

Keep Florida Moving!

**“Even if you’re on the right track,
you’ll get run over if you just sit there.”
- Will Rogers**

**KEEP
FLORIDA
MOVING**



TALKING POINTS

Transportation "drives" our economy.

- Every one-dollar "invested" in transportation yields \$5.50 in positive economic activity. *(If we closed the \$23 BILLION gap, we'd generate over \$126 BILLION for Florida's economy!)*
- According to the U.S. DOT, every \$1 billion invested in transportation creates over 47,000 jobs. *(These are American jobs that can't be outsourced overseas!)*
- Investments in transportation can reduce the cost of doing business in Florida. *(In this era of "just-in-time delivery," every minute spent stuck in traffic literally "costs" Florida businesses millions.)*

Transportation funding is key to solving our growth management dilemma.

- Over 1,000 people a day move to Florida. In a year's time, that's the equivalent of adding a city the size of Tampa to our state!

SOUND BITES

- **The "road to Florida's future" has a \$23 BILLION "pothole" in it!** *(That figure represents the amount of additional money that will be needed over the next ten years -- simply to keep our congested highways from getting any worse!)*
- **Folks in Orlando are now spending more time stuck in traffic than people in New York City!** *(According to the Texas Transportation Institute.)*
- **Traffic congestion is a "hidden tax" adding costs to everything we do.**
- **If we don't do something about traffic congestion soon, Florida will become known as "The Great State of Wait" ... instead of "The Sunshine State."** *(Is that the impression we want tourists visiting Florida -- especially the Orlando area -- to come away with?)*
- **Transportation is not a competing budget priority; it's the one that makes all the others possible.**

FBT – Your "Voice" for Transportation!
www.bettertransportation.org

