



OUTREACH RECAP FOR 2022 TRANSPORTATION FUNDING INITIATIVE

"Let the Voters Decide" Campaign

Orange County, Florida

ABOUT GRASSROOTS IMPACT

The Grassroots Impact team is driven by the fundamental belief that all residents, regardless of socioeconomic status, should not only have their voices heard, but also be included in the decision making process on issues directly affecting them.

The mission of Grassroots Impact is to **foster cooperation and communication between marginalized community members and government organizations** in an effort to advocate for policies that create a more equitable society.

In alignment with this mission, we believed it was important for Orange County residents to have the opportunity to vote on increased transportation funding.

Per capita, Orange County has one of the smallest budgets for transit. Additionally, we have large low-wage households with limited transportation options. Ultimately, without proper planning and allocation of resources, Central Florida's rapidly growing population in a car-dominant metropolitan will result in unsustainable growth.

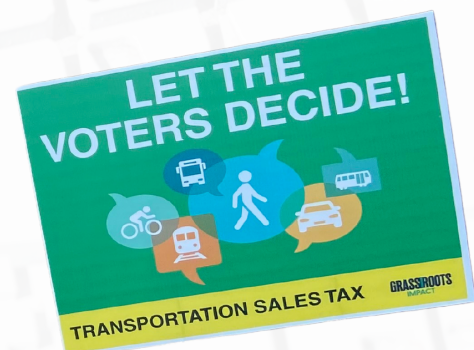
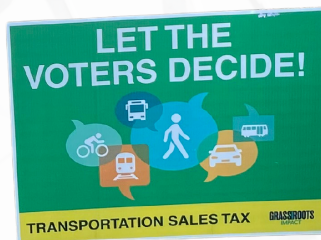
Moreover, we know that transportation projects can affect environmental equity.

Environmental injustices, including climate change, have a disproportionate impact on communities of color and low-income communities in the United States and around the world.

Grassroots Impact has focused on reducing harmful emissions, particularly greenhouse gases, advancing energy efficiency, strengthening community resilience and livability.

“ We are committed to the Orange County community and establishing long-term sustainability. ”

*Dawn Curtis | Owner + Data Consultant
Grassroots Impact*



EXECUTIVE SUMMARY

Provided by Toole Design Group

Orange County Government proposed a one-cent sales tax that would be dedicated to transportation operations and capital projects, transit, safety, and technology. Planning and public engagement efforts began in 2019 in anticipation of a possible ballot measure in 2020, and before the COVID-19 pandemic. Efforts were eventually paused as the County reallocated resources to the pandemic. Like many other places across the country, it was clear throughout the pandemic the importance of safe, affordable mobility options to essential workers in Orange County.

As the intensity of the pandemic subsided, the County again turned its focus to transportation. Orange County gathered input via in-person and virtual town hall meetings, stakeholder meetings, and an online survey. Over **11,000 survey responses** have been received to date, in addition to over **6,000 comments**.

The top six priorities for improving transportation are summarized as:

- Building a mass transit system (to include buses, trains, and other modes of transportation)
- Maintaining and repairing existing roads
- Improving traffic signal timing
- Improving the SunRail system
- Widening the existing roads
- Improving intersections

The six priorities above are synthesized as the most common themes heard or reported. However, while not explicitly stated, this consultant would add a seventh priority: Residents and visitors want transportation options. In other words, this community desires multiple ways to move about, safely, conveniently, and affordably.

While public meetings are a standard means of gathering public input and informing the public of plans and projects, the effort undertaken by Orange County staff and partners has been extensive and intense: multiple in-person meetings have been held in all six districts in both large, open town-hall settings as well as with smaller stakeholder groups such as neighborhood associations, employers, and corridors; virtual meetings have been conducted; and a variety of opportunities for independent resident/visitor input have been provided by means of a website and survey.

During meetings County staff were typically accompanied by district commissioners, subject matter experts on staff, and partners at LYNX. Translators were present to facilitate two-way dialog with non-English speakers. Comments, ideas, and criticisms were documented. The County has obtained considerable input from a broad cross-section of the community and has tailored proposed projects and programs in response to documented community needs.

THE GRASSROOTS IMPACT DIFFERENCE

The Grassroots Impact team served as an extension of the County, building off of the County's 2019 - early 2022 engagement efforts. These efforts included listening sessions, open houses, surveys and the opportunity for the community to submit comments and recommendations.

