

“FLOOR IT!”



Accelerating Action on Highway Authorization



Presenters

- **Pam Whitted** – National Stone, Sand and Gravel Association
- **Jay Hansen** – National Asphalt Pavement Association
- **David Hubbard** – Portland Cement Association
- **Kerri Leininger** – National Ready Mixed Concrete Association
- **Leif Wathne** – American Concrete Pavement Association



Agenda

- Welcome
- Status of Surface Transportation Authorization Legislation
- Update on Current Advocacy Activities
- Next Step---*Floor It!*
- “How To’s” – The Ins and Outs, Do’s and Don’ts of Meetings & Tours
- Review of Talking Points / Messages
- Q & A Period
- Wrap-Up



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Legislative Status - House

- Ryan Budget
 - Highway funding limited to Highway Trust Fund revenues
- House Proposal
 - \$230b over 6 years, FY12 - \$27.5b Highways
 - Programmatic reform but lacking details
 - Not scheduled for floor consideration
 - Reaction



Legislative Status - Senate

- Senate Proposal
 - Bipartisan
 - \$109b over 2 years, FY 12 - \$41b highways
 - Programmatic reform but lacking details
 - Need to find \$12b and 60 votes in Senate
 - Inhofe wants Finance Committee details
 - Markup expected after debt limit resolved



State-by-State Impact of Cuts to Highway Infrastructure Investment

State	FY 2011 Actual*	FY 2012 Estimated Under House GOP Budget**	Reduction	% Reduction	Jobs Lost***
Alabama	719,499,894	462,250,406	-257,249,488	-35.75%	8,947
Alaska	448,795,497	285,374,201	-163,421,296	-36.41%	5,684
Arizona	609,245,750	447,606,436	-241,439,314	-35.03%	0,307
Arkansas	479,626,299	308,255,243	-171,371,056	-35.73%	5,960
California	3,421,473,255	2,171,036,650	-1,250,436,605	-36.55%	43,489
Colorado	507,641,720	322,886,021	-184,755,699	-36.39%	6,426
Connecticut	468,654,887	301,400,538	-167,254,349	-35.69%	5,817
Delaware	157,171,591	99,887,076	-57,284,515	-36.45%	1,992
District of Columbia	152,612,544	95,065,701	-57,546,843	-37.71%	2,001
Florida	1,779,520,834	1,165,594,138	-613,926,696	-34.50%	21,352
Georgia	1,214,718,614	791,842,153	-422,876,461	-34.81%	14,707
Hawaii	161,399,324	101,173,351	-60,225,973	-37.31%	2,095
Idaho	269,568,494	174,914,534	-94,653,960	-35.11%	3,292
Illinois	1,344,744,025	863,482,496	-481,261,529	-35.79%	16,738
Indiana	895,910,212	585,100,712	-310,809,500	-34.69%	10,810
