

**TRANSIT TAX CAMPAIGN STRATEGY
FINAL REPORT AND SUMMARY OF RECOMMENDATIONS**



**Yuma County Intergovernmental
Public Transportation Authority**

Julie Eldridge Consulting

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Recommendations for a Yuma County Transit Tax Campaign

Executive Summary

This Final Report summarizes the transit tax research findings and makes recommendations, outlining the key steps, dates and costs to launch a campaign for a transit dedicated tax for the Yuma County Intergovernmental Public Transportation Authority (YCIPTA). The Transit Tax Feasibility Study, by Julie Eldridge Consulting, was conducted between February and June of 2014.

The transit tax research included:

- Background Research
- Legislation Analysis and Taxation Options
- Development of Transit Investment Scenarios
- Project Descriptions and Costs
- Creation of a Six Page Brochure and Survey Instrument
- Conducting Key Stakeholder Interviews and a Survey
- Analysis of Survey Results and Summary of Interview Comments
- A Campaign Plan and Budget
- Creation of a “Commitment to Voters” Informational Pamphlet and Proposed Ballot Language

The campaign strategy for a dedicated tax to fund the Yuma County Area Transit (YCAT) system, expansion plan and capital improvements is based on the assumption that legal authority will be achieved for YCIPTA to levy and collect a tax for transit improvements. The Campaign Plan outlines key steps in the campaign process, target dates for key milestone steps and a budget estimate with a range of costs that vary depending on the amount of labor and materials that are donated to this effort through a 501 (c)(4) organization. The campaign goal assumes YCIPTA will seek voter support for a dedicated transit tax in the November 2016 General Election. The attached appendices are key reference documents and deliverables for the project.

If passed, the dedicated transit tax would bring:

- Creation of a Special Tax District just for transit improvements
- A replacement of current County and City General Fund transit contributions to the sales tax
- About \$2.5million per year (in \$2014) at the .10% tax rate
- A 44% expansion of transit service operating hours

- Local match for extensive capital improvements
- About \$60 million in revenue over 20 years (in current \$)

More detailed site-specific cost estimates for the bus maintenance facility, intermodal centers and park and ride lot property will be needed for the Commitment to Voters. Site specific costs should be developed that relate to property acquisition, facility design and construction, in addition to developing a long-term facility maintenance budget.

Key Findings: What We Have Learned

1. There is no legal authority for an Intergovernmental Public Transportation Authority (IPTA) in Yuma County to levy and collect a tax. This issue must be pursued again through the Arizona Legislature and passed before any progress can be made on the transit funding issue.
2. Alternative funding strategies, such as creation of a Regional Transportation Authority (RTA), establishing a local option gas tax, or pass-through funding to YCIPTA from local governments all have challenges associated with them that will require additional research and lobbying of law makers to achieve.
3. Yuma County's privilege tax is lower than allowed by statute, and lowest among other Arizona Counties, so there is room to add a transit dedicated tax.
4. The survey respondents overwhelmingly stated that transit improvements are not the top priority in Yuma County right now. Of the transportation needs listed, nearly all respondents said that expanding and widening roads was the top priority, and two write-in comments reflected a need for more road maintenance.
5. Among social service agency providers and staff there is a high level of perception for a need for increased transit investment to serve their clients who rely on the bus almost exclusively for their basic travel needs: to shopping, to work, to school, to doctor appointments, etc. Many of the agency staff interviewed volunteered in significant numbers to assist with various tasks on the transit tax campaign effort.

6. The overall perception is that YCIPTA is doing a good to excellent job of providing transit service (63% combined percentage). Only 23% said they were doing a fair job, and nobody said they were doing a poor job. 13% of respondents said they were not sure or didn't have enough information.
7. Survey respondents said the top three needs for transit improvements were to expand basic service frequency and coverage:
 - a. increase the frequency of existing service
 - b. expand bus service to areas without service currently
 - c. expand service to seniors and persons with disabilities
8. A significant hurdle for the future transit tax campaign to overcome is the disconnection between users of the transit system and people who actually vote:
 - a. A large percentage of transit riders are Hispanics (who may or may not be in the country legally and tend not to vote).
 - b. The Native American population who travel on and off the reservations by bus also have subsidized on-demand transit services provided by the reservation and are not affected by the YCAT service in a significant way.
 - c. Half of the Native American population who travel by bus in Yuma County actually live in Imperial County, California on a reservation and cannot vote in Yuma County elections.
 - d. The large influx of seniors (or "snowbirds") who ride the bus in Yuma County eight or nine months of the year have a home with an official address in another state, so they cannot vote in Yuma County elections.

Campaign Strategy Recommendations

1. A winning strategy for the transit tax campaign will be to promote the ways that the transit system support a healthy economy by taking people to jobs, to school and to shopping, i.e.: "YCAT is an important part of a healthy Yuma economy".
2. Include voter education that the impact of the tax is just \$1.00 per person per month! Emphasize how inexpensive this is for individuals and what a great value they receive for this small contribution.

3. Conduct a “Get out the Vote” effort in the campaign:
 - a. Help bus riders get registered to vote in Yuma County.
 - b. Pass out voter registration cards on the buses.
 - c. Take transit dependent voters to the polls on Election Day.

4. The campaign process should get started as early as 18 months prior to the planned election date and can easily cost between \$200,000 and \$350,000 depending on the amount of goods and services that are donated through the establishment of a 501(c) (4) organization.

5. Build a community support network:
 - a. Tap into volunteers and their networks
 - b. Ask for donations
 - c. Start a speakers’ bureau to get the word out!

6. Be patient with the process. It can take several attempts to get a transit tax passed in your community. These efforts rarely pass the first time they are put on the ballot.

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1. The Campaign's Legal Process

Funding Options Explored

Seven funding options were identified and legislation explored to expand and support transit services in Yuma County. Arizona legislation governing the establishment of special tax districts are cited in Appendix A of this report. The funding options identified include:

1. Change Arizona Law to allow an IPTA to levy and collect a transit tax.
2. Have Yuma County raise the transit tax and then pass-through the funding to YCIPTA via a local funding agreement
3. Propose legislation to create a local option (Yuma County) fuel excise tax.
4. Propose legislation for a Transit-Dedicated Property Tax
5. Revive Local Transportation Assistance Fund (LTAF) funding for Yuma County
6. Create an RTA under current legislation, but focus only on transit projects; and
7. Gain the support from each city YCIPTA serves to assess an excise tax within their boundaries and then pass through the funding to YCIPTA

Of these options, the top three choices for Yuma were identified through extensive interviews with key stakeholders in March and April of 2014. All of the top three preferred options would spread the costs of operating the transit system to out of town visitors, and particularly the winter "snow birds" that double Yuma County's population for about six months every year. The top three options were:

1. Change Arizona Law to allow an IPTA to levy and collect a transit tax.
2. Create an RTA under current legislation, but focus only on transit projects.
3. Propose legislation to create a local option (Yuma County) fuel excise tax.

However, only the number one choice, changing the text of current legislation to allow an IPTA levy and collect a tax for transit, received broad support. This option was pursued by Yuma County officials but ran into roadblocks with the Arizona legislature this year. Other options may be pursued in the future, with support of the YCIPTA Board of Directors and Yuma County.

Legislation proposed in late 2013 by Senator Don Shooter (SB1255), Titled "ARS 42-6106. County transportation excise tax" did not progress through committee review, effectively ending in April of 2014. This legislation would have amended ARS 42-6106 by adding IPTA's to the types of

transportation authorities allowed to levy a tax: *“If approved by the qualified electors voting at a countywide election, the regional transportation authority OR THE INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY in any county would be allowed to levy and collect a transportation excise tax up to the rate of not more than ten per cent of the transaction privilege tax rate ...in effect on 14 January 1, 1990 to each person engaging or continuing in the county in a business taxed under chapter 5, article 1 of this title.”* The legislation is planned to be re-introduced next year by Yuma County administration.

The Proposed Ballot Language

THE PROPOSED CREATION OF THE TAX WILL PROVIDE REVENUE FOR CONTINUING AND EXPANDING THE SERVICE AREA AND IMPROVING THE FREQUENCY OF TRANSIT SERVICE AND TRANSIT-RELATED INFRASTRUCTURE IN YUMA COUNTY, TO INCLUDE ADDITIONAL SHELTERS, BENCHES, ADA COMPLIANT WAITING AREAS, AND SIDEWALKS CONNECTING TO BUS STOPS. THE ESTIMATED REVENUE NEEDS ARE ESTIMATED AT \$2.5MILLION PER YEAR (CURRENT DOLLARS). THE REVENUE GENERATED BY THE TAX WOULD FUND THE YUMA COUNTY INTERGOVERNMENTAL TRANSPORTATION AUTHORITY (YCIPTA) IN ITS ENTIRETY, ALLOWING CURRENT GENERAL FUND MONIES CONTRIBUTED BY YUMA COUNTY CITIES AND COUNTY TO BE RETURNED FOR OTHER BUDGET PURPOSES. THE TAX IS AUTHORIZED FOR TWENTY YEARS, BEGINNING ON JANUARY 1, 2017.

QUESTION

SHALL THE YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY BOARD OF DIRECTORS BE AUTHORIZED TO LEVY A TRANSIT DEDICATED EXCISE TAX AT A RATE NOT TO EXCEED .1% (ONE TENTH OF ONE PERCENT) OF THE STATE OF ARIZONA EXCISE TAX RATES APPLYING TO EACH PERSON ENGAGING OR CONTINUING IN THE COUNTY IN A BUSINESS UNDER TITLE 42, CHAPTER 5, ARTICLE 3, AND SECTION 42-6106, VERSION 3 OF THE ARIZONA REVISED STATUTES?

A “YES” (APPROVE) VOTE SHALL HAVE THE EFFECT OF CASTING YOUR VOTE IN FAVOR OF AUTHORIZING THE CREATION OF AN EXCISE TAX DEDICATED TO TRANSIT.

A “NO” (DISAPPROVE) VOTE INDICATES YOU ARE NOT IN SUPPORT OF AUTHORIZING AN EXCISE TAX DEDICATED TO TRANSIT.

YES/NO

A Voters Package is included in Appendix D of this document including the draft ballot language and the “Commitment to Voters” expenditure plan for YCIPTA review prior to submittal to the Yuma County Elections Department. It is at YCIPTA’s discretion on how detailed the language is, usually based on philosophy of the Board of Directors. The ballot language is designed to present the facts and does not try to influence the voters. Once the language is drafted it is published to solicit arguments from the public that are included in the final pamphlet. The Yuma County Elections Department assists with this effort for a fee, under a contractual agreement.

The details about voter instructions and voting locations, times, etc. are standardize language that will be added by Yuma County’s ballot developer. YCIPTA needs only be concerned with drafting the language about the question being proposed. The agency would not provide arguments for and against, that is opened to the public through public notice. Often a fee is established that an individual would pay to have his/her argument published with the informational pamphlet.

