

Wisconsin, it is time.

**#JustFixItWI**



# Lowest in the Midwest

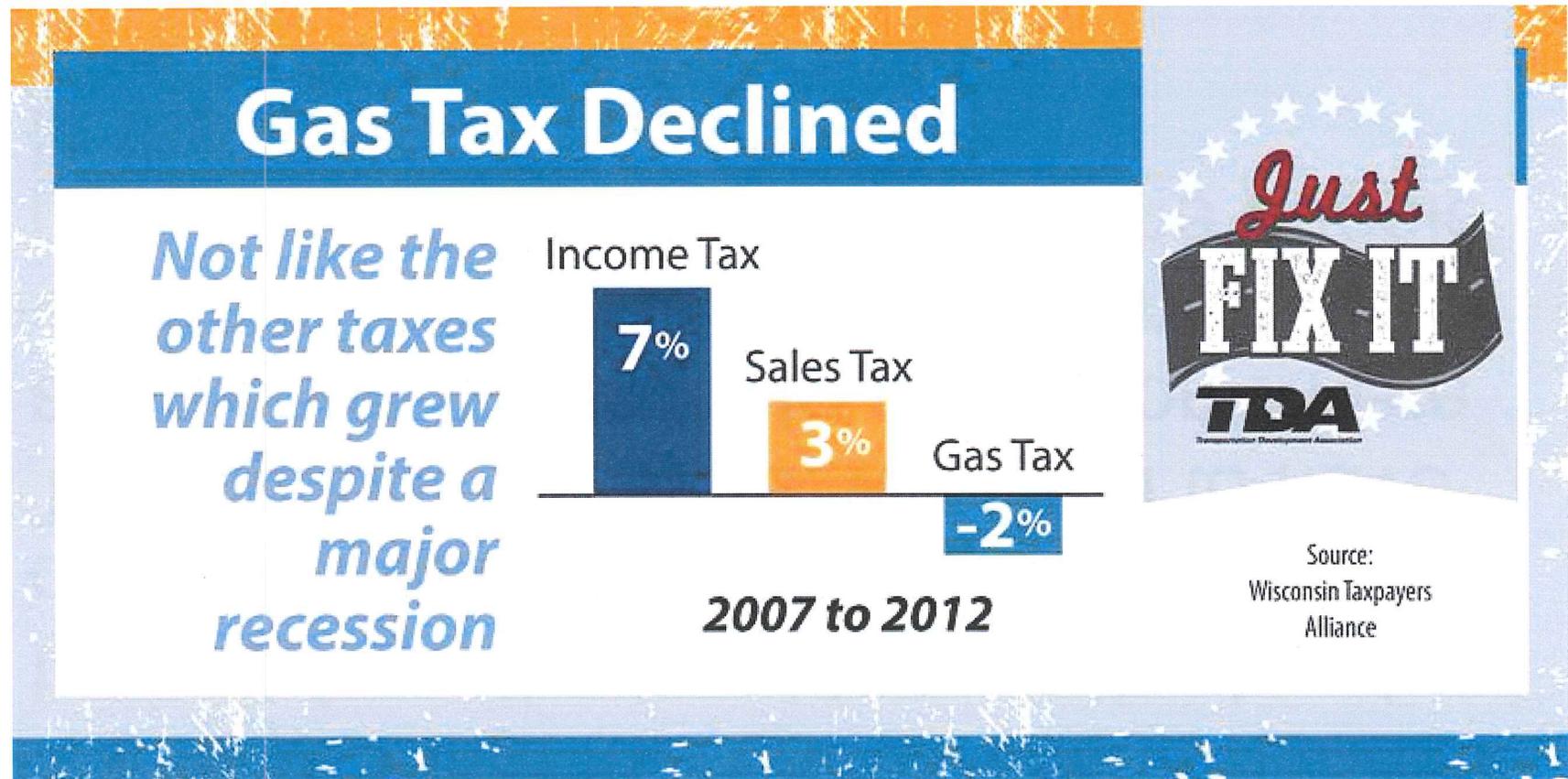
## MONTHLY COST TO DRIVE *Compared to Our Neighbors* Registration Fees and Motor Fuel Taxes