Iowa	457,727,766	287,486,787	-170,240,979	-37.19%	5,921
Kansas	360,820,113	225,819,716	-135,000,397	-37.41%	4,695
Kentucky	628,450,910	404,926,310	-223,524,600	-35.57%	7,774
Louisiana	644,013,112	410,682,482	-233,330,630	-36.23%	8,115
Maine	177,079,140	109,980,962	-67,098,178	-37.89%	2,334
Maryland	569,962,080	361,042,525	-208,919,555	-36.65%	7,266
Massachusetts	579,573,923	363,290,346	-216,283,577	-37.32%	7,522
Michigan	967,921,662	637,456,986	-360,464,676	-36.12%	12,537
Minnesota	603,633,915	382,954,688	-220,679,227	-36.56%	7,675
Mississippi	449,447,444	286,047,250	-163,400,194	-36.36%	5,983
Missouri	858,658,537	549,923,220	-308,735,317	-35.96%	10,738
Montana	377,525,663	236,468,527	-141,057,136	-37.36%	4,906
Nebraska	275,166,553	173,666,205	-101,500,348	-36.89%	3,530
Nevada	343,156,600	221,019,688	-122,136,912	-35.59%	4,248
New Hampshire	156,903,986	99,692,079	-57,211,907	-36.46%	1,990
New Jersey	944,367,136	603,896,272	-340,470,864	-36.05%	11,841
New Mexico	339,203,209	217,735,976	-121,467,233	-35.81%	4,225
New York	1,596,443,684	1,010,339,801	-586,103,883	-36.71%	20,384
North Carolina	983,190,394	634,033,049	-349,157,345	-35.51%	12,143
North Dakota	236,322,354	149,197,373	-87,124,981	-36.87%	3,030
Ohio	1,243,591,571	800,549,144	-443,042,427	-35.63%	15,409
Oklahoma	601,558,415	383,540,118	-218,018,297	-36.24%	7,582
Oregon	466,361,039	294,096,576	-172,264,463	-36.94%	5,991
Pennsylvania	1,559,308,478	991,784,840	-567,523,638	-36.40%	19,738
Rhode Island	206,290,321	128,123,683	-78,166,638	-37.89%	2,719
South Carolina	592,210,888	383,573,586	-208,637,302	-35.23%	7,256
South Dakota	260,941,109	167,067,361	-93,873,748	-35.98%	3,265
Tennessee	781,257,424	504,632,610	-276,624,814	-35.41%	9,621
Texas	2,970,543,549	1,933,957,611	-1,036,585,938	-34.90%	36,051
Utah	305,185,298	195,286,348	-109,898,950	-36.01%	3,822
Vermont	190,674,842	118,612,958	-72,061,884	-37.79%	2,506
Virginia	943,236,368	608,667,388	-334,568,980	-35.47%	11,636
Washington	635,435,628	395,948,876	-239,486,752	-37.69%	8,329
West Virginia	405,181,815	264,177,687	-141,004,148	-34.80%	4,904
Wisconsin	691,609,718	445,591,025	-246,018,693	-35.57%	8,556
Wyoming	231,317,734	147,196,966	-84,120,768	-36.37%	2,926
Federal Lands and Other Allocated Programs	4,732,144,682	3,695,463,345	-1,036,681,337	-21.91%	36,052
TOTAL	41,107,000,000	27,000,000,000	-14,107,000,000	-34.32%	490,627



