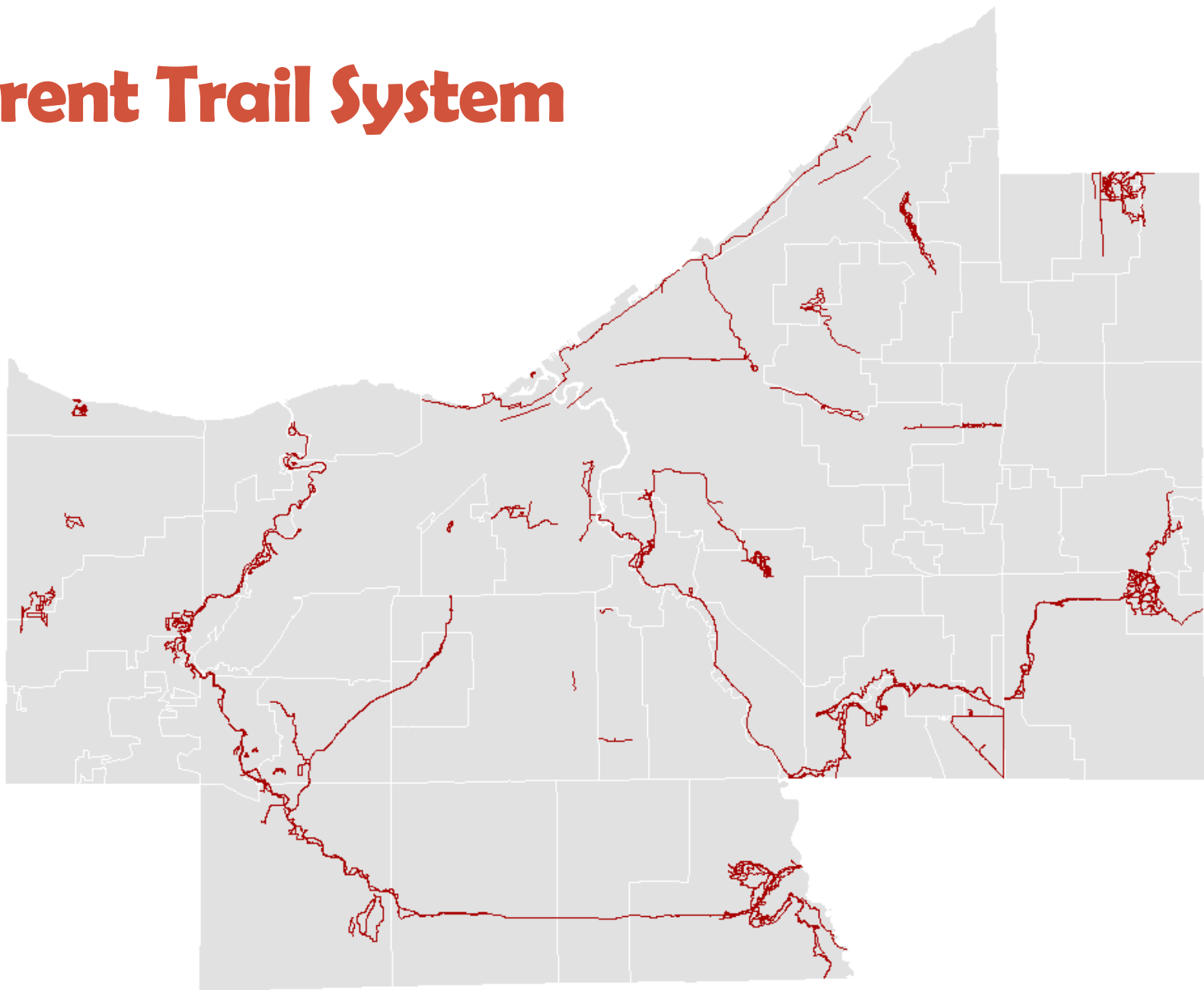


# SHOW ME THE MONEY!!!

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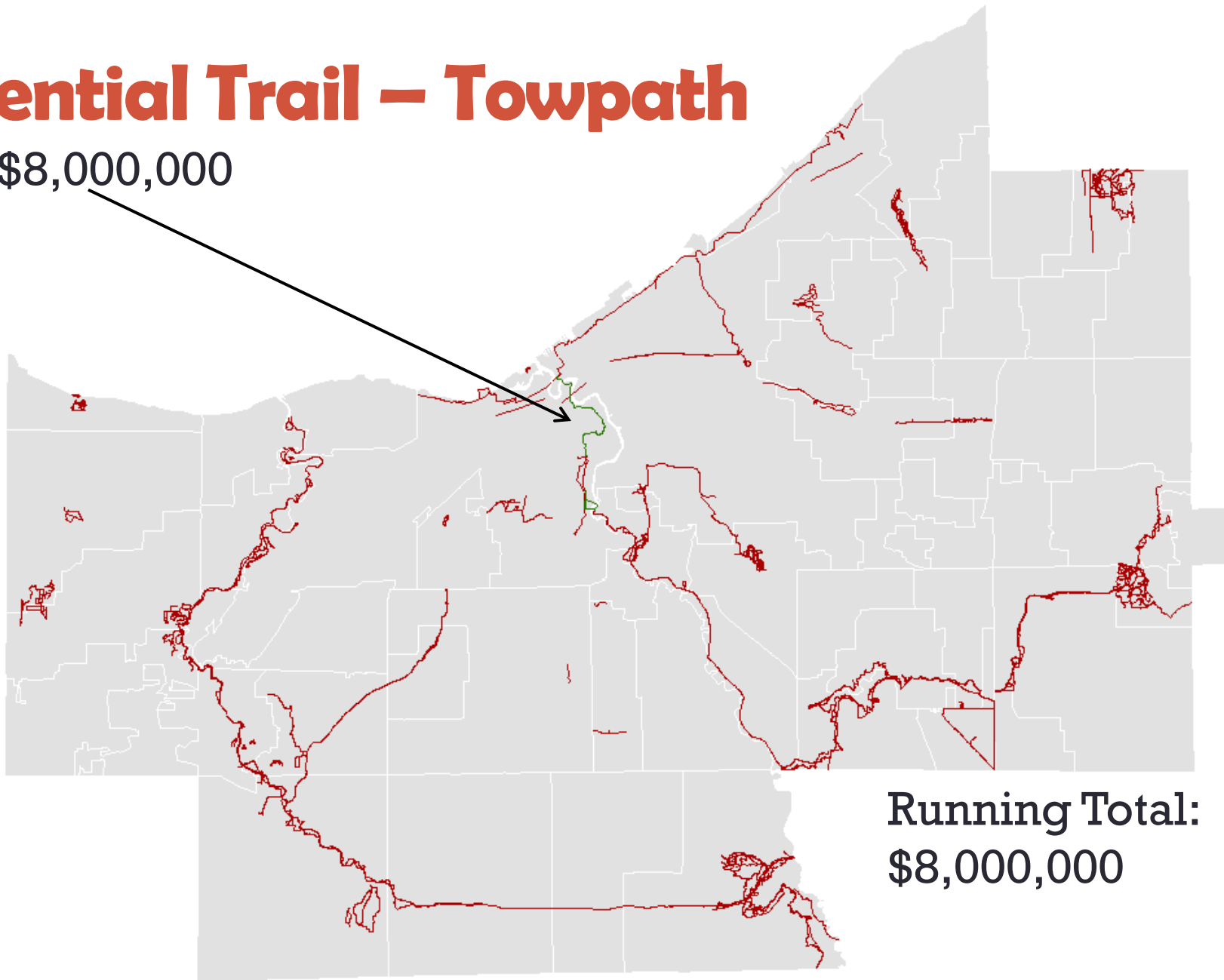


