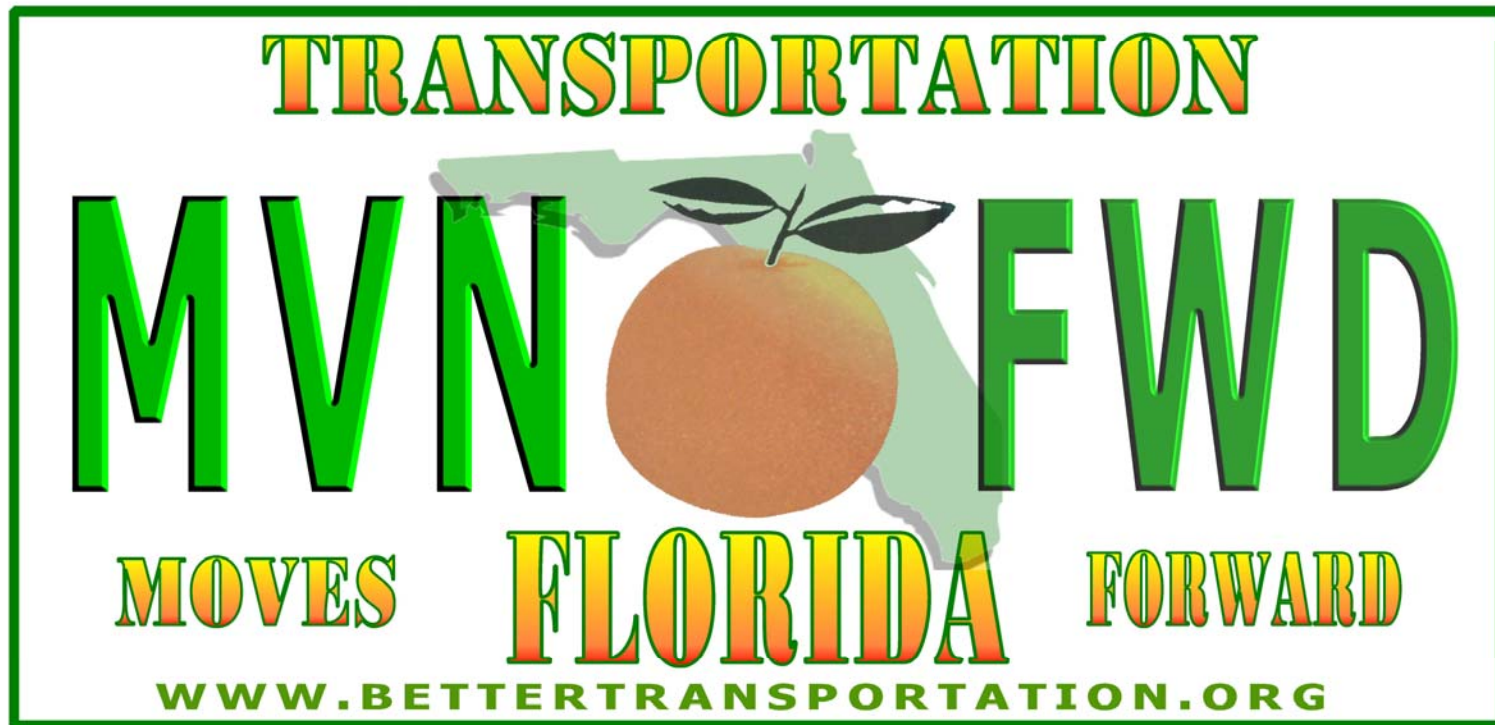


Moving FLORIDA Forward!



Transportation for Florida's Future

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Future in Jeopardy

Florida's bright & prosperous future is jeopardized by growing traffic congestion.



Traffic congestion threatens to bring Florida to a screeching halt.

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Congestion Hurts Florida



Congestion means:

- missed business opportunities,
- increased operating costs, and
- lost time that could have been spent with families, friends, and loved ones.

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Florida's Economy

Is Florida's economy:

- tourism,
- agriculture, or
- construction-based?

Florida has a

"TRANSPORTATION-based"
economy.

Transportation is literally
the "fuel" that drives
Florida's economy.



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Don't Just Sit There...

"Even if you're on the right track, you'll get run over if you just sit there."