State-by-State Impact of Cuts to Highway Infrastructure Investment

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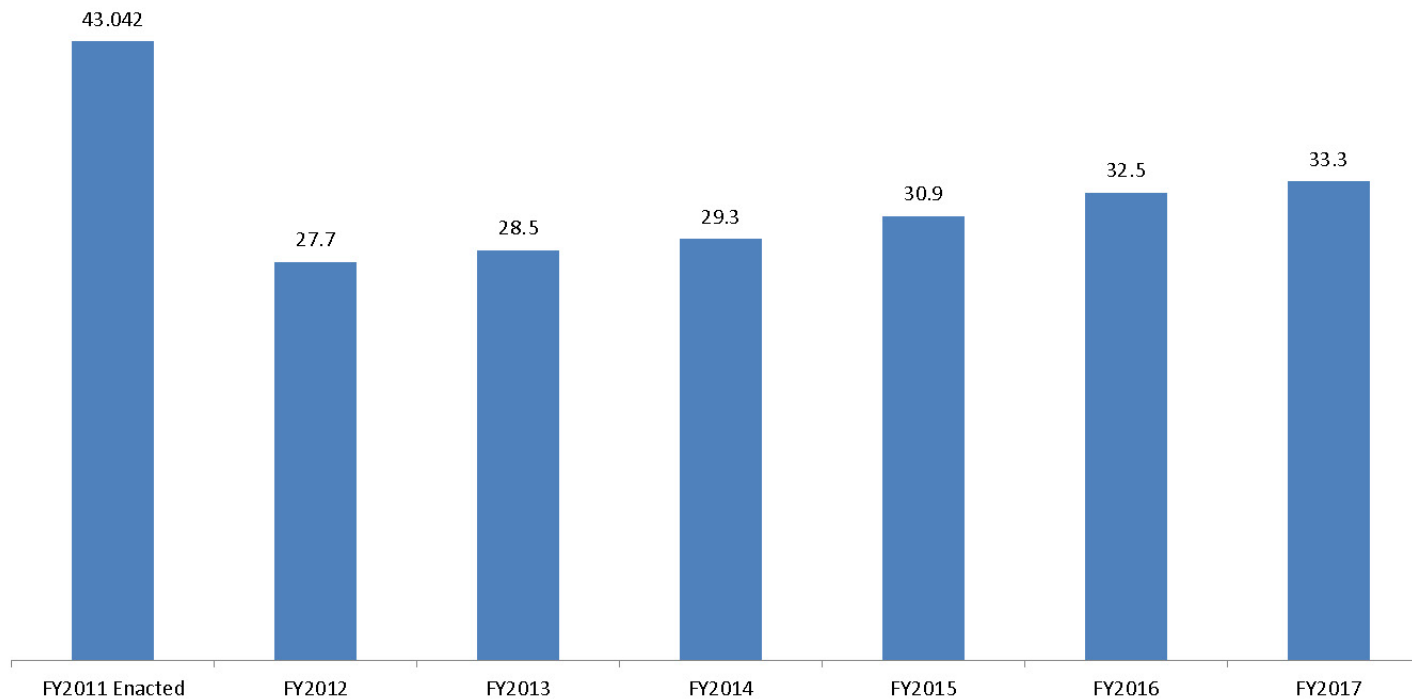
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Minnesota	600,000,915	392,954,000	-207,046,915	-34.50%	7,075
Mississippi	449,447,444	286,047,250	-163,400,194	-36.36%	5,683
Missouri	858,658,537	549,923,220	-308,735,317	-35.96%	10,738
Montana	377,525,663	236,468,527	-141,057,136	-37.36%	4,906
Nebraska	375,193,503	173,966,205	-201,227,298	-38.89%	3,530
Nevada	343,153,500	221,019,688	-122,133,812	-35.59%	4,156
New Hampshire	600,000,915	392,954,000	-207,046,915	-34.50%	7,075
New Jersey	600,000,915	392,954,000	-207,046,915	-34.50%	7,075
New Mexico	217,735,976	121,467,233	-96,268,743	-35.81%	4,225
New York	1,510,443,684	1,010,339,801	-500,103,883	-33.11%	20,384
North Carolina	634,333,049	349,157,345	-285,175,704	-35.51%	12,143
North Dakota	149,197,373	87,124,981	-62,072,392	-36.87%	1,446
Ohio	800,549,144	443,042,427	-357,506,717	-35.83%	14,446
Oklahoma	383,540,118	218,018,297	-165,521,821	-36.24%	4,999
Oregon	406,361,039	264,096,576	-142,264,463	-36.94%	5,991
Pennsylvania	991,784,840	567,523,638	-424,261,202	-36.92%	18,739
Rhode Island	123,123,683	78,166,638	-44,957,045	-36.50%	2,711
South Carolina	383,573,586	208,637,302	-174,936,284	-35.81%	7,155
South Dakota	167,067,361	93,873,748	-73,193,613	-35.98%	3,265
Tennessee	701,257,424	504,832,610	-196,424,814	-30.41%	9,621
Texas	2,970,543,549	1,933,957,611	-1,036,585,938	-34.90%	36,051
Utah	305,185,298	195,286,348	-109,898,950	-36.01%	3,822
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TOTAL	41,107,000,000	27,000,000,000	-14,107,000,000	-34.32%	490,627

**Average
Reduction:
34.32%**

**Jobs
Lost:
490,627**



Highway Funding - House Bill



Assumes 6 year allocation as follows:

