



*Transportation 2016*

**Time for Action**

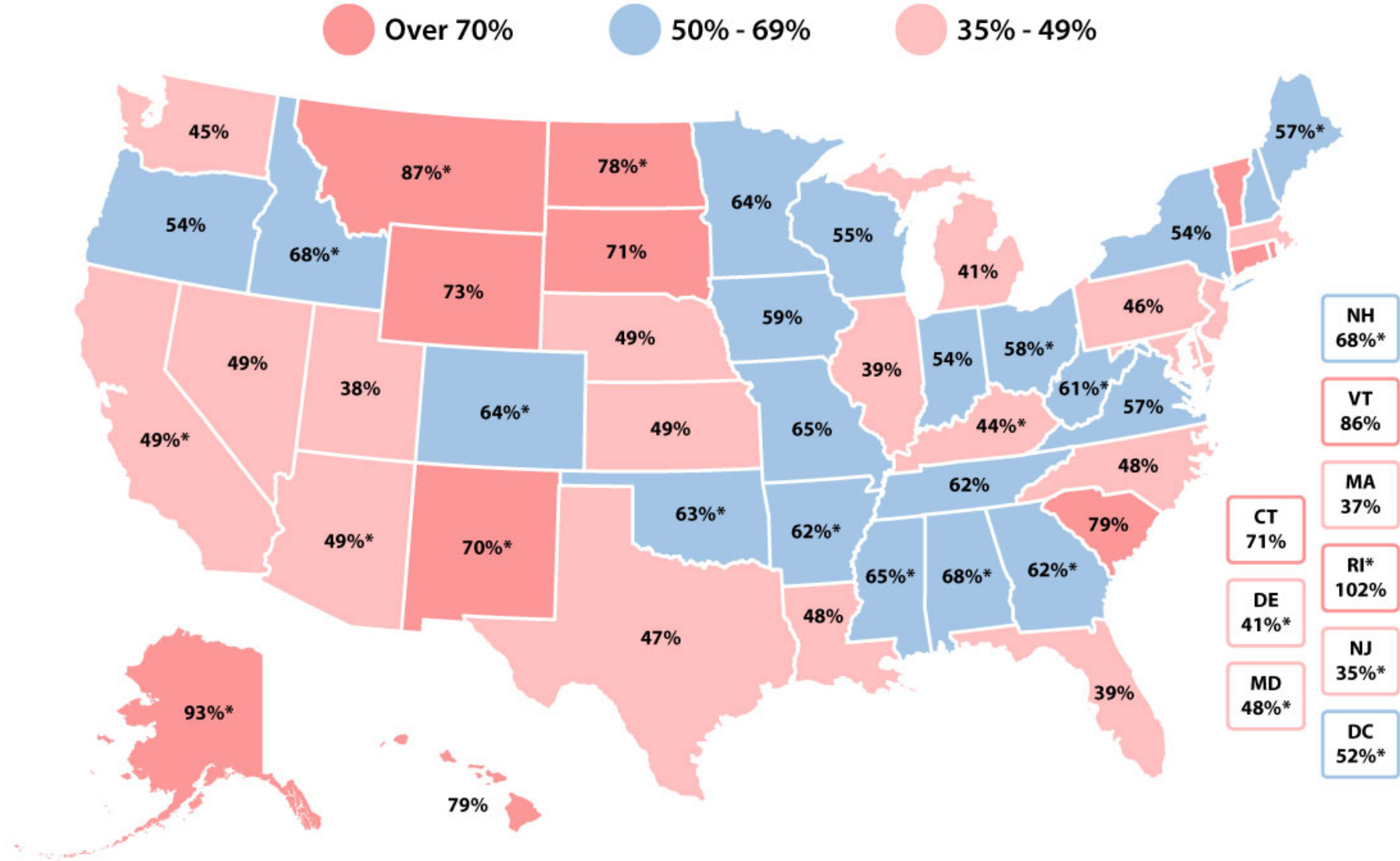
# Success With FAST Act Took Years of Effort

