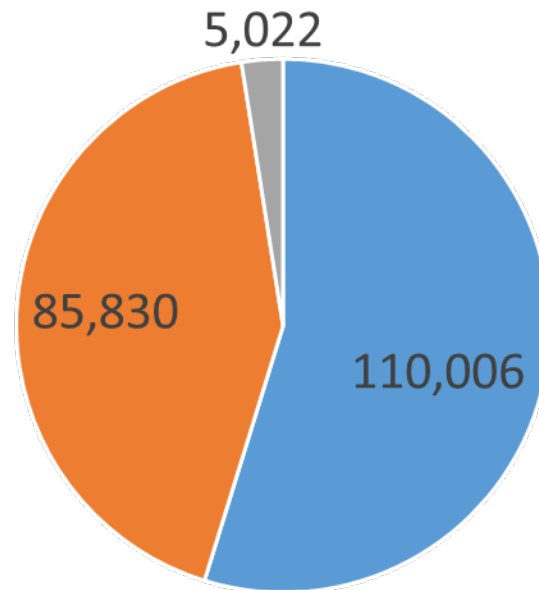
By Ethnicity



Durham Co. Voter Demographics

200,858 Voters (Total Pop: 290k)

By Gender



■ Female ■ Male ■ Undesignated

What Do Businesses Want to Hear?

Do's

- Supports economic development and/or workforce development .
- What's being taxed?
- What's in it for me? How will this support my future business endeavors?
- Jobs, but do not over promise!

Don'ts:

- Lead with the environmental argument.
- Lead with the term “**affordable**” anything (ex: affordable housing).

Keep it Simple...Intentional...and Data Driven

What Do Businesses Want to See?

- An organized campaign with strong leadership!
- The numbers!
- Examples of growth challenges (ex: Atlanta)
- **Accountability of Government!**
- Connections to Key Locations (ex: research/business centers, airports, shopping centers etc.)
- Congestion Relief...Which corridors will be impacted?

Keep it Simple...Intentional...and Data Driven

How Are You Going to Pay For the Plan?

The Durham Bus and Rail Investment Plan will be financed by a balance of revenue options:

- ½ cent sales tax (depending upon referendum)
- Increase in vehicle registration fee
- State and Federal Funding

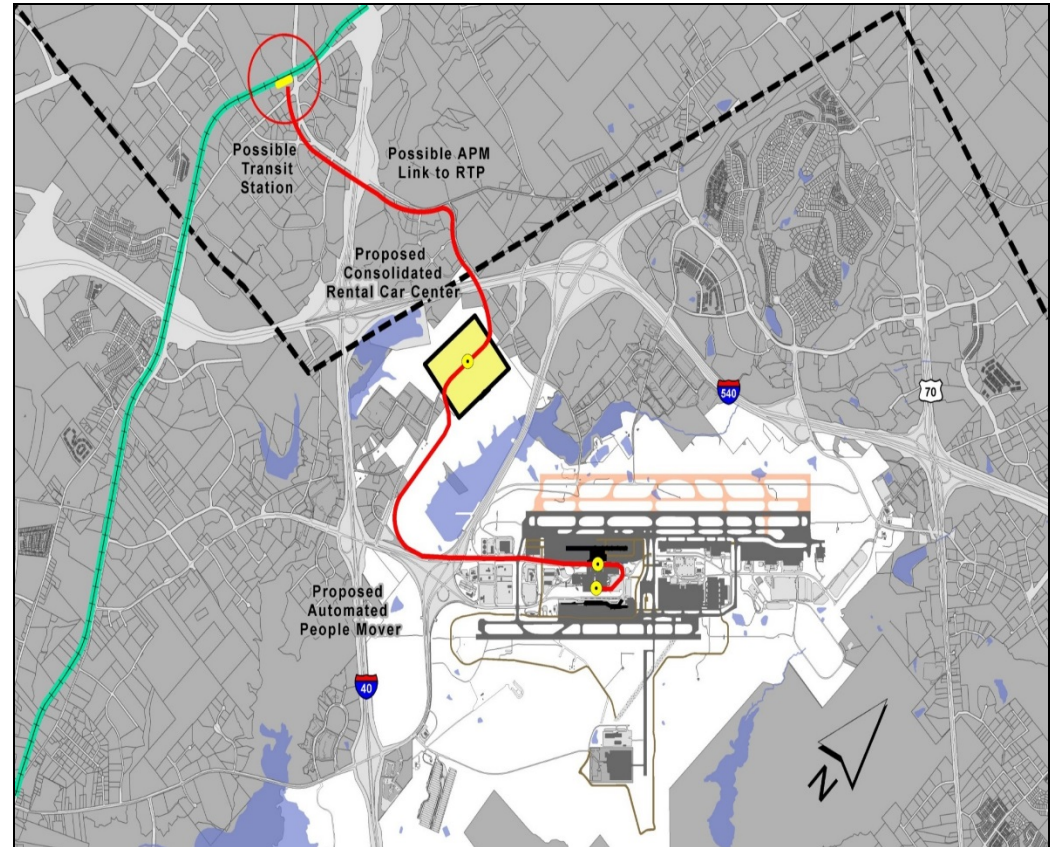
*** Basically, an additional 5 cents on a \$10 purchase buys over \$1 billion in transit investment for the next 25 years.**

NC Law requires - All revenue from ½ cent sales tax and vehicle registration fee must be dedicated to the transit elements specified in Durham Bus and Rail Investment Plan

Keep it Simple...Intentional...and Data Driven

Connecting to the Airport

- Immediate/seamless connection from RTP rail station to RDU International Airport
- Bus service will continue to provide connection to RDU International Airport



Exclusions from the tax

The One-half Cent Transit Sales Tax does not apply to the following...