Federal Highway Administration - \$182.3b

Federal Motor Carrier Safety Administration - \$3.6b

National Highway Traffic Safety Administration- \$4.8b

Federal Transit Administration - \$39.2 billion



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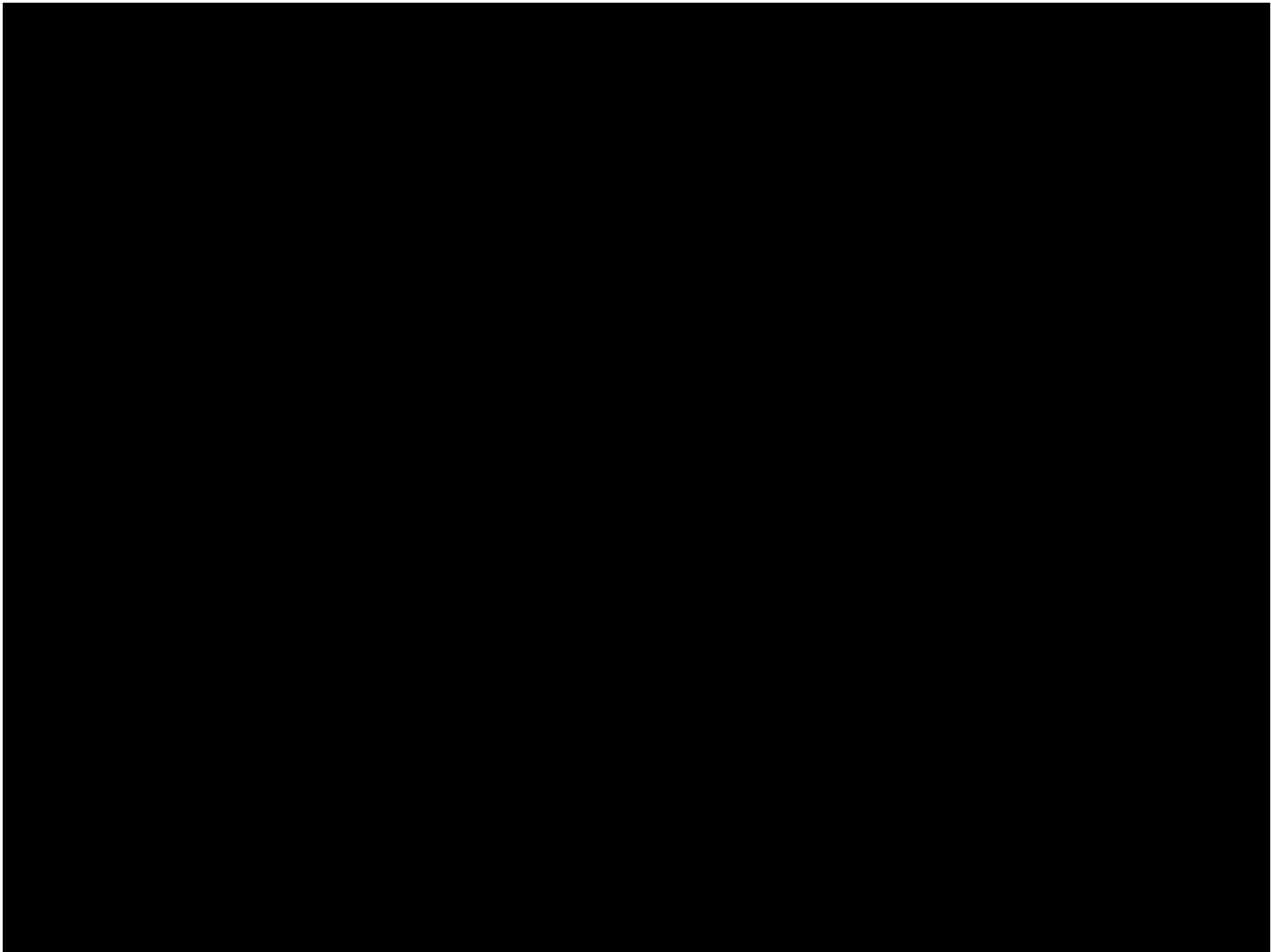
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Current Collaborative Grassroots Activities