To expand our reach and provide another option for engagement, Grassroots Impact hosted the County's **first virtual Transportation Tax Townhall**. Before Grassroots, the County only hosted formal workshops for Commissioners and in-person community events leading up to the vote.

Grassroots commissioned engineering and urban design firm, **Toole Design Group**, to review the **1100+ page county-issued Transportation Report**. Our team hosted a **Deep Dive Analysis event** to share their findings with the community. Toole Design Group's findings were enlightening and helpful to support the Commissioners' votes to bring this to the ballot.

Additionally, Grassroots hosted a **Powerful Public Comment Workshop** for residents who wanted to speak in the Chambers, but needed additional support to frame and convey their message.

Before the Public Hearing, Commissioner Nicole Wilson asked Grassroots Impact Founder, Dawn Curtis, to share Grassroots' commissioned Toole Design Group report with the rest of the Commission.

The number of public comments at the Public Hearing in support of bringing the transportation tax to vote was astounding. There was a total of **41 public comments - 39 in favor of the tax**.

Grassroots was the most visible organization at the public hearing:

- Outside of Chambers, we had lawn signs that read "**Let the Voters Decide**"
- Inside Chambers, many commenters wore shirts with the message
- Our message, "**Let the Voters Decide**," was mentioned in several of the public comments
- Toole's report was referenced during Commissioners' discussion and debate



GRASSROOTS' IMPACT IS IN THE RESULTS



The Commission voted to
"Let the Voters Decide"
4 to 3!

WE DID IT!

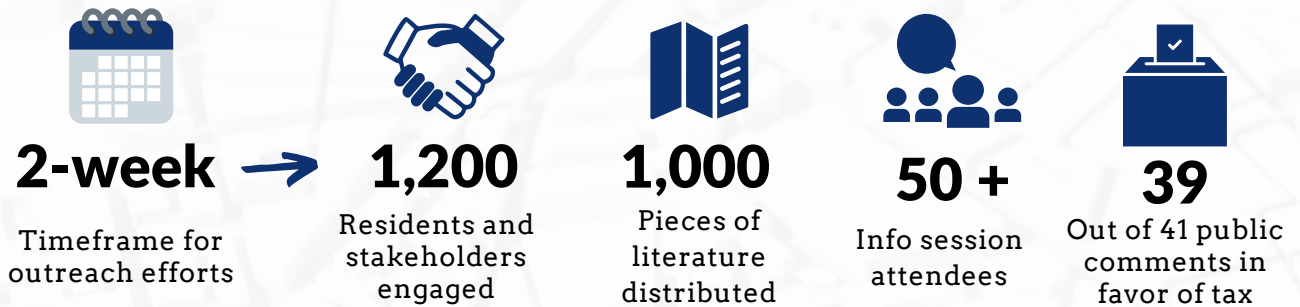
Since the vote, constituents
have reached out to Grassroots
to learn more about the
Transportation Funding
Initiative and how to join our
campaign!



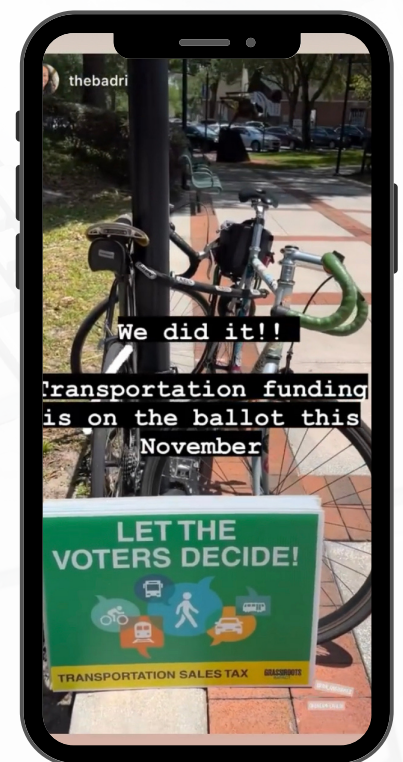
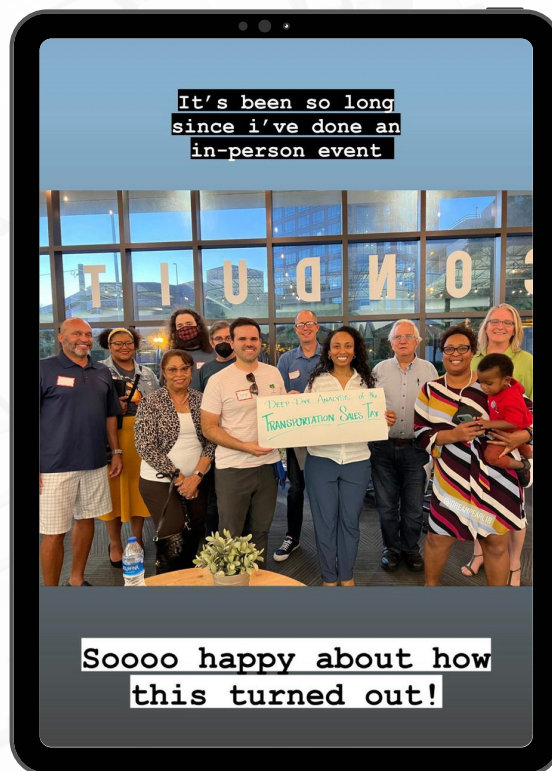
OUTREACH OVERVIEW