The Commitment to Voters: The Detailed Expenditure Plan

A request came from the key stakeholder interviews to specify that the proposed transit dedicated tax, if passed by voters, would replace current contributions from the cities and Yuma County, returning that revenue to their general funds for other budget needs. The following revenue forecast with the new .1% transit dedicated tax in place would generate \$7,606,910 in the 2016-2017 fiscal year for YCIPTA operations.

YCIPTA Annualized Income Forecast FY2016-2017

Fare Revenue	\$350,000	
New Routes Fares	\$550,000	
Local Agency Funding	\$203,500	(only AWC, NAU, Cocopah, Quechan, all other members use tax as co
Local Privilege Tax @.001	\$2,511,135	(Estimated revenue in 2016)
FTA Section 5307	\$2,098,396	(Yuma UZA estimated allocation under MAP-21)
ADOT FTA Section 5311	\$1,000,000	(ADOT award for FY 2014)
Caltrans Section 5311	\$50,000	(ICTC Award)
FTA Section 5339	\$151,000	(Competitive with ADOT, Formula with Caltrans)
FTA Section 5311(c)	\$204,000	(Formula with Cocopah and Quechan)
STP Flex Funds	\$90,000	(Formula with ADOT)
Other funding Sources	\$398,879	(Miscellaneous Revenues)
Total	\$7,606,910	

The Yuma Regional Transit Study conducted by Parsons Brinckerhoff under contract to ADOT in 2012 identified service expansion and capital investment scenarios for YCIPTA in the event a transit tax was passed by voters. The Yuma Regional Transit Study can be found on the YCIPTA website. The service improvements recommended by that plan are escalated by the current inflation rate to the fiscal year 2016-2017 total \$1,455,840. This figure is added to current service operating costs to equal \$4,830,840 in the base operating year (2017). A generous 40% multiplier was added, per industry guidelines, to escalate operating costs in an effort to protect the agency from having to cut service during downturns in the economy, adjusting for the volatile sales tax revenue source. This approach results in a total annual operating budget of about \$6.7 million.

New Routes Sub Total	\$1,455,840
Total Operating Cost	\$4,830,840
1.4 times multiplier	\$6,763,176

The difference between expected revenues and forecast operating costs result in a difference of about \$1.0 million each year that can be used for match money for federal grants and capital expenditures. Transit buses and other capital improvements are typically purchased with a 20% to 50% local match from other federal and state sources.

Yuma Regional Transit Study Service Improvement Recommendations

The dedicated transit tax will provide local funding to match \$3 million in Federal Transit Administration (FTA) Funding received to the Yuma Urbanized Area (UZA), Yuma Rural Area and other capital discretionary funding sources to:

Fund the base system

- Orange Route 2 - 2 buses
- Brown Route 3 - 1 bus
- Green Route 4/4A - 2 buses
- Blue Route 5 - 1 bus
- Purple Route 6A - 2 buses
- Gold Route 8 - 0 buses (interlined with Brown Route 3)
- Silver Route 9 - 2 buses
- Turquoise Route 10 - 1 bus
- Yellow Route 95 - 4 buses
- YCAT On-Call - 2 buses
- Wellton CAT - 1 bus

This plan, identified as Alternative 2 in the Yuma Regional Transit Study adds 16,176 annual revenue vehicle service hours to the core 36,500 revenue vehicle service hours for fixed route for a total of 52,676 revenue vehicle service hours system-wide. This represents a 44% increase in the base revenue vehicle service miles.

Add new routes

- Expand YCAT On-Call to serve seniors age 65 years old and older and persons with disabilities, seven days a week.
- Fund YCAT Vanpool for up to 100 vans @ \$300.00 per month, per van.

Increase service frequencies on existing routes

- Add evening service on at least four YCAT routes until 10 pm, Monday through Friday
- Add additional Saturday service on at least four YCAT routes until 8 pm on Saturday
- Add new Sunday service on at least four YCAT routes from 8:30 a.m. to 5:30 p.m.

Create new local circulator routes

- Create new local routes in San Luis and Somerton

Purchase replacement and if necessary expansion buses that are appropriate sized for the operation

- Diesel hybrid electric buses (20-35 foot)
- Diesel hybrid electric buses (10-30 foot)
- Passenger cutaway buses (6-24 foot)
- Passenger minivans (6)
- Passenger cutaway buses (10-21 foot)

Add Transit Capital Investments

A list of projects were identified for each of three scenarios by the ADOT Study. A more detailed list of projects is also included in the YCIPTA 10-Year Capital Investment Plan. The list of projects from the ADOT Study includes:

- Multimodal center planning, design and/or construction in Yuma and San Luis.
- Enhancement of West Yuma Transfer Hub.
- Bus turnouts.

- Additional passenger amenities (benches, shelters, trash cans, info posts, signs, NextBus).
- Bicycle amenities (bicycle sharing, bicycle racks and/or bicycle lockers at major bus stops in Yuma County).
- Park and Ride Lot facilities - lease and/or construction in Yuma County.
- Purchase a bus maintenance facility.
- Purchase support capital such as electronic fare boxes and smart card readers, support vehicles, computers and scheduling software for example.
- Construct transit enhancements such as adding sidewalks and ADA compliant pads to bus stops and other pedestrian improvements to improve safety, access and mobility for transit riders.

The Draft Commitment to Voters Informational Pamphlet language is included in Appendix D for YCIPTA review prior to submittal to Yuma County Elections Department

2. Campaign Management

Timing and Cost Considerations

The text of Arizona Revised Statute *16-204. Governing Election Dates for Special Taxing Districts* is provided in the reference section in the appendix of this document. This campaign strategy is based on the assumption that YCIPTA would elect to take the less expensive route of putting the transit tax measure on the November 2016 ballot in a general election year. Depending on how the legislation is crafted, an election for a sales tax could be held on another consolidated date (not the 2016 General Election – which will be a presidential election with a long ballot). YCIPTA might consider having an election on the second Tuesday in March or third Tuesday in May. However, a stand-alone countywide election could cost the agency upwards of \$50,000, while holding at the same time as the November General Election would be less costly but the question would be near the end of a very long ballot. The current cost of contracting with Yuma County Election Department to manage the ballot process for the November 2016 General Election is estimated at \$30,000 (see the separately attached draft Yuma County Election Services Intergovernmental Agreement and fee schedule).

The minimum amount of time needed to go through the process of creating a tax campaign effort is a minimum of one year, but starting 18 months from the planned election date would not be too soon, given the time-intensive nature of campaigning and fundraising. This outline assumes an active role would be played by the YCIPTA Community Transit Committee and Board of Directors members.

Campaign Process and Timeline

The following steps have been identified in the 12 to 18 month process leading up to the transit tax vote proposed to be scheduled in November, 2016.

Preparation Work Prior to the Campaign: Prior to January 2016

1. Critical first step: reintroduce language to the Arizona legislature to allow an IPTA to levy and collect a transit-dedicated tax. Get this bill passed. If it doesn't pass, have a "Plan B" for a taxation vehicle (Create an RTA or propose a local option gas tax).

2. Begin promoting the idea of a dedicated tax to fund transit improvements to start building support for the idea prior to opinion polling: distribute fliers at meetings, have information about the tax proposal on the agency website, form a citizen's committee to start talking about strategy and roles in the campaign, etc.
3. As soon as the legal authority exists to levy and collect the tax, a general public opinion poll should be conducted to establish the baseline level of support of Yuma County voters for a transit tax to determine if the time is right to launch the campaign. A cost estimate for the polling effort, offered by EMC Research, is attached.
4. If the poll shows that enough public support for the tax exists, create an organization name and file paperwork to form a 501(c) (4) organization to receive cash and in-kind donations for the campaign effort and start fundraising immediately to get money together for this effort. A good ballpark fundraising goal is \$300,000. (See cost estimate details below)
5. Develop campaign messages: create the list of projects you commit to build, the transit service you will add, and your campaign promises. Get the messages and images together and ready for printing but do not print volumes yet.
6. Start asking for letters of endorsement from key organizations political figures. Ask Mayors throughout Yuma County to put the proposed tax on City Council agendas and request Council Resolutions in support of a transit dedicated tax. Same for the Yuma County Board of Supervisors, Tribal Councils, and Governing Boards of Arizona Western College and Northern Arizona University . Get commitments lined up from key stakeholders who offered to donate office space, time and money to the campaign effort. Start asking around for ideas of who might be a good campaign manager based on budget considerations (YCIPTA staff? Volunteers? A paid temporary position? A professional consultant?)

Launch of the Campaign Effort: January, 2016

7. Hire or appoint a campaign manager and appoint or assign key staff roles from the list of people who volunteered to help during the transit tax interviews. Campaign roles include:

- a. Designing, printing and gathering campaign collateral material.
 - b. Setting up a storage room for materials for volunteer access.
 - c. Setting up campaign headquarters with a big table for meetings, stuffing envelopes, assembling yard signs, etc.
 - d. Recruit and organize volunteers.
 - e. Design a Power Point presentation and start taking it out to group meetings.
 - f. Form a speaker’s bureau and train them to give the presentations.
 - g. Create and staff a phone bank to answer calls.
 - h. Create a website to post presentation dates and locations.
 - i. Write press releases and have the newspaper come out and interview the Transit Director and Chair of the Board of Directors.
 - j. Distribute door hangers, posters and fliers.
 - k. Distribute yard signs.
8. Continue to solicit and collect donations. Hand out voter registration cards on the buses.
 9. May 2016: Enter into a contract agreement with Yuma County Elections Department. Finalize and submit ballot language by June 1st, entering into a contract agreement with Yuma County. Begin the Elections process countdown to November elections:

EVENT TIMELINE - YUMA COUNTY GENERAL ELECTION NOVEMBER 2016				
DATE	NO. OF DAYS TO ELECTION	ARS or Suggested	DESCRIPTION OF EVENT	RESPONSIBLE
This timeline is developed assuming questions have been placed on the General Election ballot by the Board of Supervisors pursuant to ARS 48-5314. Subject to change.				
6/1/16	-155	Suggested	Call for Election and Develop ballot language & publicity pamphlet	BOS/YCIPTA/LEGAL
7/11/16	-120	48-5314	Publish ad 4x (consecutive days) to receive arguments from the public	BOS/YCIPTA/LEGAL
8/10/16	-90	48-5314.D	Deadline to receive public arguments	BOS/YCIPTA
8/29/16	-71	Suggested	Deadline for all ballot and pamphlet info to consultant	EOS/Elections
9/9/16	-60		Proofs of ballot and pamphlet to BOS/YCIPTA	EOS/Elections
9/14/16	-55		Deadline for ballot and pamphlet corrections	BOS/YCIPTA/LEGAL
10/6/16	-33	16-545	Last day to deliver early ballots to Recorder	EOS/Elections
10/10/16	-29	48-5314.C	Sample ballot/pamphlet sent to households in District	EOS/Elections
10/10/16	-29	16-120	Deadline to register to vote	Recorder
10/13/16	-26	16-545	Early Voting Begins	Recorder
11/8/16	0		ELECTION DAY	ALL

10. July/August 2016: Conduct a second public opinion survey to test for improved awareness of the campaign messages and the upcoming vote. This second poll is typically much shorter than the first one, with fewer targeted questions. If the poll shows that not

enough awareness exists, or if support is lacking, this would be the time to ramp up the campaign with radio and TV ads, maybe some billboards, etc. Continue to conduct presentations to local elected bodies, social service organizations, distribute door hangers, set up a phone tree, fliers and posters, a website, etc.