- TCC Fly-In
- RALLY FOR ROADS
- Material Group Webinars
- ATM FasterBetterSafer
- AASHTO Message Workshops & Webinars (*Let's Make Some Noise!*)





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Individual Organization Grassroots Programs

Examples

- NSSGA – 100-Day Action Plan for Reauthorization
- AEM - “I Make America”
- ARTBA-APTA – Reagan/Clinton Importance of Transportation Ads
- ASCE – “Failure to Act” Report



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Next Step – ***Floor It!***

- Grassroots involvement at the local level key during August recess
- Many options to engage in August:
 - 1) Meetings with congressional delegation
 - 2) Phone calls to congressional offices
 - 3) Editorials/Letters to the Editor
 - 4) Press releases
 - 5) Facility tours
 - 6) Contact state DOTs



Next Step – ***Floor It!***

- Contact your Member of Congress' district office to arrange a meeting in August
 - Be flexible; Meet with staff if Member unavailable
 - Have leave-behinds on your facility and impact it brings to the local economy
- Ask employees to make calls or send emails to their Member's office voicing support for transportation funding



Next Step – ***Floor It!***

- Personal stories are key
 - Highlight your company's involvement in the district
 - Mention examples of how the recession has hurt you and your business
- Look for additional opportunities to engage with your Member of Congress
 - Participate in Town Hall meetings
 - Ask district office staff about any scheduled public appearances and ask questions!



Next Step – ***Floor It!***

- Leverage the press
 - Write Editorials or Letters to the Editor
 - A letter in the local newspaper is far more influential than a letter directly to a Member of Congress
 - Mention your Congressman by name
- Work with local partners and associations
 - Issue press releases stressing the need for funding



Sample Letter to the Editor

To the Editor:

The need for a comprehensive, long-term highway reauthorization bill before the end of the current extension of the law on Sept. 30 cannot be understated. The unemployment rate in the construction sector is double the national average – two million construction-related jobs have been lost since the recession began.

The less than 4 percent of the stimulus package and subsequent jobs bills that actually went for roads were important steps to temporarily prop up our ailing transportation system, but now Congress and the Administration need to commit to long-term funding. The series of short-term extensions since September 2009 has made it impossible for American businesses to plan for the future - now we're continuing to lose jobs and are putting our economy at risk.

Adequate transportation infrastructure capacity and reliable and cost-effective transportation services are essential to economic growth, increased productivity, and maintaining the competitiveness of American businesses across all economic sectors. Further, by creating jobs across construction, engineering, resources, and manufacturing sectors, transportation investment serves as an important economic driver in and of itself.

Continuing with short-term extensions is not a viable option. Congress must make long-term transportation planning and investing a priority and develop legislation that provides policy and programmatic reforms as well as dedicated funding for highways.

Sincerely,

INSERT NAME /ORGANIZATION



Issue a Press Release

Contact: Mark Lambert

Lambert Media
225-937-8113
lambertmedia@earthlink.net

July 18, 2011



**Louisiana Good Roads and
Transportation Association**

Press Release

Austere federal transportation proposal a “job killer” for Louisiana

Baton Rouge – A proposal that would strip Louisiana of \$271 million in federal transportation fund is an unacceptable plan that will halt the fragile economic recovery, decrease safety on Louisiana’s roads and kill more than 8,000 jobs, a highway advocate said Monday.

“This proposal is a job killer and should be rejected by the U.S. transportation committee,” said Ken Perret, president of Louisiana Good Roads and Transportation Association. “This measure doesn’t just tighten the belt; it tightens the noose on the Louisiana economy.”