- ▣ Strong Coalition of organizations worked together
  - Local Government organizations
  - Industry Coalition – Transportation Construction Coalition
  - Starting shortly after passage of MAP-21, advocacy work highlighted the need for a permanent fix for the Highway Trust Fund

# Many Strategies Were Needed

- ▣ **Reports and Polling Research**
  - Study regarding Economic Impact of transportation investments and jobs in construction per state
  - Study released and promoted on the front page of USA Today identifying need to repair 63,000 of the most heavily traveled bridges in the U.S.
  - Research documents just how much each state relies on federal funding

# Federal funds, on average, provide 52% of annual State DOT capital outlays for highway & bridge projects



# Paid Advertising

- ▣ Television Advertising
- ▣ Radio Advertising
- ▣ Print Ads
- ▣ Digital Ads
  
- ▣ Requires Significant Resources

- ▣ <https://www.youtube.com/watch?v=0QuK6EEgaFM&feature=youtu.be>



# ▣ Let's Be Clear on the Bipartisan Seven Year "Governing" Record in Washington on Transportation Investment

- ▣ FAILING to permanently address the Highway Trust Fund's chronic cash flow problem FIVE TIMES since 2008.
- ▣ Borrowing over \$50 billion that FUTURE GENERATIONS WILL HAVE TO PAY just to maintain current highway and transit program funding.
- ▣ CREATING SO MUCH UNCERTAINTY IN THE MARKETPLACE WITH
- ▣ 32 SHORT-TERM PROGRAM EXTENSIONS that every year state transportation departments have to cancel or delay scheduled projects, JEOPARDIZING PRIVATE SECTOR JOBS and making capital investment and hiring decisions more risky.
- ▣ PLAYING POLITICS AND REFUSING TO MAKE A HARD DECISION
- ▣ on well-established and understood user fees because it might be "unpopular."
- ▣ Mr. President, Congress...
- ▣ Stop the phony "pay fors," political preconditions and procrastination.
- ▣ Now is the time for a permanent Highway Trust Fund fix!
- ▣ It's time to honestly explain the federal transportation investment situation to the American people and ask for their help in solving the nation's mobility problems.

# Social Media/Grassroots Organizing

- ▣ Phone2Action Platform used to organize supporters across the country and mobilize at key times
- ▣ Online petitions
- ▣ Infographics shared on Social Media platforms
- ▣ Events in Washington, D.C. brought thousands of people to the nation's capital to demand action



# 5% annual increases



create an additional

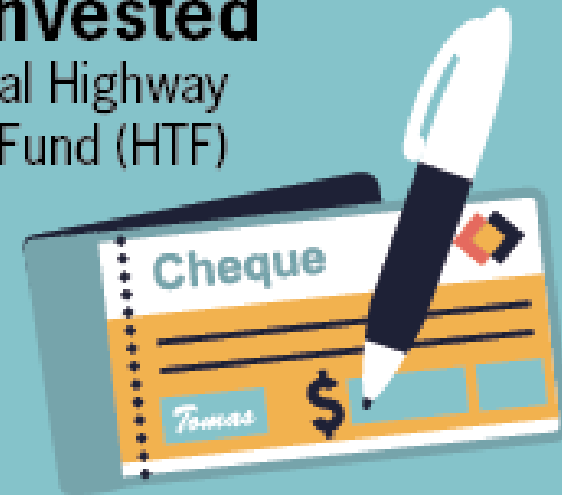
## \$9.6 billion in real GDP

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5% annual increases in federal highway and transit investment over 5 years would **create an additional \$9.6 billion in real GDP** for the U.S. economy.

# \$1 invested

Federal Highway  
Trust Fund (HTF)



## returns 74 cents

in tax revenue

Every **\$1 invested** through the federal Highway Trust Fund (HTF) in state highway, bridge and public transit infrastructure programs **returns 74 cents** in tax revenue.

# Sick of Dodging Potholes?

Tell Congress  
You've Had Enough.



**TAKE ACTION**

# Want a Safer Ride?

Tell Congress  
to Fix Our Roads  
& Bridges.