11. End of August/early September becomes the point of no return date. This would be the time to conduct the final public opinion poll to determine if the ballot measure should go forward or not. This third opinion poll would be the shortest of the three. About 80 days prior to an election the ballots are printed, after that time the item can no longer be pulled from the ballot.
12. October 2016: Final push to “Get the Vote Out!” Hand out fliers on the buses about the importance of voting. Advertise the upcoming vote on the sides of YCIPTA buses.
13. November 2016: Election Day. YCIPTA campaign staff appear at voting sites with signs supporting the tax and wave at voters on the busiest street corners at peak traffic times. Provide YCAT bus service to voting locations that day, throughout the County.

Detailed Campaign Budget

The following cost estimates are offered as a ballpark estimate to conduct this campaign. Clearly, seeking donations of materials, office space and recruiting volunteer help will keep costs down. Items like the purchase of media space can be very expensive or donated with the right connections. It never hurts to ask!

Cost Item Description	Estimated Costs
Campaign Headquarters/Office	Donated
Utilities	Donated
Post Office Box: 23" x 12" drawer for 6 mos.	\$346
Campaign phone line for 6 months	\$600
Office supplies (stamps, envelopes, paper, etc.)	\$1,000 - \$2,000
Filing Articles of Incorporation: 501(c)(4)	\$40 - \$75
Attorney's fees for 501(c)(4)	Donated by ASU Lodestar Center
Design and printing of fliers, posters, yard signs	\$20,000 - \$40,000
Media buys, billboards, advertising	\$50,000 to \$100,000
Campaign Manager	Volunteer to \$60,000 salary
Campaign staff	Volunteers
Professional pollsters	\$60,000 - \$75,000
Yuma County Elections contract	\$60,000
Total estimate (rounded):	\$192,000 to \$340,000

Building a Support Network

A survey of 30 key stakeholders in Yuma County in March and April of 2014 showed that most were supportive of having a representative from YCIPTA come out and give a presentation to their organization's board about the proposed transit tax. Individuals said they could help with campaigning by offering their name as an endorsement and the Mayors said they could put resolutions before their councils to endorse the transit tax. However, publicly funded organizations and public non-profit organizations were forbidden from spending money on campaigns. The individuals and organizations who offered their generous support, staff time and facilities for a campaign include:

Offered Assistance with Campaign Tasks	Offered Office Space
<p>Laura Duvall, SMILE John Morales, YPIC Marco Garcia, Goodwill Arizona Edward Castro, Saguario Foundation Transportation Erik Eidenschink, Arizona Counseling and Treatment Centers Mary Gonzales, Community Intervention Association Martin Porchas, Mayor of Somerton Ralph Velez, City of San Luis Dr. Larry Gould, Northern Arizona University, Yuma Greg Wilkinson, City of Yuma Bill Lee, City of Somerton Dr. Glenn Mayle, Arizona Western College, Yuma</p>	<p>Marco Garcia, Goodwill Arizona (maybe) Carol Carr, Achieve Human Services Mary Gonzales, Community Intervention Association Ralph Velez, City of San Luis</p> <p><u>Offered Campaign Management Assistance</u></p> <p>John Morales, YPIC Mary Gonzales, Community Intervention Association Dr. Glenn Mayle, Arizona Western College, Yuma</p>

Additional campaign support should come from the YCIPTA Board of Directors and the YCAT Community Transit Committee members. YCIPTA should be sure to ask their community for support and give them specific jobs they can do to help.

3. Creating a 501(C)(4) Organization

According to the Internal Revenue Service Code, 501(c) (3) and 501(c) (4) organizations are nonprofit organizations that are exempt from paying federal income tax. 501(c) (3) organizations are either a public charity, private foundation or private operating foundation with open membership whereas 501(c) (4) organizations are civic leagues or associations operated exclusively for the promotion of social welfare or local associations of employees with limited membership.

When it comes to lobbying and political activity, 501(c) (3) organizations can appeal directly to legislative bodies and representatives and may support issue-based legislation. However, they must notify the IRS of their intent to lobby by filing form 5768, which formally informs the federal government that one has elected to use the expenditure test to have the organization's lobbying activity measured. Under this test, lobbying capacity is typically limited to spending less than 5 to 20% of the organizational budget on lobbying activities, depending on the size of your organization.

Creating a non-profit 501(c) (4) organization allows other organizations and individuals to donate money, equipment, and office space and staff time to the lobbying efforts of the Yuma County Area Transit Campaign. Note that contributions to a 501(c) (4) are not tax deductible, but may be deducted as a business expense by the donors.

Definition and Function of a 501(C) (4) Organization

Definition of a 501(c) (4) — Civic Leagues, Social Welfare Organizations, and Local Associations of Employees

501(c)(4) organizations are generally civic leagues and other corporations operated exclusively for the promotion of "social welfare", such as civics and civics issues, or local associations of employees with membership limited to a designated company or people in a particular municipality or neighborhood, and with net earnings devoted exclusively to charitable, educational, or recreational purposes. An organization is operated exclusively for the promotion of social welfare if it is primarily engaged in promoting the common good and general welfare of the people of the community.

501(c) (4) organizations may inform the public on controversial subjects and attempt to influence legislation relevant to its program and, unlike 501(c) (3) organizations, they may also participate

in political campaigns and elections, as long as it's primary activity is the promotion of social welfare. The tax exemption for 501(c) (4) organizations applies to most of their operations, but contributions may be subject to gift tax, and income spent on political activities – generally the advocacy of a particular candidate in an election – is taxable. An "action" organization generally qualifies as a 501(c) (4) organization. An "action" organization is one whose activities substantially include, or are exclusively, direct lobbying or grass roots lobbying related to advocacy for or against legislation or proposing, supporting, or opposing legislation that is related to its purpose. A 501(c) (4) organization may directly or indirectly support or oppose a candidate for public office as long as such activities are not a substantial amount of its activities.

Contributions to 501(c) (4) organizations are usually not deductible as charitable contributions for U.S. federal income tax, with a few exceptions. Dues or contributions to 501(c)(4) organizations may be deductible as a business expense under Internal Revenue Code (IRC) 162, although amounts paid for intervention or participation in any political campaign, direct lobbying, grass roots lobbying, and contact with certain federal officials are not deductible. If a 501(c)(4) engages in a substantial amount of these activities, then only the amount of dues or contributions that can be attributed to other activities may be deductible as a business expense. The organization should provide a notice to its members containing a reasonable estimate of the amount related to lobbying and political campaign expenditures, or else the organization is subject to a proxy tax on its lobbying and political campaign expenditures. The organization should also provide an express statement that contributions to the organization are not deductible as charitable contributions during fundraising solicitations. 501(c) (4) organizations are not required to disclose their donors publicly.

Requirements and Mandatory Forms for Creating a Non-Profit Corporation

Forming and operating a non-profit corporation in Arizona requires completing and filing several different forms. At a minimum, YCIPTA will need the following:

- Cover sheet for corporate filings
- Articles of Incorporation, whether the not-for-profit corporation is tax-exempt or not tax-exempt.
- Application for authority to conduct affairs in Arizona.
- Certificate of disclosure for corporations and financial institutions.
- Annual reports.

In addition to the required forms, YCIPTA might also want to file other documents to help ensure the Arizona non-profit corporation runs smoothly. Some of these include:

- Application for reservation of a corporate name.
- Articles of domestication for non-profit corporations.
- Articles of amendment for non-profit corporations.

What it Costs to Form an Arizona Non-Profit Corporation

Arizona domestic non-profits must pay \$40 to file the Articles of Incorporation. YCIPTA can file Articles on an expedited timetable for \$75. There are additional fees for filing Articles of Domestication, applications for Authority to Conduct Affairs as a Foreign Nonprofit, and for applying for a name reservation.

Arizona Non-Profit Resources

The Arizona Non-profit Capacity Building Initiative Best Practices Report: This Initiative was formed in 2001 to aid the capacity-building needs of nonprofits and to determine what strategies best meet those needs. The site includes a helpful listing of capacity-building resources in Arizona, as well as summarized best practices and lessons learned from other states.

The ASU Lodestar Center for Philanthropy & Non-profit Innovation: The Center was formed to promote nonprofit leadership and managerial practices so nonprofits can best accomplish their missions. This site offers can locate valuable leadership and management resources to increase effectiveness and enhance skills sets.

The ASU Lodestar Center for Philanthropy & Non-Profit Innovation (ENSTEP): ENSTEP promotes and assists nonprofits with strategic planning and capacity building. The program is a partnership between Arizona State University and professionals in the non-profit community.

4. Getting the Word Out

Public Opinion Polling: Getting Professional Help

Determining the amount of public support for a proposed tax is accomplished through a series of random public opinion polls, typically conducted by a professional political polling company. The pollster can advise YCIPTA when the polling shows there is enough support to proceed with the vote on the proposed tax or to stop the campaign effort when it appears support is inadequate. These polls can take place as early as a year before the actual vote, and can be conducted every few months or quarterly, leading up to the actual election. If numbers are not strong enough to show that the vote can succeed, the item can be removed from the ballot up to 80 days prior to the vote to avoid a defeat at the polls and then tried again when approval ratings are better. The answer to the question “should we proceed or pull this item from the ballot?” is answered by the questions asked during the poll: i.e. “If the vote was held today, would you vote in favor of the transit dedicated tax? Why or why not?”

A professional public opinion polling firm specialized in transportation tax measures was contacted for their approach advice and cost estimate to conduct the polling for this campaign. They outline an approach with a series of three telephone polls in English and Spanish, surveying 400 to 500 people leading up to the vote in November at a total cost of about \$75,000, with reduced prices available for fewer questions and shorter surveys. Their proposal is attached. The firm is EMC Research, based out of Oakland, California, with offices nation-wide. Their contact information and their proposal is attached as Appendix E in this document.

Key Campaign Messages

The March and April 2014 surveys of key stakeholders in Yuma County revealed that the economy and more jobs were the top priorities for Yuma County, with improving the transit system coming in third. There was broad agreement that these top priorities needed to be addressed in any request for funding for transit system improvements. In addition to delaying the measure from appearing on the ballot until 2016 (or a later year if the economy still has not improved), the messages developed for the campaign should focus on the benefits of a good transit system on the economy, on job creation and on getting people to work and to school so they can better themselves.

Developing a mission statement and key supporting message statements are a central strategy in forming a campaign approach. The key messages should appear in all advertisements and promotional materials to increase awareness through repetition. Example key messages might include:

Campaign Mission Statement: *“Transit: An important part of a healthy Yuma economy!”*

Supporting Messages:

“I take transit to work!” poster with an image of people standing at a bus stop in the morning, dressed for work.

