

Driving the Message for Change:

Nashville 2012

***Preserving our
Highway Investment***



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Public Relations Inc.



National Public Education Campaign to Promote Pavement Preservation



Keys to National Public Education Effort

1. An **engaged coalition** to help carry the message
2. **An informed national media** to make the issue a priority
3. Effective national and regional **campaign spokespeople**



Campaign Goals

- **Vocal coalition of stakeholders that supports and promotes pavement preservation**
- **Informed media reporting on the importance of preserving roads for economic growth**
- **Educated public that understands PP benefits -- cost savings, safety, efficiency**



Campaign Strategy: **Educate key target audiences**



- 1. Coalition members**
- 2. Business media**
- 3. Business community**
- 4. Driving public**



Promoting the message



Potential billboard



Potential coalition members

- **American Concrete Pavement Association (ACPA)**
- **American Council of Engineering Companies (ACEC)**
- **American Public Works Association (APWA)**
- **American Road and Transportation Builders Association (ARTBA)**
- **American Society of Civil Engineers (ASCE)**
- **American Society of Highway Engineers (ASHE)**
- **American Traffic Safety Services Association (ATSSA)**
- **Association of Metropolitan Planning Organizations (AMPO)**
- **Institute of Transportation Engineers (ITE)**
- **International Road Federation (IRF)**
- **National Concrete Pavement Technology Center**
- **National Society of Professional Engineers (NSPE)**
- **Transportation Construction Coalition (TCC)**
- **Transportation Research Board (TRB)**
- **TRIP (National transportation research group)**



Potential coalition members

(cont.)

- **American Trucking Association (ATA)**
- **Heavy Duty Manufacturers' Association (HDMA)**
- **Industrial Truck Association (ITA)**
- **National Association of Manufacturers (NAM)**
- **Truck and Engine Manufacturers Association (EMA)**
- **National Traffic Enforcement Association (NTEA)**
- **American Automobile Association (AAA)**
- **American Insurance Association (AIA)**
- **Insurance Institute for Highway Safety (IIHS)**
- **National Business Association (NBA)**
- **National Small Business Association (NSBA)**
- **National Federation of Independent Business (NFIB)**
- **National Cooperative Business Association (NCBA)**
- **U.S. Chamber of Commerce**



National Public Radio interview, July 17, 2012

on national and state budget problems

“The biggest concern, I think the single biggest worry that people who really look at these state budgets get to is the infrastructure. You need roads to break this cycle. You’ve got to be able to attract businesses. And if your roads are full of potholes, if the port in your state is not functioning, if you’re allowing your airports to go downhill, if there’s no investment in infrastructure, it makes it very hard to break the cycle and start to grow again.”

***Marilyn Geewax,
NPR Senior Business Editor***



Media today is "crisis" driven

- Focus on crises, controversy, conflict
- News staffs and news space have shrunk
- Reporters, editors have little time to get the facts, especially complex stories
- Proactive approach essential
- Outside experts provide valuable insight



Media coverage won't just happen

- **Seek editorial support**
- **Generate news and feature articles**
- **Respond to related news coverage**
- **Create news opportunities**



Media needs to hear coalition's message

Tampa Tribune 9-18-2011



THE AGGREGATED PRESS

Traffic backs up on U.S. Highway 93 in Boulder City, Nev. The road leading to the Hoover Dam cannot accommodate the tourist traffic, which spills into Boulder City.

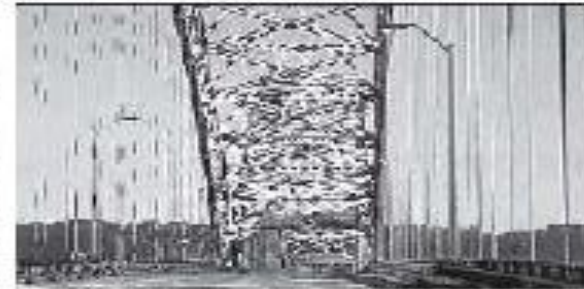
States struggle to fix aging infrastructure

Tight budgets, lack of political will leading to decline

The Associated Press

LAS VEGAS The Hoover Dam, one of the world's great engineering feats, is marred by roads with traffic so jammed along the Nevada-Arizona border that it tells a different story about the political will to maintain 21st-century infrastructure.

The road leading to the dam cannot accommodate the amount of tourists



The Sherman-Minton Bridge, spanning the Ohio River between New Albany, Ind., and Louisville, Ky., is closed following the discovery of a structural crack.