*\*An estimated \$34/month in 2017. Michigan passed a funding package in November 2015 which increases the gas tax by 7.3 cents per gallon and the registration fee by 20% in 2017.*

Source: Wisconsin Department of Transportation

# Gas Tax Not Like Other Taxes



"I suggest that this conversation needs to start from the local towns, the local cities. It needs to start regionally. Throughout our state, we need to have a dialogue to get us to a position where we have the support, not just from the people in this room, but from the people in the state of Wisconsin."

*Representative John Nygren  
Co-chair Joint Finance Committee*



“We can’t kick the can down the road any longer. I know we’ve said that before – but we can’t.”

“I want to hear what our constituents say. I think it’d be very premature to put anything on the table or take anything off.”

*Senator Alberta Darling  
Co-chair Joint Finance Committee*

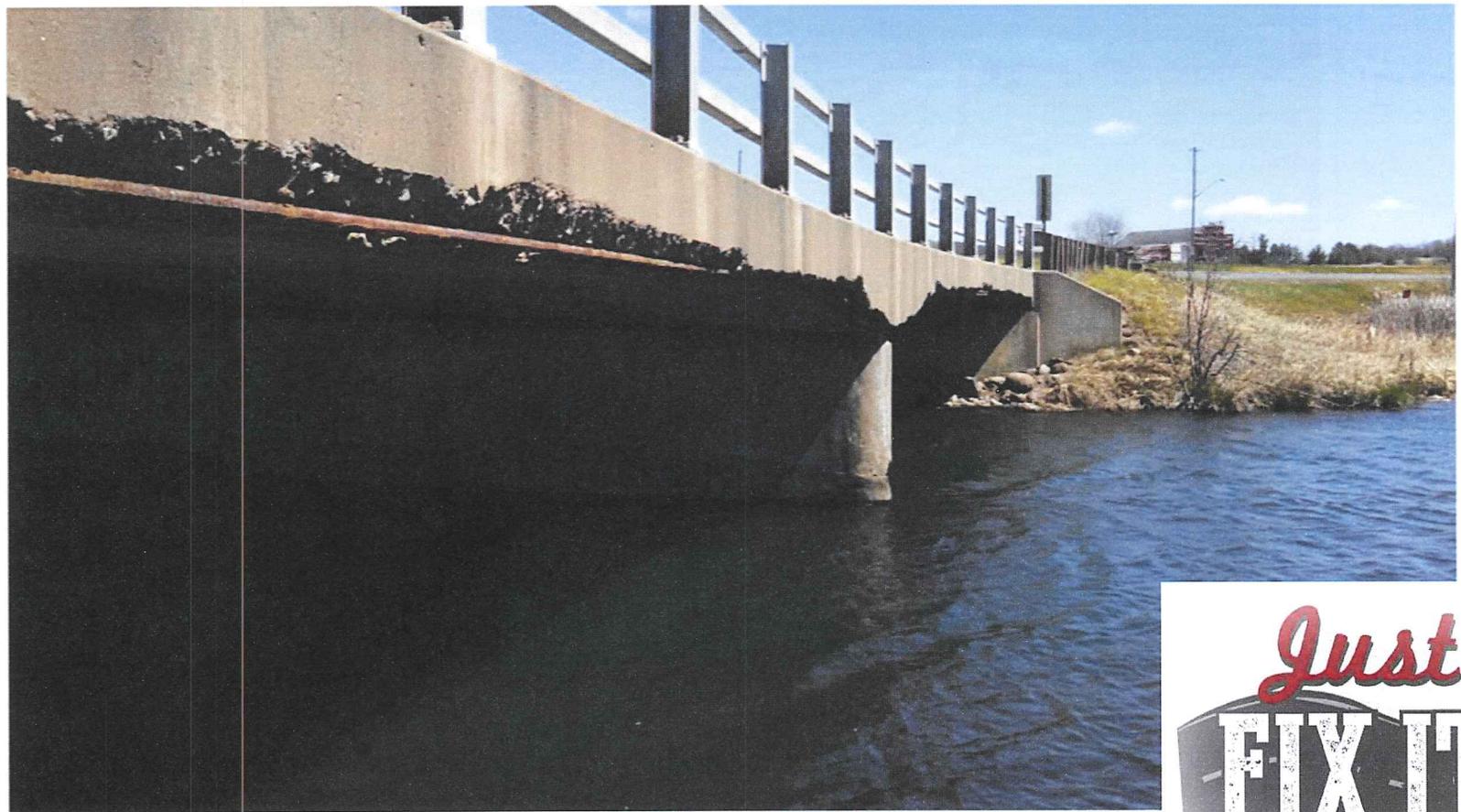


We have a year...

to tell not one story, but many.