Despite the thousands of community surveys and years of input, before Grassroots Impact got involved, there were concerns that Commissioners may not have the political fortitude to vote on a tax in such a strained economic climate.

The Grassroots Impact team understood how important it was to keep engaging the public, especially in the final days leading up to the vote. In just two weeks, the Grassroots Impact team's April 2022 outreach efforts yielded the following results:











Social Media Posts

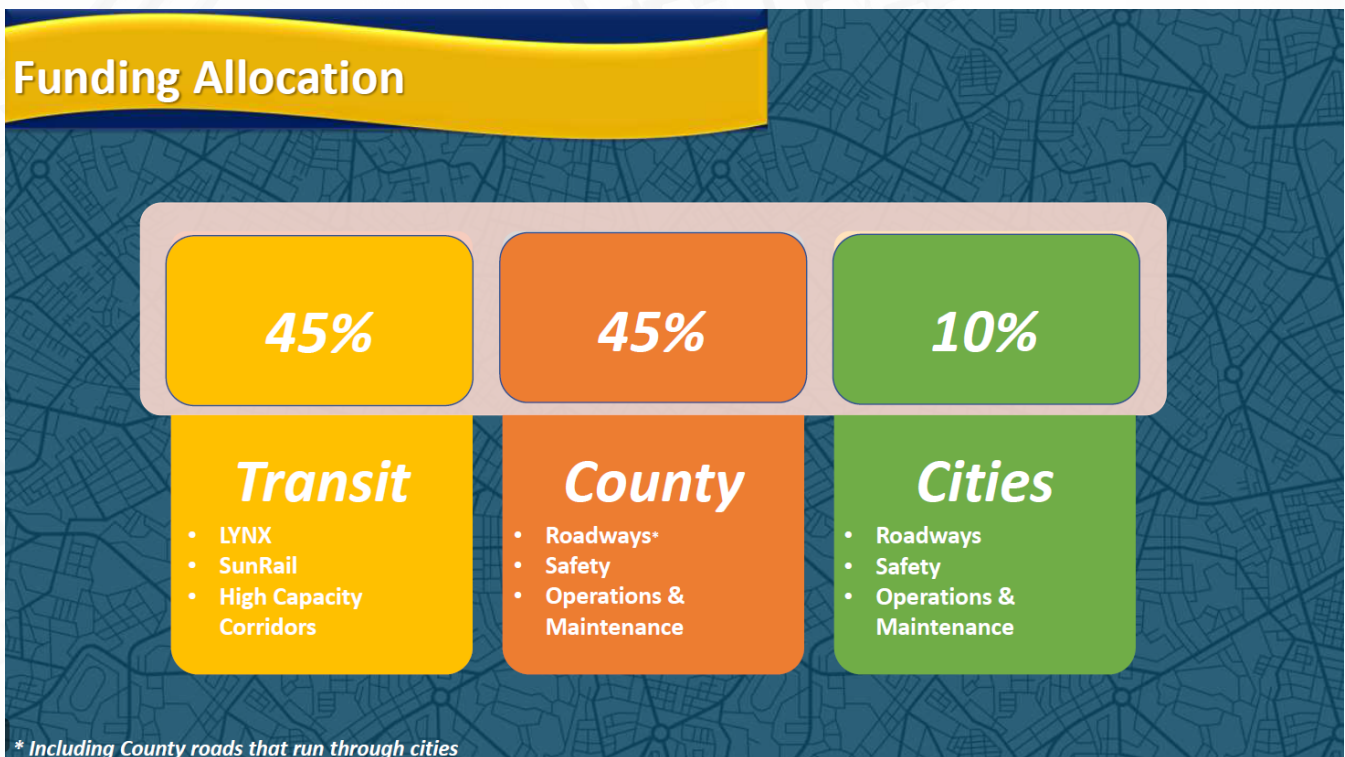


SUMMARY OF KEY FINDINGS Provided by Office of Mayor Jerry L. Demings