**TAKE ACTION**

# Minnesota Needs a Strong Advocacy Campaign

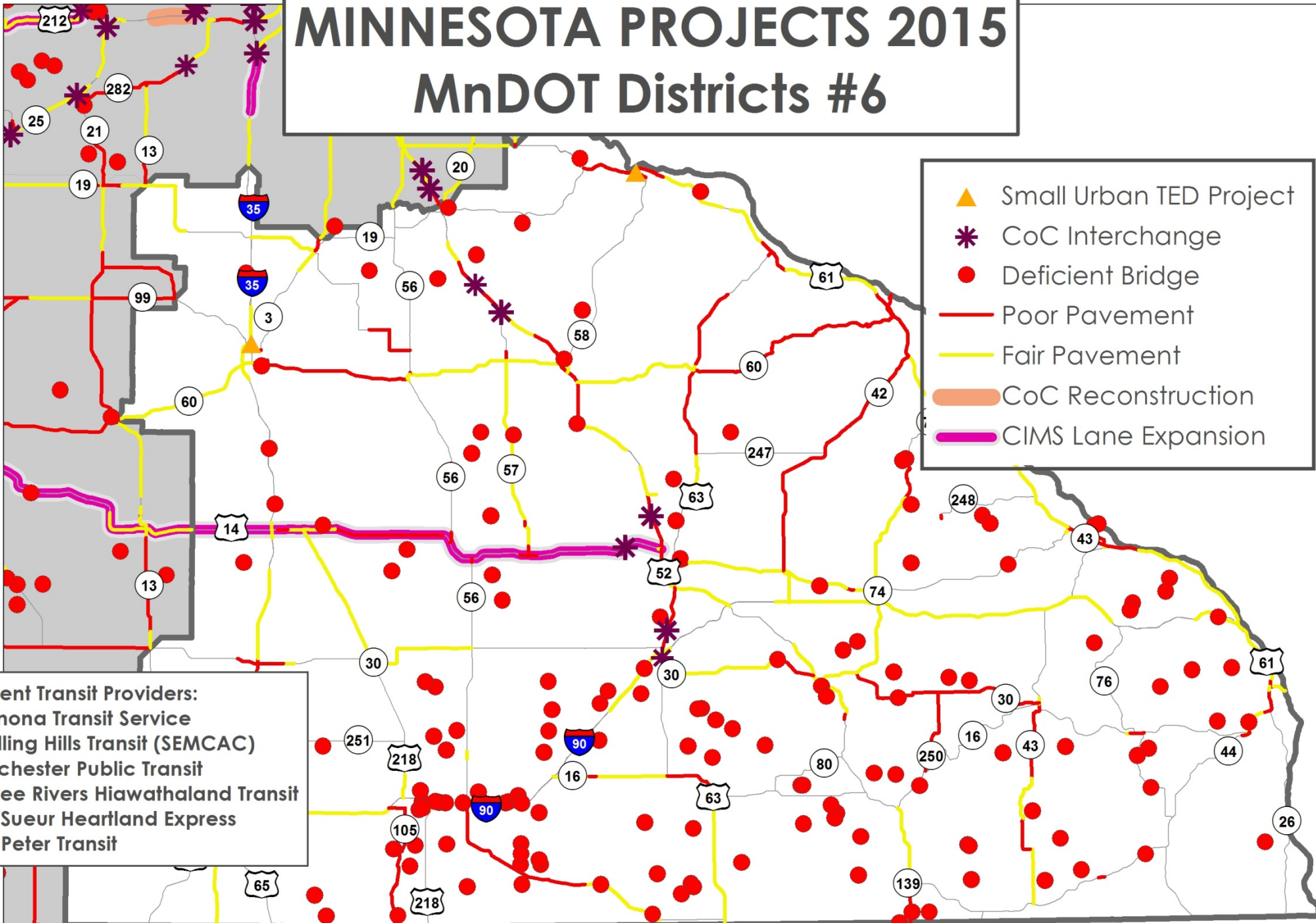
- ▣ Success in the 2016 Legislative Session will take a strong, united and coordinated effort
- ▣ We need to use multiple Strategies:
  - Grassroots Organizing – getting people to contact legislators
  - Events with Legislators
  - Media Coverage
  - Radio Ads
  - Billboards
  - Testimony at Committee Hearings
  - Reports and Research Information