# Barron County: Bridge on CTH A

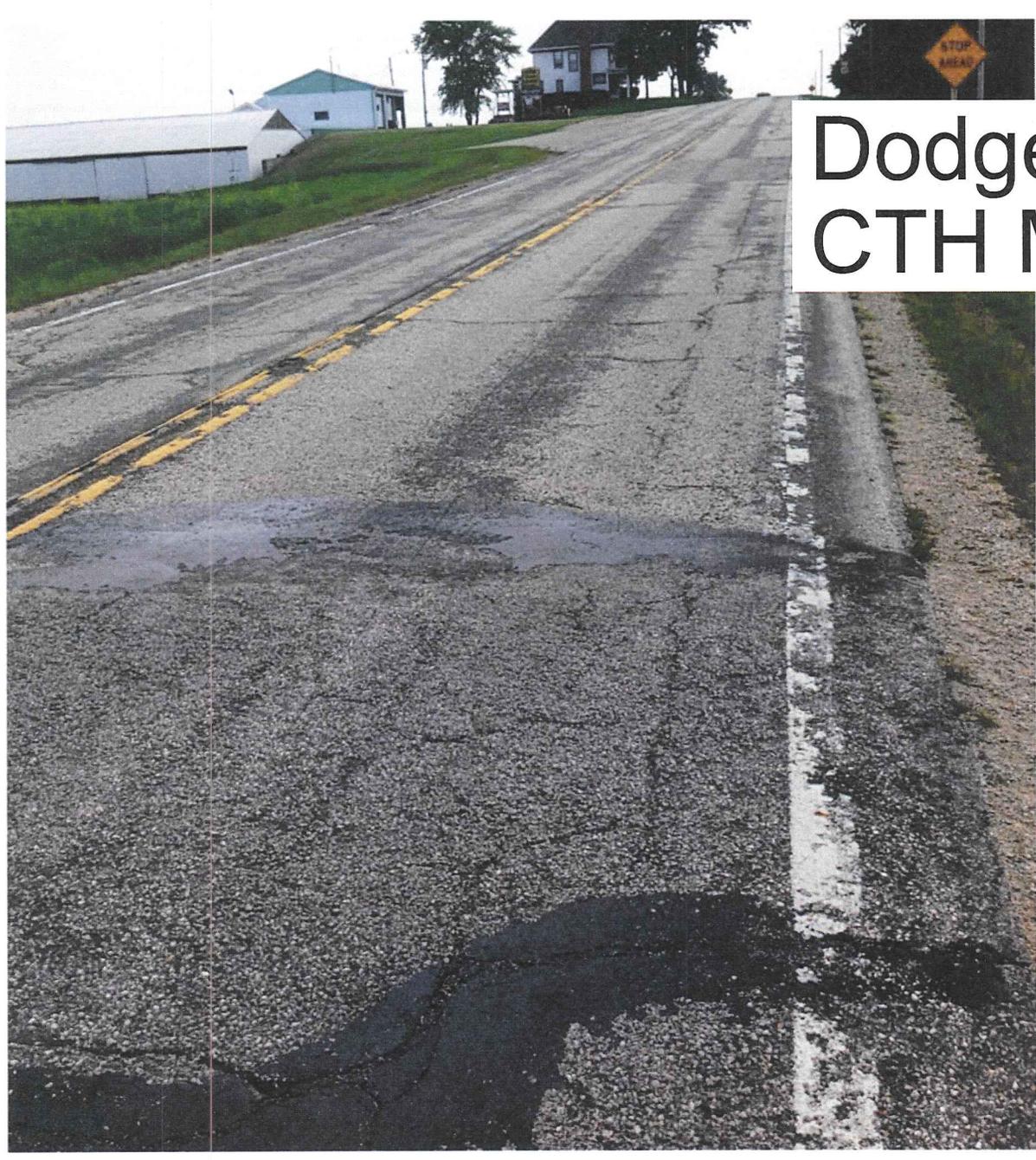


# Milwaukee: I-94 EW



I-94 @ HAWLEY RD





# Dodge County: CTH M

*Just*  
**FIX IT**

# Commit and Engage

**It's Time Wisconsin**

Like other states, Wisconsin has been grappling for more than a decade with transportation revenue insufficient to meet state and local needs.

The issue has been studied. Reports have been issued, and recommendations have been put forth. However, no progress has been made toward a long-term funding solution, while Wisconsin falls further behind.

Some problems are truly perplexing to solve—like eradicating poverty or reigning in the cost of health care. Fixing our state and local roads and bus systems is not one of those.

**We know what needs to be done. JUST FIX IT.**

#JustFixItWI

**Just FIX IT**  
TDA

**It will take just 3 Minutes.**

Wisconsin needs to come up with a long-term, sustainable transportation funding plan.

**It is up to each of us to let our elected officials know it is time to stop kicking the can down the road.**

**Every contact matters.**

It takes just three minutes to help make *Just Fix It* and the plight of our aging transportation infrastructure all the buzz in the capitol and in your community.

**What you can do:**

- Text *JustFixItWI* to 52886 or visit the TDA website to sign up for action alerts. Once a month, TDA will generate a message for elected officials. In no more than a minute, you can send an email, text or Facebook post to let them know transportation is important to you and your community.
- TDA Wisconsin on Facebook and invite your friends to like the page as well.
- TDA Wisconsin on Twitter.
- Start a conversation by posting pictures of the roads in your community that you'd like to see receive some TDA attention in the Road Challenge. And if your community has a transportation investment, share that with us on Facebook!
- Invite friends, family and colleagues to participate in the campaign.