# Current Trail System



# Potential Trail – Towpath

Cost: \$8,000,000

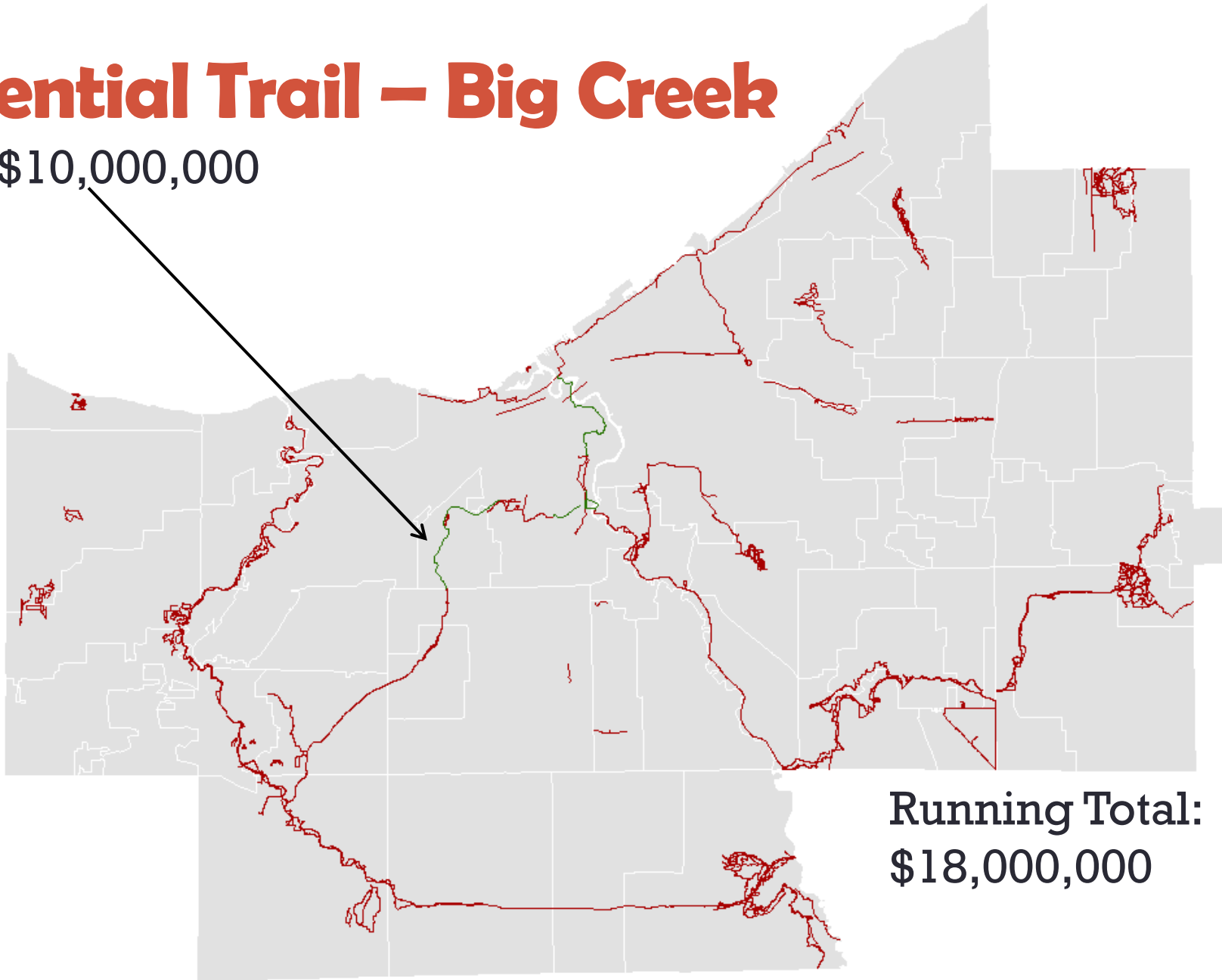


Running Total:  
\$8,000,000



# Potential Trail – Big Creek

Cost: \$10,000,000

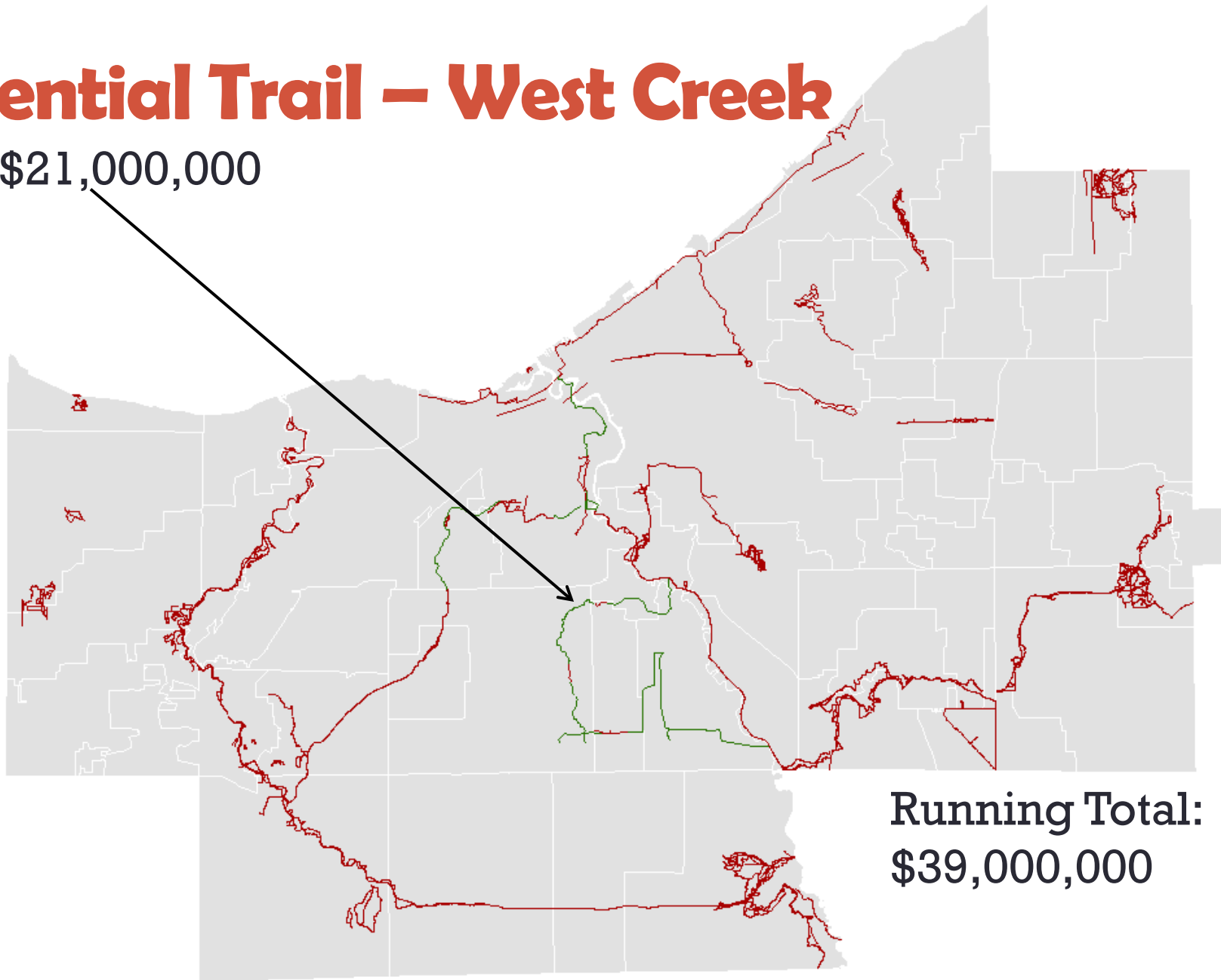


Running Total:  
\$18,000,000



# Potential Trail – West Creek

Cost: \$21,000,000

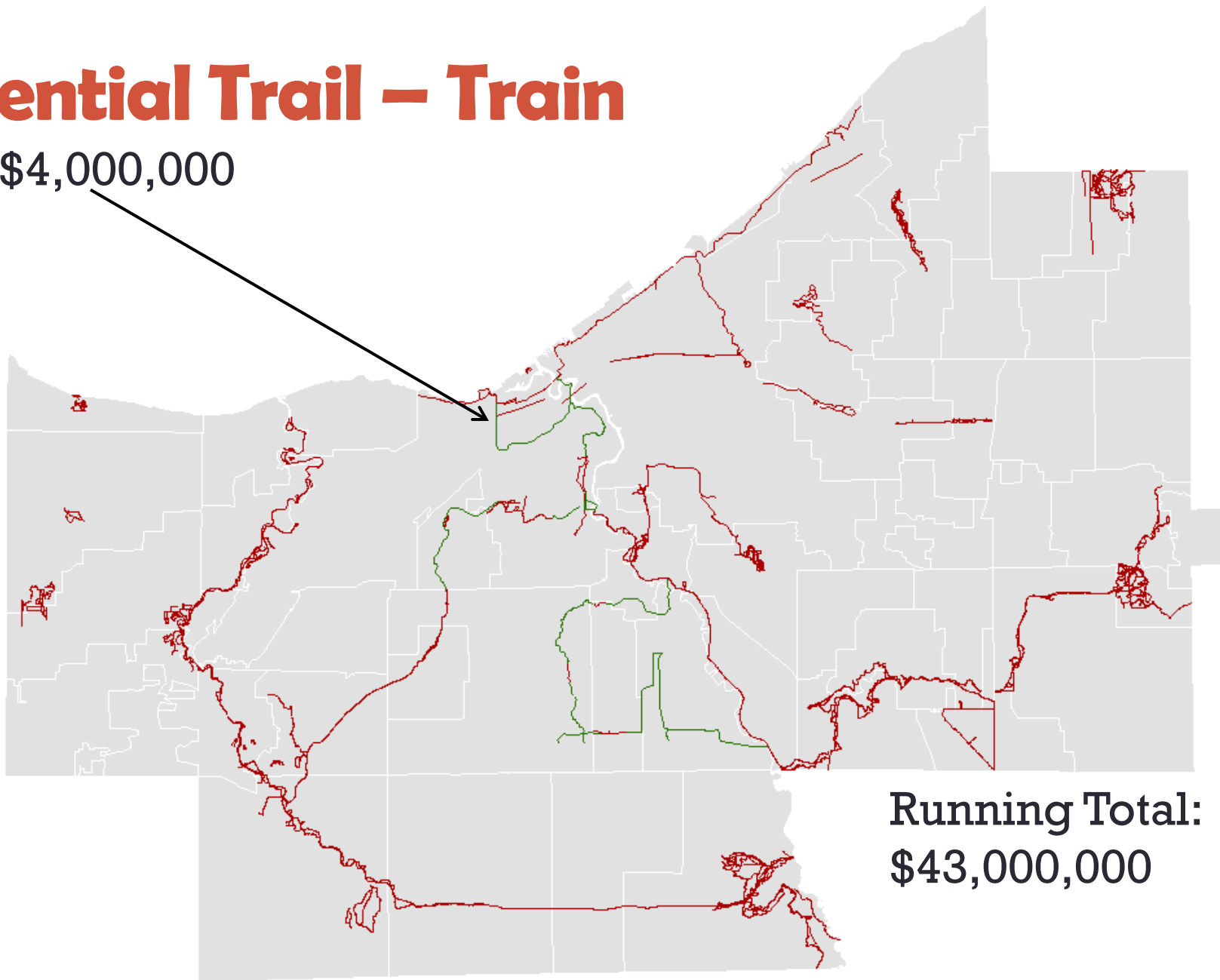


Running Total:  
\$39,000,000



# Potential Trail – Train

Cost: \$4,000,000

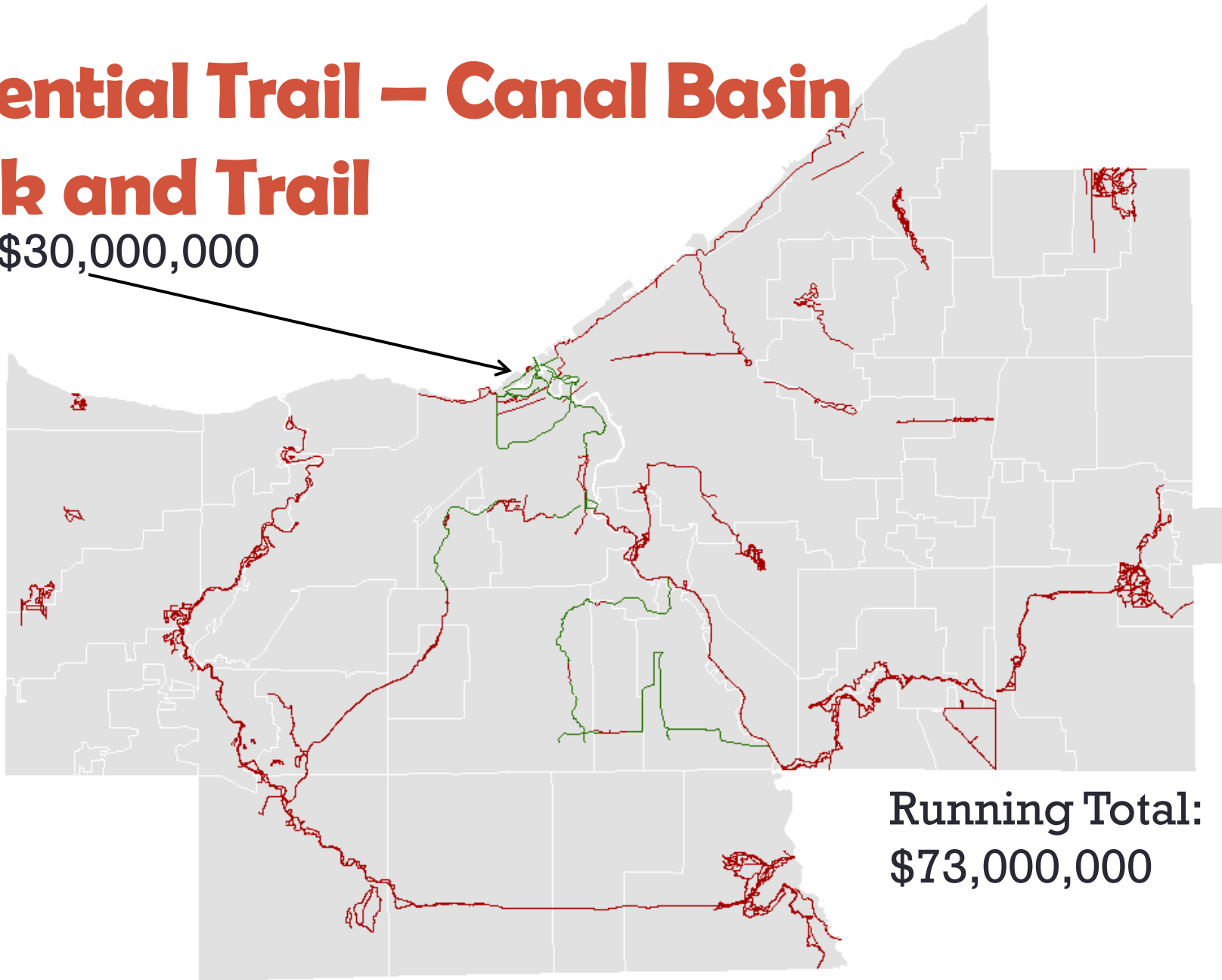


Running Total:  
\$43,000,000



# Potential Trail – Canal Basin Park and Trail

Cost: \$30,000,000

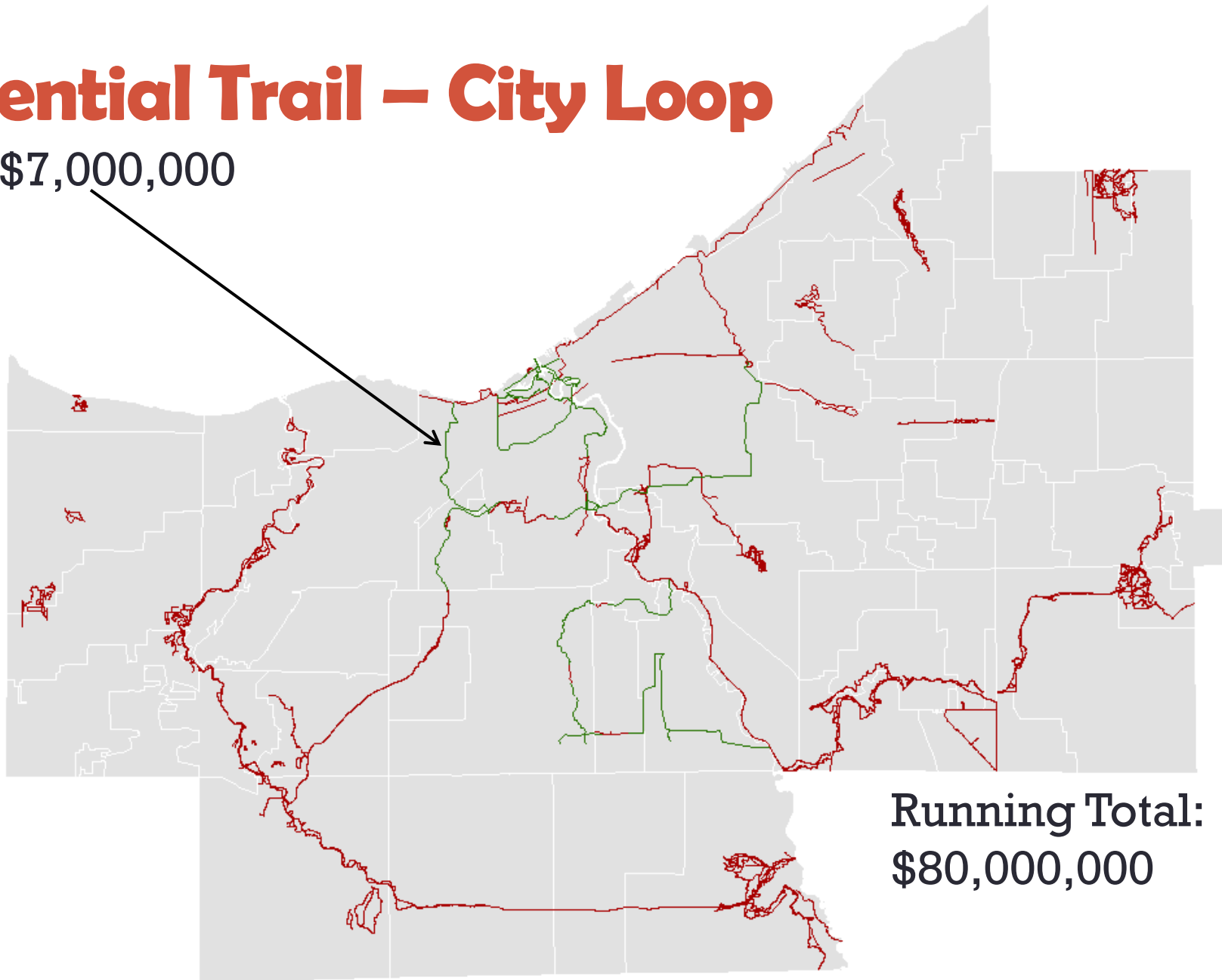


Running Total:  
\$73,000,000



# Potential Trail – City Loop

Cost: \$7,000,000



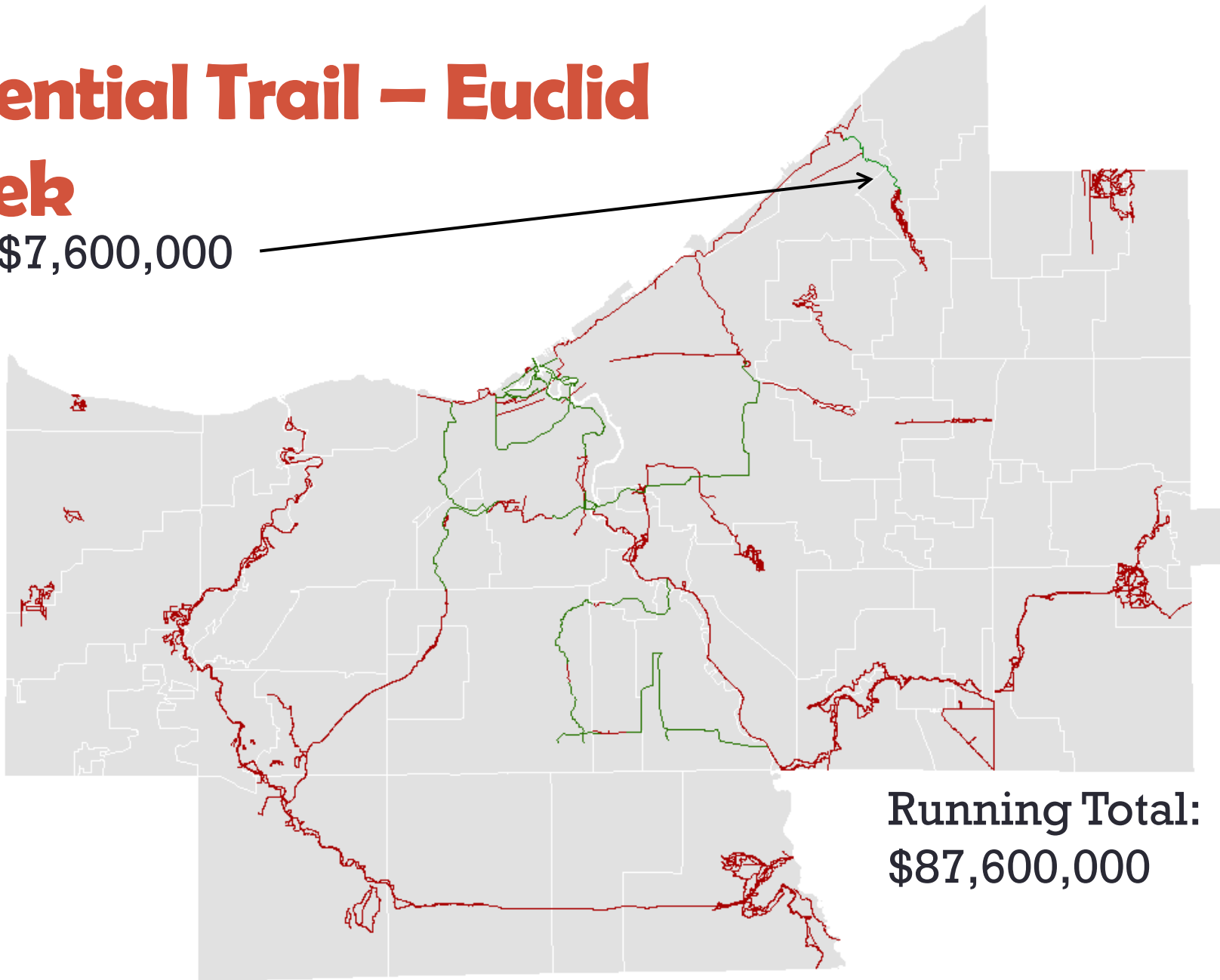
Running Total:  
\$80,000,000





# Potential Trail – Euclid Creek

Cost: \$7,600,000

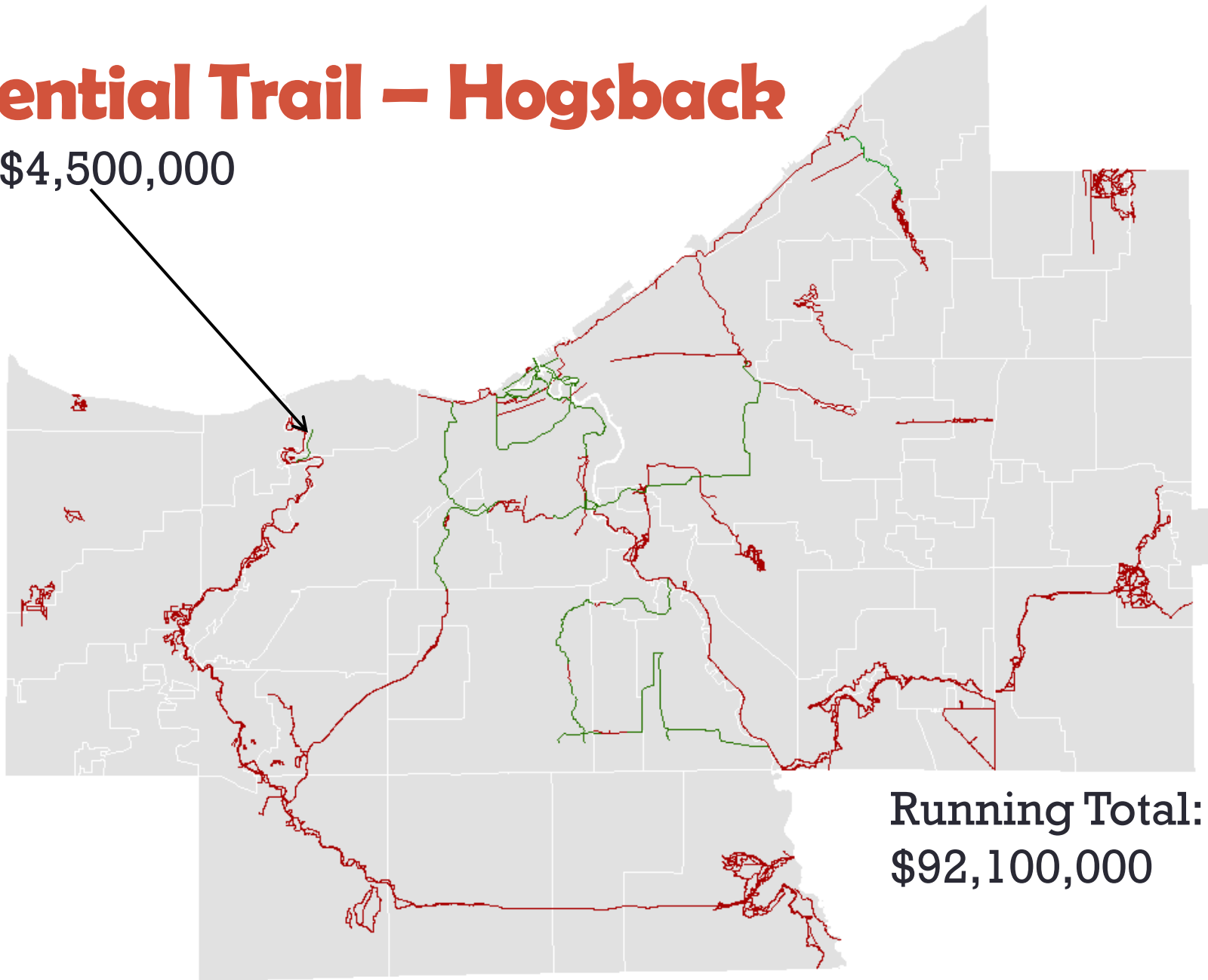


Running Total:  
\$87,600,000



# Potential Trail – Hogsback

Cost: \$4,500,000

