



Chicago Metropolitan Agency for Planning

Agenda Item No. 9.0

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MEMORANDUM

To: MPO Policy Committee
From: CMAP Staff
Date: December 30, 2014
Re: Update on FUND 2040

Metropolitan Chicago must compete economically on the global stage against regions whose public investments have for decades far outpaced our own. By making a new commitment to maintain and modernize our infrastructure, we can seize opportunities to increase prosperity and quality of life across northeastern Illinois. Other U.S. regions are far ahead of ours in raising revenues to support infrastructure projects with long-term benefits for livability, mobility, and the economy. These urban areas are using their regional revenues to make investments that give them a distinct competitive advantage over metropolitan Chicago. Current funding mechanisms in Illinois are simply not adequate, and new revenues are needed for the region to meet its infrastructure needs.

Also, CMAP's current financial structure creates major challenges for funding stability and the agency's ability to lead comprehensive GO TO 2040 implementation, particularly in areas outside of transportation. In September, the Board instructed CMAP staff to pursue a strategy that addresses these two issues of regional and agency funding. This memo summarizes staff efforts to develop a campaign strategy for pursuit of FUND 2040, a regional infrastructure fund for prioritized projects that support plan implementation; the fund will also diversify and stabilize CMAP's funding. Though not intended to solve all of the region's anticipated needs, the fund would help a significant number of projects move toward completion while leveraging private and public funding sources.

Strategy

Staff plans to launch a targeted legislative campaign in the 2015 spring legislative session to create FUND 2040, a regional infrastructure fund to be programmed by CMAP, in support of:

- Transportation system projects that reduce congestion, improve access to transit and jobs, and/or enhance the freight network.
- Parks system and open space projects that improve residents' access to recreation and enhance communities' livability.
- Stormwater projects that improve the region's ability to avoid flooding of communities, as well as water quality and supply projects.

The agency is building a strong regional coalition of business, labor, and civic leaders, supported by local governments, who can help make our case to the Illinois General Assembly. FUND 2040 is intended to be a component within broader statewide legislation that might emerge this spring, such as a possible new capital program or potential tax reform. Rather than a broad public campaign, CMAP will focus its outreach and coalition building efforts on securing support of key leaders from the private and public sectors. The strategy's ultimate success will also rely on strategic engagement of Illinois General Assembly members.

Legislation

In November, CMAP initiated a contract with the firm of TaylorUhe to help garner support for the proposal and navigate the legislative process. In early 2015, CMAP will identify co-sponsors for the legislation; educate members of the General Assembly on addressing the region's infrastructure needs; and engage the incoming administration and caucus leadership. This proposal would be part of larger policy efforts to address the state's infrastructure and fiscal climate. During the spring, staff will work with sponsors to identify a suitable opportunity to introduce legislation.

Website, Fund Proposal, and Media Coverage

In November, CMAP initiated a "soft launch" for the campaign. This included releasing the regional infrastructure fund's name, FUND 2040, via a website at <http://www.fund2040.org>. The website features a brief overview of FUND 2040, including a link to a more detailed [proposal](#) that describes how the fund would be structured and administered to implement GO TO 2040 while enhancing quality of life and economic development regionally. The proposal provides an overview of the transportation, water, and open space projects the fund would support, as well as the project selection process. An ideal FUND 2040 infrastructure project is one that meets multiple objectives and leverages additional public and/or private money. CMAP will use a robust performance-based programming process with clear, fair metrics in the selection of projects to ensure the public receives the best return for its investment. Of the money raised, CMAP will devote a small percentage to support administration of the fund and agency operations, including to match our federal transportation dollars and to provide comprehensive planning support for local governments.

In November, the proposal received local media coverage from [Crain's Chicago Business](#), the [Daily Herald](#), [Chicago Streetsblog](#), [WBEZ](#), and [WDCB](#). CMAP will re-engage local and Springfield media, including editorial boards, in conjunction with and following a late-January event, described below.

Outreach

A strong regional coalition will be essential. To convince legislators, the effort must be led by business, labor, and civic organizations, with the support of local governments. We have started and will continue building this coalition through one-on-one and larger group discussions in the coming months. In December, CMAP convened a meeting with its FUND 2040 external leadership team, which includes representatives from key stakeholder groups, to provide guidance on coalition building and legislative strategies.

Planning is also underway for our **January 29 launch event**, which will engage the Board, MPO Policy Committee, CMAP's working committees, and key regional stakeholders. The event will

be held from 9:00 to 11:30 a.m. at Venue SIX10 in downtown Chicago (610 South Michigan Avenue). A keynote speech will be given by Michelle Ha, principal designer and project lead at the IDEO innovation and design firm. Randy Blakenhorn will introduce the FUND 2040 proposal, followed by a panel on the need for and economic benefits of a regional infrastructure fund. WTTW's Geoffrey Baer will moderate, and confirmed panelists include Proskauer partner (and former CMAP Board member) Nigel Telman and Matthew Zieper of The Trust for Public Land. Attendees will have a chance to sign on as official coalition members and provide input on the fund proposal and campaign.

Messaging

Staff have developed and will continue to refine messages describing the need for a regional infrastructure fund (see attached one pager). To support our FUND 2040 proposal, we must convince target audiences that our region has significant unmet needs that the fund can address. For example, a key message is that the creation of FUND 2040 will be an important down payment to help ensure that prioritized projects can move forward to drive economic growth for years to come. It is also important to emphasize that this fund *does not replace* the need for increased state and federal investment, which remains critical for maintaining the current system.

ACTION REQUESTED: Discussion

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