**TAKE ACTION**

# What You Can Do:

**Text JustFixItWI  
to 52886. Take  
action now!**

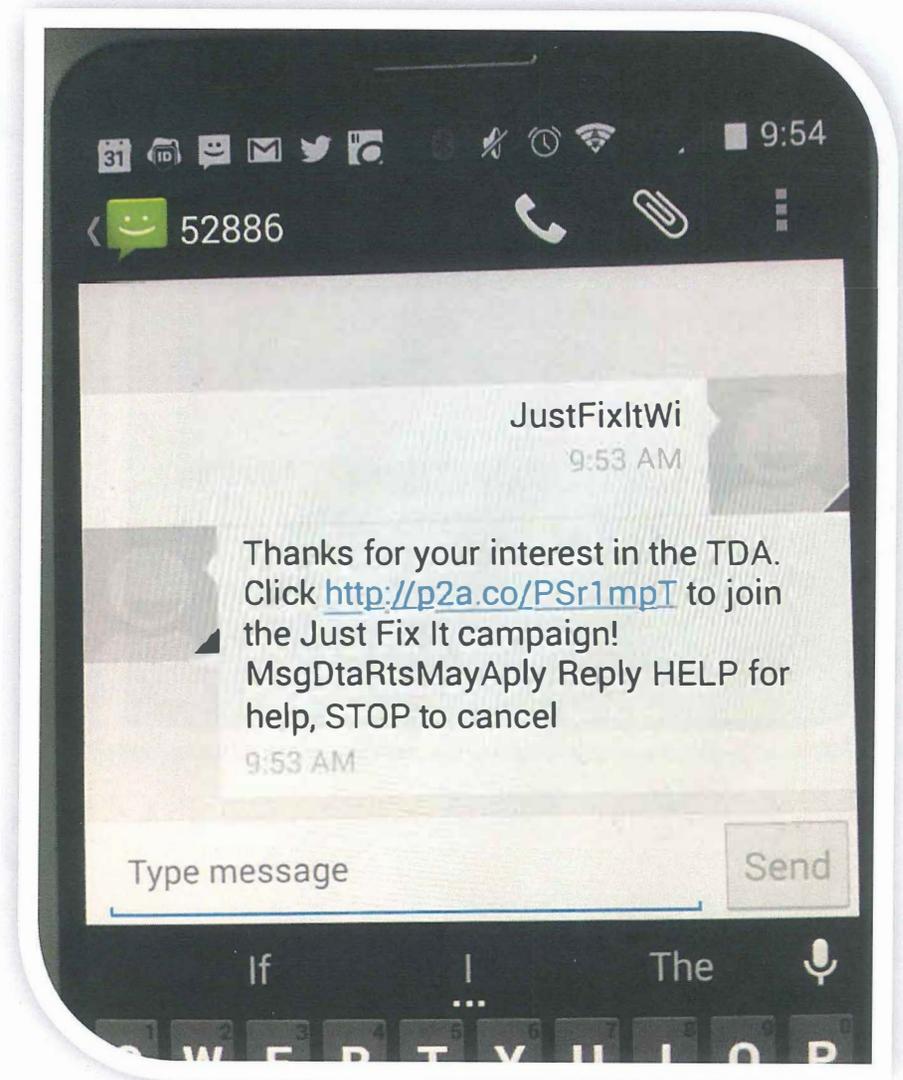
In no more than a minute, you can let your legislators know transportation is important to you and your community.



# One More Step:

## Click the link in the thank you text.

Once a month, TDA will generate a message for elected officials.



# Also Available Online

## Visit the TDA website to sign up for action alerts.

[www.tdawisconsin.org](http://www.tdawisconsin.org)

Poor road conditions shouldn't be the new normal for Wisconsin. Enter your information to take action now!



Mr. ▾ Full Name\*

Email (jsmith@mail.com)\*

Mobile Phone\* ⓘ

Home Address (123 Any St)\*

Zip Code\*

 Send Email

Dear Official,

I am a constituent, and I am writing to request for your help in developing a long-term, sustainable funding plan for Wisconsin transportation.

Regards, *Your Name*

Send me emails about this campaign

Send me text messages about this campaign

# Example: Wisconsin Motorist and Businesses Deserves Better

<b>Wisconsin Taxpayers Alliance 2015 Report Card</b>						
<b>Infrastructure Availability</b>	Highway condition	D	Energy costs	C+		
<b>Workforce Readiness</b>	Student test scores	B-	High school graduation	B+		
	College entrance scores	B+	College graduates	B		
<b>Financial Security</b>	Average earnings	D+	Per capita personal income	C		
	Household income	B+	Health insurance coverage	B+		
<b>Economic Strength</b>	Firm creation	B	Employment growth	C		
	Unemployment	B+	Exports	C		
<b>Economic Potential</b>	Patents	B	Venture capital	C-		High-tech employment
<b>Fiscal Health</b>	State-local tax burden	C+	State bond ratings	C-	GAAP general fund balance	C
<b>Social Stability</b>	Birth weights	C+	Poverty	B-	Violent crime	B

# Get Social



- **Like TDA Wisconsin on Facebook.**
- **Follow TDA Wisconsin on Twitter.**
- **Join the conversation** by posting pictures of the roads in your community that you'd like to see receive some TLC, other transportation challenges and transportation investment that has benefited your community. **#JustFixItWI.**
- **Encourage friends, family and colleagues** to get involved.



**#JustFixItWI**

[www.tdawisconsin.org](http://www.tdawisconsin.org)