# MINNESOTA PROJECTS 2015

## MnDOT Districts #6

- ▲ Small Urban TED Project
- \* CoC Interchange
- Deficient Bridge
- Poor Pavement
- Fair Pavement
- ▬ CoC Reconstruction
- ▬ CIMS Lane Expansion

- Current Transit Providers:
- Winona Transit Service
  - Rolling Hills Transit (SEMCAC)
  - Rochester Public Transit
  - Three Rivers Hiawathaland Transit
  - Le Sueur Heartland Express
  - St. Peter Transit



Facilitating Economic Growth:  
**The Impact of a \$600 Million  
Increase in Minnesota's  
Annual Highway & Bridge  
Capital Outlays**

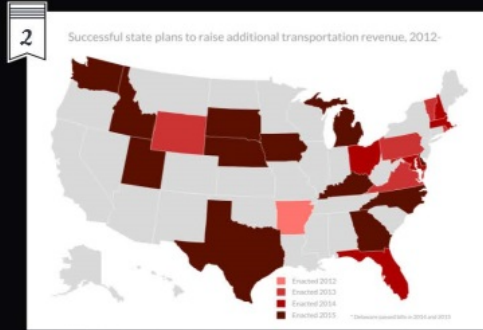


# 5 THINGS

To know about Minnesota's infrastructure

**1** Our roads and bridges are getting worse.

More than half of our roads are 50 years old or older. Close to 1,000 of Minnesota's bridges are deficient.



Source: Transportation for America <http://www.t4a.org/maps-tools/state-transportation-funding/>

Since 2012

23 states have approved new transportation revenue

BUT

Minnesota isn't one of them.

**3** Some roads are not safe.

Traffic fatalities are the main cause of death for people ages 2-34. Most accidents happen on two-lane, rural highways.



**4** 2.4 MILLION

That's the number of vehicles that cross structurally deficient bridges in Minnesota each day.

**5** \$700

Congestion is costing commuters over \$700 per year in lost time and fuel.

