



September 2020

**Endorsement Letter for the Ballot Proposal to Create a Funding Source for Transportation Projects in Kootenai County**

The Coeur d'Alene Area Economic Development Corporation's (CdAEDC/Jobs Plus, Inc.) Board of Directors whole heartedly endorses the ballot proposal that would create a funding source specifically targeted to addressing the pressing transportation issues facing our county.

Monies raised from a modest increase of \$50 per year, less than 14 cents a day, in our vehicle registration fee will be spent directly and only on local transportation projects here in Kootenai County. These projects are specifically outlined as the top projects identified by KMPO (Kootenai Metropolitan Planning Organization), our area's transportation organization. All Cities & Highway districts represented on the KMPO Board support this measure and agree on the priority projects.

The last major investment in our local transportation infrastructure occurred in the late 1960s, early 1970s. As we all know, substantial growth has occurred since then, creating a massive need for both commuter and freight mobility. Add to that, the safety concerns generated by this increased demand; and it is evident that additional investments are needed --and needed now.

It is estimated that during the 20-year life of this increased fee, over \$200 million will be generated. This money, which will be used to match state and federal funding, will generate over \$850 million for the region. This is enough money to complete up to 12 high priority transportation projects --projects that, more than likely, could not be accomplished with the current transportation funding formulas. A list of the projects can be viewed [here](#).

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Our organization's mission is to strengthen the economy of the region by attracting new businesses into the area, as well as helping existing businesses grow. Economic growth needs an excellent transportation infrastructure to move goods manufactured or warehoused in our area to where they are needed. Whether it is minerals from our mines, supply chain products for the aerospace/aviation suppliers, or goods warehoused in our area for distribution across the US or Canada, an excellent infrastructure is critical. To continue to create the jobs that these businesses bring to our region, we must support efforts towards improving our transportation system.

This is a great opportunity for our area to take local control of solving local needs generated by our rapid job and population growth –growth, that is expected to continue for many years. Transportation infrastructure projects create jobs and supports the demand for goods and services that will further benefit our local communities and region. We encourage members of the community to vote "yes" this November and to encourage others to join in this opportunity to strengthen our economy. If you can assist financially, please contact Len Crosby (Email: [crosbylenmary@frontier.com](mailto:crosbylenmary@frontier.com)), treasurer of the Kootenai County Citizens for Traffic Relief Fund.

Your "yes" vote this November will help create a better tomorrow for our region.

Thank you,



Brad Marshall  
Chairman of the Board



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