



CITIZENS TO PROTECT TRANSPORTATION FUNDING

**2016 BALLOT
INITIATIVE CAMPAIGN**

ILLINOIS TRANSPORTATION FUNDING

OVER THE LAST 10 YEARS ALONE, \$6 billion has been swept from Illinois' Road Fund. Time and again, the Road Fund has served as Springfield's cash cow as legislators scramble to fill holes in the budget. They've milked it so much, they've put our economy and our safety at risk.

Illinois' infrastructure is crumbling. Over 4,200 Illinois bridges and half of Illinois roads are in poor condition. That puts Illinois families in danger of bridge collapses like we saw in Minnesota and Indiana. Aging infrastructure also puts a strain on the economy and makes it difficult for the state to retain and attract businesses.

The longer we go without repairing our roads, the more it will cost to fix them in the future.



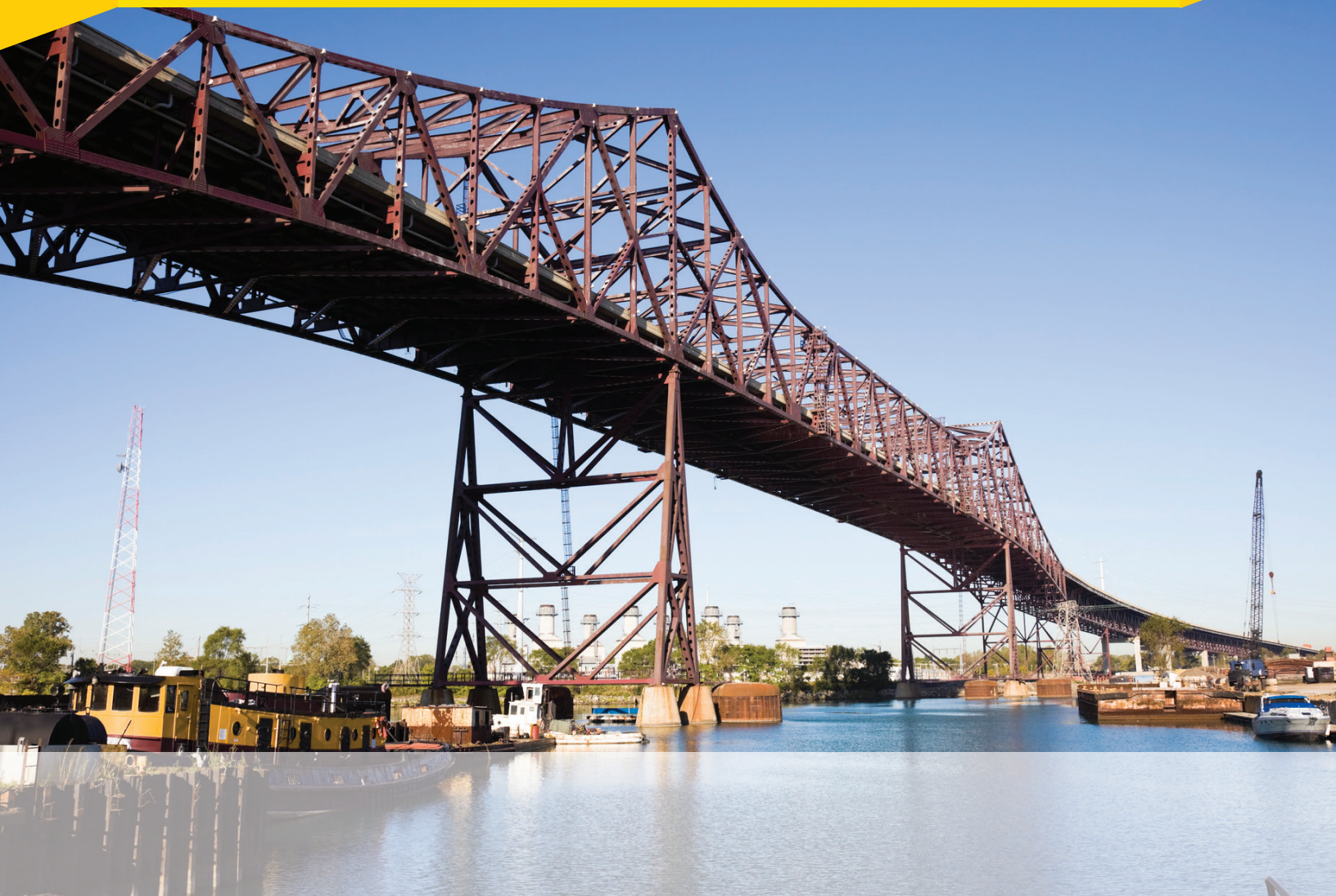
THIS IS OUR OPPORTUNITY

THIS FALL, we have a chance to protect transportation funding once and for all. There will be a Constitutional Amendment on the ballot that would require all transportation-related revenue (e.g. motor fuel tax and vehicle registration fees) to be dedicated solely to public highways, roads, streets, bridges, and mass transit.