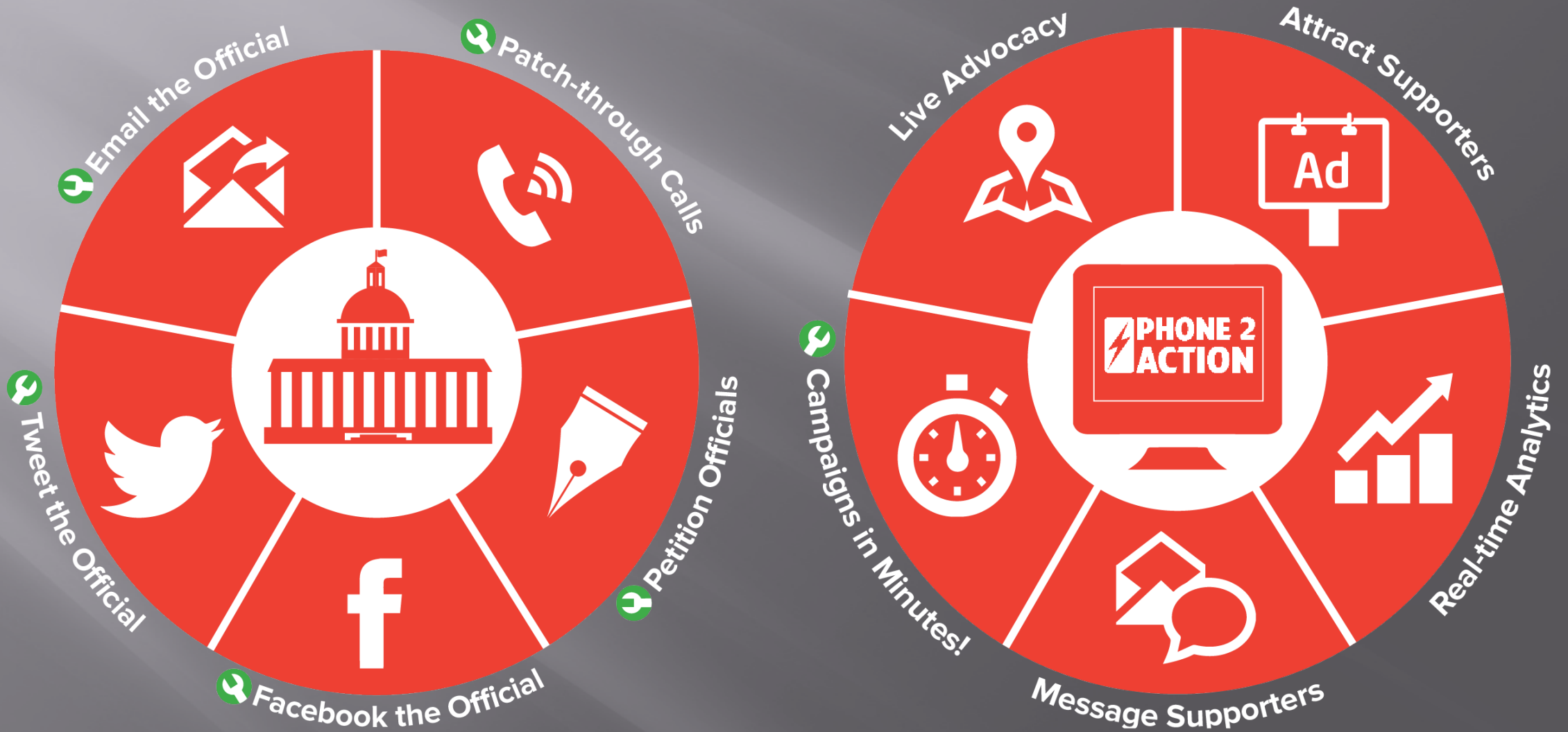
WANT TO HELP?

Visit:

[www.fundourroads.com](http://www.fundourroads.com)

Sign a petition telling your state representative to pass long-term transportation funding this year.

# PHONE2ACTION PLATFORM



## Urgent Action: Thank Your Congressman and Senators Today

Let's act now to welcome the 114th Congress into session. Your officials care deeply about hearing from you, and we want to make it easier for you to connect directly with them.

So go ahead and take this opportunity to connect with them directly - simply enter your information and our system will match you with your officials, and let you contact them over social media, via email, or even over the phone!



Enter your information to welcome your House Member and your US Senators now!



Send an email to your officials with one click!

Mr.



Full Name\*

Email (jsmith@mail.com)\*

Mobile Phone\*

Home Address (123 Any St)\*

Zip Code\*



Send Email

Dear Official,

Thanks for representing me in the 114th Congress!

Regards, *Your Name*

Send me text messages about this



# **PHONE2ACTION**

Text: TRANSPORTATION

TO: 52886

THERE'S NO MONEY  
TO FIX HIGHWAY 14

[FUNDOURROADS.COM](http://FUNDOURROADS.COM)

THERE'S NO MONEY  
TO FIX HIGHWAY 23

[FUNDOURROADS.COM](http://FUNDOURROADS.COM)

MINNESOTA - LAND OF 1,000  
STRUCTURALLY DEFICIENT  
BRIDGES [FUNDOURROADS.COM](http://FUNDOURROADS.COM)

# Transportation Day at the Capitol

March 16<sup>th</sup>

North Central States Regional Council of Carpenters  
710 Olive Street, St. Paul

**[www.transportationalliance.com](http://www.transportationalliance.com)**

We CAN Get It Done in 2016!

Working Together We Can Keep Up the  
Pressure

We did it in 2008 – We can do it again  
Get Engaged – Stay Engaged