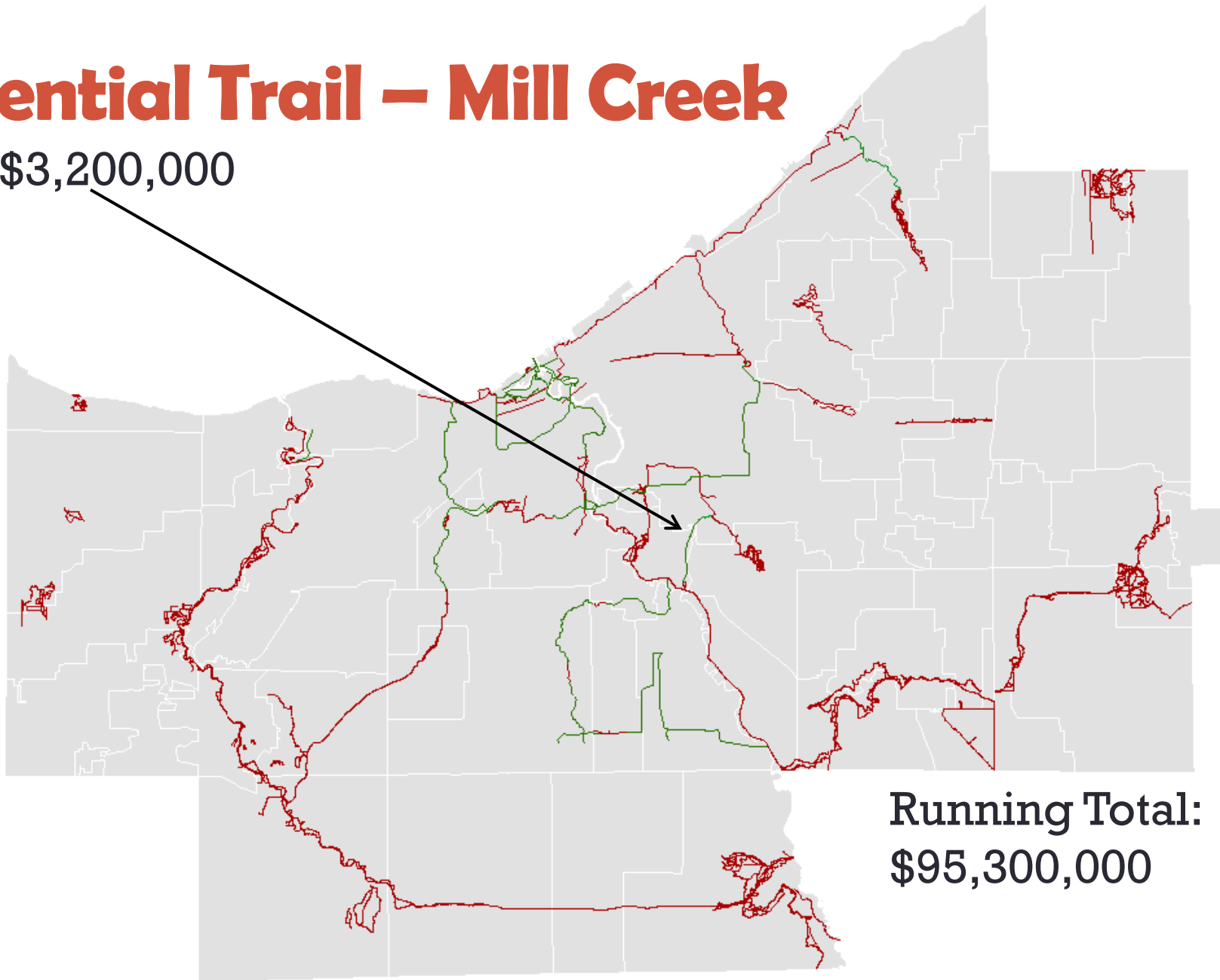


Running Total:  
\$92,100,000



# Potential Trail – Mill Creek

Cost: \$3,200,000

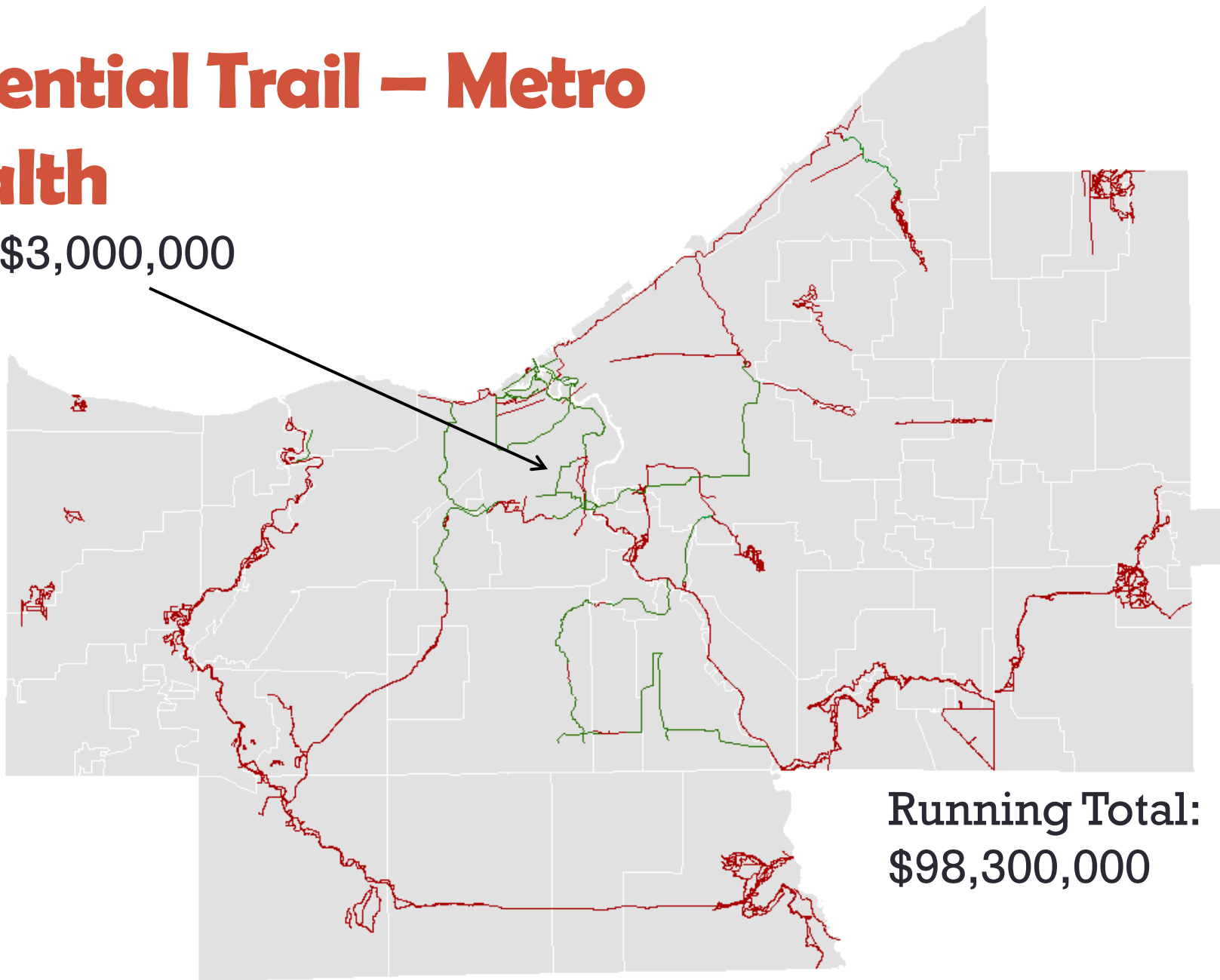


Running Total:  
\$95,300,000



# Potential Trail – Metro Health

Cost: \$3,000,000

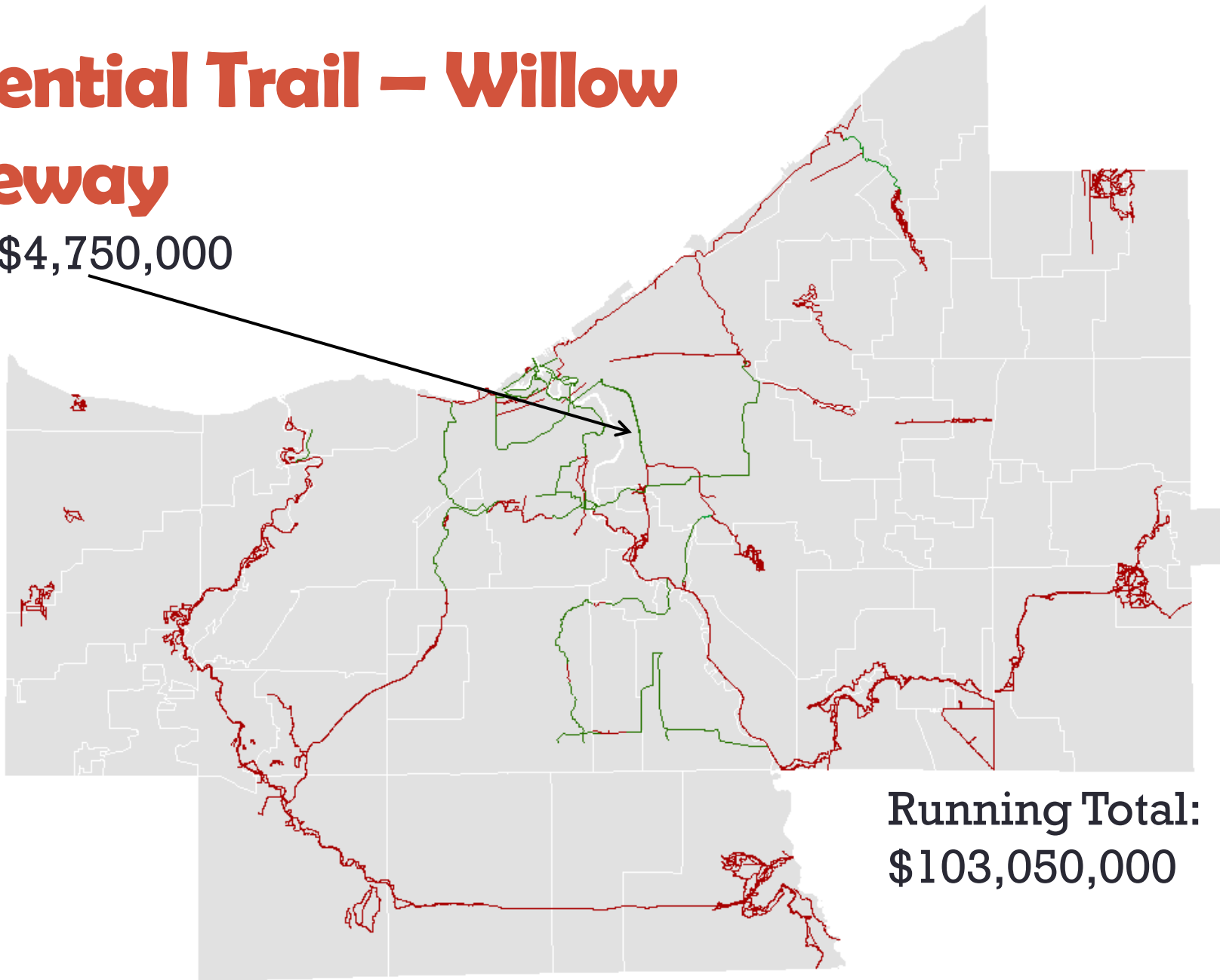


Running Total:  
\$98,300,000



# Potential Trail – Willow Freeway

Cost: \$4,750,000

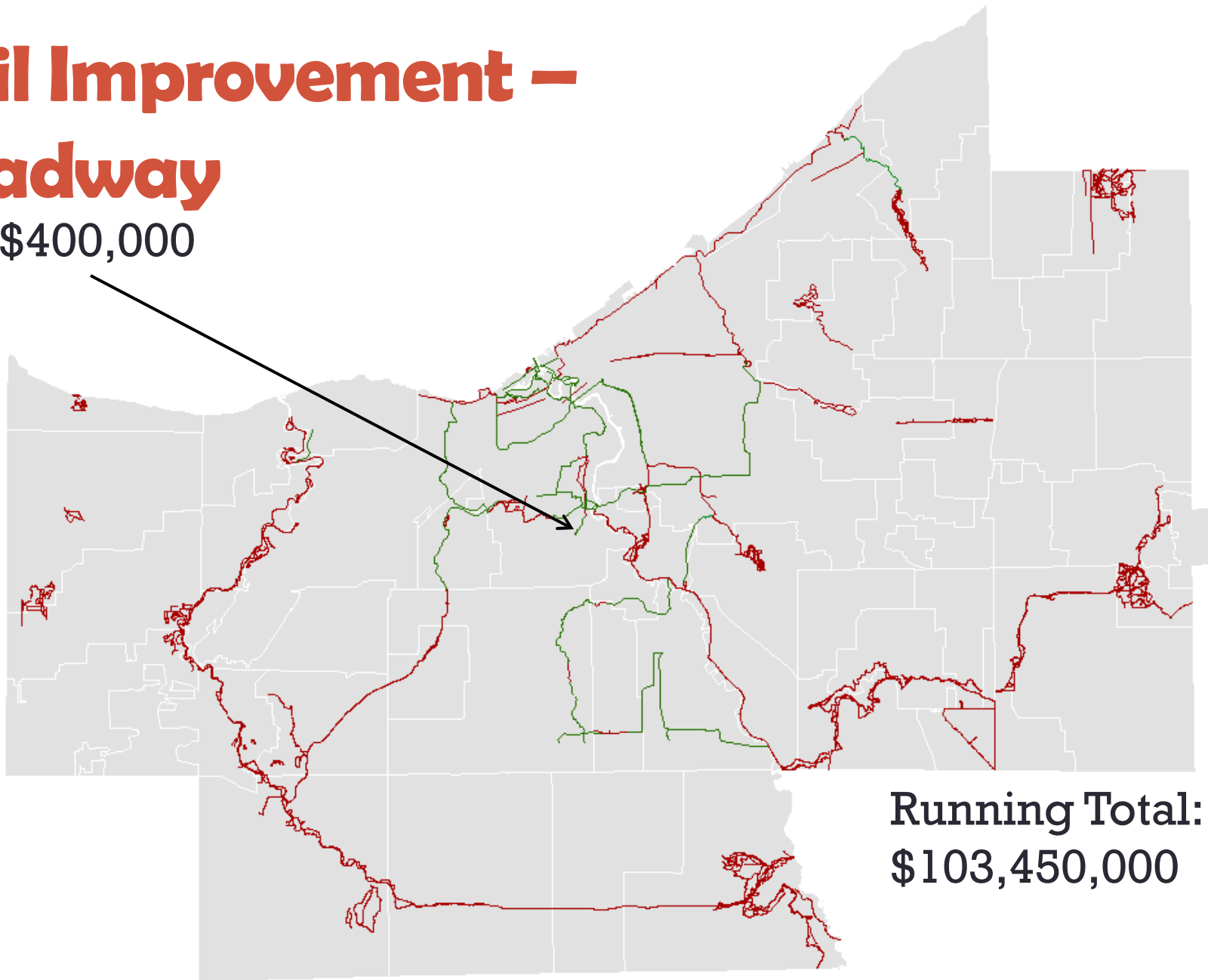


Running Total:  
\$103,050,000



# Trail Improvement – Treadway

Cost: \$400,000

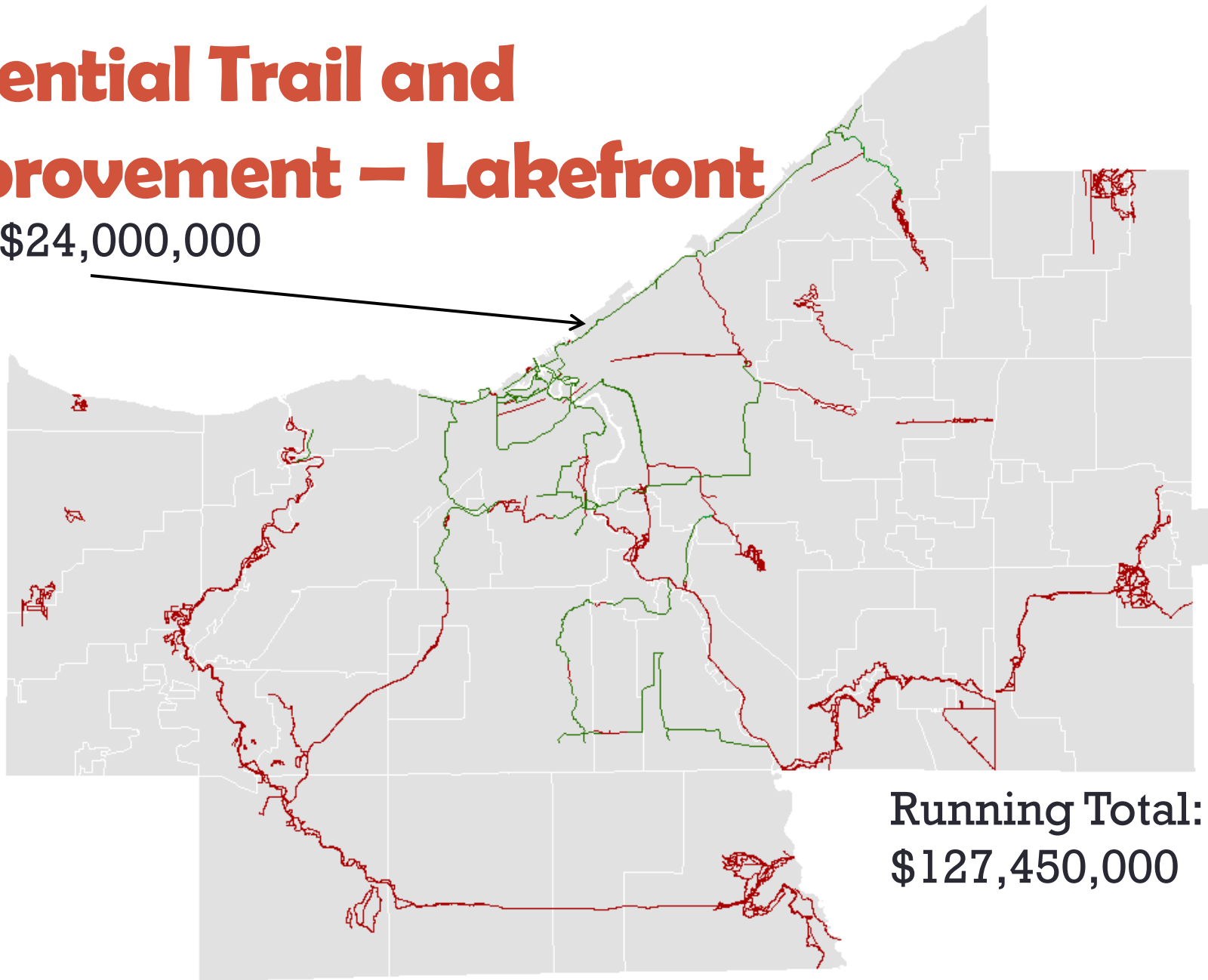


**Running Total:  
\$103,450,000**



# Potential Trail and Improvement – Lakefront

Cost: \$24,000,000



Running Total:  
\$127,450,000



# Total Cost

Trail	Amount Needed
Towpath	\$8,000,000
Big Creek	\$10,000,000
West Creek	\$21,000,000
Train	\$4,000,000
Canal Basin Park and Trail	\$30,000,000
City Loop	\$7,000,000
Euclid Creek	\$7,600,000
Hogsback	\$4,500,000
Mill Creek	\$3,200,000
Metro Health	\$3,000,000