- Will Rogers



**NOW is the time to take steps to
... Move Florida FORWARD!**

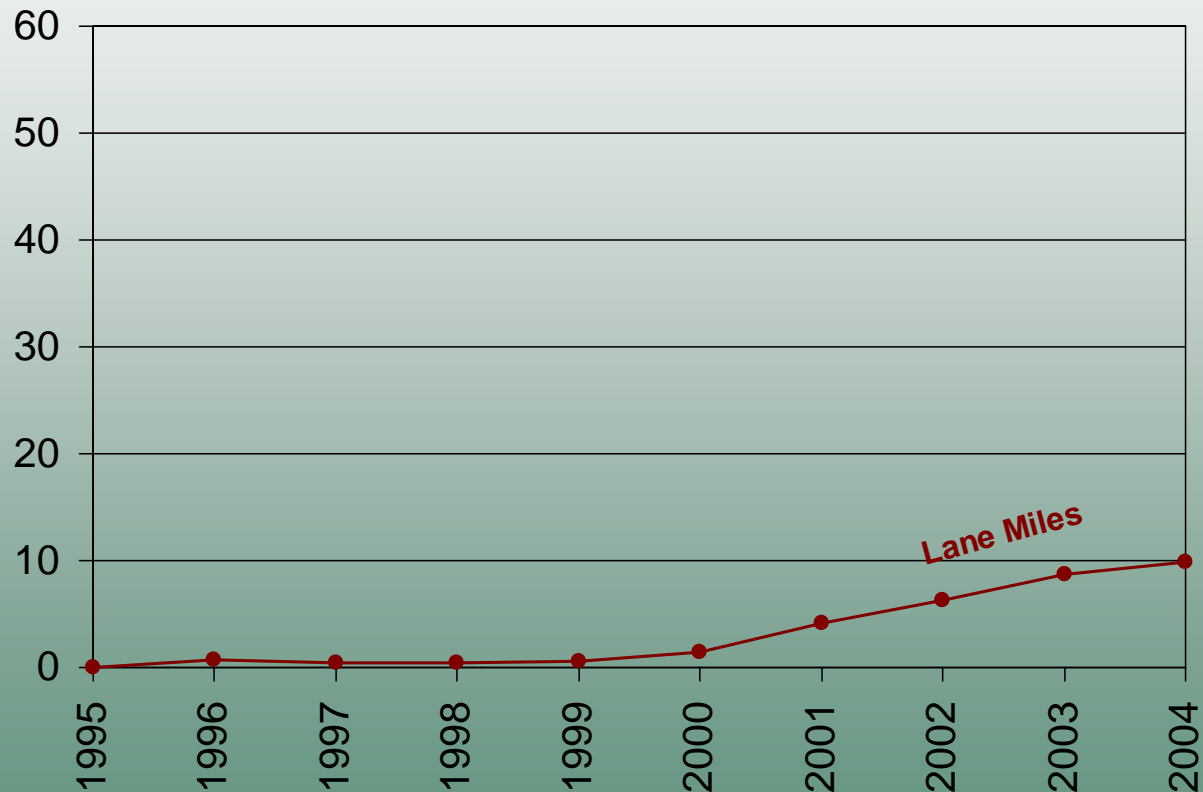
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Florida's Growth