Accessing & Using *Campaign Resources*

For use by coalition members on NCPP / TSP•2 websites

Campaign Strategy

- National/Regional campaign plans
- Background on partnerships
- Coalition members

Issue Background

- Cost comparisons
- Charts
- Legislative history
- Research reports

Recent Media Coverage

- Editorials
- Letters to the editor
- Relevant news articles

Campaign Toolkit

- Spokesperson Training Guide
- Spokesperson talking points
- Media fact sheet
- News release template
- Opinion column template
- Letter to editor template
- Article for trade publications
- Campaign brochure
- Speech/PowerPoint presentation
- Campaign video




Campaign Toolkit

For use by coalition members on NCPP/TSP2 websites


- **Spokesperson Training Guide**
- **Spokesperson talking points**
- **Media fact sheet**
- **News release template**
- **Template for opinion columns**
- **Template for letters to the editor**
- **Article for trade publications**
- **Campaign brochure**
- **Speech / PowerPoint presentations**
- **Campaign video**




Campaign Brochure



Changing course to preserve America's roads




To reverse transportation system failure nationwide, a significant change in policy is urgently needed.



Pavement preservation uses fewer natural resources, reduces traffic congestion


Pavement preservation also uses considerably less natural resources – stone, gravel and sand – than does reconstruction. From a motorist perspective, preservation significantly cuts down on road closures and the resulting traffic congestion.



CPAR calls for change at all levels of road ownership

Here in the US, we have come to accept a reactive system as “normal” for our roads, in which we wait until road deficiencies become evident even to the untrained eye and major rehabilitation or complete reconstruction are the only options.

CPAR urges public officials charged with the responsibility for our roads and bridges to change course, stop wasting road assets and use road budgets responsibly – to protect our long-term investment.



2857 Jolly Road
Okemos, Michigan 48864
www.preserveroads.com



Campaign brochure (Continued)

Crumbling roads put US on path to economic decline

Our transportation infrastructure is an essential component for the security and economic strength of our country, individual states and local municipalities. Infrastructure is, however, at serious risk and must be protected and maintained.

Commerce depends in large part on highways, roads and bridges, but ironically the current approach to maintaining them is actually resulting in greater deterioration.

We must change course to stop the decline of our vast highway system and begin to reverse spiraling reconstruction costs and retain US economic strength.

The Coalition to Preserve America's Roads (CPAR) is coordinating a campaign to educate public officials, the media and all stakeholders, in an effort to change current policies.

The nation's highways are valued at more than \$3 trillion. As responsible stewards of the system, present and future generations should not allow the investment to deteriorate.



Widespread road deterioration, inadequate budgets threaten system

Deterioration of our roads and bridges worsens each year, resulting in escalating and unaffordable costs for repair. To reverse transportation system deterioration nationwide, a significant change in policy is urgently needed.

As a result of misplaced spending priorities, the nation's roads are getting worse. In 2009, the American Society of Civil Engineers graded the nation's roads a D-, down from a D in 2005.

Spending on capital projects (new roads) continues to exceed spending on operations and maintenance. In 2008, all levels of government spent more than twice as much on capital projects as on operations and maintenance. We continue to build new miles of roads but we are not making the necessary investment in preserving them.



Spending money to keep good roads in good condition is the most cost-effective way to save America's highways.



The current approach to our highways, roads and bridges - is bankrupting state and local budgets and debilitating a major component of our transportation infrastructure.

Preservation helps stretch tight road budgets

Unfortunately, federal, state and local transportation agencies for too long have been reactive, rather than proactive, in funding necessary maintenance. As a result, too many roads are entirely rebuilt far sooner than would have been necessary if they had received regular, proper maintenance - the most efficient use of tax dollars. Rehabilitating a road that has fallen into disrepair costs substantially more than keeping the road in good condition in the first place.

The cost of keeping a mile of road in good condition is less than half over time of letting a road deteriorate and then making major repairs. According to the American Association of State Highway and Transportation Officials (AASHTO), every dollar spent on road maintenance avoids \$6 to \$14 needed later to rebuild a road that has irreparably deteriorated.

State and federal leaders can encourage fiscal responsibility and stretch tax dollars by allocating more money to pavement preservation and policies that focus on sustainability.



"Worst first" not best policy

States, counties and municipalities are disproportionately devoting their transportation budgets to addressing the worst roads too late, rather than on preventive maintenance that would preserve and extend the life of roads and save money in the long run. By focusing on the worst roads, agencies are waiting until their roads have become the most expensive to fix before taking action.

