

Know Before You Vote: Proposal 1

“Yes” For Safe and Effective Roads

About Proposal 1

Over the past five years, Michigan has undergone a remarkable reinvention. The state has added hundreds of thousands of new, private-sector jobs, unemployment is at its lowest rate since 2002 and the city of Detroit is experiencing an economic resurgence after swiftly exiting from bankruptcy.

Despite this, Michigan's reinvention is far from complete and its ability to compete in the global market is in jeopardy. Our crumbling, dangerous roads and bridges are not only driving away potential employers and jobs, but also putting lives at risk.

On May 5th, Michigan will have the chance to fix our roads, ensure safety and invest in the infrastructure to continue Michigan's reinvention. By voting "Yes" on Proposal 1, voters can once and for all guarantee long-term, sustainable funding for the state's roads and bridges.

How does it work? If passed, Proposal 1 would remove the sales tax from fuel sales and replace it with a gas tax that would be spent **solely** on transportation. In order to replace the revenue lost to local communities and schools, the proposal would increase the sales tax a penny from 6% to 7%.

This change modernizes our infrastructure funding system and generates a much-needed \$1.2 billion a year for roads, \$300 million for our neighborhood public schools, \$100 million for mass transit and about \$95 million for local governments.

In addition, Proposal 1 carries important guarantees. For the first time, every penny of state taxes paid at the pump would be constitutionally guaranteed to fund roads and transportation. It also would guarantee that if roads don't last, road builders pay to fix them, not taxpayers.

Safe and effective roads are not luxury items. You cannot cut corners on critical infrastructure and expect to prosper. Driver safety and our global competitiveness requires the passage of Proposal 1.

There is no other plan on the table and Michigan can't wait. Proposal 1 is our last, best chance to ensure the safe, effective roads for Michigan's businesses, drivers and first responders.

Please take the time to read carefully through this toolkit. Hopefully, its contents help you and your organization educate members and stakeholders about the critical importance of the May 5 election. Thank you for your support and willingness to take action in this campaign.

For any questions regarding this toolkit and its contents, please contact **Jim Martinez** at jmartinez@detroitchamber.com

Talking Points

Michigan's Roads Are Crumbling

- The numbers don't lie. Michigan's transportation infrastructure is rapidly deteriorating. Decades of insufficient investment have left us with roads in poor condition and structurally deficient bridges.

Michigan's Roads Are a Threat to Driver Safety

- Michigan's crumbling roads put lives in danger every day and cost drivers hundreds of dollars in repairs each year.
- Drivers must swerve to avoid gaping potholes, causing possible accidents. Pieces of plywood hold up bridges, becoming the only thing standing between motorists and falling chunks of concrete.
- Unsafe roads delay first-responders when responding to emergency situations.

Michigan's Roads Are Critical to the Economy

- Safe and effective roads are not luxury items. Businesses, employees and customers depend on them to navigate the marketplace and grow the economy. Michigan cannot cut corners on critical infrastructure and expect to prosper.
- Dangerous roads undermine Michigan's ability to compete. The longer we wait to fix the problem, the more potential employers and investors are driven away to other states.

Vote "Yes" on Proposal 1

- It's time for a solution. On May 5th, Michigan will have the chance to finally fix the roads.
- By voting "Yes" on Proposal 1, voters can once and for all guarantee long-term, sustainable funding for the state's infrastructure.
- Proposal 1 modernizes our infrastructure funding system and raises a much-needed \$1.2 billion for roads.
- There is no other plan on the table. Proposal 1 is our last, best chance to ensure the safe, effective roads for Michigan's businesses, drivers and first-responders.

Frequently Asked Questions

What does Proposal 1 do?