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

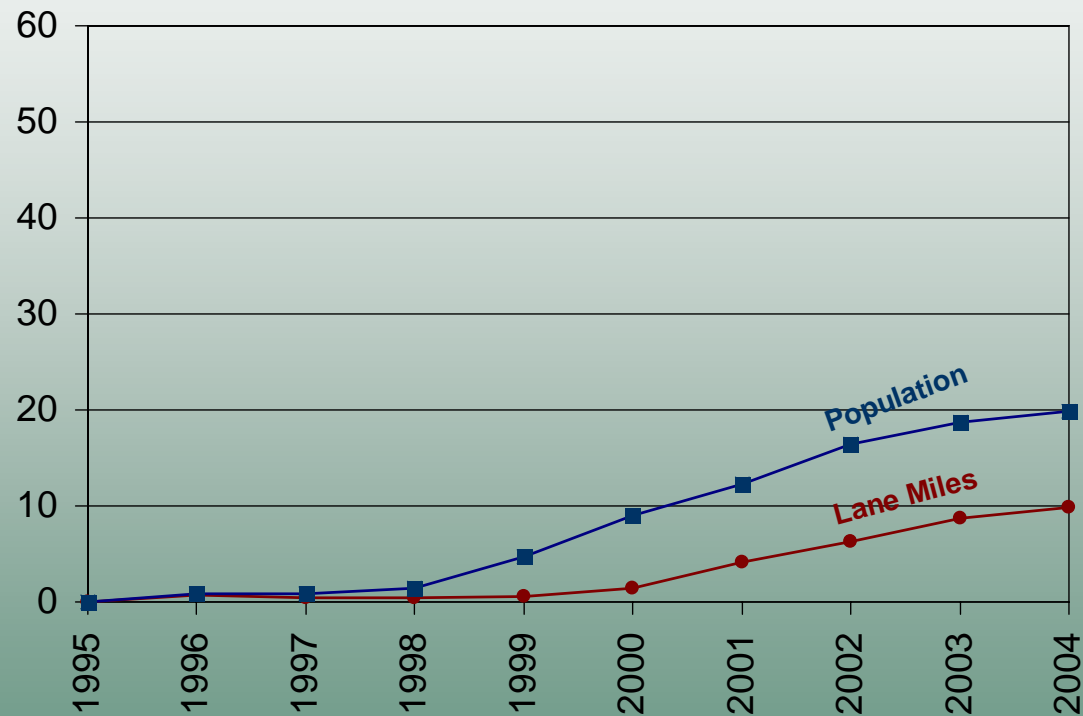


- Lane miles are increasing at **1.1%** annually



Florida's Growth

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

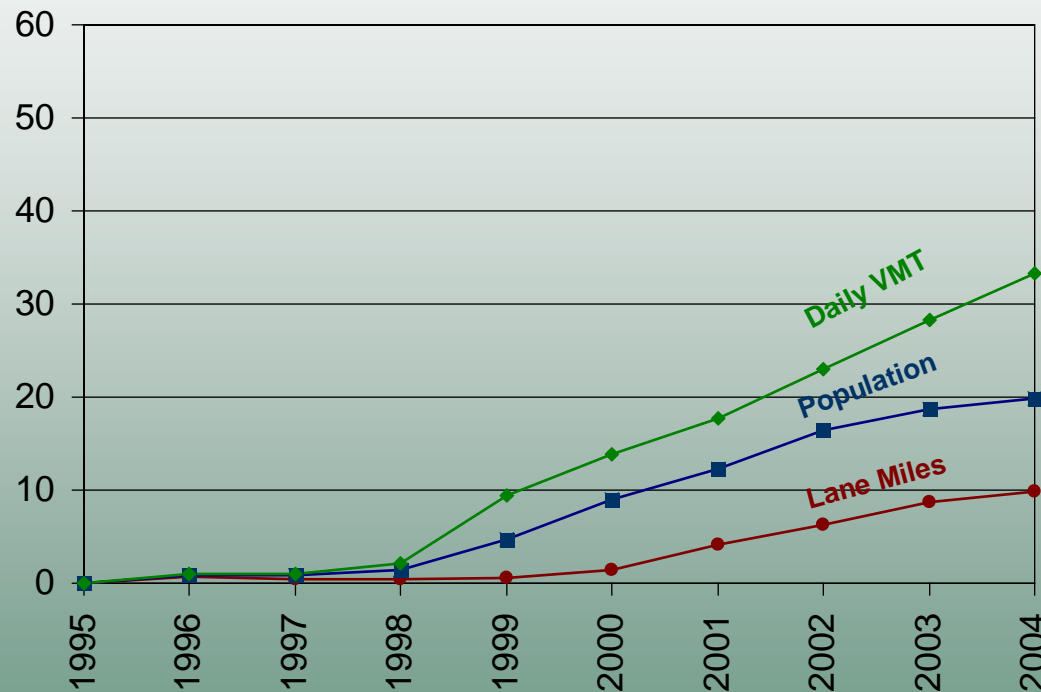


- Lane miles are increasing at **1.3%** annually
- Population is increasing at **2.3%** annually



Florida's 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
- Population is increasing at **2.3%** annually
- VMT is increasing at **3.5%** annually.

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What Growth Means *(previously)*

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!