Preservation approach puts more people to work

Taking a proactive preservation approach to sustaining our roads and bridges creates more employment in the road construction industry than does the reactive "worst first" reconstruction approach. More people are employed in a preservation approach than a reconstruction approach, because preservation requires more frequent, although less costly, and disruptive road treatments.

Campaign Video

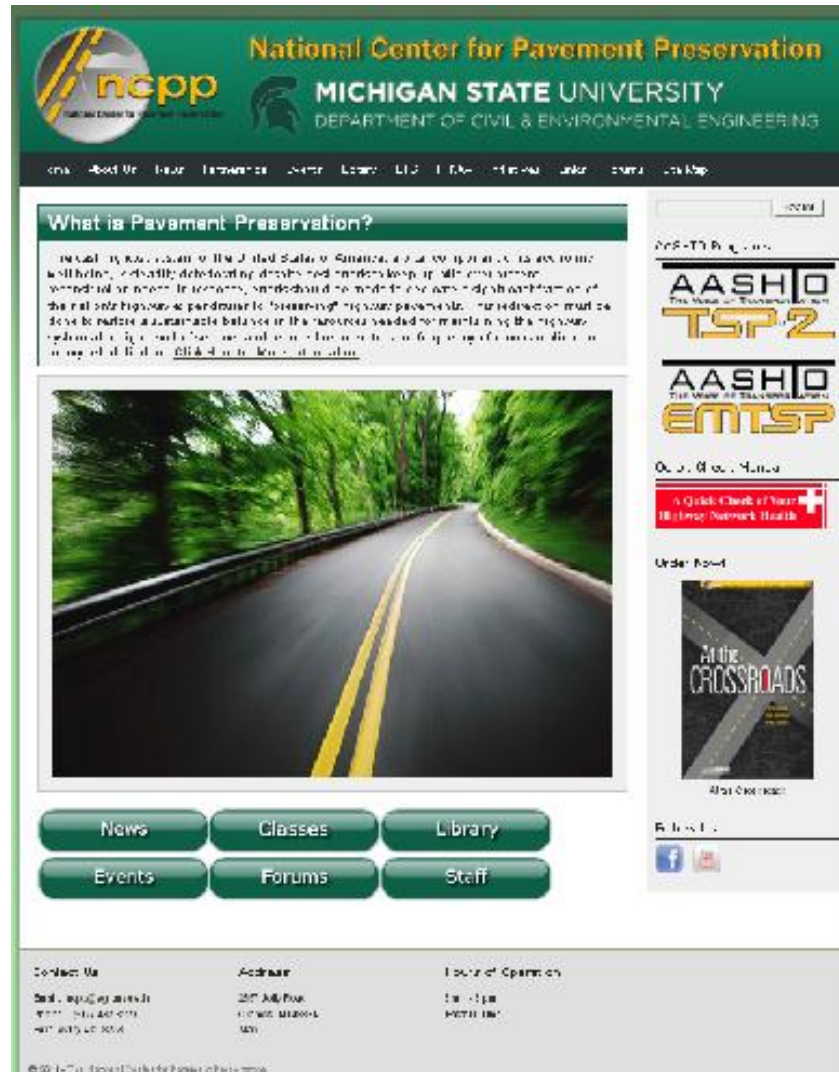


***Speaker presentation/slide show
for business groups***

Changing Course to Preserve



NCPP/TSP-2 Website



The screenshot shows the website for the National Center for Pavement Preservation (NCPP) at Michigan State University. The header features the NCPP logo and the Michigan State University Department of Civil & Environmental Engineering. A navigation menu includes links for Home, About Us, News, Publications, Events, Library, TSP-2, TSP-1, TSP-3, TSP-4, Contact Us, and Site Map. The main content area has a section titled "What is Pavement Preservation?" with introductory text. Below this is a large image of a road winding through a forest. A sidebar on the right contains a search bar, a "TSP-2 Blog" section with AASHTO TSP-2 and EMTSP logos, a "Quick Check of Your Website Network Health" button, and a "Understand" section with a book cover titled "At the Crossroads". A footer contains contact information, address, and hours of operation.


ncpp
NATIONAL CENTER FOR PAVEMENT PRESERVATION

MICHIGAN STATE UNIVERSITY
DEPARTMENT OF CIVIL & ENVIRONMENTAL ENGINEERING

Home About Us News Publications Events Library TSP-2 TSP-1 TSP-3 TSP-4 Contact Us Site Map

What is Pavement Preservation?