“I take transit to school!” poster with an image of students with backpacks and carrying books waiting for a bus.

“Yuma County Area Transit: Good for jobs, Good for the economy”

Building Awareness through Self Promotion

Any positive news about the Yuma economy and how the transit agency is doing should be advertised and promoted in press releases and on websites, starting now and leading up to the election. This includes any counts of the numbers of new jobs added, the unemployment rate going down, new business ventures setting up shop in Yuma, etc. The number of total jobs (primary and secondary jobs) that would be provided by the expansion are also good advertising material: the number of drivers, mechanics, admin staff, businesses that benefit from transit customers, suppliers, etc. News of the growing number of transit trips being taken, the safety record, customer satisfaction stories, etc. are all valuable tools of self-promotion to develop awareness of the positive news related to the transit system and what it brings to the local economy. Get the good news out!

APPENDIX A: Arizona Revised Statutes Governing Special Taxing Districts

Arizona Revised Statutes Governing Special Tax Districts

The following Arizona Revised Statutes are referenced in this Appendix:

16-204. Declaration of statewide concern; consolidated election dates; definition

28-9123. Survey of public transportation need

42-6106. County transportation excise tax

48-5314. Election on regional transportation plan and excise tax

48-5309. Regional transportation plan; definition

ARS 16-204. Declaration of statewide concern; consolidated election dates; definition

A. The legislature finds and determines that for the purposes of increasing voter participation and for decreasing the costs to the taxpayers it is a matter of statewide concern that all elections in this state be conducted on a limited number of days and, therefore, the legislature finds and declares that the holding of all elections on certain specific consolidated days is a matter of statewide concern. This section preempts all local laws, ordinances and charter provisions to the contrary.

F. Beginning with elections held in 2014 and later that are not candidate elections, an election held for or on behalf of any political subdivision of this state, and including a special election to fill a vacancy or a recall election, may only be held on the following dates:

1. The first Tuesday after the first Monday in November. Notwithstanding any other law, an election must be held on this date for the approval of an obligation or other authorization requiring or authorizing the assessment of secondary property taxes by a county, city, town, school district, community college district *or special taxing district*, except as provided by title 48.

ARS 28-9123. Survey of public transportation needs

A. The board shall conduct a periodic survey of public transportation needs in the authority and determine an appropriate public transportation system to meet those needs and the means to finance the system. The board shall consider whether to operate the system directly or to contract with outside parties for the operation of all or part of the system.

B. Each year the board shall produce a five year public transportation program that is consistent with the regional transportation plan approved by the regional council of governments. The five year program shall:

1. Contain public transportation projects financed with monies from federal, state and local funding.
2. Contain a description of each project, including a schedule of expenditures and a source of funding for each project.
3. Identify the entity that is responsible for implementing each project or phase of the public transportation program.
4. Define and identify regional public transportation corridors.

5. Define the public transportation problems, goals and needs for each corridor and policies and priorities for meeting those goals and needs.
 6. Determine a mix of public transportation modes appropriate for development in light of the public transportation goals and needs for each corridor.
 7. Locate routes and access points to the public transportation systems.
 8. Determine the ridership capacity and use of public transportation systems.
- C. The five year public transportation program shall include, in addition to the appropriate items prescribed in subsection B of this section, the following items presented on an individual fiscal year basis:
1. The capital and operating costs of the public transportation system.
 2. The revenue needed by source, according to section 28-9142, to fund the public transportation system.

ARS 42-6106. County transportation excise tax

(L13, Ch. 255, sec. 23. Eff. 1/1/15)

- A. If approved by the qualified electors voting at a countywide election, the regional transportation authority in any county shall levy and the department shall collect a transportation excise tax up to the rate authorized by this section in addition to all other taxes.
- B. The tax shall be levied and collected
 1. At a rate of not more than ten per cent of the transaction privilege tax rate prescribed by section 42-5010 (*a business tax*), subsection A. in effect on January 1, 1990 to each person engaging or continuing in the county in a business taxed under chapter 5, article 1 of this title.
 2. At a rate of not more than ten per cent of the rate prescribed by section 42-5352 (*Jet Fuel and Use Excise Tax*), subsection A.
 3. On the use or consumption of electricity or natural gas by retail electric or natural gas customers in the county who are subject to use tax under section 42-5155, at a rate equal to the transaction privilege tax rate under paragraph 1 applying to persons engaging or continuing in the county in the utilities transaction privilege tax classification.
- C. Any subsequent reduction in the transaction privilege tax rate prescribed by chapter 5, article 1 of this title shall not reduce the tax that is approved and collected as prescribed in this section. The department shall collect the tax at a variable rate if the variable rate is specified in the ballot proposition. The department shall collect the tax at a modified rate if approved by a majority of the qualified electors voting.
- D. The net revenues collected under this section:

1. In counties with a population exceeding four hundred thousand persons, shall be deposited in the regional transportation fund pursuant to section 48-5307.
 2. *In counties with a population of four hundred thousand or fewer persons, shall be deposited in the public transportation authority fund pursuant to section 28-9142 or the regional transportation fund pursuant to section 48-5307 or shall be allocated between both funds.*
- E. The tax shall be levied under this section beginning January 1 or July 1, whichever date occurs first after approval by the voters, and may be in effect for a period of not more than twenty years.

ARS 48-5309. Regional transportation plan; definition (Note this applies only to the formation of an RTA)

- A. The authority shall develop a twenty year regional transportation plan that is subject to approval by the qualified electors of the county and financed by a transportation excise tax approved pursuant to section 42-6106 and bonds issued pursuant to article 2 of this chapter. The regional transportation plan:
1. May give priority to multimodal transportation operations and improvements along corridors where seventy-five per cent or more of the adjacent census tracts had a population density of at least three thousand persons per square mile according to the most recent United States decennial census.
 2. Shall include a public transportation component.
 3. May, among other things:
 - (a) Define and identify regional transportation corridors.
 - (b) Define the transportation problems, goals and needs for each corridor.
 - (c) Determine environmental, economic, energy and social policies to guide transportation investment decisions.
 - (d) Determine the impact of the plan on air quality, with one of the goals of the plan being the improvement of air quality.
 - (e) Order the priority of regional transportation corridors for development.
 - (f) Determine the mix of alternative transportation modes appropriate for development consistent with the transportation goals and needs for each corridor. The mix may include

sidewalks, rail service, buses, vans, para-transit, park and ride lots, bicycle facilities and any other facility or service reasonably related to transportation.

- (g) Select appropriate public transportation technology.
 - (h) Determine the capacity for exclusive public transportation technologies
 - (i) Determine operating performance criteria and costs for public transportation systems.
 - (j) Locate routes and access points to the public transportation systems.
 - (k) Determine the ridership of public transportation systems.
 - (l) Determine the need for landscape buffers, noise barriers, pedestrian bypasses, multiuse paths and other environmental impact mitigation measures relating to the regional transportation plan.
- B. The regional transportation plan may not be amended to add or delete an element or substantially change an element without prior approval of the electorate at a general or special election pursuant to subsection D of this section. The prior approval of the electorate required by this subsection is waived if a political subdivision causing changes within its jurisdiction to the regional transportation plan incurs the incremental costs of implementing the proposed changes.
- C. The proposition for a revised regional transportation plan considered at an election held pursuant to subsection D of this section shall adhere to the format applicable to the ballot proposition approved by the qualified electors voting on the initial regional transportation plan.
- D. If a substantial change occurs, the board of directors shall request the county board of supervisors to provide a ballot proposition for consideration of a revised regional transportation plan on or before the date of the next general election. The board of supervisors shall provide the proposition at the next general election. If a majority of the qualified electors voting on the issue does not approve a revised regional transportation plan, expenditures authorized pursuant to section 48-5308, subsection C, except those obligated as of the date of the general election, are prohibited.
- E. For the purposes of this section, "substantial change" means a change that, based on data in the transportation improvement program developed pursuant to section 48-5304, paragraph 3, results in one or more of the following conditions:
- 1. A present worth of estimated expenditures required to complete all elements of the regional transportation plan that exceeds the present worth of estimated revenues available to the regional transportation fund during the comparable period by ten per

cent or more, except that estimated revenues from bond proceeds, if any, shall not exceed the bond capacity, less associated expenses, supported by estimates of unencumbered revenues for the initial ten years of authorization for the transportation excise tax. The preceding five year average of the GDP price deflator as defined in section 41-563 shall be used to discount the respective series of estimated revenues and expenditures to a present worth.

2. An estimated cost to complete one or more elements of the regional transportation plan that exceeds the expenditure limitations of the plan as adjusted by the GDP price deflator as defined in section 41-563 by the following or greater percentages:
 - (a) Ten per cent for a single element of the plan.
 - (b) Fifteen per cent for any two elements of the plan.
 - (c) Twenty per cent for three or more elements of the plan.

ARS 48-5314. Election on regional transportation plan and excise tax

Note: This statute applies only to the formation of an RTA.

- A. The board shall:
 1. Adopt a twenty year comprehensive multimodal regional transportation plan consistent with the requirements of this article, including transportation corridors by priority and a schedule indicating the dates that construction will begin for projects contained in the plan.
 2. Request by resolution certified to the county board of supervisors that the issue of levying a transportation excise tax pursuant to section 42-6106 be submitted to the qualified electors at a countywide special election or placed on the ballot at a countywide general election. Within six months after receiving a certified copy of the resolution, the county board of supervisors shall either call a special election or place the issue on the ballot of a general election, subject to the requirements of this section.
- B. The election ballot shall include a description of each transportation element of the regional transportation plan including a separate percentage share and dollar share of the transportation excise tax revenues allocated to each element.
- C. In addition to any other requirements prescribed by law, the county board of supervisors shall prepare and print a publicity pamphlet concerning the ballot question and mail one copy of the pamphlet to each household containing a registered voter in the county. The mailings may be made over a period of days but shall be mailed for delivery before the earliest date registered voters may receive early ballots for the election. The publicity pamphlet shall contain:

1. The date of the election.
2. The individual household's polling place and the time the polls will be open.
3. A summary of the principal provisions of the issue presented to the voters, including the rate of the transportation excise tax, the number of years the tax will be in effect and the projected annual and cumulative amount of revenues to be raised.
4. A statement describing the purposes for which the transportation excise tax monies may be spent as provided by law, including:
 - (a) A summary of the regional transportation plan adopted pursuant to section 48-5309 and subsection A of this section, including a description of each transportation element of the regional transportation plan.
 - (b) A map of proposed routes and transportation corridors of all major transportation projects and public transportation systems.
 - (c) The percentage share and dollar amount of transportation excise tax revenues, together with other identified revenues, dedicated for each transportation element, transportation project and public transportation system, and conditions and limitations on the use of the money.
5. The form of the ballot.
6. Any arguments for or against the ballot measure. Affirmative arguments, arranged in the order in which the elections director received them, shall be placed before the negative arguments, also arranged in the order in which they were received.
- D. Not later than ninety days before the date of the election, a person may file with the county elections director an argument, not more than three hundred words in length, advocating or opposing the ballot measure, subject to the following requirements:
 1. The person who files the argument shall also pay to the elections director a publication fee prescribed by the board of supervisors. Payment of the fee required by this paragraph, or reimbursement of the payer, constitutes sponsorship of the argument.
 2. If the argument is sponsored by one or more individuals, the argument shall be signed by each sponsoring individual.
 3. If the argument is sponsored by one or more organizations, the argument shall be signed by two executive officers of each organization.