Community engagement has been the foundation of the Transportation Initiative from its inception through April 2022. Based on the County's April 2022 report and results from Grassroots' community outreach efforts, the following transportation challenges and priorities for improving transportation in Orange County were identified.

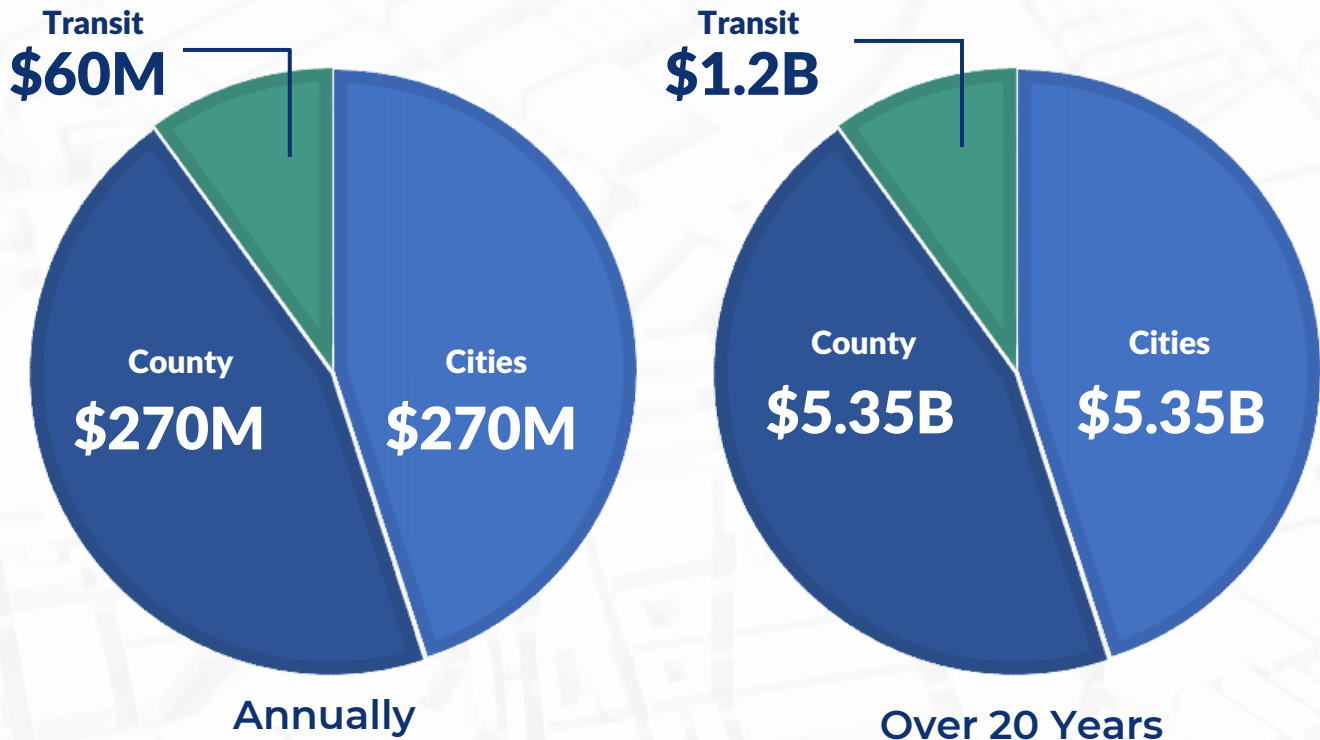
| <u>Challenges</u> | <u>Priorities</u> |
|--|---|
|  <p>Traffic Congestion</p> |  <p>Building a public transit system that includes buses, trains and other modes of transportation</p> |
|  <p>Transit Needs</p> |  <p>Maintaining and repairing existing infrastructure</p> |
|  <p>Pedestrian & Bicycle Safety</p> |  <p>Reducing congestion on existing roads</p> |
|  <p>Cost of Commute</p> |  <p>Improving traffic signal timing</p> |