Pavement preservation is the use of surface treatments, sealers, and overlays to extend the useful life of existing pavement structures. It is a cost-effective way to maintain the structural integrity of existing pavement structures. The goal of pavement preservation is to maintain the structural integrity of existing pavement structures. The goal of pavement preservation is to maintain the structural integrity of existing pavement structures.



[News](#) [Classes](#) [Library](#)
[Events](#) [Forums](#) [Staff](#)

Search

TSP-2 Blog

AASHTO
THE AMERICAN ASSOCIATION OF HIGHWAY ENGINEERS AND TRANSPORTATION BUILDERS

TSP-2

AASHTO
THE AMERICAN ASSOCIATION OF HIGHWAY ENGINEERS AND TRANSPORTATION BUILDERS

EMTSP

Quick Check of Your Website Network Health

Understand

At the Crossroads

Contact Us

Address

Hours of Operation

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National Public Education Campaign



For national, regional and state media relations efforts



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Spokesperson Talking Points (General)

Outline the issues in terms of public interest:

- Our nation's public road systems are reaching **crisis state** with **serious deterioration and funding problems** due to ill-advised policies that are primarily reactive rather than proactive. More than half of U.S. major roads are in "fair" or "poor" condition as of 2008, according to FHWA.
- Our transportation infrastructure must be protected and maintained as an essential component of the **economic strength of our country**, individual states and local municipalities.
- State and local **budgets are being bankrupted**. Ruinous short-term, "**worst first**" policies **need to be replaced** with sustaining long-term approaches involving asset management and pavement preservation.



Spokesperson Talking Points (Specific)

Cost savings/Budget relief – Pavement preservation stretches the transportation infrastructure budget and extends the remaining service life of roads and bridges.

Economic competitiveness – Preserving the highway system is vital to our future. Commerce depends on a viable infrastructure. Spending money to keep good roads in good condition is the most cost-effective way to save America's highways.

Safety – Proper preservation treatments create safer roads and reduce accidents.

Employment – Taking a proactive preservation approach to sustaining our infrastructure creates more employment than does the reactive “worst first” reconstruction approach.

Sustainability/Conservation – A proactive preservation approach causes less environmental destruction, fewer CO₂ emissions and significantly less waste of non-renewable resources.

Traffic Congestion – Motorists experience far less loss of time and frustration due to road construction. A preservation approach is significantly less disruptive to the flow of commerce and commuters.

Media Fact Sheet Template



Preserve America's Roads Campaign Fact Sheet

Our nation's public road systems are facing **serious deterioration and funding problems** due to ill-advised policies that are primarily reactive, rather than proactive.

As a result of misplaced spending priorities, the nation's roads are getting worse. In 2009, the **American Society of Civil Engineers** graded the nation's roads a D-, down from a D in 2005.

Public officials charged with the responsibility for our roads and bridges need to change course, stop wasting road assets and use road budgets responsibly, to preserve our long-term investment.

States disproportionately devote transportation budgets to expanding or rebuilding roads, rather than on **preventive maintenance** that would preserve and extend the life of roads and save money in the long run.

Rehabilitating a road that has fallen into disrepair costs substantially more than keeping the road in good condition in the first place. The cost of keeping a mile of road in good condition is **less than half** over time of letting a road deteriorate and then making major repairs.

According to the American Association of State Highway and Transportation Officials (AASHTO), every dollar spent on road maintenance avoids **\$6 to \$14** needed later to rebuild a road that has irreparably deteriorated.

Our transportation infrastructure needs to be protected and maintained as an essential component for the **economic strength** of our country, individual states and local municipalities.

Taking a proactive preservation approach to preserving our paved infrastructure creates more road construction employment than does the reactive "worst first" reconstruction approach.

State and federal leaders can **encourage fiscal responsibility and stretch tax dollars** by allocating more money to pavement preservation and policies that focus on sustainability.

A program that promotes road sustainability consists of three components: preventive maintenance, minor rehabilitation (nonstructural) and some routine maintenance activities.

For additional information, please contact Larry Galehouse, Director, National Center for Pavement Preservation, 517-432-8220 or galehou3@msu.edu.

“Our nation’s public road systems are facing **serious deterioration and funding problems** due to ill-advised policies that are primarily reactive, rather than proactive.

As a result of misplaced spending priorities, the nation’s roads are getting worse. In 2009, the **American Society of Civil Engineers** graded the nation’s roads a D-, down from a D in 2005.”