4. If the argument is sponsored by one or more political committees, the argument shall be signed by each committee's chairperson or treasurer.
5. The names of persons who have signed arguments and the names of sponsoring organizations shall appear with the argument in the pamphlet. The person or persons signing the argument shall also give their residence or post office address and a telephone number, which shall not appear in the pamphlet.
- E. In addition to any other ballot requirements prescribed by law, the elections director shall cause the following to be printed on the official ballot:
 1. The designation of the measure as follows: "Relating to county transportation excise (sales) taxes".
 2. Instructions directing the voter to the full text of the official and descriptive titles containing the summary as printed in the sample ballot and posted in the polling place. The ballot may include the summary of the regional transportation plan.
 3. The questions submitted to the voters as follows:
 - I. Do you approve the regional transportation plan for _____ County? YES _____ NO _____
(A "YES" vote indicates your approval of the proposed regional transportation plan as developed by the regional transportation authority and described in the election materials.)
(A "NO" vote indicates your disapproval of the proposed regional transportation plan.)
 - II. Do you favor the levy of a transaction privilege (sales) tax for regional transportation purposes in _____ County? YES _____ NO _____
(A "YES" vote has the effect of imposing a transaction privilege (sales) tax in _____ County for _____ years to provide funding for the transportation projects contained in the regional transportation plan.)
(A "NO" vote has the effect of rejecting the transaction privilege (sales) tax for transportation purposes in _____ county.)
- F. For either ballot question I or II to be approved, both the proposed regional transportation plan and the proposed transaction privilege tax must be approved by a majority of the qualified electors voting on the measure. If either ballot question I or II fails to be approved by a majority of the qualified electors voting on the measure, both fail.
- G. G. Except as otherwise provided by this section, the election under this section shall be conducted as nearly as practicable in the manner prescribed for general elections in title 16.

- H. H. The county election officer shall account for costs specifically incurred with respect to the ballot issue under this section.

ARS 28-9123. Survey of public transportation needs

A. The board shall conduct a periodic survey of public transportation needs in the authority and determine an appropriate public transportation system to meet those needs and the means to finance the system. The board shall consider whether to operate the system directly or to contract with outside parties for the operation of all or part of the system.

B. Each year the board shall produce a five year public transportation program that is consistent with the regional transportation plan approved by the regional council of governments. The five year program shall:

1. Contain public transportation projects financed with monies from federal, state and local funding.
2. Contain a description of each project, including a schedule of expenditures and a source of funding for each project.
3. Identify the entity that is responsible for implementing each project or phase of the public transportation program.
4. Define and identify regional public transportation corridors.
5. Define the public transportation problems, goals and needs for each corridor and policies and priorities for meeting those goals and needs.
6. Determine a mix of public transportation modes appropriate for development in light of the public transportation goals and needs for each corridor.
7. Locate routes and access points to the public transportation systems.
8. Determine the ridership capacity and use of public transportation systems.

C. The five year public transportation program shall include, in addition to the appropriate items prescribed in subsection B of this section, the following items presented on an individual fiscal year basis:

1. The capital and operating costs of the public transportation system.
2. The revenue needed by source, according to section 28-9142, to fund the public transportation system.

Appendix B: Key Stakeholder Survey Results Summary

Key Stakeholder Survey Results Summary

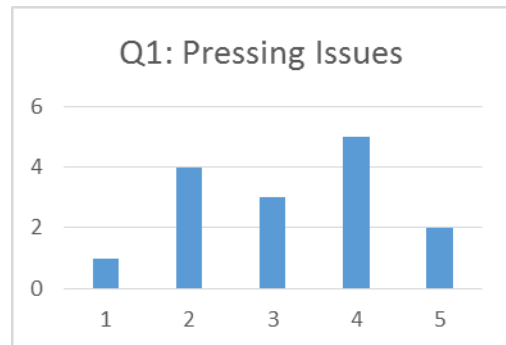
A total of 30 surveys were collected from selected “transit friendly” community partners through a series of telephone and in-person interviews during the months of March and April, 2014. The results are recorded and summarized below. Issues or themes that emerged from the stakeholder interviews follow, including proposed solutions which can be incorporated into the overall campaign strategy. Public polling with statistically significant sample sizes is highly recommended leading up to a vote to test the public’s awareness and support of a transit dedicated tax.

Please note: It is important to avoid drawing conclusions from these survey results about the sentiments of the broader public or voters based on these survey results. It is not a random sample, the sample size is too small and the survey results are not statistically significant.

Questions:

1. What do you think are the most pressing issues for elected officials in Yuma County to work on right now? (please rank with 1 being the highest and 6 being the lowest) Rank and totals shown. Highest priorities have lowest count.

Response	Rank	Count	
1.	1	(38)	Economy/more jobs
2.	4	(98)	Crime prevention
3.	3	(91)	Transportation
4.	5	(134)	the environment
5.	2	(82)	Education

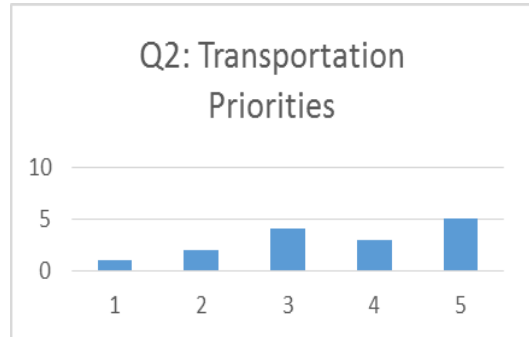


(Fill in responses): build the 4G fiber optic network, poverty/elderly, mental health funding, Health Food Stores, roads

The respondents perceived that the economy/more jobs and education was overwhelmingly the top priority for Yuma County, with transportation taking third place, after education.

2. What do you think are the most pressing transportation investment needs in Yuma County today? (please rank with 1 being the highest and 6 being the lowest) Rank and totals shown. Highest priorities have lowest count.

Response	Rank	Count	
1.	1	(51)	Expand/widen local roads
2.	2	(59)	Expand local transit service
3.	4	(96)	Build a transit center
4.	3	(91)	Synchronize traffic signals
5.	5	(106)	Build bicycle/pedestrian facilities

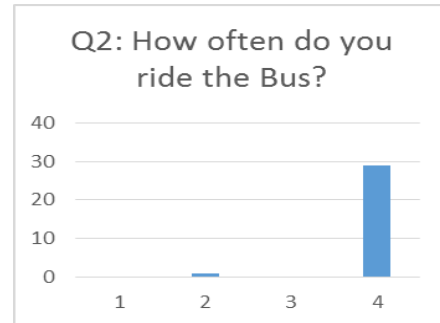


(Fill in responses): services for the elderly, cost efficiency, road maintenance, improve maintenance cycle for existing roads, none of the above (anti-tax sentiment)

Of the transportation needs listed, nearly all respondents said that expanding and widening roads was the top priority, and two write-in comments reflected a need for more road maintenance. Expanding local transit service came in second, synchronizing traffic lights came in third, followed by “build a transit center”. Adding bicycle facilities came in as the last priority.

3. How often do you use public transit in Yuma? (number of responses)

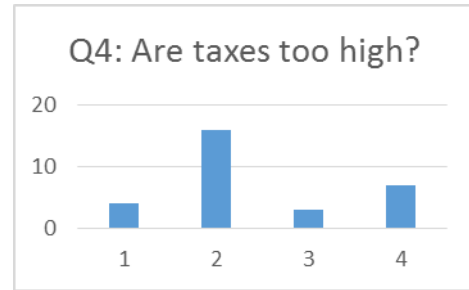
Response	Rank	Percent	
1.	0	(0%)	3 or more times a week
2.	1	(3%)	once a month/special occasions
3.	0	(0%)	1 or 2 times a week
4.	29	(97%)	seldom or never



The survey takers are not transit riders. Only one person had taken the bus once to a special event. The rest had never taken the bus, ever. Note that this response is consistent with Question #2 above, that the perceptions are that the roads need expanding and maintenance first. One possible solution is to advertise “ride the bus free” days to encourage more of the general public to try it. Also, YCIPTA partner with the Chamber of Commerce to add bus service to tourist destinations like Old Town Yuma restaurants and festivals, and the Yuma Palms Regional Center.

4. Do you think the current Yuma County privilege tax of .5% is too high, about right, or too low?

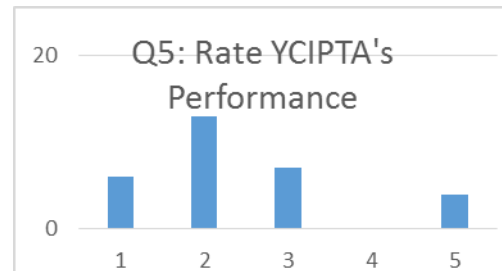
Response	Count	Percent
1. (4)	14%	too high
2. (16)	53%	about right
3. (3)	10%	too low
4. (7)	23%	no opinion



A little over half of the respondents (53%) thought the current tax rate was about right, and 23% had no opinion. Only a few more people (14%) thought it was too high, compared to too low (10%). Responses like these reflect a general acceptance of the status quo and an anti-new tax sentiment, without really understanding how much they currently pay compared to other counties or what the dollar impact is of a .1% to .2% tax increase (which is not significant to the average household). An educational campaign that explains the dollar impact per person or per household per month of a .1% tax is recommended as part of the transit tax campaign messages.

5. As you may know, YCIPTA operates and oversees the bus system in Yuma County. Generally speaking, how would you rate the job YCIPTA does of providing public transit?

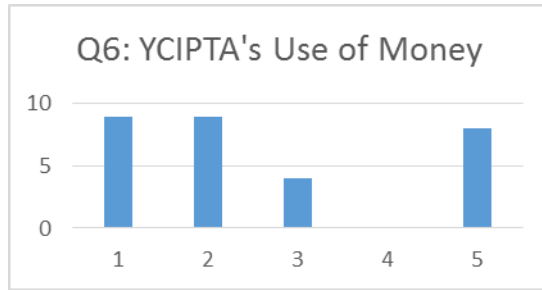
Response	Count	Percent
1. (6)	20%	excellent
2. (13)	43%	good
3. (7)	23%	fair
4. (0)	0%	poor
5. (4)	13%	not enough information



The overall perception is that YCIPTA is doing a good to excellent job of providing transit service (63% combined percentage). Only 23% said they were doing a fair job, and nobody said they were doing a poor job. 13% of respondents said they were not sure or didn't have enough information.

