

TALKING POINTS



1.) **Transportation literally "drives" our economy.**

- According to FDOT, every one dollar "invested" in transportation yields \$5.50 in positive economic activity. *(By my math, then, if we closed that \$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. *(And, by definition, 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.)*

2.) **Transportation funding is key to solving our growth management dilemma.** *(After decades of debating how to regulate development, the state needs to put more of an emphasis on finding money to build schools, roads, parks and other infrastructure to accommodate the growth that keeps coming.)*

- Nearly 900 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 one that makes all the others possible.**
- **Florida is in the grips of gridlock. Those minutes lost in traffic add up to lost hours, days, and even years of our lives. That's time we'll never get back - time away from our families and loves ones, our jobs and our work.**