Council Meeting of January 7, 2015

Agenda Item No. 56

REQUEST FOR COUNCIL ACTION

SUBJECT: Consider joining the Utah Transportation Coalition, a group comprised of the Utah League of Cities and Towns, Utah Association of Counties, and the Salt Lake Chamber, and authorize staff to proceed with an expenditure not to exceed $3,000.00.

SUMMARY: The Utah Transportation Coalition is asking for West Jordan's financial support of $3,000.00 to join other Utah cities, towns, counties and chambers in a public information campaign. The private sector has pledged the majority of the needed amount, and they are asking for local governments to partner in this effort to generate public and political support for transportation solutions.

FISCAL IMPACT: $3,000.00

STAFF RECOMMENDATION:

Staff recommends joining the Utah Transportation Coalition's efforts so that West Jordan is actively involved in transportation funding options that will impact our city.

MOTION RECOMMENDED:

"I move to approve the expenditure of $3,000.00 to join the Utah Transportation Coalition's public involvement campaign."

Roll Call vote required

Prepared by:

Kim Wells
Communications Manager

Reviewed by:

Bryce Haderlie
Interim City Manager

BACKGROUND DISCUSSION: (See letter below.)

UTAH TRANSPORTATION COALITION
ENVIRONMENT | ECONOMY | QUALITY OF LIFE

October 27, 2014

Mayor Kim Rolfe, West Jordan City
8000 S. Redwood Rd.
West Jordan, UT 84088

Dear Mayor Rolfe,

Whether you drive on roads, bike on paths, cruise on ATVs, hop on the bus, or walk on the sidewalk, transportation is a part of your daily life. Which roads do you avoid? Where does your sidewalk end? How often do your kids stay inside because of the inversion? You hear from residents how they expect not only well-maintained roads but also transit, ATV, and active transportation options. You have to do more with less and the traditional resources are diminishing. We live in a new era of transportation—we must have a new vision for funding it.

At this year's Utah League of Cities and Towns Annual Convention, the ULCT membership passed a resolution that identified the need for transportation funding and recommended a legislative solution. **We must expand funding for local transportation NOW**.

We recognize the power in numbers. The Utah League of Cities and Towns, Utah Association of Counties, and the Salt Lake Chamber have formed the Utah Transportation Coalition. The Coalition's goal is to build support for major investment in Utah's transportation system per Utah's Unified Transportation Plan, preserve Utah's quality of life, bolster economic growth, improve personal health and air quality, and provide maximum value to all Utahns.

The Coalition will roll out a communications campaign to generate public and political support for comprehensive transportation solutions and to fund the Unified Transportation Plan across the state. We have provided a sample service agreement for your city/town to review, prepare, and enact to join the Coalition. The Coalition will provide a communication toolkit that you can use as is (without additional staff work) or personalize the materials for your community, including newsletter messages, utility fee inserts, social media messages and a city council resolution.

We need West Jordan's financial support of $3,000 to join together with all other Utah cities, towns, counties, and chambers. The private sector has pledged the majority of the needed amount and they are asking for local government to stand shoulder to shoulder in the effort—a public-private partnership that will make a difference. Please adopt a service agreement (based on the enclosed sample) and support the Coalition. For more information, contact Abby Albrecht at the Utah Transportation Coalition at (801) 831-6116 or at abby.albrecht@gcinc.com.

Thank you for your partnership and your support.

Lane Beattie
President/CEO of Salt Lake Chamber

Ken Bullock
Executive Director, Utah League of Cities & Towns

UTAH COUNTIES | SALT LAKE CHAMBER

utahtransportation.org

UTAH TRANSPORTATION COALITION

ENVIRONMENT | ECONOMY | QUALITY OF LIFE

UTAH COUNTIES

SALT LAKE CHAMBER

utahtransportation.org

Greetings,

If your community is like many others in Utah, your strategic plan includes something like this:

- Prudent fiscal management with limited resources
- Ensuring that your residents maintain a high quality of life
- Planning for and accommodating residential and commercial growth
- Improving mobility through expanded trails, bridges and sidewalk connections
- Maintaining and improving street conditions, traffic signals and lighting

Transportation funding often brings to mind major highways or commuter rail. Utah's transportation needs are in fact far more comprehensive. Unfortunately, **communities like yours only receive a fraction of the necessary resources from the state to address all of current and future transportation needs**. Utah's Unified Transportation Plan shows Utah's cities, towns and counties face an estimated $3 billion shortfall between now and 2040, and that's just for local maintenance and improvements.

The Utah Transportation Coalition is a group of business and civic leaders concerned with how Utah's projected growth will impact our environment, economy and quality of life. Our transportation system affects each of those things. In the future, we want all Utahns to enjoy the best things that life in Utah has to offer, including good air quality, a strong economy and well-paying jobs. That's why we're advocating for transportation investment and a long-term transportation funding solution.

In November the Coalition launched a statewide public education campaign. The campaign focuses on why Utah needs a fresh look at how we fund transportation. The Utah Association of Counties and Utah League of Cities and Towns have joined Utah's business community led by the Salt Lake Chamber in this effort under the Utah Transportation Coalition.

The Coalition's campaign is not advocating for a specific funding proposal at this time. Instead, our goal is to help Utahns understand and support our collective investment in infrastructure. We want to remind Utahns, whether we use transportation or not, we all depend on it.

The campaign will highlight why a sustainable funding approach is needed. It will help the public learn about all of Utah's transportation needs, from highways to walking trails, from rail lines to stop signs. And the campaign will focus on how transportation is related to our economy, environment and quality of life.