- Proposal 1 is Michigan's chance to finally guarantee sustainable, long-term funding for safe and effective roads.
- If passed, Proposal 1 would remove the sales tax from fuel sales and replace it with a gas tax that would be spent **solely** on transportation.
- In order to replace the revenue lost to local communities and schools, the proposal would increase the sales tax a penny from 6% to 7%.
- This change would modernize the state's infrastructure funding system and raises a much-needed \$1.2 billion a year for roads.
- Proposal 1 would also, for the first time, constitutionally guarantee that all state taxes paid on gas must go to fund roads and transportation, ensuring that Michigan will no longer rely on plywood, gravel, or other temporary fixes.

What is the current condition of Michigan roads?

- The numbers don't lie. Michigan's transportation infrastructure is crumbling.
- According to the national transportation research group TRIP, 38% of the state's urban roads and 32% of its rural roads are in poor condition.
- Data from the Federal Highway Administration shows that 1 in 9 Michigan bridges are structurally deficient.

Aren't heavy trucks the reason for Michigan's bad roads?

- No; this is a common myth. If it was the case, roads outside of heavy shipping corridors like I-94 and I-96 would be in good condition – but that is not the case.
- Reducing truck weight limits could cause more damage to Michigan's road system, since more trucks would be needed on the road (also increasing traffic congestion and raising safety concerns).

Can't we fix Michigan's roads with existing state money?

- No. The state doesn't have the money to fix Michigan's roads and bridges today without drastically cutting essential funding for our local communities, schools and first responders.

- According to the Michigan Department of Transportation, the state invests less per capita in transportation than any state in all of America. Neighboring Ohio invests over \$1 billion more in its roads each year. We simply can't fix our roads without raising more revenue.

What was the last time Michigan raised taxes to fund roads?

- 1997, and 18 years later, it's time for Michigan to modernize its infrastructure funding system and finally ensure sustainable, long-term funding for our roads.

How much will Proposal 1 cost me?

- Waiting to fix Michigan's roads will only cost us more. According to the American Association of State Highway and Transportation Officials (AASHTO), Michigan loses nearly \$3 million daily and over \$1 billion annually in the value of the state's transportation infrastructure.
- Fixing the problem now will save money later. AASHTO estimates that for every \$1 invested in maintaining our roads and bridges, we save at least \$6 in reconstruction costs.

What guarantees does Proposal 1 contain for taxpayers?

- Proposal 1 includes strong guarantees for Michigan taxpayers:
 - Proposal 1 would, for the first time, constitutionally guarantee that all state taxes paid on gas must go to transportation.
 - Proposal 1 also guarantees that if roads don't last, road builders pay to fix them, not taxpayers.

Is it true that Michigan will have the highest sales tax in the country if Proposal 1 is passed?

- No. According to the Tax Foundation, there are currently five Great Lakes states that have sales tax rates equal to or higher than 7% (Indiana, Ohio, Illinois, New York and Minnesota)

What happens if Proposal 1 doesn't pass?

- Put simply, Michigan's roads and bridges will continue to deteriorate and crumble. New businesses and jobs will continue to be driven away to other states, first responders will continue to be delayed reaching emergency situations and, most significantly, drivers' lives will continue to be put in danger.
- Proposal 1 is our last, best chance ensure safe and effective roads in Michigan.

Facts and Figures

- **38%** of the state's urban roads and **32%** of its rural roads are in poor condition. (*TRIP*)
- **1 in 9** Michigan bridges are structurally deficient. (*Federal Highway Administration*)
- Roughly **1/3** of fatal traffic accidents are the result of roadway design or features, like potholes. (*TRIP*)
- Michigan drivers spend an average of **\$539** annual in repair costs. (*TRIP*)
- The state currently ranks last in the nation for road funding per capita, with neighboring Ohio investing over **\$1 billion** more in its roads each year. (*Michigan Department of Transportation*)
- Michigan loses nearly **\$3 million daily** and over **\$1 billion annually** in the value of the state's transportation infrastructure. (*American Association of State Highway and Transportation Officials*)
- For every **\$1** invested in maintaining our roads and bridges, we save at least **\$6** in reconstruction costs. (*American Association of State Highway and Transportation Officials*)
- Proposal 1 is expected to raise a much needed **\$1.2 billion** a year for roads.
- In addition, by modernizing our infrastructure funding system, Proposal 1 would raise **\$300 million** for Michigan's public schools, **\$100 million** for mass transit and about **\$95 million** for local governments.

