

Keep Florida Moving!

FLORIDIANS FOR BETTER



TRANSPORTATION

Make It Happen – *NOW!*

FLORIDIANS FOR BETTER



Make It Happen – NOW!

'Make it happen' TV Commercials



Demonstrate that actions speak louder than words, and humorously highlight how much time is wasted procrastinating and deliberating when **action is required.**



Making It Happen – Orlando

The 2006 Regional Transportation Leadership Awards honors those who are **“making it happen”** **NOW** ... to Keep Central Florida moving.



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TRANSPORTATION

More Than Asphalt, Concrete & Steel

Transportation - MORE than asphalt, concrete & steel ... it's about moving people and goods safely & efficiently.

It's really about **Bringing PEOPLE Together** -- using a variety of modes to do it.





The Mess We're In

**Status Quo is
Latin for "the
mess we're in."**

-Ronald Reagan



Florida can't afford the Status Quo!



Threat of Traffic Gridlock

Florida is a great place to live, work and play.

- Future is threatened by traffic gridlock
- Take common sense steps TODAY to
- “Keep Florida Moving Forward!”

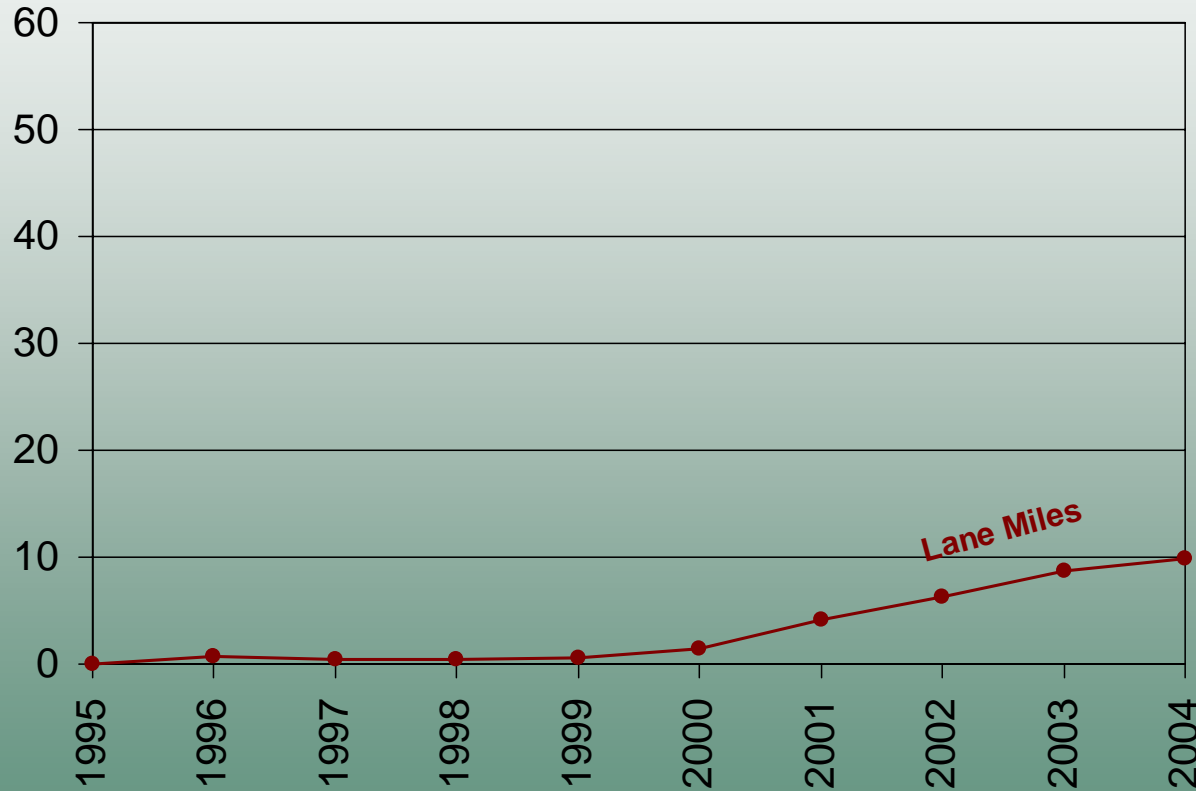
HATE TRAFFIC?