If the Amendment passes, transportation funding will be secured, and we will have the chance to make long overdue investments in our infrastructure.

If the Amendment fails, it will likely be decades – if ever – before such a measure will even be considered to be placed on the ballot again.

IN OTHER WORDS, WE'VE GOT ONE SHOT AT THIS, AND WE CAN'T WASTE IT.





OUR MESSAGE

Our polling shows a clear lane on messaging. We need to help voters make the connection between the transportation “lockbox” idea that they support and the initiative that will be on the ballot.

There are two messages that resonate strongly with voters:

1.

SAFETY

When transportation funding is raided, we risk bridge collapses like those that occurred in Minnesota and Indiana.

2.

**GOVERNMENT
WASTE**

For too long, Springfield has mismanaged the budget, and now we are paying the price.

WHERE WE STAND

We head into this campaign with very strong support, but we have a lot of work to do to solidify that support and overcome voter drop-off. Our polling shows that 85% of voters support the idea of a transportation lockbox. 75% want more funding for roads and bridges.

And our support is both broad and bipartisan. 64% of Democrats, 61% of Republicans, and 66% of Independents stand with us. We also win every region of the state and lead across key demographics.

The challenge is that the language which will ultimately appear on the ballot is peppered with legalese and is not as simple or as straightforward as we'd like, which opens the door for voter fall-off.

When voters hear language similar to what will be on the ballot, our support drops from 85% to 62%.

THIS MEANS WE HAVE TO LAUNCH A STRONG COMMUNICATIONS CAMPAIGN TO EDUCATE OUR SUPPORTERS AND ENSURE THEY STICK WITH US IN THE VOTING BOOTH.

85%

Of all voters support the idea of a transportation lockbox.

75%

Of all voters want more funding for roads and bridges.

64%

Democratic support.

61%

Republican support.

66%

Independent support.

LANGUAGE MATTERS



When ballot language is filled with legalese, support drops from 85% to 62%.



THE PROCESS

Passing a Constitutional Amendment is a tall order.
The Amendment can pass in two ways:

SCENARIO 1

Approval from a majority of
those voting in the election.

50% + 1 NEEDED



OF THOSE VOTING IN ELECTION

SCENARIO 2

Approval from 60% of those
voting on the Amendment.

60% NEEDED



OF THOSE VOTING ON THE AMENDMENT

THE PLAN

In general, ballot initiatives are tricky and voter fall-off tends to be high.

And our polling shows this is no different. As a result, we need to launch a strong, statewide media campaign to solidify our support.

Because of the complicated nature of this effort, it is imperative to begin communicating on this issue early. This is not something that can wait until two weeks before the election when the airwaves are cluttered.

Our team developed a plan that focuses on both television and digital advertising to extend the duration of our communication. The highlights:

2,500 points on Chicago broadcast over the course of seven weeks.

1,900 points on broadcast over six weeks in Champaign/Springfield, Peoria, and Rockford.

6 weeks of St. Louis cable - the more efficient alternative to broadcast, which spills over into Missouri.

6 weeks of broadcast in the Paducah market on WSIL, the ABC affiliate based in Illinois.

A statewide digital component beginning in July and continuing through the election.

- Digital can be a combination of pre-roll, Facebook, and display ads. We need people to see our message over and over again so that when they vote, they know how to vote and where it will appear.
 - The digital ads will link to the coalition's website that will provide further information, including the full language of the Amendment as it will appear on the ballot.
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A stylized graphic of the state of Illinois in blue. A white road with a dashed blue line runs diagonally across the lower half of the state. The text 'OUR PARTNERS' is positioned in the lower-left area, with 'OUR' in yellow and 'PARTNERS' in black.

OUR PARTNERS

Citizens to Protect Transportation Funding is a statewide, bipartisan coalition made up of businesses and labor unions representing tens of thousands of Illinois families. We are committed to strengthening Illinois' infrastructure to help build a thriving economy in every region of the state.



**YOU
CAN
HELP**



Contributions Can Be Made Payable To:

**Citizens to Protect Transportation Funding
3000 N. Sheridan Road
Suite 18c
Chicago, IL 60657**

Contact information:
Jennifer Morrison
Chairman
(217) 572-1270

A copy of our report filed with the State Board of Elections is (or will be) available on the Board's official website (www.elections.il.gov) or for purchase from the State Board of Elections, Springfield, Illinois.