The campaign will not be successful without your support. Your investment of **$3,000.00** will join with other Utah cities, towns and counties to cover the cost of the educational outreach. The private sector has pledged the majority amount to propel the effort forward, but business desires to stand shoulder-to-shoulder with local government in this effort. A public-private partnership can make a difference in how we fund infrastructure in Utah for years to come.

The education campaign includes advertisements and communication tools for your community to carry this message to your local area as part of a statewide effort. Contributors to the Coalition will receive **access to a communication toolkit** of all the pieces we create:

- Talking points with periodic updates and additions
- Graphics for newsletters, presentations and social media
- Ongoing suggestions for social media
- Videos
- Fact sheets and utility bill inserts

You can use the items from the toolkit as-is (without additional work by your staff) or personalize the materials for your community. We will also provide a unified message sheet so that we can consistently communicate with our stakeholders and show a unified effort.

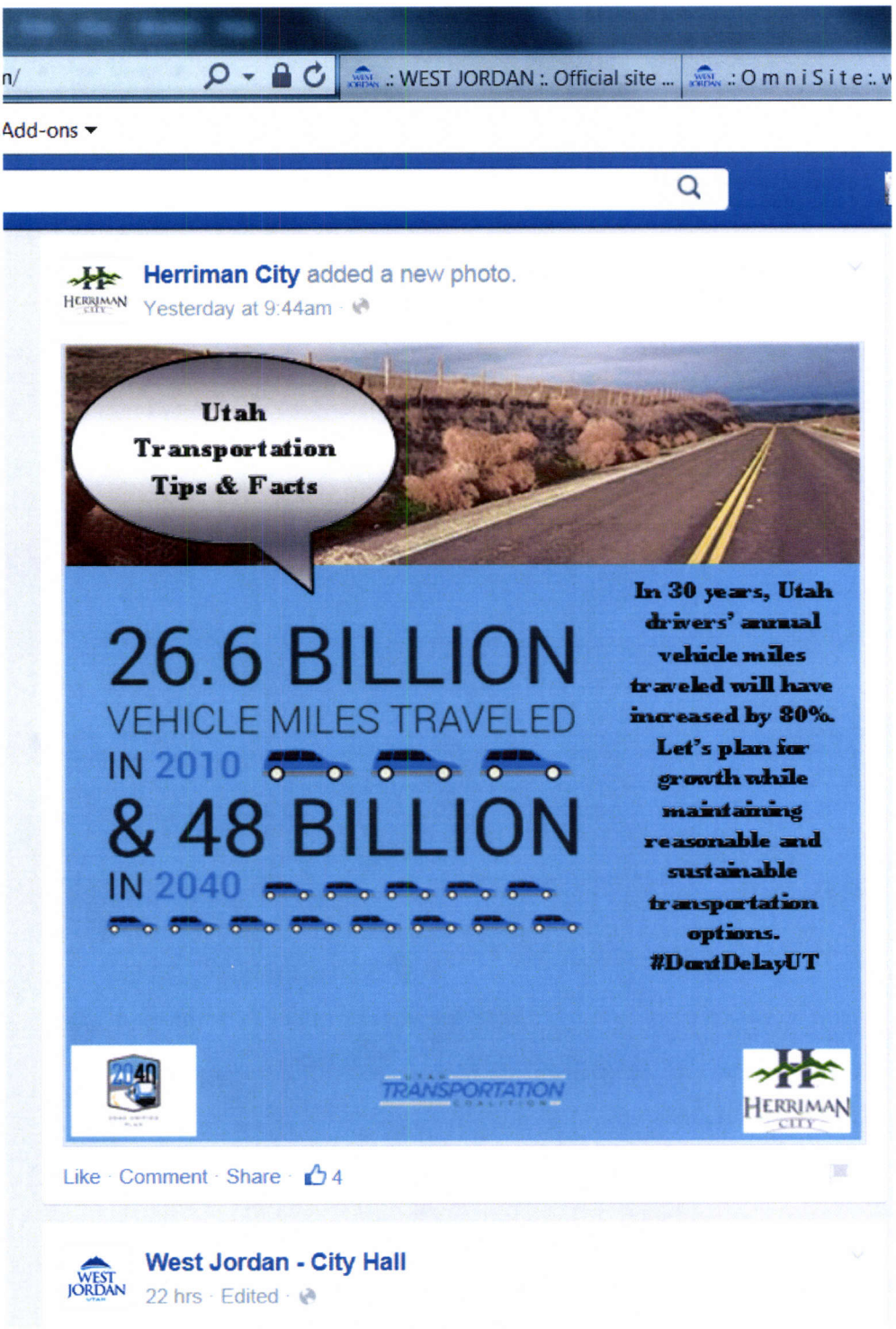
For your convenience, we'll provide an electronic invoice and service agreement for Utah Transportation Coalition participation under a separate cover. **Participating organizations should provide to the Coalition**:

- IRS W-9 form to verify your Tax Identification Number
- High-resolution logo (ai, eps, jpg or png file preferred)
- Contact information for a representative from your organization to receive updates about toolkit materials, campaign information, etc.

Thank you for your consideration to support this unified campaign. This effort will not be successful without the support of cities, counties and members of the Coalition. Together, we can persuade the public and the legislature of the urgency and critical need for prudent investment in our transportation infrastructure.

For more information call or contact **Abby Albrecht at (801) 831-6116** or aalbrecht@slchamber.com

Thank you,

David R. Golden
Executive Vice President, Wells Fargo
Chair, Utah Transportation Coalition

Here's an example of the type of information the Transportation Coalition will brand with the city's logo and provide for use in our social media, website, newsletter, etc.