Orange County's proposed surtax would generate an estimated **\$600 million annually**, or **\$11.9 billion over 20 years**. The funds would be split among transit (45%), Orange County projects and programs (45%), municipal projects and programs (10%).



SUMMARY OF KEY FINDINGS

The following visual summarizes the estimated funding to be allocated to transit, County projects and programs, and municipal projects and programs.



Assessment of Funding and Unfunded Safety Improvements

The table below summarizes costs over 20 years for Safety Improvements. Approximately \$80 million in project needs are funded; an additional \$1.6 billion is needed, for a total of \$1.7 billion.

| SAFETY IMPROVEMENTS | PROJECTED COST |
|---|------------------------|
| Funded Safety Projects | \$99,500,000 |
| Bicycle, Pedestrian, and ADA Compliance | \$33,600,000 |
| Lighting Retrofit Program | \$0 |
| Intersection and Complete Street Safety Projects | \$46,100,000 |
| Technology | \$19,800,000 |
| Unfunded Safety Projects | \$1,674,800,000 |
| Bicycle, Pedestrian, and ADA Compliance | \$364,900,000 |
| Lighting Retrofit Program | \$89,700,000 |
| Vehicle Crash-Based Safety Projects | \$145,900,000 |
| Intersection and Complete Street Safety Projects | \$749,100,000 |
| Technology Improvements | \$325,200,000 |
| Total Projected County Program Cost (20 Years) | \$1,774,300,000 |

SUMMARY OF KEY FINDINGS

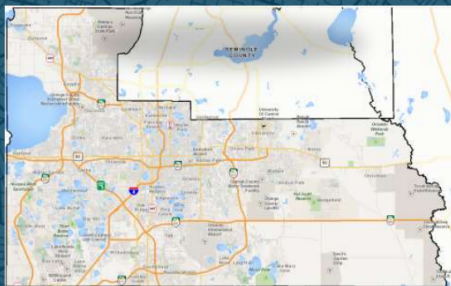
Provided by Office of Mayor Jerry L. Demings

Orange County proposed 45% of the penny sales tax revenue generated be devoted to public transit. This includes LYNX and SunRail and addresses both operations and capital needs. These funds can help expand routes and make the County's transit system more efficient. Populations throughout Orange County – particularly low and moderate income, communities of color, older adults, families, underemployed, zero or one car households, and students could experience an increase in employment and educational opportunities by the simple increase in access, as well as higher quality of life resulting from similarly improved access to essential goods, social services, and healthcare.

Public Transit in Central Florida

Orange County

- 1.43M Residents
- Over 1,000 sq. miles in land area
- 75M guests annually



Bus

- 55 bus routes
- 6 NeighborLink (flexible shared ride zones)
- 244 buses
- 20M passenger trips annually



Paratransit

- Over 42K passengers trips per month
- 128 vehicles



Rail

- 8 stations
- 34 train trips per day
- Over 36k passengers trips per month

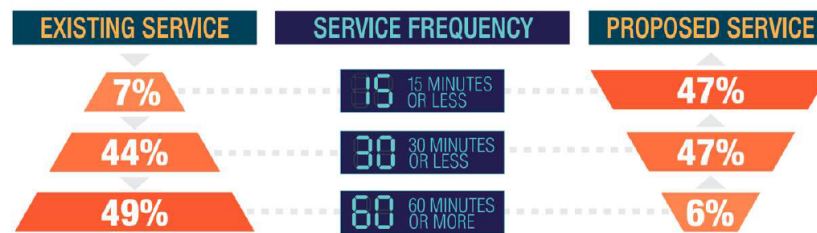


Transit Plan

Overall Bus Frequency Improvements

These funds can be used to increase frequencies (headways) on routes throughout the system, operate earlier and later trips to serve shift workers, as well as introduce service in portions of the County that do not have it today.

MORE BUSES MORE OFTEN.