KeepFloridaMoving.org



Florida's Explosive Growth

**Trends in Mobility and Demand on the FHHS:
Continued Growth Will Increase System Demands and
Reduce Mobility**

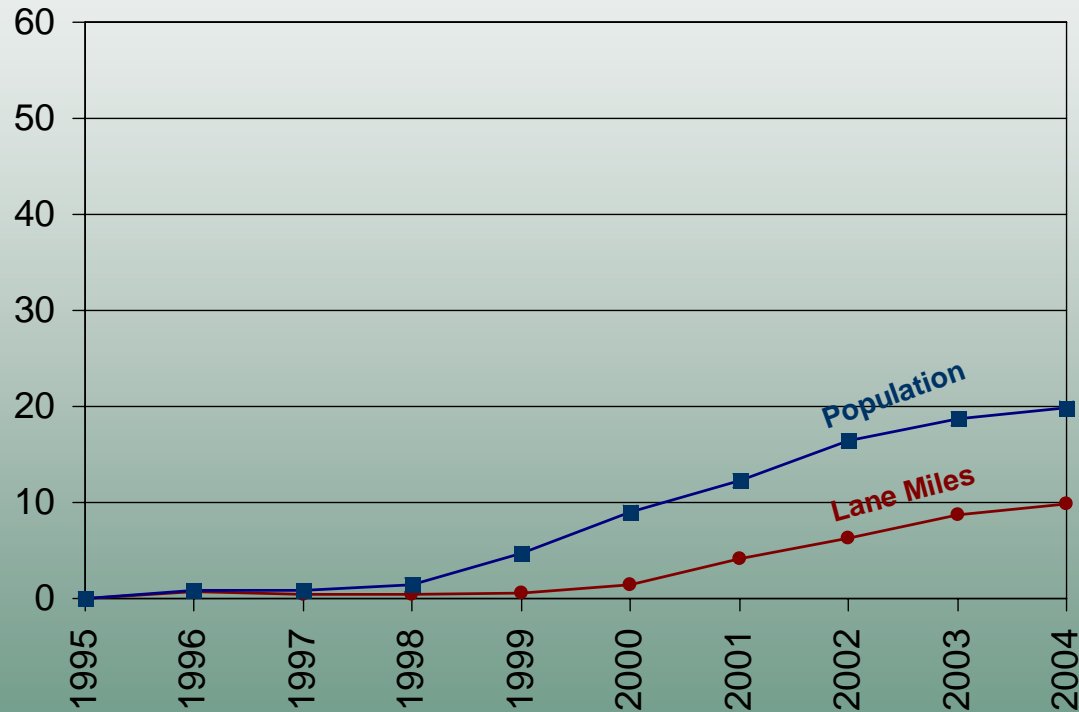


- Lane miles are increasing at **1.3%** annually



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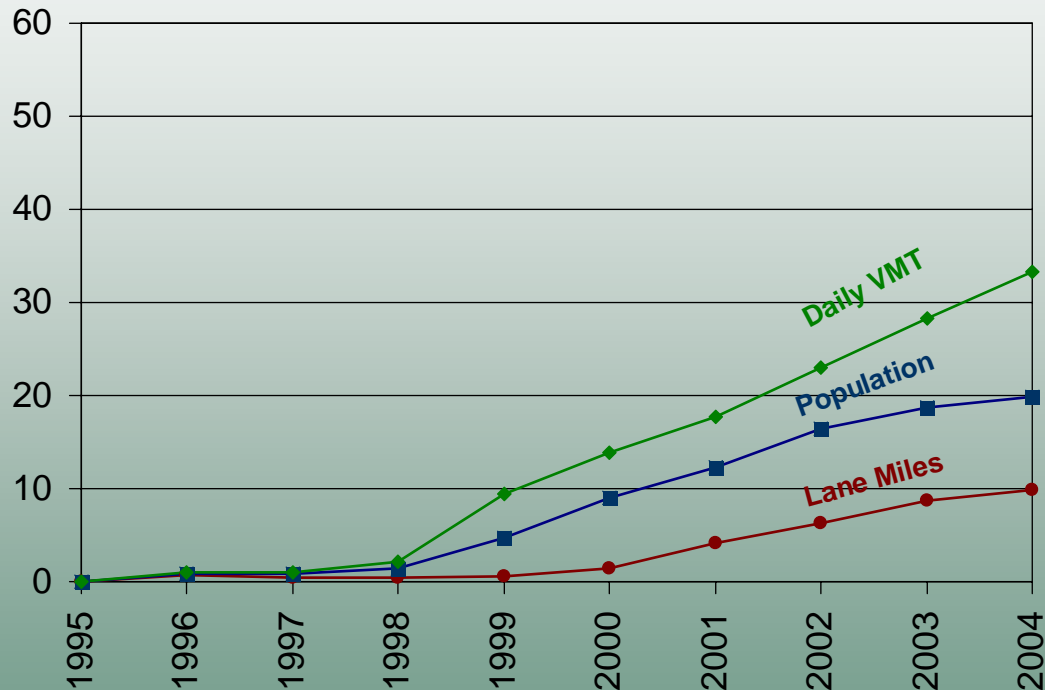