News Release Template



For Immediate Release
October, 25, 2011

Contact: John Smith
123-4567

Coalition urges county to preserve roads

The nation's vast highway system, a vital component of U.S. economic strength, is steadily deteriorating and a national coalition is urging a change in policy to reverse transportation system failure nationwide. The Coalition to Preserve America's Roads (CPAR), an organization of highway groups working to stop the decline and spiraling reconstruction costs, urges a significant change geared to preserve the system.

"States and municipalities are disproportionately devoting their transportation budgets to expanding or rebuilding roads rather than on preventive maintenance that would preserve and extend their life and save money in the long run," explains Larry Galehouse, CPAR president and director of the National Center for Pavement Preservation (NCPPI). "Preserving the highway system is vital to our country's future but we need to change course now."

CPAR was formed in 2011 to promote road, bridge and highway sustainability. Organizing groups include NCPPI and the American Association of State Highway and Transportation Officials (AASHTO), along with many industry and related groups concerned about the highway system and its impact on commerce.

As a result of misplaced spending priorities, the nation's roads decline every year, the Federal Highway Administration charges. In 2009, the American Society of Civil Engineers (ASCE) graded the nation's roads a D-, down from a D in 2005. According to FHWA, more than half of US major roads are rated in "fair" or "poor" condition as of 2008.

"The nation's vast highway system, a vital component of U.S. economic strength, is steadily deteriorating and a national coalition is urging a change in policy to reverse transportation system failure nationwide. The **Coalition to Preserve America's Roads (CPAR)**, an organization of highway groups working to stop the decline and spiraling reconstruction costs, urges a significant change geared to preserve the system."

Letter to the Editor Template



Letter to the Editor (292 words)

A simple, yet significant, change in transportation policy would reduce deterioration of our roads and bridges and begin to bring a halt to spiraling, taxpayer-funded reconstruction costs.

For decades, elected officials have cut ribbons to new roads and bridges with much fanfare and then placed them on the back budget burner. Years of neglect prematurely shorten their lifespan and force them into an expensive and disruptive rebuild or major rehabilitation, causing budget shortfalls and more neglected maintenance on other roads. Such a "worst first" approach is bankrupting state and local road budgets and keeping tax dollars from stretching as far as they should to ensure a safe, smooth ride for drivers. Instead, officials should plan ahead to responsibly maintain and preserve a road's service life, a process that ideally begins soon after the ribbon cutting. The longer road agencies defer essential preservation treatments, the greater the cost burden shouldered by taxpayers and the less likely governments will be able to afford to fix the ever-escalating miles that need repair.

Like major surgery compared to preventive medicine, road rehabilitation costs exponentially more than preventive maintenance. The American Association of State Highway and Transportation Officials says every dollar spent on maintenance avoids \$6 to \$14 spent later for reconstruction, ensuring less disruption of traffic and commerce across cities and states.

Continually allocating dollars to rebuild deteriorated roadways is not a sustainable strategy. At some point, the number of miles to repair will escalate beyond a governmental unit's ability to pay. The smarter strategy, although it provides no "photo opp" for public officials, is to budget first for proactive preservation and maintenance and keep good roads off the rehab list.

John Smith
Coalition to Preserve America's Roads

“A simple, yet significant, change in transportation policy would reduce deterioration of our roads and bridges and begin to bring a halt to spiraling, taxpayer-funded reconstruction costs.”

Letter to the Editor Example

CRAIN'S DETROIT BUSINESS

LETTERS

Preserve, don't just patch, roads

Editor:

Thanks for Keith Crain's July 18 column, "Maybe we just don't have the money," regarding the state of our roads and your questions as to why we can't seem to match the world-class quality of Germany's roads.

Although there are many factors, one reason is key. Here in the U.S., we have not sufficiently embraced "pavement preservation," which assures roads are properly maintained and treated for longevity. Instead, when budgets are tight, many cities, towns and municipalities, as well as states, forgo essential proactive maintenance because they can't afford it.

Michigan, to its credit and despite our difficult economy for the past decade, has managed to keep a majority of its roads in good condition, in part through a pavement preservation approach. In order to restore all of our roads to good condition, Michigan would essentially need twice the current road budget every year, and it is already over \$1 billion.

To use a health care analogy, not doing regular maintenance is like waiting until most of the patients are nearly dead (full of potholes) and then trying to save a paltry few with the most expensive surgery or treatment (road

Crain's Detroit Business

welcomes letters to the editor. All letters will be considered for publication, provided they are signed and do not defame individuals or organizations. Letters may be edited for length and clarity.

