



Chicago Metropolitan Agency for Planning

Agenda Item No. 12.0

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MEMORANDUM

To: CMAP Board
From: CMAP Staff
Date: January 7, 2015
Re: Update on FUND 2040 campaign

In November, staff provided an **update** to the Board on campaign strategy development for pursuit of a regional infrastructure fund, which would support projects that implement GO TO 2040, as well as diversify and stabilize CMAP's funding. The agency is planning a targeted legislative campaign in the 2015 spring session to create FUND 2040, to be programmed by CMAP, for transportation, water, and open space infrastructure projects in metropolitan Chicago. This memo summarizes recent campaign activity, including the campaign's "soft" launch in November and continued coordination around coalition building and legislative activities.

Strategy

CMAP remains committed to its strategy of building a strong regional coalition led by business, labor, and civic leaders, and 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 and navigate the state 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 legislators. 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

Following the Board presentation, 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 work. The proposal provides an overview of the transportation, water, and open space projects the fund will support, as well as the project selection process and administration. 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.

Since November, the proposal has received local media coverage from [Crain's Chicago Business](#), the [Daily Herald](#), [Chicago Streetsblog](#), [WBEZ](#), [WDCB](#), and [Chicago Magazine](#).

Outreach

A strong regional coalition remains essential to securing legislative support for FUND 2040. CMAP is continuing to build the coalition through one-on-one and larger group discussions. In December, CMAP convened a meeting with its external leadership team, which includes representatives from key stakeholder groups, to provide guidance on coalition building and legislative strategies. Outreach to the region's Councils of Governments and Mayors is also underway.

ACTION REQUESTED: Discuss and provide direction to staff.

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