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What Growth Means *(updated)*



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What Growth *Also* Means

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



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\$58 Billion "Pothole"



Over the next 25 years we need an additional \$58 BILLION ... just to keep things the way they are *TODAY!*

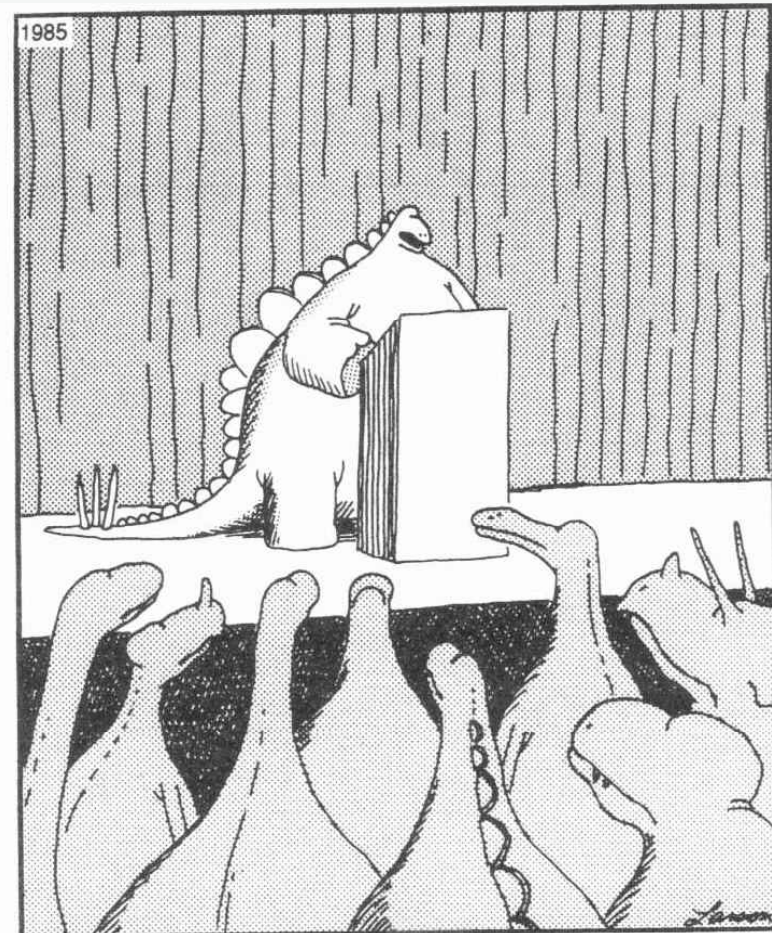
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Bleak picture?

“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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The Mess We're In

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

-Ronald Reagan



Florida can't afford the Status Quo!

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The Mess We're In

Florida Chamber's "New Cornerstone *Revisited*" report (Dec. 2007)...

- Great at Maintaining, but
- Little Money Left for

Badly-Needed **New Capacity!**



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The Mess We're In



Reason Foundation study:

- **Fatality Rate** per 100 million miles 34th
- Urban Interstate miles **congested** 40th
- **Total Disbursements** per mile 48th

Overall Rank for 2004 & 2005 **41st**

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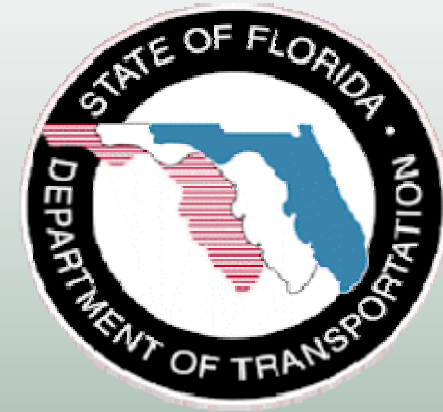


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FDOT's Dilemma

Over the last 3 years,
Florida DOT has deferred:

- **268 projects**
- **worth \$5.7 Billion**



These types of projects return **\$7** in economic **benefit** for every **\$1** invested.

**Think how much better Florida's
economy would be today if ...**

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What Can We Do?

1.) Protect Existing Transportation Funding Sources

- State Transportation Trust Fund (STTF) and the new monies from the 2005 Growth Management legislation - \$542 million annually



Transportation “Hippocratic Oath” –
First Do No Harm!

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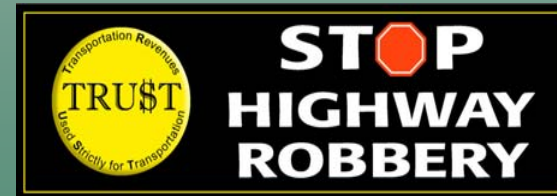


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STOP Highway Robbery!

In the 2008 last Legislative Session, over **\$300** million was diverted AWAY from the State Transportation Trust Fund (STTF) – the Florida House wanted to divert \$640 million!

With Florida's economy still sputtering, hundreds of millions more will be in jeopardy as well in 2009.