- Lane miles are increasing at **1.3%** annually
- Population is increasing at **2.3%** annually



Florida's Explosive Growth

**Trends in Mobility and Demand on the FHHS:
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- Lane miles are increasing at **1.3%** annually
- Population is increasing at **2.3%** annually
- VMT is increasing at **5.4%** annually.



What Growth Means

Each day, nearly
1,100 new
residents
move to
Florida.



Over one year, that's like adding a new city the size of Tampa to Florida!



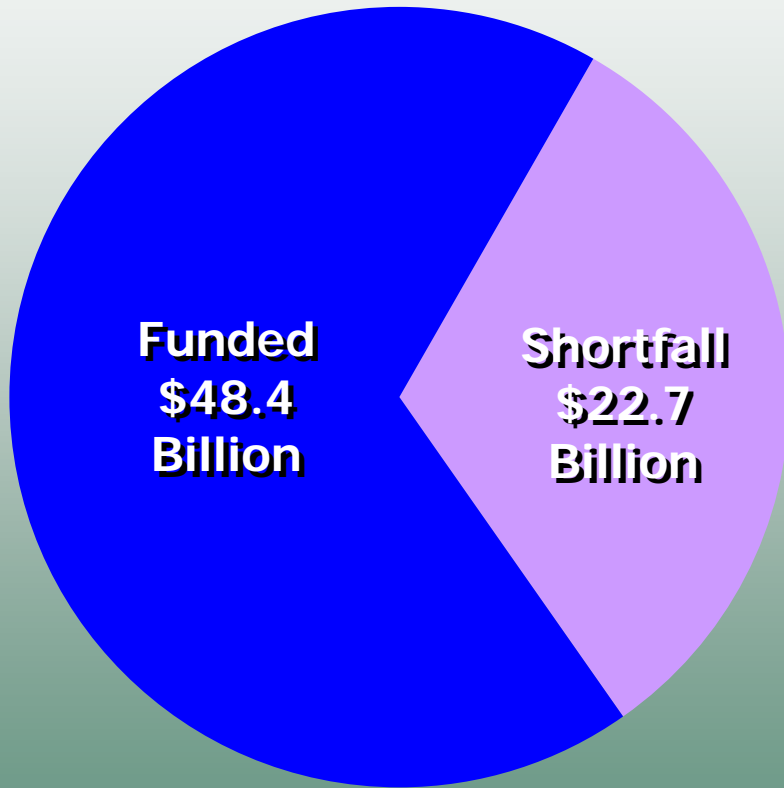
What Growth *Also* Means

According to the Texas Transportation Institute, traffic congestion in Orlando is now worse than in New York City!