Facts and Figures (Cont.)

State	Investment in Roads Per Capita	Annual Repair Cost Avg.
Michigan	\$154	\$539
Ohio	\$214	\$413
New York	\$239	\$505
Minnesota	\$275	\$369
Indiana	\$289	\$391
Wisconsin	\$302	\$502
Illinois	\$412	\$449
Pennsylvania	\$530	\$424

SOURCE: www.tripnet.org (extra vehicle repair and operating costs due to driving on roads in need of repair), Census 2010

State	State & Average Local Sales Tax Rate
Michigan (today)	6%
Michigan (if Proposal 1 is passed)	7%
Indiana	7%
Ohio	7.11%
Wisconsin	5.43%
Illinois	8.16%
Pennsylvania	6.34%
New York	8.47%
Minnesota	7.19%

SOURCE: Tax Foundation, *State and Local Tax Rates in 2014*

Ballot Language

PROPOSAL 15-1

A proposal to amend the State Constitution to increase the sales/use tax from 6% to 7% to replace and supplement reduced revenue to the School Aid Fund and local units of government caused by the elimination of the sales/use tax on gasoline and diesel fuel for vehicles operating on public roads, and to give effect to laws that provide additional money for roads and other transportation purposes by increasing the gas tax and vehicle registration fees.

The proposed constitutional amendment would:

- Eliminate sales / use taxes on gasoline / diesel fuel for vehicles on public roads.
- Increase portion of use tax dedicated to School Aid Fund (SAF).
- Expand use of SAF to community colleges and career / technical education, and prohibit use for 4-year colleges / universities.
- Give effect to laws, including those that:
 - Increase sales / use tax to 7%, as authorized by constitutional amendment.
 - Increase gasoline / diesel fuel tax and adjust annually for inflation, increase vehicle registration fees, and dedicate revenue for roads and other transportation purposes.
 - Expand competitive bidding and warranties for road projects.
 - Increase earned income tax credit.

Should this proposal be adopted?

Yes

No

Sample Social Media

URL

<http://detroitchamber.com/saferoads>

Hashtags

#SafeRoadsYes
#FixTheRoads (Optional)

Twitter:

Michigan's economy can't wait. Prop. 1 is our last, best chance to guarantee safe and effective roads: <http://detroitchamber.com/saferoads>
#SafeRoadsYes

Crumbling roads don't just hurt the economy, they put Michigan drivers & first responders' lives in danger: <http://detroitchamber.com/saferoads>
#SafeRoadsYes

The numbers don't lie. Michigan's crumbling roads are a threat to driver safety. Vote "Yes" on Prop. 1: <http://detroitchamber.com/saferoads>
#SafeRoadsYes

Safe, effective roads are not luxury items. MI can't cut corners on infrastructure & expect to compete: <http://detroitchamber.com/saferoads> #SafeRoadsYes

Prop. 1 constitutionally guarantees every penny of state taxes paid at the pump goes to transportation: <http://detroitchamber.com/saferoads>
#SafeRoadsYes

Did you know MI invests less per capita in transportation than any other state? Time to #FixTheRoads: <http://detroitchamber.com/saferoads> #SafeRoadsYes

Michigan's crumbling, dangerous roads are driving away employers, jobs and putting lives at risk: <http://detroitchamber.com/saferoads> #SafeRoadsYes

Sample Social Media (Cont.)