6. In your opinion, how would you rate the job the YCIPTA does spending its money in a responsible manner?

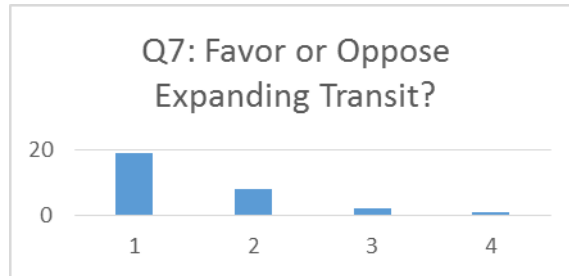
Response	Count	Percent
1.	30%	excellent
2.	30%	good
3.	13%	fair
4.	0%	poor
5.	27%	not enough information



A majority of respondents said that YCIPTA is doing an excellent to good job of responsible spending, with a combined total of 60%. Only 13% thought they were doing a fair job and 28% were unsure or didn't have enough information. It may be helpful for YCIPTA to advertise its cost efficiencies relative to other transit agencies in advance of the transit tax campaign to improve awareness of those numbers.

7. Generally speaking, do you favor or oppose expanding and improving the public transit services offered by YCIPTA?

Response	Count	Percent
1.	(19)	63% strongly favor
2.	(8)	27% favor somewhat
3.	(2)	7% oppose
4.	(1)	3% strongly oppose

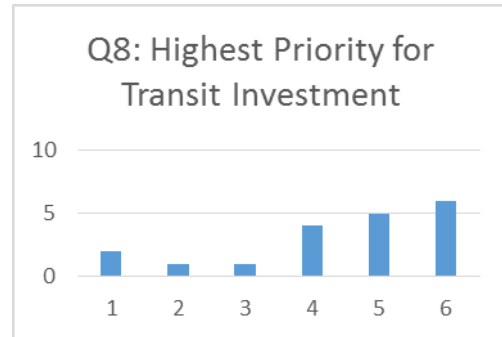


If the transit tax vote was held today and only our key stakeholders voted, we could be fairly confident that we would achieve a vote in favor of the transit dedicated tax. However, our key stakeholders do not reflect the sentiment of Yuma County voters as a whole. It will be important to conduct some intervals of statistically accurate random polling of the general voting population to determine how the actual vote is likely to go in advance of the measure going on the ballot.

8. Supposing for a moment that public transit services are expanded, which of the following services do you think should be the highest priority for a new or expanded public transit system? (Please rank with 1 being the highest and 6 being the lowest). Priority rank and totals are shown. Lowest count is highest priority.

Response Rank Percent

1. 2 (69) expand service to seniors and the disabled
2. 1 (62) increase the frequency of existing service
3. 1 (62) expand bus to areas without service currently
4. 4 (105) add more bus benches and shelters
5. 5 (111) improve service to local destinations (shopping/jobs/ etc.)
6. 3 (103) improve service to regional destinations, in particular



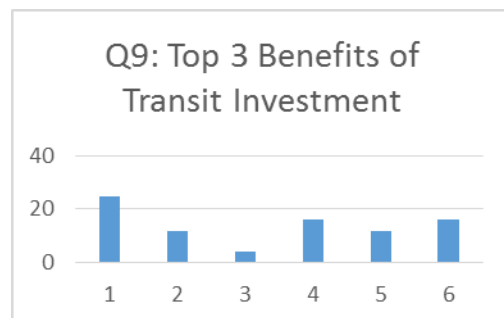
(Fill in): To jobs, to Calexico in peak season, expand service hours, to schools, East and North Yuma County

It is important to note here that the top three ranked choices were all very closely ranked within a 7 point range, reflecting a desire to improve basic service coverage, expand service hours, and improve service to seniors and the disabled. The remaining three choices (add more benches and shelters, improve local service and regional service) were all rated a lower priority overall. This will be an important message to echo in the campaign literature; that the tax is to improve basic service to those who need it the most (to jobs, to schools, and for seniors).

9. Which of the following would you say are the top 3 biggest benefit from new or expanded public transit? (priority ranking derived from counts are shown) Highest priority is lowest count.

Response Rank Count

1. 1 (25) better job access
2. 3 (12) less traffic congestion
3. 6 (4) better air quality
4. 2 (16) attracting new employers/economic development
5. 3 (12) lower commuting cost
6. 2 (16) providing mobility to seniors and the disabled



_____ (fill in): no comments

The message is repeated here that the transit investment priorities are: expanded service to jobs, to seniors and disabled and attracting economic development. These are the most important issues to Yuma stakeholders. Better air quality is a very low priority.

10. Do you agree or disagree with people who say that improved and expanded public transit systems will improve the quality of life?

27 agree 3 disagree (number of responses shown)

Most respondents agree that improved and expanded public transit improves the quality of life.

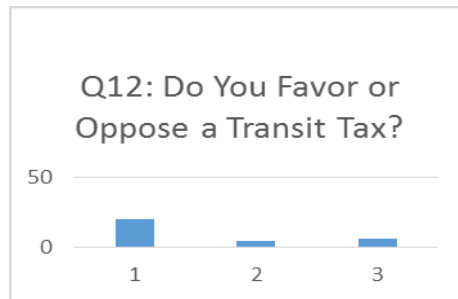
11. Do you agree or disagree with people who say that improved and expanded public transit systems will improve the local economy and attract new jobs?

24 agree 3 disagree (3 no opinion)

Most respondents agree that improved and expanded public transit systems will improve the local economy and attract new jobs.

12. Would you favor or oppose an increase in the County privilege tax rate to pay for expanded and improved bus service? (Percentages and count shown).

Response	Count	Percent
1. (20)	66%	Totally favor
2. (4)	14%	Totally oppose
3. (6)	21%	No opinion

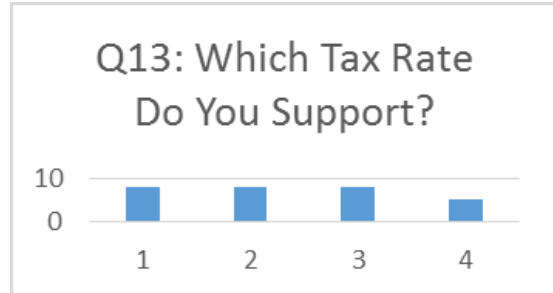


Our key stakeholders favor an increase in the privilege tax rate to pay for improved bus service by nearly a 5:1 margin.

13. Three tax rates have been identified that allows YCIPTA to expand service and add capital improvements at three different levels. These three scenarios are detailed in the accompanying handout and can be found on YCIPTA’s website at www.ycat.org. Of the three funding scenarios outlined, which level would you support? Count only shown.

- Basic level at .1% (8) (cost is about \$1.00 per resident per month)
- Better level at .15% (8) (cost is about \$1.56 per resident per month)
- Best level at .2% (8) (cost is about \$2.00 per resident per month)
- Fill in (5) I would not support any additional funding for the transit system.

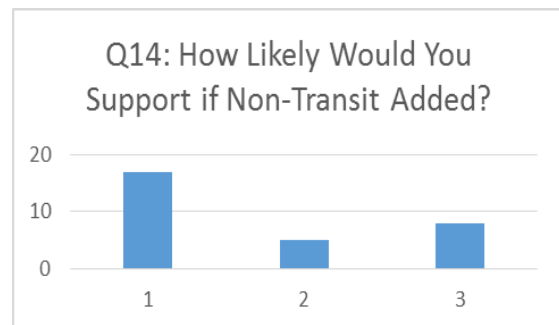
There is no margin between the options to allow the reader to draw conclusions on the preferred tax rate for transit. It is likely that the public at large really doesn't understand tax rates or the dollar impact very well. The five people who said they would not support any kind of tax are a reflection of the conservative values of Yuma, and the slow economy.



14. How likely is it that would you support the Best level of funding described above if it also paid for non-transit improvements like road maintenance and sidewalk construction?

Response Count Percent

- 1. (17) 57% highly likely
- 2. (5) 17% moderately likely
- 3. (8) 27% not at all likely/would not support best level of funding

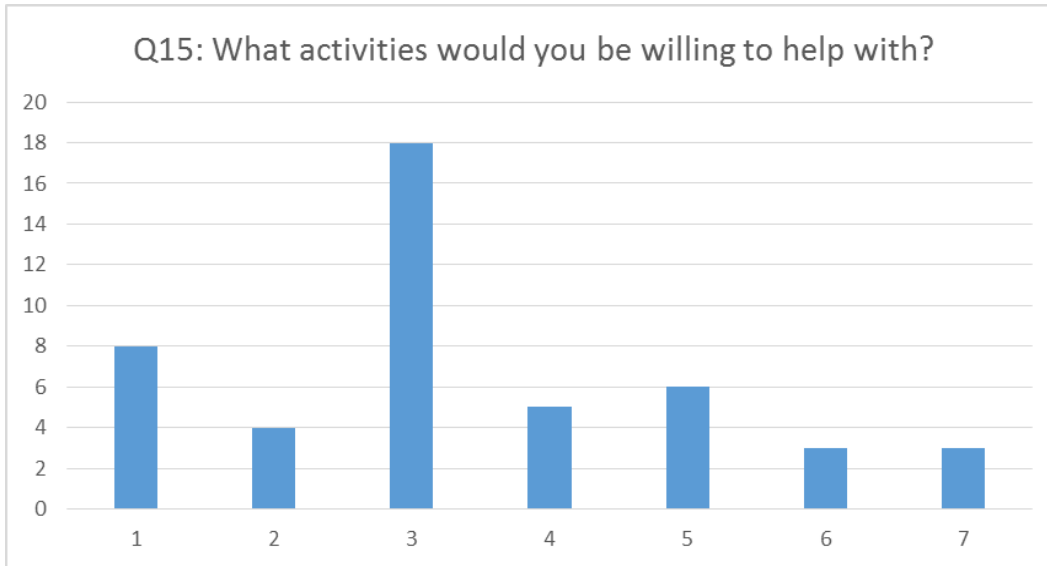


These results suggest that 74% of the people surveyed would be highly or moderately likely to support a transportation tax if it included a broader range of investment types. This could be a key campaign strategy (called “The Christmas Tree Strategy”) if there is a little something under the tree for everybody, broadening public support to include more things that people are likely to vote for. This approach would work well for either the RTA formation or the local option gas tax funding approach.