Treadway	\$400,000
Willow Freeway	\$4,750,000
Lakefront	24,000,000
<b>Total</b>	<b>\$127,450,000</b>





# Funding Sources

- Federal
  - Transportation Enhancement
  - Congestion Mitigation and Air Quality Improvement (CMAQ)
- State
  - Clean Ohio
- Local
  - Capital Bill



# Federal Funding – Transportation Enhancement

- This FHWA program is intended to expand transportation choices and enhance the transportation experience.
- NOACA oversees the funds for Northeast Ohio. Roughly \$5 million is available each year for the region.
- The maximum award size for a single project is generally around \$600,000 in northeast Ohio.
- Requires a 20% local match. Design and engineering are usually ineligible.



# Federal Funding – CMAQ

- CMAQ was reauthorized in 2005 under the Safe, Accountable, Flexible, and Efficient Transportation Equity Act (SAFETEA).
- CMAQ funds are distributed to states via a formula based on population and EPA designated air quality classifications.
- Ohio's funds are controlled by ODOT and local metropolitan planning organizations (MPOs).
- ODOT receives roughly \$50 million per year—\$42 million of which is farmed out to MPOs like NOACA.
  - **NOACA receives around \$15 million per year.**



# State Funding – Clean Ohio Fund

- Passed by voters on Nov. 7, 2000.

Result	Votes	Percentage
Yes	4,795,989	57.4%
No	2,197,773	42.6%

- Renewed by voters on Nov. 4, 2008.

Result	Votes	Percentage
Yes	3,418,883	69.1%
No	1,530,843	30.9%

- The 2008 voter mandate authorizes Ohio to borrow \$400 million for Clean Ohio.



# State Funding – Clean Ohio Fund

- Clean Ohio has four funding categories.



- Clean Ohio Funds have been used on the Towpath Trail and its connectors, Waterfront Trail, Richmond Road Trail, Lake Link trail, Lake to Lake Trail, and West Creek Trail.
- In May 2012, the Ohio General Assembly approved \$48 million for Clean Ohio. The language currently awaits the governor's signature.

