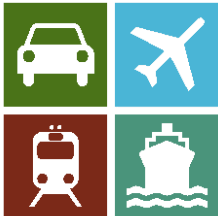


FLORIDIANS FOR BETTER



TRANSPORTATION

October 18, 2004

Dear Florida Legislator:

In today's culture, it's often difficult to focus on anything beyond today's activities or tomorrow's "To Do" list. And yet, the cold hard fact is that Florida is facing a HUGE transportation-funding crisis that must be addressed and soon! Simply put, delay is no longer an option.

With \$2.7 billion MORE needed each year just to maintain current transportation conditions, our way of life is threatened. That's why we at FBT want to encourage YOU to find the additional transportation funds needed to protect our remarkable quality of life and growing economy.

We know that there will be fierce competition for every dollar next year. So we've recently launched the "**Transportation Saves...**" campaign to:

- 1.) Promote the BENEFITS of transportation in Florida, and
- 2.) Help create a political environment favorable to "ADJUSTING" transportation user fees in 2005.

Facts are nice but slogans sell beer, so we've created "Transportation Saves..." bumper stickers, buttons and a handy one-pager. Enclosed you'll find a sticker and the one-pager.

In the coming weeks, we'll be sending additional correspondence aimed at focusing attention on the positive role transportation plays in saving LIVES, TIME, MONEY, and JOBS in Florida -- and **why we need to fund it!**

Sincerely,

Douglas J. Callaway
FBT President

Floridians for Better Transportation (FBT) is a statewide business and transportation association dedicated to making transportation safer and more efficient in Florida. FBT has a diverse membership of 150 businesses, organizations, and individuals, including the Florida Chamber of Commerce, the Florida Transportation Builders Association, Publix Super Markets, AAA Auto Club South, the Florida Institute of Consulting Engineers, the Florida Public Transportation Association, the Florida Ports Council, the Florida MPO Advisory Council, the Florida Airports Council, and numerous local businesses, Chambers of Commerce, MPOs, and transit providers in YOUR area.

FBT – Your "Voice" for Transportation!

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