15. We are looking for champions to help YCIPTA promote the need for a sales tax increase to expand the transit system in the November 2016 general election. Would you be willing to help with any of the following? (yes votes are tallied here)

- 1. Share your contact list of stakeholders so we can contact them about the upcoming campaign? (8)
- 2. Take a prepared power point presentation out to your constituency groups and lead a talk with them about their transit needs? (4)
- 3. Allow a representative of YCIPTA to come out and present at one or more of your committee meetings? (18)
- 4. Donate staff time to help canvas neighborhoods and hand out fliers? (5)
- 5. Donate staff time to make phone calls and stuff envelopes? (6)
- 6. Donate money or staff to help run the campaign office? (3) plus a maybe

7. Do you have any extra office space that could be used as a temporary campaign headquarters? (3)



The survey results show that people are most open to having a representative from YCIPTA come out and give a presentation to their organization’s board of directors about the proposed transit tax. Individuals said they could help with campaigning by using their name as endorsements and the Mayors said they could put resolutions before their councils to endorse the transit tax. However, publicly funded organizations and 501(c) (3) non-profit organizations were forbidden from spending money on campaigns. The individuals and organizations who offered their generous support, staff time and facilities for a campaign include:

Offered Assistance with Campaign Tasks	Offered Office Space
Laura Duvall, SMILE John Morales, YPIC Marco Garcia, Goodwill Arizona Edward Castro, Saguaro Foundation Transportation Erik Eidenschink, Arizona Counseling and Treatment Centers Mary Gonzales, Community Intervention Association Martin Porchas, Mayor of Somerton Ralph Velez, City of San Luis Dr. Larry Gould, Northern Arizona University, Yuma Greg Wilkinson, City of Yuma Bill Lee, City of Somerton Dr. Glenn Mayle, Arizona Western College	Marco Garcia, Goodwill Arizona (maybe) Carol Carr, Achieve Human Services Mary Gonzales, Community Intervention Association Ralph Velez, City of San Luis <u>Offered Campaign Management Assistance</u> John Morales, YPIC Mary Gonzales, Community Intervention Association Dr. Glenn Mayle, Arizona Western College

Summary of Interview Comments

Background

With notes from more than 30 interviews conducted by telephone and in person during the months of March and April, 2014, certain themes, issues and trends related to Yuma's transit service and political environment have become apparent. Those themes are summarized below along with proposed solutions that can become part of the overall campaign strategy.

Yuma County's Strengths – Research Findings

1. Yuma County's privilege tax is lower than allowed by statute, and lowest among other Arizona Counties, so there is room to add a transit dedicated tax.
2. Yuma County's gas prices are 50 to 60 cents lower than neighboring Imperial County, so there is a market to add a local option gas tax.
3. Yuma is an international travel destination for medical and dental services in Mexico with an untapped transit market for medical tourism trips to the border.
4. Yuma has attractive home prices and cost of living that attracts some 200,000 winter "snowbird" visitors every year.
5. There is a general perception that the transit system has improved noticeably in the past three years and is getting better. YCAT has attractive new buses.
6. YCIPTA currently receives funding support for transit from multiple jurisdictions.
7. Yuma enjoys a robust social service agency coalition who have expressed their support for transit improvements and have volunteered for campaign tasks and fundraising that can be leveraged for a future campaign effort.

Interview Questions and Answer Summaries

The summary below reflects the opinions of Yuma County's key stakeholders: the people whose support will be critical for the successful passage of a dedicated transit tax heading into an election year ballot initiative. These trends are not statistically significant, owing to the small sample size and hand selected (not random) sample of interviewees, but they do reflect the sentiments of Yuma's key stakeholders. Solutions to the issues raised during those interviews are proposed at the end of each question. These proposed solutions can be folded into the broader campaign strategy.

Question 1: *"What are your thoughts on a doubling of frequency so that buses would come every half hour instead of every hour, expanding service to areas that currently do not have transit service and adding things like more shelters and benches?"*

Most respondents agreed that the transit system needed to improve, but in light of the current economy, it should be improved with greater frequencies and coverage for people to get to jobs

and to schools, and to shopping centers. Recreational detours, such as to the casinos, should be dropped during peak travel times to give better travel times to commuters and students.

User complaints: reasons why the transit system needs to improve:

- It takes too long: one trip with a transfer involved can take all day to get to an appointment and come back.
- People can't afford to pay a babysitter all day so they can take one trip to a job interview or doctor appointment.
- It is unreliable for a scheduled medical appointment or class start time that cannot be missed.
- It does not go everywhere people need to go.
- Service ends too soon and people can get stranded at night with no ride to get back.
- Current service levels do not attract riders by choice.
- Waiting an hour in the Yuma sun for a bus can be life threatening: need bus shelters and benches.
- Observation: sidewalks linking to bus stops, bus landing pads and shelters are lacking, mostly in the City of Yuma.

Solutions: Improve service frequency to half hour headways during peak travel demand on key routes with employment and education destinations. Expand service to known employment destinations. Integrate these messages into the campaign and ballot language. Develop standardized bus stop design criteria to develop a uniform appearance and level of investment for each location type and level of use. Investment criteria will be important to establish for Title VI reporting, and to achieve better YCIPTA brand recognition and easy to spot bus stop locations.

Question 2: "What if we had a transit tax that just sustained what is on the street today with no expansion, replacing and eliminating the current funding contributed by cities, and the county? Do you support that option?"

All elected officials responded that they would like to have their general fund money back for other budget needs if a dedicated transit tax was passed. However, none of them thought that just replacing existing revenue was sufficient. They wanted to see revenue for transit increase to make the needed improvements.

Solution: Seek and attain a transit dedicated tax at a revenue level needed to replace current income plus pay for needed service expansion and capital improvements.

Question 3: "We have identified six ways a transit service expansion could be funded. Of the following list, which would be your preferred method and why?"

- a. Change Arizona Law to allow an IPTA to levy and collect a transit tax.
- b. Create an RTA under current legislation, but focus only on transit projects.
- c. Have Yuma County sponsor the transit tax, and then pass-through the funding to YCIPTA via a local funding agreement.
- d. Have each city that YCIPTA serves to assess an excise tax within their boundaries and then pass through the funding to YCIPTA via local funding agreements.
- c. Propose legislation to create a local option (Yuma County) fuel excise tax to be shared between roads, bicycle/pedestrian projects, and transit.
- e. Propose legislation for a transit-dedicated property tax.
- f. Revive LTAF funding for Yuma County.

This question was asked only of the elected officials. The Indian tribal representatives said they had no stake in the outcome, or did not care which method was chosen. The top three tax vehicles discussed as viable include the IPTA taxation language addition, an RTA creation if the mechanism was better understood, and a local option gas tax. These three methods all spread the cost burden to the winter snowbird population who shop and buy gas here, but tend not to vote here. They thought a county or city-based tax with a pass-through to YCIPTA was too complicated or difficult to achieve and administer. If an RTA was created, there was significant support for including other kinds of projects like roads, sidewalks and bike lanes.

Because the Indian tribes provide multiple agency shuttle van service to their members on demand and for a variety of trip purposes, there appears to be opportunities to encourage or require tribal members to utilize the fixed route service for trips off the reservations and set restrictions on the use of the shuttle vans. These policy changes would serve the dual purpose of saving the tribes money spent on on-demand service and it would help justify the investment being made in the fixed route YCAT service, raising ridership levels.

Solutions: Continue to pursue legislation that would allow an IPTA to collect and administer a tax. Lobby key committee members where the legislation stalled this year so they understand better what is at stake when it comes to a vote again next year. Continue to research the RTA formation and local option gas tax options. Speak with tribal transportation providers about policy changes to encourage use of the fixed route service.

Question 4: “What do you think our biggest challenges will be to get a transit-dedicated tax passed in Yuma County in 2016?”

1. This isn't the right time for a transit dedicated tax to be placed on the ballot because:
 - a. A perception of YCAT management/labor issues and instability.
 - b. Other proposed tax measures are proposed to be on the ballot at the same time.
 - c. The perception that the Yuma economy is still in recession.
 - d. A perception that there are no jobs for people to take the bus to.

Solutions: Pursue a transit-dedicated tax in 2016 if the economy continues to improve and YCAT operations/management settles down. Do some positive press releases to raise awareness of the transit agency's successes, growing ridership trend and importance of transit to the local economy. Network with elected and social service agencies to coordinate timing: make sure they are not working on another tax issue for the same ballot year.

2. The people who use the transit system are not predominantly people who vote:
 - a. A majority of seniors are snowbirds whose official address is in another state and do not vote in Yuma.
 - b. At least half of Indian tribal members live outside of Yuma County and cannot vote there.
 - c. A large number of Hispanics do not show up to vote and may be in the country illegally.

Solutions: Work with social service agencies and the Democratic Party to get transit riders registered to vote and provide bus service to polling places the day of the election. Hand out vote by mail registration forms on the buses.

3. People who do vote in Yuma County are typically not transit riders:
 - a. Tend to be more affluent and drive cars.
 - b. Are predominantly Republican and are sworn not to raise taxes for any reason.
 - c. They perceive transit as a "subsidy" and a "handout".
 - d. They do not see or understand the difficulties involved in using transit.
 - e. Think that widening roads is still a higher priority.

Solution: Target campaign messages to conservative themes: "Transit takes people to jobs, to schools and to shopping" and "Transit is a key component of a healthy economy", etc.

**Appendix C: Intergovernmental Agreement with
Yuma County for Election Services
And Fee Schedule**

**INTERGOVERNMENTAL AGREEMENT
BETWEEN
THE COUNTY OF YUMA,
THE YUMA COUNTY RECORDER,
AND THE
YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY
FOR THE PROVISION OF ELECTION SERVICES**

THIS AGREEMENT is entered into _____, 20__, between the COUNTY OF YUMA (“COUNTY”), acting by and through its duly elected governing body, the YUMA COUNTY RECORDER (the “RECORDER”), and the Yuma County Intergovernmental Public Transportation Authority, (hereinafter referred to as “YCIPTA”).

I. RECITALS

1. The COUNTY owns and operates voting equipment and ballot tabulating equipment and employs certified Election Officials.
2. The RECORDER is required by Arizona Revised Statutes §16-172 to enter into this Agreement if YCIPTA requests the use of County registration rolls to conduct an election, and, by seal and signature below, has resolved to enter into this Agreement.
3. The COUNTY is empowered by Arizona Revised Statutes §11-251 and §11-952 to enter into this Agreement and has by appropriate Board action, determined to enter into this Agreement and has authorized the undersigned to execute this Agreement on behalf of the COUNTY.

THEREFORE, in consideration of the mutual agreements expressed herein, it is agreed as follows:

II. SCOPE

1. The COUNTY will:
 - a. Make available to YCIPTA support services, materials and supplies, including but not limited to: ballot cards, voting equipment, vote tallying equipment, precinct supplies, precinct personnel, precinct signature rosters, counting center personnel, early board processing personnel, and such other election materials, supplies and personnel as may be required for the conduct of the regular elections as prescribed by law.

- b. Conduct logic and accuracy tests as required by law and publish all legal notices in connection therewith.
- c. Perform tabulation, prepare unofficial election results and transmit to YCIPTA or its designee.
- d. Provide Election Department personnel necessary to effectively administer an election.
- e. At all times comply with the laws and regulations regarding the conduct of elections.
- f. Upon completion of an election, present to YCIPTA a detailed, itemized statement of charges incurred and billable amounts for each participating school district as per the current Election Services Fee Schedule.

2. **The RECORDER will:**

- a. Ensure that the County registration rolls necessary for the COUNTY to conduct an election be provided to the COUNTY at least forty-five (45) days in advance of such election, with supplementation of the rolls provided at least once, as soon as possible after the twenty-ninth (29th) day preceding the election, and with further supplementation as may be necessary to conduct early voting.
- b. Handle all early balloting for YCIPTA, including early voting requests, early ballot mailers, on-site early voting, signature verification and other early voting supplies and services that may be necessary.
- c. Upon completion of an election, present to YCIPTA a detailed, itemized statement of charges incurred to conduct early voting and billable amounts for each participating school district.
- d. Provide RECORDER personnel necessary to effectively administer early voting and other related services.