Facebook:

The numbers don't lie. Michigan's transportation infrastructure is crumbling. Roads are filled with gaping, dangerous potholes and pieces of plywood that are holding up bridges are the only thing standing between drivers and falling chunks of concrete. Michigan businesses, drivers and first-responders can't wait. Learn how Proposal 1 will finally guarantee safe and effective roads: <http://detroitchamber.com/saferoads> #SafeRoadsYes

Safe and effective roads are not luxury items. Michigan's crumbling, dangerous roads are not only driving away employers and jobs, but also putting lives at risk. Learn why driver safety and Michigan's economic competitiveness depend on Proposal 1: (LINK) #SafeRoadsYes

Businesses require functional roads to bring products to the market and create jobs. First responders must be able to reach an emergency situation without having to drive through dangerous potholes. Drivers can no longer afford to pay hundreds in repairs each year. There is no other plan and Michigan can't wait. Learn why Proposal 1 is our last, best chance to ensure safe and effective roads for all Michigan citizens: (LINK) #SafeRoadsYes

Michigan can no longer rely on plywood, gravel, or other temporary band-aids. Proposal 1 would, for the first time, constitutionally guarantee that all state taxes paid on gas must go to transportation, finally ensuring sustainable funding for our roads. Learn why a vote for Prop.1 is a vote for safe and effective roads: (LINK) #SafeRoadsYes

Sample Letter to the Editor

Safe, Effective Roads Help Grow the Economy

The numbers don't lie. Michigan's transportation infrastructure is crumbling. Roads are filled with gaping potholes and pieces of plywood that are holding up bridges are the only thing standing between drivers and falling chunks of concrete.

Businesses, employees and customers depend on functional roads to navigate the marketplace and grow the economy. Michigan's deteriorating infrastructure is driving away employers and hindering our ability to compete globally.

Safe and effective roads are not luxury items. If you want our economy to grow and create jobs, vote "YES" on Proposal 1.

Sample Emails

Michigan's Reinvention Depends on Prop. 1

Over the past 5 years, Michigan has undergone a remarkable reinvention. The state has added hundreds of thousands of new, private-sector jobs, unemployment is at its lowest rate since 2002 and the city of Detroit is experiencing an economic resurgence after swiftly exiting from bankruptcy.

Despite this, Michigan's reinvention is far from complete and its ability to compete in the global market is in jeopardy. Our crumbling, dangerous roads and bridges are not only driving away potential employers and jobs, but also putting lives at risk.

On May 5th, voters will finally have the chance to fix our roads, ensure safety and help grow our economy. This is why **{we, organization Name}** are/is urging a "Yes" vote on Proposal 1, to once and for all guarantee long-term, sustainable infrastructure funding for the state's roads and bridges.

Michigan can't wait. Safe and effective roads are not luxury items. To learn why our economy and public safety depends on voting "Yes" on Proposal 1, [click here](#).

The Numbers Don't Lie. Roads are Crumbling

The numbers don't lie. Michigan's transportation infrastructure is crumbling.

- According to the national transportation research group TRIP, 38% of the state's urban roads and 32% of its rural roads are in **poor condition**.
- Data from the Federal Highway Administration shows that **1 in 9 Michigan bridges are structurally deficient**.
- Michigan invests less per capita in transportation than any state in all of America. According to the Michigan Department of Transportation, neighboring Ohio invests **over \$1 billion more** in its roads each year.

Roads are filled with gaping potholes and pieces of plywood are the only thing standing between drivers and falling chunks of concrete from bridges.

This situation isn't acceptable. But there is a solution.

On May 5th, voters will finally have the chance to fix our roads, ensure safety and help grow our economy. This is why **{we, organization Name}** are/is urging a "Yes" vote on Proposal 1, to once and once and for all guarantee long-term, sustainable infrastructure funding for the state's roads and bridges.

Michigan can't wait. Safe and effective roads are not luxury items. To learn why our economy and public safety depends on voting "Yes" on Proposal 1, [click here](#).