

-Maryam's Manifesto-

Talking Points for Maryam Ghyabi

I.) Opening

- Thank you, Doug ... I'm
 - glad to be here today
 - pleased to appear on such a distinguished panel
 - and very proud to serve as FBT's Chair for 2007.
- Don't you think that Doug and FBT are making an outstanding contribution to "better transportation" in Florida?
- *(Doug ... I read that just the way YOU wrote it!)*

II.) My Background

- Like the other speakers here ... my background and insights will influence my comments about Florida's transportation future.
- My experience is as:
 - a Civil Engineer,
 - an entrepreneurial business owner,
 - a Central Florida (regional) resident,
 - the current FBT Chair,
 - a politically-involved community leader,
 - and more (... woman, mother, etc.).
- So I offer the following as:
 - an experienced,
 - thoughtful,
 - passionate,

- voice of reason

... in support of finding new and better ways to
Keep Florida Moving into the Future!

III.) P3s – “Part” of the Solution

- Just like any relatively-new transportation innovation ITS,
 - open-road tolling,
 - etc.
 - P3s should be viewed as "**PART**" of the solution ... to meeting Florida's growing transportation funding needs.

IV.) Don't “Over-Sell”

- However, we do ourselves -- the public -- the politicians -- and transportation a huge **disservice if we "over-sell" P3s.**

V.) Be Honest

- We need to approach this subject from
 - a common-sense, conservative viewpoint
 - that recognizes the significant possible benefits –
 - while at the same time being honest about
 - limitations and circumstances where P3s would be best suited.

VI.) Be Clear

- And we need to be VERY CLEAR that:
 - P3s should be used as a tool to ADD capacity, and

- ADD revenue for TRANSPORTATION.

VII.) In ADDITION to ... Not REPLACEMENT for

- If we allow "the politicians" to view P3s as an excuse for not ALSO continuing to increase transportation funding through more traditional sources -- we will not have made much overall progress!

VIII.) Burned by the Lottery

- Remember... we can't afford a repeat of the **Florida Lottery situation** where the Lottery was originally "sold" as a source of ADDITIONAL funding for Education ...
- but it quickly became a replacement for existing sources! The result: little or no net gain.

IX.) Providing "Choices"

- Also, for the public to view P3s as a "good thing" we should always be talking about providing the public with transportation "choices."
 - There should always be a (perceived) "free" parallel route ... and that's why we need to be clear about "adding toll-optional" lanes to existing "free" highways -- like Interstates.
 - After all ... isn't that a large part of what makes America GREAT? Being FREE TO CHOOSE!
 - In no other area of our lives would Americans be content with "No Choice." (Soviet-style) Why is transportation the exception? Why should it be?
 - We don't go to a Mexican restaurant and get a menu with only ONE Choice for a food item!

X.) Congestion Insurance

- That's why HOT (High Occupancy Toll) or "managed" lanes should be labeled as an option for folks to "purchase congestion insurance" to help them get where they need to be on time.
 - If you're not in a hurry ... then take your chances with the "free" lanes.
 - but if you absolutely, positively need to be on time ... wouldn't it be nice to have the "option" of taking this toll lane?

** Like Doug always says ... "Facts Are Nice, But Slogans Sell Beer!"*

XI.) Practical Transit Incentive

- An additional benefit of toll lanes is they can be used to **encourage greater transit usage** -- if express bus service can use the HOT lanes for free!
 - Suddenly, we've provided an "**incentive**" -- a good common-sense word -- for people to use the bus ... because they'd now get to zip past everyone else stuck in traffic.

XII.) Closing

- Well ... I see that my time is up.
 - I hope that at least some of you found my comments worthwhile ... and the rest of you will **WAKE UP – Refreshed!**
 - And I look forward to our time of Q & A in a few minutes.