SUMMARY OF KEY FINDINGS *Provided by Toole Design Group*

Benefits to Vulnerable Populations

Proposed service enhancements, including more frequent service, express service to major employers, longer service spans (more trips earlier in the morning and later at night), and flexible service areas, are along corridors with many of Orange County's most vulnerable communities: communities of color, low English proficiency, low-income, zero or one-car households, under-employed, older adults, and single parent households.

Notable benefits will include:

- **Shorter commute times**
- **Lower household transportation costs** when compared to owning and maintaining a vehicle
- **Expanded housing choice**
- **Reduced fares** for an expanded group of qualifying individuals
- **Improved health** by more reliable access to fresh foods, healthcare, and social services
- **Safer access to desired destinations** through significant investments in more and wider sidewalks, protected bicycle lanes, and protected crossings at intersections and mid-block locations.

Benefits to Everyone

- **More frequent transit service and more available transit options** in most of the County
- **Shorter transit travel times** on popular routes, including SR 50, SR 436, Kirkman Road, Orange Avenue, and US 17-92, as well as from Express service to major employers
- **Access to more destinations** on SunRail
- **Access to more jobs** within a 60-minute or shorter one-way commute
- **More reliable transit service:** shorter wait times when transferring lines; shorter wait times if a bus is missed
- **More and safer bicycle connections**
- **Safer crossings**
- **Quicker implementation of safety projects:** By resurfacing roadways more frequently, bicycle infrastructure and other safety counter measures will be constructed sooner than current budget limits allow.

SUMMARY OF KEY FINDINGS Provided by Office of Mayor Jerry L. Demings

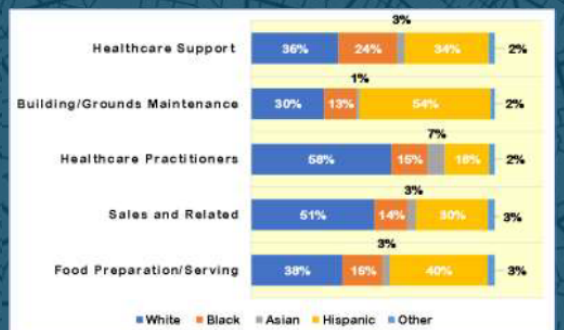
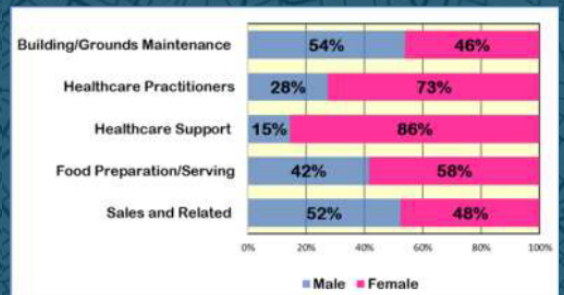
An oversight committee will be developed to manage the \$600 million. This committee will include the Technical Committee, Citizens Oversight Board and Board of County Commissioners.

Oversight/Accountability



Economic Analysis – Current Trends

- Bus transit ridership is mainly comprised of low-income service workers
- Workforce is overwhelmingly female and mostly comprised of people of color



Current trends highlighting how the current transportation issues disproportionately impact low income residents and women of color.

Source: East Central Florida Regional Planning Council

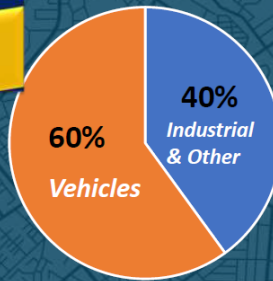
SUMMARY OF KEY FINDINGS Provided by Office of Mayor Jerry L. Demings

Grassroots Impact has focused on reducing harmful emissions and strengthening community resilience and livability. We know that vulnerable populations face more adverse health impacts of transportation expansion. Thus, the implementation of sustainable growth and transportation solutions remain a top priority for Grassroots and for the community as a whole.

Sustainability

- Average daily traffic counts increased 13% between 2010 and 2020
- Business as usual forecast shows 9% increase in greenhouse gas emissions by 2030
- Health impacts and susceptibility for vulnerable people

Goal: 50% of fleet to be zero-emission electric by 2028.