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TRANSPORTATION

STOP Highway Robbery!

- TRUST in GOVERNMENT should not be an OXY-MORON
- The first casualty of a revenue downturn shouldn't be safety
- Traffic congestion is already very bad, why make it worse
- Now is the time to make TRANSPORTATION "**INVESTMENTS**" to help stimulate Florida's economy.



What Can We Do?

2.) Provide MORE Money for Transportation Improvements (from recurring and non-recurring sources)

- *Recommendations from the TBRC*
- *Common sense fee adjustments,*
- *Would add \$600 million first year,*
- *\$2 billion by the 10th year.*





What Can We Do?

3.) Move Ahead Quickly on New Transportation Corridors (... and expand & enhance existing transportation facilities).



TIME = Money!



- New corridors paid by tolls – not “robbing Peter to pay Paul.”
- New corridors help provide congestion relief to existing routes.



What Can We Do?

4.) Empower Local Governments to Do More for Transportation

- Local "Option" Rental Car Surcharge
- Index Local Option Gas Tax
- Index Motor Vehicle Fees



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We're "Sinking"



American Ship: "Mayday Mayday, we're sinking. WE ARE SINKING."
German Coast Guard: "What are you SINKING about?"

Importance of effective communication!

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A Failure to Communicate



"What we've got here is a failure to communicate."

How can we effectively communicate the
Importance of TRANSPORTATION?



Effective Communication

“Translate” to “Sell” TRANSPORTATION to (the 3 Ps):

- **P**ublic,
- **P**ress, and the
- **P**oliticians.

Communication is a “contact sport” – translate what we’re doing to tell the 3 Ps – *without* using jargon – **why it matters.**

“Translate” to effectively communicate.

Facts are nice, but slogans sell beer.



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The BIG Picture

TRANSPORTATION is **MORE** than asphalt, concrete & steel ... it's really about **PEOPLE**.

It provides:

- **Safety,**
- **Freedom** and
- **Prosperity**

to the **PEOPLE** of Florida!



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Sell Truth & Offer Hope!

Hope: Story of the rail line built over the Alps from Austria to Italy – before a train existed that could make the trip!



Tell the truth about today's transportation challenges – really “sell” the truth – and then offer hope.

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Seven Suggestions

1.) Time is a precious commodity

What do people really want? **More free time!**

More Floridians would rather get a free day off than a free day's pay.

Talk about how your work will save PEOPLE time!

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TRANSPORTATION

Seven Suggestions

2.) Solutions are what Floridians demand

When developing plans, emphasize **solutions**.

Every time you talk about challenges, follow with **solutions that will make a difference in Floridian's daily lives.**

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Seven Suggestions

3.) Common Sense is what Floridians think is so lacking in government –

Rather than bleeding heart liberals, raging moderates, or compassionate conservatives ... what people really want from their government is “common sense.”

All of your solutions should be framed using a “common sense approach.”



Seven Suggestions

4.) **Don't talk about process** –

Nothing turns off the public faster than talking about a government process.

Floridians don't really care about the process - they care about the **outcome**.

Talk about the purpose of your plan ... and **don't use acronyms**.

Tell Floridians what you've done and what you are trying to do ... without getting mired in technical, bureaucratic ways of government.

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Seven Suggestions

5.) Talk about consumers –

From cell phone service, to satellite TV providers, to the variety of shopping and restaurant choices available today... the public is more **consumer-oriented** than ever before.

Floridians want more choices, more options, and more flexibility in transportation. **Give it to them.**

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Seven Suggestions

6.) Floridians are looking for **balanced approach** to virtually everything –

The public wants their government's plans to ***strike a balance*** between competing interests.

Make your plans and proposals **transparently balanced.**



Seven Suggestions

7.) Floridians want sincerity and simplicity –

The public will not trust any plan, proposal, or policy that seems too complicated.

They are against complexity not because they don't think life is complex. They know its complex.

The **public just distrusts complexity** because they think that **government folks hide behind complexity.**

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Seven Suggestions

7.) Floridians want sincerity *(continued)*

Be sincere in the development of your plans
... and simple in their presentation.

*“Always be sincere whether you
mean it or not.”* – Reubin Askew

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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



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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

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Now... What Will YOU Do?

1988 movie, "The Untouchables" –

Sean Connery &
Kevin Costner exchange
... *"What Are You
Prepared to DO
About It?"*

Same Question
For YOU!





FBT – Moving Florida Forward!

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

www.bettertransportation.org