# Local Funding – Cleveland Capital Improvement Plan

- Projects with potential CIP funding.
  - Big Creek – \$450,000
  - Train Ave – \$530,000
  - Lakefront-Dike 14 – \$225,000
  - Euclid Creek – \$2,280,000
  - On-road trails - \$1,229,660



# Local Funding – Missing in Action

- Foundations
- Corporations
- Individuals





# Foundation Funding – Not Missing In Indy



Cultural Trail



Lumina<sup>TM</sup>  
FOUNDATION



RICHARD M. ... FOUNDATION, INC.



# Corporate Funding – Not Missing In Indy



Cultural Trail



# Personal Funding – Not Missing In Indy



Gene and Marilyn Glick



\$15 million



Myrta Pulliam



\$1 million

Cultural Trail





# Foundation Funding – Not Missing in Detroit

Riverwalk

THE KREWE OF THE KILLER \$50 million FOUNDATION

THE KREWE OF THE KILLER \$5 million FOUNDATION

FOUNDAION \$2 million  
Working with Frontlines of Social Justice on the Frontlines of Social Justice Worldwide

ROBINSON \$2.5 million FOUNDATION  
\$2 million FOUNDATION



# Funding Climate – Unpredictable at Best

- With partisanship approaching an all time high and gridlock threatening to halt funding at the state level, we need to identify a consistent local source of money.



# SHOW ME THE MONEY





# Soda Tax – Banned by Ohio Constitution

- In 1992, the Ohio General Assembly passed a 1 cent per 12 fl. oz. tax on soda. It earned \$59.8 million in 1993.
- A 1994 voter referendum repealed the tax. Future taxes on soda are banned by the state constitution.



# Soda Tax – Big potential

Tax at 1 cent per 12 fl. oz.

Year	Ohio Population	Number of Fluid Ounces Consumed	Soda Tax Dollars Earned
2010	11,536,504	5,603,149,552	\$55,990,499
2011	11,544,951	5,495,396,676	\$54,953,967

Tax at 1.5 cents per 12 fl. oz.

Year	Ohio Population	Number of Fluid Ounces Consumed	Soda Tax Dollars Earned
2010	11,536,504	5,603,149,552	\$83,985,749
2011	11,544,951	5,495,396,676	\$82,430,950

Tax at 2 cent per 12 fl. oz.