Maintain 'Good' Status with Population Growth

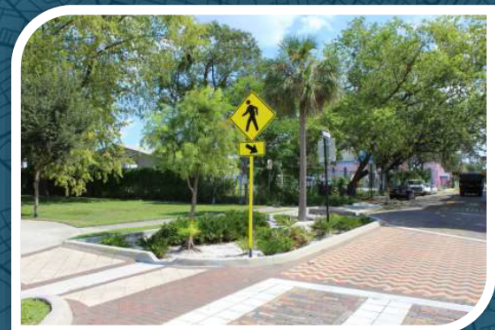


Sustainability

County Goal: Protect and enhance 35% tree canopy and wildlife habitats on County property

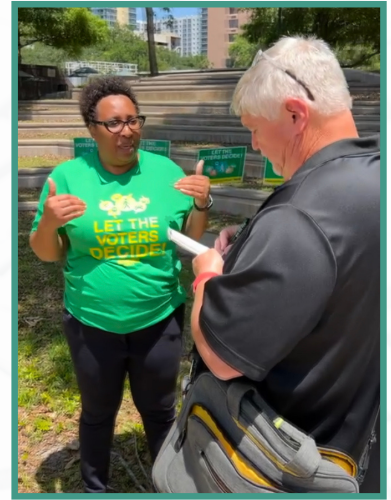
- Reduce impact with tree protection requirements
- Establish per project minimum reduction in average annual pollutant load and removal efficiency
- Exceed 2,500 trees planted per year
- Prepare infrastructure for increased storm events

Safe bicycle infrastructure creates an average of 11.4 construction jobs for every \$1M spent. (AARP)

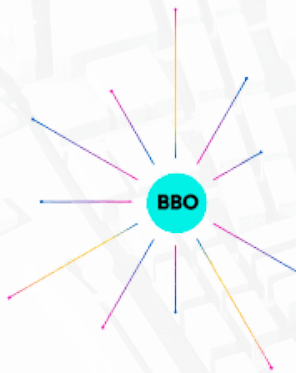


Community Events Attended

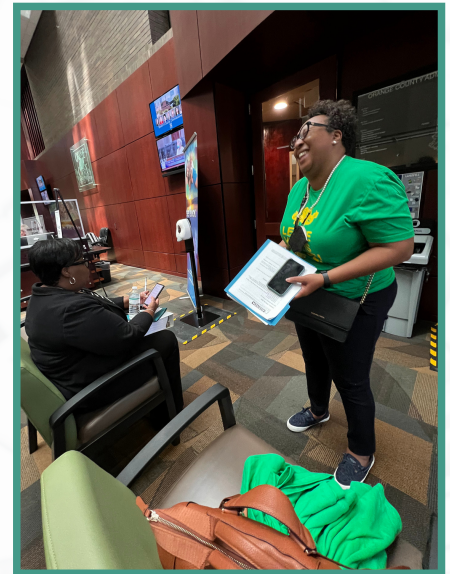
Earth Day at Lake Eola & National Panhellenic Council Day of Action



Community Organizations Engaged



Community Outreach Highlights



Community Meeting Flyers



TRANSPORTATION TAX TOWNHALL

THIS THURSDAY // APRIL 14 // 6:30PM

REGISTER NOW > bit.ly/transpo-townhall

via zoom       Powered by **GRASSROOTS IMPACT**



TONIGHT BE MINDFUL WITH YOUR MONEY

IN-PERSON 

6:30PM

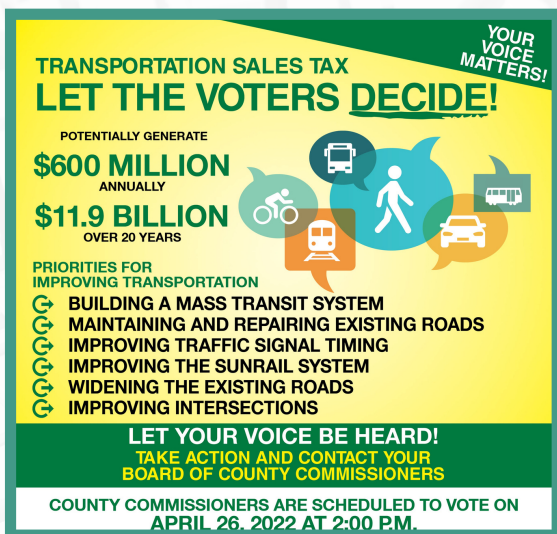
CREDO CONDUIT

DEEP DIVE ANALYSIS OF THE TRANSPORTATION SALES TAX



- WHAT DOES THIS TAX MEAN FOR US?
- WHERE WILL THE MONEY GO?