3. **The DISTRICT/CITY will:**

- a. Create, translate, print and ail all publicity pamphlets.

- b. Publish all legal notices in connection with the Countywide Transit Excise Tax election with the exception of the logic and accuracy testing notification as described in section 1(c) of this Agreement.
- c. At all times comply with the laws and regulations regarding the conduct of elections.
- d. Reimburse the COUNTY for all charges for election materials, supplies, equipment and personnel required in direct support of the Transit District election and clearly outlined in a detailed, itemized statement of charges within sixty (60) days of submittal to YCIPTA of a reimbursement request by the COUNTY. YCIPTA shall establish and maintain a budget covering the payment of all such charges.
- e. Reimburse the RECORDER for the actual additional costs incurred by the RECORDER in the preparation of any lists, electronic data compilations or early voting supplies and services under this agreement within sixty (60) days of submittal to YCIPTA of a reimbursement request by the RECORDER.

III. DURATION OF AGREEMENT

1. This Agreement is for a term of one year from the date of recordation and can be terminated at any time by any party, with or without cause, upon 120 written notices to the other parties. Upon termination of this Agreement, all property or equipment used by the parties in the performance of their responsibilities under this Agreement shall remain the property of the party that purchased the property or equipment.

IV. MISCELLANEOUS PROVISIONS

1. This Agreement may be canceled in accordance with the provisions Arizona Revised Statutes §38-511, regarding Conflicts of Interest.
2. The COUNTY as a political subdivision of the State of Arizona, engaged in the performance of its mandatory statutory duties, and the RECORDER, engaged in the performance of its mandatory statutory duties, and YCIPTA, as a political subdivision of the State of Arizona, engaged in the performance of its mandatory statutory duties, all avow to the other that each has obtained and has in full force and effect a public entity liability policy relating to the faithful performance of duty.

3. The provisions of the Records and Disposition Schedule promulgated by the Department of Library, Archives and public Records, Approved November 5, 2001, pertaining to the 3-year record retention by the RECORDER of receipts of fees are applicable to this Agreement.
4. This Agreement shall become effective upon filing with the RECORDER's office.
5. If the parties mutually agree, claims, disputes or other matters in question may be submitted for arbitration and decided according to the Arizona Uniform Rules of Procedure for Arbitration. Demand for arbitration must be filed in writing with the other party to this Agreement.
6. All notices or demands upon any party to this Agreement, except as otherwise specified herein, shall be in writing and shall be delivered in person or sent by mail addressed as follows:

Yuma County Elections Department
198 South Main Street
Yuma, Arizona 85364

Yuma County Recorder
410 South Maiden Lane
Yuma, Arizona 85364

Yuma County Intergovernmental Public Transportation Authority
2715 East 14th Street
Yuma, AZ 85365

7. YCIPTA is responsible for all liability, damages or expenses involved in defending challenges to the Countywide Transit Excise Tax election arising out of the actions of YCIPTA and its officials, employees and agents.
8. E-verify requirements. To the extent applicable under Arizona Revised Statute §41-4401, the parties warrant compliance, on behalf of themselves and any and all subcontractors, with all federal immigration laws and regulations that relate to their employees and compliance with the E-verify requirements under Arizona Revised Statutes §23-214(A). The party's breach of the above –mentioned warranty shall be deemed a material breach of the Agreement and the non-breaching party may terminate the Agreement. The parties retain the legal right

to inspect the papers of the other party to ensure that the party is complying with the above-mentioned warranty under this Agreement.

- 9. Scrutinized Business Operations. To the extent applicable under Arizona Revised Statutes Title 35, Articles 7 through 9, the parties certify that they do not have a scrutinized business operation in Sudan or Iran. For the purpose of this Section the term "scrutinized business operations" shall have the meanings set forth in the laws 2008 Ch. 9 nor Laws 2008 Ch. 295, as applicable. If a party determines that the other party submitted a false certification, the party may impose remedies as provided by law including terminating this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement the day and year below written, and is effective upon filing with the Office of the Yuma County Recorder.

YUMA COUNTY

YUMA COUNTY RECORDER

Under my and seal,

(Chairman)

ROBYN STALLWORTH POUQUETTE

Yuma County Board of Supervisors

Yuma County Recorder

This ___ day of _____, 20__.

This ___ day of _____, 20__.

Attest:

YCIPTA

ROBERT L. PICKELS, JR.

JOHN ANDOH

Clerk of the Board

Transit Director

This ___ day of _____, 20__.

This ___ day of _____, 20__.

Pursuant to Arizona Revised Statutes §11-952, the foregoing Agreement has been submitted to the undersigned counsel who has determined that this Agreement is in property form and is

within the powers and authority granted under the laws of the State of Arizona to the County of Yuma, the County Recorder, and YCIPTA.

JON R. SMITH

WAYNE BENZSCH

YUMA COUNTY ATTORNEY

YCIPTA LEGAL COUNSEL

Dated

Dated

Appendix D: Voter Package
Draft Ballot Language and Commitment to Voters

PROPOSED TEXT OF BALLOT

Proposed Transit Dedicated Excise Tax

Yuma County Intergovernmental Public Transit Authority

THE PROPOSED CREATION OF THE TAX WILL PROVIDE REVENUE FOR EXPANDING SERVICE AREA AND IMPROVING THE FREQUENCY OF TRANSIT SERVICE AND TRANSIT-RELATED INFRASTRUCTURE IN YUMA COUNTY, TO INCLUDE ADDITIONAL SHELTERS, BENCHES, ADA COMPLIANT WAITING AREAS, AND SIDEWALKS CONNECTING TO BUS STOPS. THE ESTIMATED REVENUE NEEDS ARE ESTIMATED AT \$2.5MILLION PER YEAR (CURRENT DOLLARS). THE REVENUE GENERATED BY THE TAX WOULD FUND THE YCIPTA TRANSIT OPERATION IN ITS ENTIRETY, ALLOWING CURRENT GENERAL FUND MONIES CONTRIBUTED BY YUMA COUNTY CITIES AND COUNTY TO BE RETURNED FOR OTHER BUDGET PURPOSES. THE TAX IS AUTHORIZED FOR TWENTY YEARS, BEGINNING ON JANUARY 1, 2017.

QUESTION

SHALL THE YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSIT AUTHORITY BOARD OF DIRECTORS BE AUTHORIZED TO LEVY A TRANSIT DEDICATED EXCISE TAX AT A RATE NOT TO EXCEED .1% (ONE TENTH OF ONE PERCENT) OF THE STATE OF ARIZONA EXCISE TAX RATES APPLYING TO EACH PERSON ENGAGING OR CONTINUING IN THE COUNTY IN A BUSINESS UNDER TITLE 42, CHAPTER 5, ARTICLE 3, AND SECTION 42-6106, VERSION 3 OF THE ARIZONA REVISED STATUTES?

A "YES" (APPROVE) VOTE SHALL HAVE THE EFFECT OF CASTING YOUR VOTE IN FAVOR OF AUTHORIZING THE CREATION OF AN EXCISE TAX DEDICATED TO TRANSIT.

A "NO" (DISAPPROVE) VOTE INDICATES YOU ARE NOT IN SUPPORT OF AUTHORIZING AN EXCISE TAX DEDICATED TO TRANSIT.

YES/NO

**INFORMATIONAL PAMPHLET
YCIPTA TRANSIT DEDICATED TRANSACTION PRIVILEGE (sales) TAX
OPERATING AND CAPITAL PROJECTS LIST
NOVEMBER 2016 GENERAL ELECTION**

A Countywide election will be held on ____ to ask voters to approve a 1/10th of one percent sales tax for the Yuma County Intergovernmental Transit Authority transit district. The tax would raise about \$2.5m per year for transit improvements. A good portion of the money raised will be used as local match for federal grants, which significantly increases the total amount of revenue available for capital investments.

This revenue will be used exclusively to fund:

- Replaces the local government funding sources to maintain and grow the existing level of transit service
 - Replaces current general fund sources from Yuma County and its cities with a dedicated transit tax, returning general fund monies to local governments for other purposes.

- Adding new routes
 - Expands YCAT On Call demand responsive service to seniors, age 65 years old and older and persons with disabilities, seven days a week.
 - Adds up to 100 new YCAT Vanpool vans

- Increases service frequencies on existing routes
 - Adds 45% more service hours system-wide, with half of the service going to 30 minute frequencies on the busiest routes
 - Adds evening service on at least four YCAT routes until 10 p.m., Monday through Friday
 - Adds additional Saturday service on at least four YCAT routes until 8 p.m. on Saturday
 - Adds new Sunday service on at least four YCAT routes from 8:30 a.m. to 5:30 p.m.

- Creates a new local circulator routes:
 - Adds new local routes in San Luis and Somerton

- Purchases new and replacement buses over 20 years for the expanded service area:
 - 20 Diesel hybrid electric buses (20-35 foot)
 - 10 Diesel hybrid electric buses (10-30 foot)
 - 16 Passenger cutaway vans (16-24 foot)
 - 15 Passenger minivans (15)
 - 10 Passenger cutaway buses (10-21 foot)
 - 10 Support vehicles

➤ Adds Transit Capital Investments:

- Two new multimodal transit centers in Yuma and San Luis
- Fifty new bus stops with bus pull-outs, shelters, benches, ADA compliant waiting areas, solar lighting, map case, information kiosks, sign poles, trash cans, etc.
- Additional passenger amenities at existing bus stops, including connecting sidewalks
- Fifteen bike lockers and/or bike racks at major bus stops in Yuma County
- One bicycle sharing facility (seed money for a for profit business)
- Five to ten (depending on actual costs) Park and Ride Lot facilities
- A new bus maintenance facility; and
- About \$1.0 million in transit equipment and security needs, including; electronic fare boxes, radios, smart card readers, computers, furniture, software, minor bus equipment items, scheduling software and security cameras on buses and park and ride lots.

These projects will cost an estimated \$59,735,000 in current 2014 dollars, slightly more by 2016. State law permits the tax to be in effect not more than 20 years. A transaction privilege tax is a sales tax. The rate of 1/10th of one percent is the same as .1% or one cent on a ten dollar purchase.

This list of proposed transit improvements assumes that increases in annual sales tax revenue will keep pace with inflation in the cost of labor, fuel and equipment over the 20-year time horizon. Transit bus purchases are typically at 80% federal match, and other capital improvements are typically at 50% federal or state match. Costs are estimated, reflecting the best information available at this time. Cost refinements are expected in the future, particularly for the large capital investment projects. A specific list of proposed projects and costs will be prepared each budget year for approval by the YCIPTA Board of Directors.

Appendix E: Fee Proposal for Election Polling Services
EMC Research

Appendix F: Transit Tax Brochure