Year	Ohio Population	Number of Fluid Ounces Consumed	Soda Tax Dollars Earned
2010	11,536,504	5,603,149,552	\$111,980,999
2011	11,544,951	5,495,396,676	\$109,907,934



# Cuyahoga County – Stadium Sin Tax

- In 1990, voters in Cuyahoga County approved an extra tax on alcohol and tobacco to fund the “Gateway” stadiums.
- In 1995, this tax was extended to accommodate Browns stadium.
- Expires in 2015.



4.5 cents per pack



16 cents per gallon of beer  
32 cents per gallon of wine  
3 dollars per gallon of liquor



# Cuyahoga County – CAC Sin Tax

- In 2006, voters approved an additional tax of 30 cents on a pack of cigarettes to support arts and culture. It is applied on top of the 4.5 cent stadium sin tax.
- Expires in 2017.

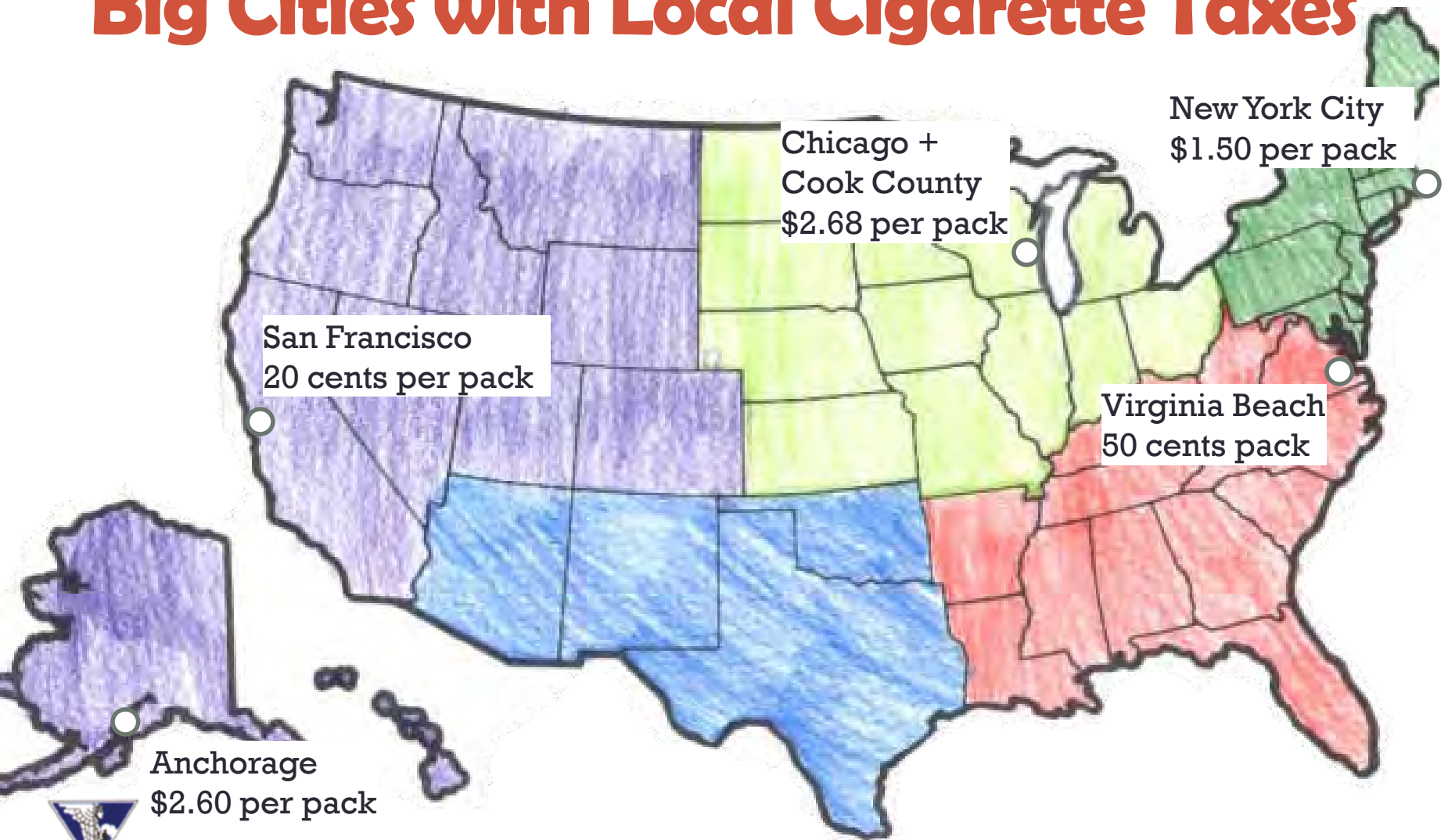


30 cents per pack



No tax on Alcohol

# Big Cities with Local Cigarette Taxes



Anchorage  
\$2.60 per pack

San Francisco  
20 cents per pack

Chicago +  
Cook County  
\$2.68 per pack

New York City  
\$1.50 per pack

Virginia Beach  
50 cents per pack

# Cuyahoga County – Sin Tax Revenue

- In its short history, the CAC cigarette tax has been more lucrative than the stadium sin tax.
- Decreases in cigarette sales account for roughly half of the stadium sin tax decline since 2007.

Year	Stadium Sin Tax	Culture Sin Tax	Totals
2000	\$14,930,586		\$14,930,586
2001	\$14,145,920		\$14,145,920
2002	\$16,405,597		\$16,405,597
2003	\$14,628,309		\$14,628,309
2004	\$14,830,742		\$14,830,742
2005	\$14,976,414		\$14,976,414
2006	\$14,505,021		\$14,505,021
2007	\$13,869,372	\$17,083,350*	\$30,952,722
2008	\$13,810,177	\$19,406,861	\$33,217,038
2009	\$13,315,068	\$18,565,876	\$31,880,944
2010	\$13,226,710	\$17,491,537	\$30,718,247
<b>Total</b>	<b>\$158,643,916</b>	<b>\$72,547,624</b>	<b>\$231,191,540</b>

\* tax took effect February 1, 2007. When extrapolated for 12 months, 2007 would have yielded \$18,668,930.



# CAC Cigarette Tax – Projections

- The lucrative cigarette tax receipts are slowly declining. This decline is expected to continue.
  - Receipts were expected to fall between 6%-7% annually, but have only fallen between 4%-4.25% annually.



# CAC Cigarette Tax – Projections

year	4.25% decrease	5.375% decrease	6.5% decrease
2011	\$16,748,147	\$16,551,367	\$16,354,587
2012	\$16,036,350	\$15,661,731	\$15,291,539
2013	\$15,354,806	\$14,819,913	\$14,297,589
2014	\$14,702,226	\$14,023,343	\$13,368,246
2015	\$14,077,382	\$13,269,588	\$12,499,310
2016	\$13,479,093	\$12,556,348	\$11,686,855
2017	\$12,906,232	\$11,881,444	\$10,927,209
2018	\$12,357,717	\$11,242,816	\$10,216,940
2019	\$11,832,514	\$10,638,515	\$9,552,839
2020	\$11,329,632	\$10,066,695	\$8,931,905
2021	\$10,848,123	\$9,525,610	\$8,351,331
2022	\$10,387,077	\$9,013,608	\$7,808,494
2023	\$9,945,627	\$8,529,127	\$7,300,942
2024	\$9,522,937	\$8,070,686	\$6,826,381
2025	\$9,118,213	\$7,636,887	\$6,382,666
2026	\$8,730,689	\$7,226,404	\$5,967,793

← Current Tax  
Expires Jan  
31, 2017.



# Cigarette Tax – Projections

- Assuming a 10-year cigarette tax for trails, greenways and parks. (30 cents per pack)

	4.25% decrease	5.375% decrease	6.5% decrease
<b>10 year total</b>	\$106,599,876	\$93,411,504	\$81,820,891

- Assuming a 10-year cigarette tax for trails, greenways and parks. (34.5 cents per pack)

	4.25% decrease	5.375% decrease	6.5% decrease
<b>10 year total</b>	\$122,731,990	\$107,547,778	\$94,203,119



# A call to action

- Serious issues block the path to a better future.
  - Clean Ohio needs to be funded in each budget cycle.
  - Sin taxes need a legislative law change plus local voter support.
  - The soda tax ban needs to be removed from the constitution via a voter referendum.
- To build a premier trail system in Greater Cleveland it will take.
  - Political Will
  - Civic Partnerships
  - Focused Message
- It is worth it





