

GROWING MOBILITY INVESTMENTS TASK FORCE

The movement of people and goods in a safe and efficient manner allows communities to be economically viable provide a high overall quality of life for their residents and visitors. To accomplish this, public and private partnerships need to leverage their resources and share consistent and clear messages about the importance of funding transportation and mobility related projects.

The Growing Mobility Investments Task Force serves as a venue for partners to create an inventory of available and potential revenue sources, build relationships among stakeholders interested in enhancing mobility in the Upstate, and develop clear messages about investing in mobility so the Upstate can continue to be economically viable and provide a high quality of life.

GOALS:

- **Growth** - Increase the amount of total investment in Upstate mobility projects based on the recommendations of the other three task forces.
- **Awareness** - Increase awareness of the need for transportation and mobility investments in the Upstate.
- **Diversification** - Diversify transportation funding sources in the Upstate.



OPPORTUNITIES FOR INVOLVEMENT:

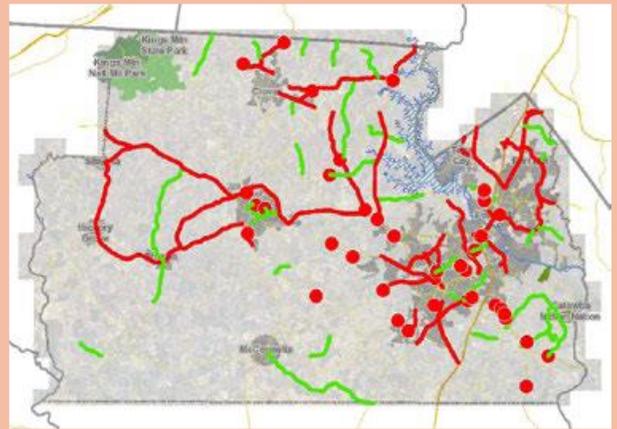
- Develop and identify partners for the implementation of a regional messaging campaign around mobility.
- Create educational outreach programs for stakeholders.
- Engage elected official and business leader to discuss mobility issues.
- Support regional transportation agencies seeking funding.
- Build a regional inventory of current and potential funding sources and explore innovative solutions.
- Work with the other task forces to understand the challenges and goals for each and then developing strategies to support additional funding that can help support their goals.
- Identify silos and barriers to cross-jurisdictional cooperation on regional mobility projects and ways to address those.

INGREDIENTS FOR SUCCESS:

As the Upstate faces the dual threat of aging infrastructure and rising transportation demand, the region will need the resources to implement the priority projects identified in regional plans. This likely will require local leaders, state officials, and the private sector to work together to find funding solutions.

Other regions and cities have leveraged a variety of options, including transportation impact fees, sales tax programs to finance local bonds, rental car taxes, fuel taxes, and car registration fees. The most popular in South Carolina is the local option sales taxes that allow counties and local municipalities to impose an additional sales tax of up to 1% to fund transportation.

The tax is approved by a popular referendum and collected on all eligible purchases made within the district. These popular “penny tax” programs have been used to complete hundreds of transportation projects throughout the state.



CASE STUDY: YORK COUNTY PENNIES FOR PROGRESS

Pennies for Progress is the name of York County’s 1% Local Option Sales Tax program used to fund transportation capital projects. The program first began in 1997 and has been re-approved in four separate referenda since then as residents see the benefits firsthand. Projects are selected by a commission and then presented to voters for approval, with each round of funding authorizing the tax for seven years. The fourth round of funding was recently approved by voters and is expected to fund more than \$275 million of transportation improvements throughout the county.

FOCUS AREAS:

Messaging - Develop a consistent and compelling message around why transportation investments are critical to the Upstate.

Relationships - Make connections and build partnerships with policymakers, potential investors and other stakeholders who will benefit from improved mobility in the Upstate.

Advocacy - When appropriate, advocate for or support the advocacy efforts of others around increasing transportation/mobility funding.

Inventory - Create an inventory of current and potential funding sources for Upstate projects. This would include federal and state grants as well as other potential opportunities for short-term or long-term funding.

Develop - Explore new, innovative approaches to transportation funding.