The proposal from U.S. Rep. John Mica of Florida, who is chairman of the Transportation and Infrastructure Committee, eliminates all federal general funds from transportation spending, leaving only the underfunded federal transportation trust fund to help meet the country’s transportation needs. According to data from the Federal Highway Administration, Mica’s proposal will cost Louisiana \$271 million and 8,115 jobs.

“Do we really believe that the partisan gamesmanship going on in Washington is worth 8,000 jobs here at home?” Perret asked. “It’s an unacceptable plan.”

Perret called on transportation committee member U.S. Rep. Jeff Landry of New Iberia to “vote for Louisiana and vote against this proposal that will hurt our economy and put people out of work.

“Chairman Mica said we have to do more with less,” Perret said. “If this proposal passes, Louisiana will certainly get more – more traffic congestion, more roads in poor condition, more highway fatalities and more people out of work, all because we’ll have less money.”

Transportation projects create jobs and stimulate economic development. Perret pointed out that Site Selection magazine’s recent survey of business executives across the country revealed that highway infrastructure is the No. 1 factor for businesses that are looking for a place to locate or expand.



NATIONAL STONE, SAND & GRAVEL ASSOCIATION



Natural building blocks for quality of life



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Why Host a Facility Tour?

- Educate legislators about the industry and your company
- Influence legislators on legislation or regulations that impact your business
- Build a strong working relationship with your legislators
- Good public relations material



Scheduling Your Facility Tour

- Write your legislator early
- Congressional August recess
- Be flexible with scheduling
 - The Member's schedule comes first!
- Put your invitation in writing
 - Follow up personally with appointment schedule



Preparing For the Facility Tour

- Tidy up
 - Sweep or hose the yard to control dust
 - Wash the trucks
 - Properly dispose of waste
- Prepare employees
 - Educate employees on issues facing the industry



Research the Legislator

- Do your homework
 - Know your legislator's background
 - Research record of support
 - Prepare yourself on talking points specific to your industry and company needs
- Thank your legislator for any past support and/or leadership



Publicity

- Coordinate with the legislator's press secretary regarding publicity arrangements
 - Invite local media
 - Inform trade press
 - Take photos!!!



Selecting a Spokesperson

- Competent
- Articulate
- Personable
- Know the company
 - History
 - Operations
 - Employment base

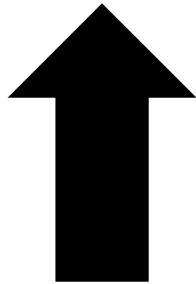
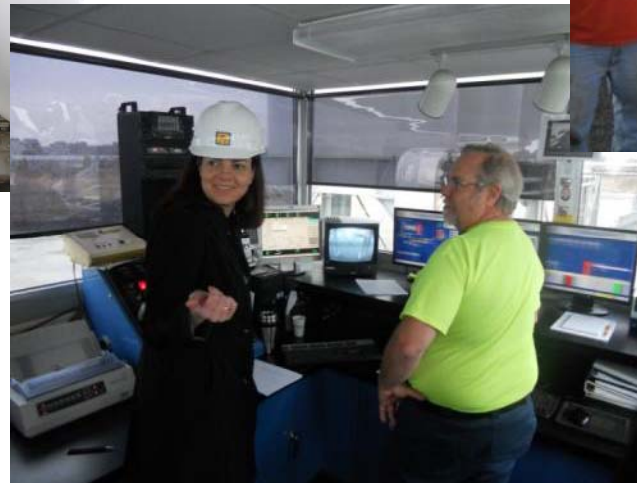


Follow Up After the Tour

- Send thank-you letter
- Cultivate a relationship
- Write a letter to the editor
- Contribute or volunteer on campaign
- Contact your trade association



Sample Photo for Distribution



- Gary and John Carew, Carew Concrete Supply Co., hosting a facility tour for Rep. Tom Petri (R-06-WI), House Transportation & Infrastructure and Education and the Workforce Committees



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Message Background

*“The surface transportation system of the United States is at a crossroads. The future of our Nation’s well-being, vitality, and global economic leadership is at stake. We must take significant, **decisive action** now to create and sustain the pre-eminent surface transportation system in the world.”*

[NSTPRSC, 2007]



What is this decisive action?