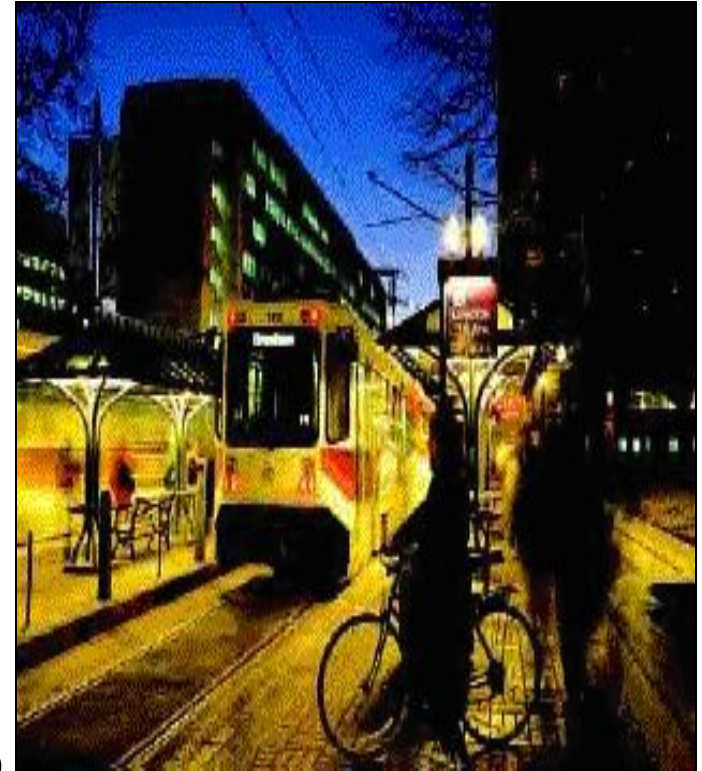


- Food
- Medicine
- Utilities
- Gas
- Housing

More Economically Competitive

Cities with Light Rail Transit (LRT)

- Baltimore
- Boston
- Buffalo
- Charlotte
- Cleveland
- Dallas
- Denver
- Honolulu
- Houston
- Hudson-Bergen, NJ.
- Los Angeles
- Minneapolis
- Newark
- Norfolk
- Philadelphia
- Phoenix
- Pittsburgh
- Portland
- Sacramento
- St. Louis
- Salt Lake City
- San Diego
- San Francisco
- San Jose
- Seattle



Cities with Regional Passenger Rail “Commuter Rail”

- Albuquerque
- Atlanta
- Baltimore
- Camden
- Chicago
- Cleveland
- Dallas
- Detroit
- Ft. Lauderdale
- Ft. Worth
- Los Angeles
- Miami
- Minneapolis
- Nashville
- Newark
- New York City
- Oakland
- Philadelphia
- Portland
- San Diego
- San Francisco/
Bay Area
- San Jose
- Seattle
- Trenton
- Washington



More Jobs

Transit means investment in our people

Bus operators, train operators, mechanics, supervisors, etc.

The Commuter Rail Project- estimated **2,000** construction and professional service jobs.

The Light Rail Project – estimated **4,400** new construction and professional service jobs.





Public Involvement

- Associations
- Religious Community
- Rotary Clubs
- Media
- DO Transit (Durham Orange Friends of Transit)

Supporters

The Congestion Relief and Intermodal Transportation 21st Century Fund

In Support

Charlotte Chamber of Commerce
Conservation Council of North Carolina
Duplin County Public Transportation
Durham Chamber of Commerce
Greater Wilmington Chamber of Commerce
Greene County Transportation Department
Greensboro Partnership
McDowell Chamber of Commerce
Moore County Transportation Services
Morrisville Chamber of Commerce
NAACP of North Carolina
North Carolina ACORN
North Carolina Aggregates Association
North Carolina Alliance for Health
North Carolina Association of Community Development
Corporations
North Carolina Association of County Commissioners
North Carolina Chamber



Supporters (cont.)

The Congestion Relief and Intermodal Transportation 21st Century Fund

In Support

North Carolina Chapter of the American
Planning Association
North Carolina Concrete Pavement
Association
North Carolina Housing Coalition
North Carolina Justice Center
North Carolina League of Municipalities
North Carolina Metropolitan Mayors Coalition
North Carolina Public Transportation
Association
North Carolina Rural Economic Development
Center
North Carolina Sierra Club
North Carolina State Ports Authority
Piedmont Authority for Regional
Transportation
Pitt Area Transit System (Pitt County)
Professional Engineers of North Carolina



Supporters (cont.)

The Congestion Relief and Intermodal Transportation 21st Century Fund

In Support

Raleigh Chamber of Commerce
Regional Coordinated Area Transportation
System (Randolph and Montgomery
Counties)
Regional Transportation Alliance
Rutherford County Transit
Southern Environmental Law Center
Triangle Tomorrow
Triangle Transit
Unifour Rural Planning Organization
WakeUP Wake County
Winston-Salem Chamber
WTS NC Chapter

Questions?

919-328-8724

jwhite@durhamchamber.org