\$23 Billion "Pothole"

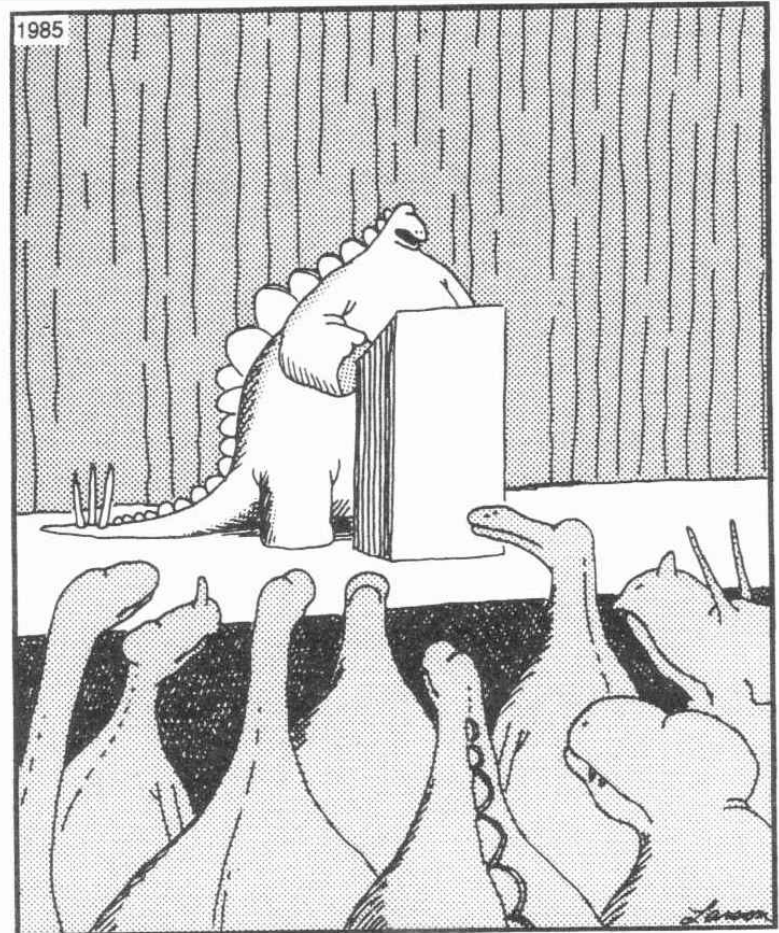


Over the next ten years we need an additional \$23 BILLION ... just to keep things the way they are *TODAY!*



Bleak picture?

“The picture’s pretty bleak, gentlemen... The world’s climates are changing, the mammals are taking over, and we all have a brain about the size of a walnut.”



“The picture’s pretty bleak, gentlemen... The world’s climates are changing, the mammals are taking over, and we all have a brain about the size of a walnut.”

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TRANSPORTATION

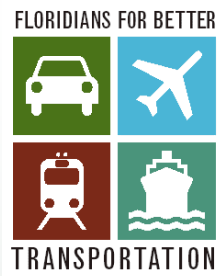
Time for ACTION

*"That's all I can stand,
I can't stand no more!"*



Now is the time for effective action.

Make It Happen – NOW!



New transportation “recipe”

New transportation “recipe” needed, requiring additional resources and a smarter way of dealing with transportation.

- **Capacity improvements** (*new roads, new transit systems, and expansion of the transportation systems we already have*),
- **Efficiency enhancements** (*greater use of technology – such as ITS and open road tolling – to make our existing systems work better*), and
- **Demand management efforts** (*telecommuting, variable toll pricing strategies, carpooling, and more*).



Selling Transportation

“Sell” TRANSPORTATION to (the 3 Ps):

- Public,
- Press, and the
- Politicians.

Disaster preparedness and mitigation need “a sustained marketing campaign, the way you might sell Gap khakis or Nike shoes.” - James Lee Witt

So Does TRANSPORTATION!

