

## HOW WILL WE INVEST IN INFRASTRUCTURE SO THAT OUR REGIONAL TRANSPORTATION SYSTEM IS STRENGTHENED?

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### Key Discussion:

Public doesn't understand this issue of regional transportation funding; research and education is needed.

People don't like change. We need to answer "what's in it for me?"...as well as emphasizing the importance of investment, not the cost of projects.

The private sector can...and should... play a greater role in moving this issue forward.

Public transit must be made more convenient and less expensive than driving.

Demographic trends favor support; young people and more seniors are interested in alternatives.

Must overcome resistance by elected officials to raising taxes/fees

Public education campaign must use social media

Consensus must be reached on taxes (paid by all) or user fees (paid by toll road users and transit passengers.)

Message needs to be that transportation impacts EVERYTHING.

Increasing sales tax produces revenue that's needed

The public needs to know what projects they will get if a tax increase is supported.

### Where is this issue in the "Six Steps to Civic Innovation?"

This group of Civic Innovators concluded the region is currently on Step 2: *Research*.

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### What's next?

In the subsequent day's exercise, regional transportation funding ranked as one of the TOP 3 "Impact Issues" and, in the workgroup, everyone agreed that a regional sales tax is what's needed. When asked, "What obstacles are standing in the way?" it was explained that a referendum is needed for a sales tax.

The suggestion from the group was that our region should work with the State Legislature to get rid of the referendum requirement (which will require a change in state law) and replace it with a simple vote of the County Commissions.

### Who owns the next step?

Regional community leaders and legislators need to address this issue through further civic research, public education and legislation changes. It is the responsibility of our community leaders and legislators to take our region to the next step of regional investments in transportation. The results of the regional gathering will be reported to MetroPlan Orlando's Regional Transportation Funding Task Force for action on next steps. Central Florida needs a dedicated regional transportation funding strategy to address "*How Shall We Move?*"