



Campaign To Constitutionally Protect The Segregated Transportation Fund

What This Effort *IS*

- Solution-oriented
- Broad – based
- Forward Looking
- Long-term
- Important
- About Providing Certainty



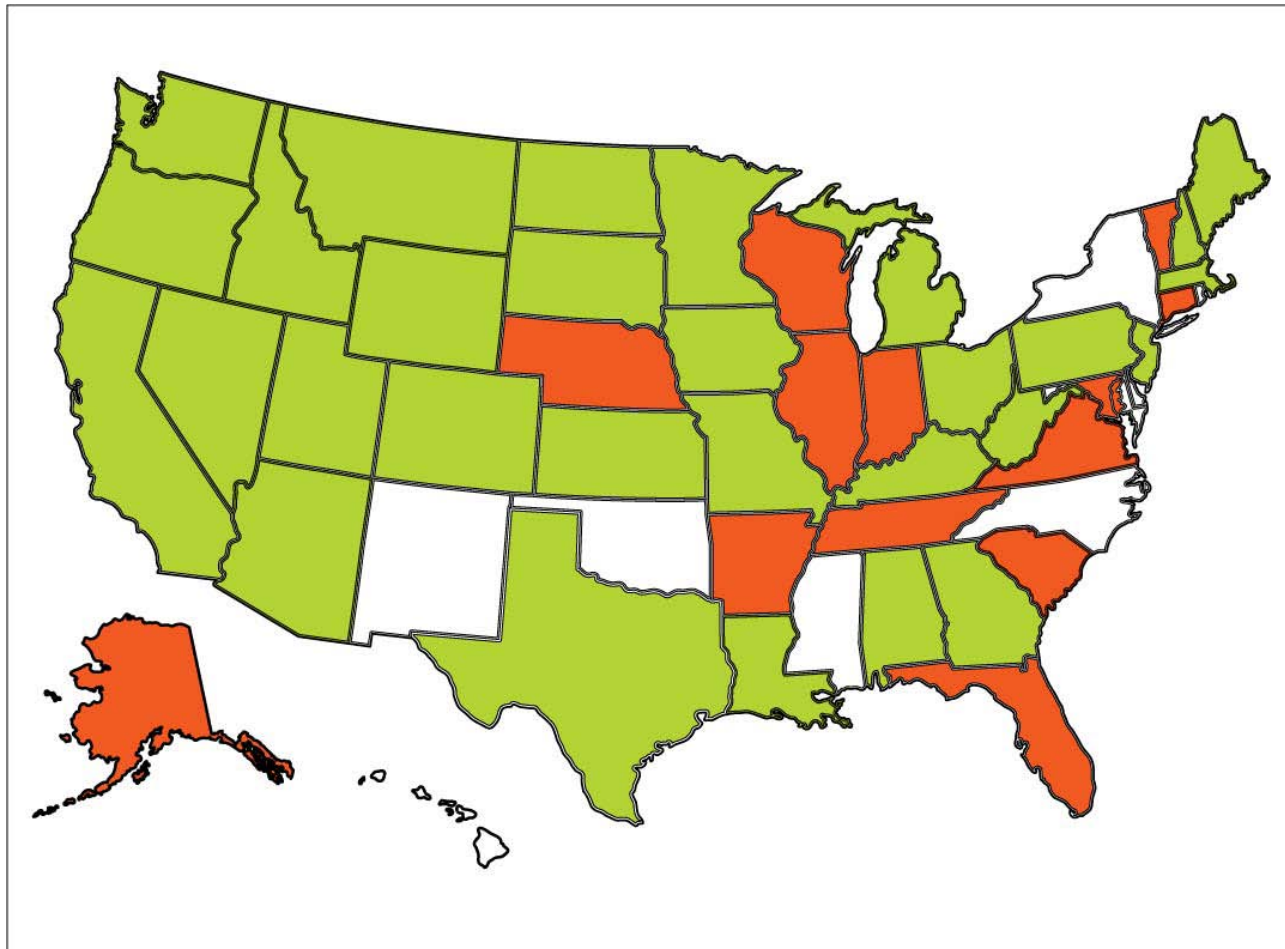
What This Effort *IS NOT*

- Quick
- Easy
- A Panacea
- Looking to Assess Blame
- Unique to Wisconsin

Broad-based

- Wisconsin County Highway Assoc. (WCHA)
- Wisconsin Towns Association (WTA)
- Wisconsin Urban and Rural Transit Association (WURTA)
- Wisconsin Transportation Builders Association (WTBA)
- Wisconsin Manufacturers and Commerce (WMC)
- AAA – Wisconsin
- Metropolitan Milwaukee Association of Commerce (MMAC)
- Wisconsin Housing Alliance
- American Council of Engineering Companies of WI (ACEC)
- Forward Janesville
- Aggregate Producers of Wisconsin
- Wisconsin Petroleum Council
- Wisconsin Motor Carriers Assoc.
- Wisconsin Concrete Pavement Assoc. (WCPA)
- Wisconsin Automobile and Truck Dealers Assoc. (WATDA)
- East Central Regional Planning Commission

Not Unique to Wisconsin



Bigger Than Just Transportation

- In November, 2009 the Pew Center on the States ranked Wisconsin as having one of the 10 worst budget situations in the country. In looking at Wisconsin's situation the Pew Center states:

“Often, lawmakers shifted money around, taking money from the state’s transportation fund, for example, to pay for day-to-day operations-and then borrowed to cover the transportation budget... Wisconsin’s history of budget shortfalls and pattern of borrowing frequently to cover operating expenses, among other measures, made it poorly positioned to weather the most recent severe economic downturn”.

Not a “One-Time” Problem

	2003-05	2005-07	2007-09	Total
Transportation Funds Transferred to General Fund	\$675.0	\$427.0	\$155.0	\$1,257.0
Less GPR-Supported Bonds	-565.5	-250.0	-50.0	-865.5
Debt Service Paid from the Transportation Fund	43.9	0	0	43.9
Net Loss to Transportation Fund	\$153.4	\$177.0	\$105.0	\$435.4



November Advisory Referendum

Should the Wisconsin Constitution be amended to prohibit any further transfers or lapses from the segregated transportation fund? This amendment would require that transportation funds, collected or received, be used solely to fund Wisconsin's transportation systems and infrastructure.



Next Steps

- Continue to Broaden Coalition
- Work to Get Referendum on as Many Ballots as Possible
- Secure as High of “Yes” Vote as Possible
 - Outreach via Associations
 - Viral Outreach
 - Earned Media Outreach
 - Possible Paid Media Outreach
- Parlay Voter “Will” Into Legislative Action



Just Because Something is
Simple Doesn't Mean it is Easy