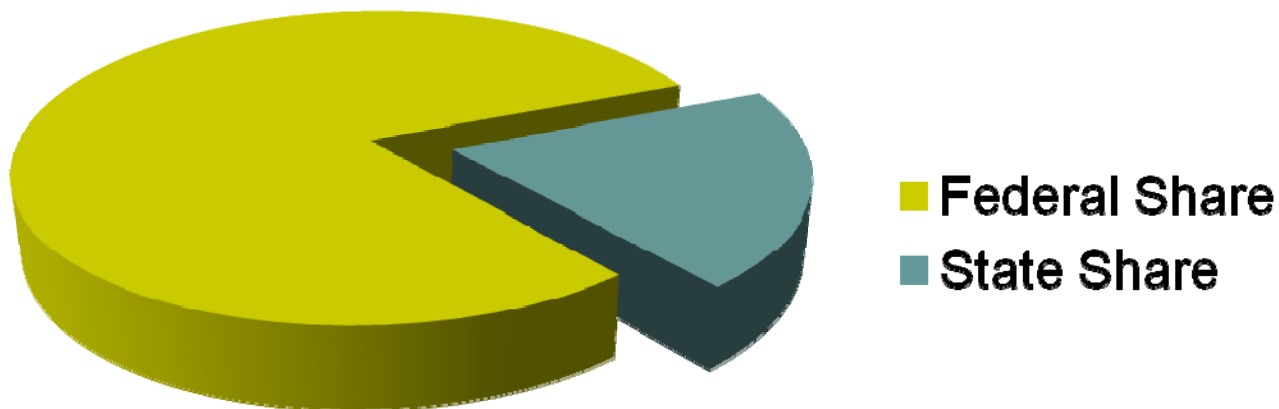


ENACTMENT OF A MULTI-YEAR FEDERAL TRANSPORTATION AUTHORIZATION!



Why should you care?

- Federal Share on NHS?



80% Federal Share

- Interstate – **90%** Federal Share



Importance of Federal Funding

- **Nothing** is more important to our industries than the highway authorization!
- States and counties require stable federal funding to continue project work!
 - No new projects...
- House proposal has 35% cut!
 - Catastrophic to our industry ~ 500,000 jobs lost

Can your company survive on 1/3 less work?



Key Messages

- **Need a multi-year bill!**
- **Current funding level (minimum)**
- **35% cut is unacceptable**
- **Passage NOW!**



You'll hear...

- *Already pay too much!* **NOT TRUE!**
 - 18.4 cents/gallon – buys 4 million mile network!
 - Translates to one cent/mile for 2011 F150 truck!
 - Spend less than ½ of what we spent in 1975 on fuel taxes.
 - Freeloading on the investments of previous generations – squandering it!
 - ASCE's "*Failure to Act*" makes this clear.
 - We **MUST** diffuse this argument!



Resources

- www.LifeIsAHighway.org
- www.Hotmix.org/HighwayBill
- www.NRMCAVoice.com
- www.acpa.org/legislative/LITF1.asp
- [www.tripnet.org/TRIP State Facts.htm](http://www.tripnet.org/TRIP_State_Facts.htm)



More Questions?

Contact:

Pam Whitted – NSSGA (703) 525-8788

Kerri Leiningner – NRMCA (240) 485-1159

Jay Hansen – NAPA (301) 731-4748

David Hubbard – PCA (202) 408-9494

Leif Wathne – ACPA (202) 638-2272



GOP Freshman Members

- Keep the message local.
- Explain what a 35% cut in the highway program mean for **your** company, **your** employees, and **your** community.
- They were also elected to create jobs.