Tuesday | 6:30pm
1001 N Orange Ave, Orlando, FL 32801




TRANSPORTATION SALES TAX

LET THE VOTERS DECIDE! YOUR VOICE MATTERS!

POTENTIALLY GENERATE

\$600 MILLION ANNUALLY

\$11.9 BILLION OVER 20 YEARS



PRIORITIES FOR IMPROVING TRANSPORTATION

- BUILDING A MASS TRANSIT SYSTEM
- MAINTAINING AND REPAIRING EXISTING ROADS
- IMPROVING TRAFFIC SIGNAL TIMING
- IMPROVING THE SUNRAIL SYSTEM
- WIDENING THE EXISTING ROADS
- IMPROVING INTERSECTIONS

LET YOUR VOICE BE HEARD!
TAKE ACTION AND CONTACT YOUR BOARD OF COUNTY COMMISSIONERS

COUNTY COMMISSIONERS ARE SCHEDULED TO VOTE ON APRIL 26, 2022 AT 2:00 P.M.



LET THE VOTERS VOTE

THE TIME IS NOW

IT'S OUR FUTURE

WE NEED CHANGE

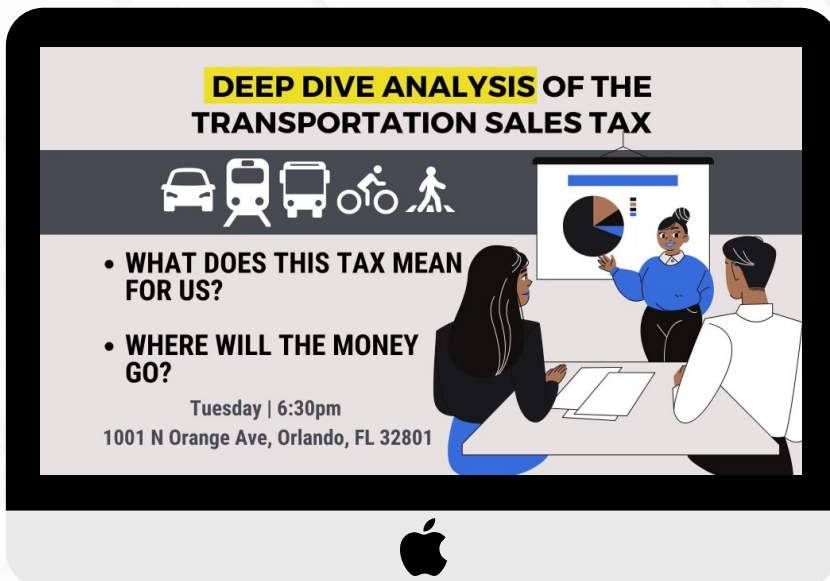
POWERFUL PUBLIC COMMENT

Workshop | Monday, April 25 | 6:30pm


bit.ly/Public_Comment

GRASSROOTS IMPACT

zoom

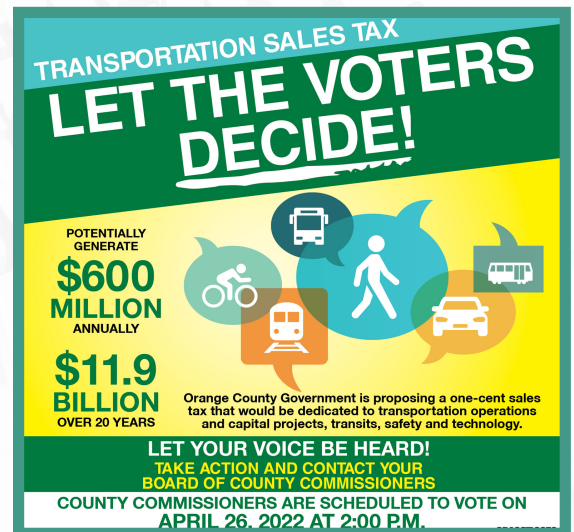


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TRANSPORTATION SALES TAX

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GRASSROOTS
IMPACT
"Data Driven Outcomes"

Dawn C. Curtis
Data Consultant

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