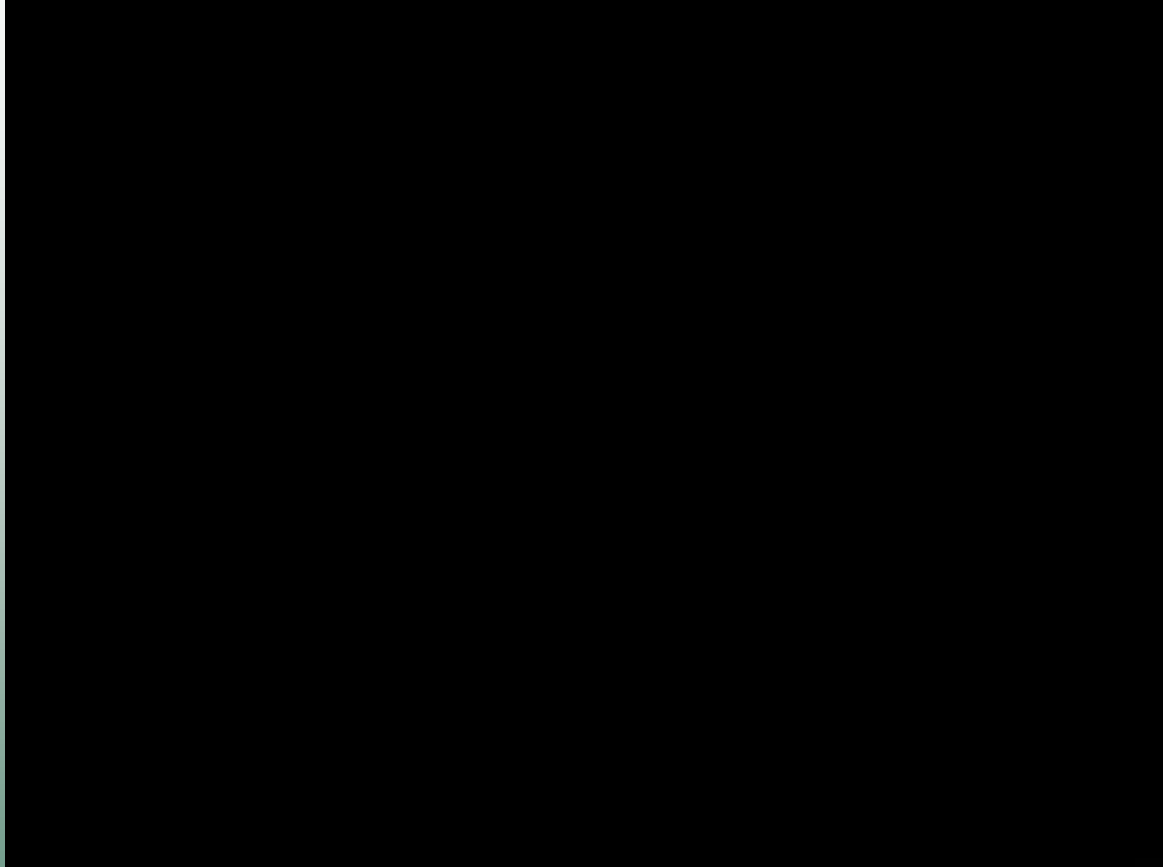


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TRANSPORTATION

We're "Sinking"



Importance of effective communication!



Facts are nice, but ...

Facts are nice, but slogans sell beer.

“Translate” the importance of transportation to people’s daily lives. Talk “with” them – *in regular people language* – about the benefits of improved transportation to:

- their quality of life,
- economic livelihood, and
- traveling safety.

**Aim for the heart... not
the head!**





Simplify

Simplify ...

- Pythagorean Theorem: 24 words
- Lord's Prayer: 66 words
- Archimedes' Principle: 67 words
- 10 Commandments: 179 words
- Gettysburg Address: 286 words
- Declaration of Independence: 1300 words
- US Government regulations on the sale of cabbage: 26,911 words





Who was Edward Everett?

Edward Everett - keynote speaker at ceremony dedicating Gettysburg cemetery.

Abraham Lincoln - invited to "give a few remarks."



- Everett spoke for *two hours*, and today nobody remembers what he said.
- Lincoln talked for *two minutes* ... and his words will never be forgotten.



Power, Passion & Purpose

Communicate with **passion** ... as well as purpose. If you don't act like you care about an issue, why should anyone else?

- *“Nothing great was ever achieved without enthusiasm.”* -Ralph Waldo Emerson
- *“Always be sincere whether you mean it or not.”* – Reubin Askew

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Keep Florida Moving

Bottom Line: Florida is threatened by traffic gridlock – so we've got to take steps **NOW** to ...

"Keep Florida Moving!"

Make It Happen!





Keeping Central Florida Moving

Quote from **Annie Hall**

“A relationship is like a shark. It has to constantly move forward or it dies. And I think what we got on our hands is a dead shark.”



No “dead sharks” in Central Florida – Keep Moving Forward!



FBT – Keeping Florida Moving

Douglas J. Callaway, FBT President - (850) 521-1256

www.bettertransportation.org