Write: Editor, Crain's Detroit Business, 1155 Gratiot Ave., Detroit, MI 48207-2997.

E-mail: cgoodaker@crain.com

reconstruction). Neglected roads have shorter lives and must be reconstructed much sooner than those that receive the proper regular crack filling and surface treatments. For every \$1 we spend on regular maintenance, we will save \$6 to \$14 in costly reconstruction.

Governments at any level that forgo maintenance as a way to stretch their budgets actually cost taxpayers more money in the long run, not to mention sacrificing road quality from year to year.

Our highways, roads and bridges will continue to deteriorate and the financial hole will deepen. It is a crisis that impacts commerce nationwide, as well as U.S. global competitiveness.

Larry Galehouse

Director
National Center for Pavement Preservation
Michigan State University

Roads plan coming

Editor:

Regarding Keith Crain's July 18 column, "Maybe we just don't have the money": You're right. We don't have the money. At least, Michigan road agencies don't have enough to keep Michigan roads in sound condition.

The condition of Michigan local roads has been declining steadily for the past seven years (since the current system of record-keeping began). While the condition of Michigan's state highways is as good now as ever, with 90 percent of highway miles rated "good," this level of quality cannot be sustained with current revenues. Without dramatic changes in the funding structure, fewer than 50 percent of our highway miles will be considered good by 2020.

While such an outcome would greatly reduce the number of tourists flocking to experience Michigan's beautiful natural wonders, other industries would suffer, too. Infrastructure is vital to manufacturing, agriculture and the service sector. Such a decline would also diminish our quality of life.

An average Michigan auto driver pays about 2.4 cents in state and federal road-user fees (fuel and vehicle taxes) for every mile

See Letters, Page 7



Opinion Column Template



By Larry Galehouse, President, Coalition to Preserve America's Roads

For the US to retain its economic strength, we need to change course to stop the decline of our vast highway system and begin to reverse spiraling reconstruction costs. Deterioration of our roads and bridges worsens each year, resulting in escalating and unaffordable costs for repair. To reverse transportation system failure nationwide, a significant change in policy is urgently needed.

States and municipalities are disproportionately devoting their transportation budgets to expanding or rebuilding roads once they reach crisis stage rather than on preventive maintenance that will preserve and extend their life and save money in the long run.

In 2009, the American Society of Civil Engineers (ASCE) graded the nation's roads a "D-," down from a "D" in 2005. According to Federal Highway Administration, more than half of U.S. major roads are rated in "fair" or "poor" condition as of 2008.

CPAR urges support of legislation introduced in June to require the U.S. establish "state of good repair" standards to serve as benchmarks for states to achieve. States would be required to use an "asset management approach" to develop state system preservation and renewal plans. The American Society of Civil Engineers' 2009 [Report Card for America's Infrastructure](#) was impetus for the legislation, sponsored by Sen. Barry Cardin (D-Maryland).

The nation's highways are valued at more than \$1.75 trillion. As responsible stewards of the system, present and future generations should not allow the investment to deteriorate.

“For the US to retain its economic strength, we need to change course to stop the decline of our vast highway system and begin to reverse spiraling reconstruction costs. Deterioration of our roads and bridges worsens each year, resulting in escalating and unaffordable costs for repair. To reverse transportation system failure nationwide, a significant change in policy is urgently needed.”

Trade Publication Article Template



Commerce depends in large part on highways, roads and bridges, but the current approach to maintaining them is actually resulting in greater deterioration, charges the Coalition to Preserve America's Roads (CPAR), which is launching a campaign to educate the public and change current policies. *(Name of trade group)* has joined the coalition, and is encouraging transportation officials to focus funding on preventive maintenance, rather than deferring maintenance until the only option is reconstruction.

"The current approach to our highways, roads and bridges – often promoted by those who benefit financially from road construction – is bankrupting state and local budgets and debilitating a major component of our transportation infrastructure," contends Larry Galehouse, president of CPAR and director of the National Center for Pavement Preservation. "Ruinous short-term, 'worst-first' policies need to be replaced with sustaining, long-term approaches involving asset management and pavement preservation. Over the course of just a couple of years a state or a municipality can begin to reverse the costly cycle of rebuilding roads and bridges, which through years of neglect have no other option than total reconstruction to remain viable. Such ill-advised policies cost taxpayers too much money and are inefficient and wasteful."

The coalition was formed by the National Center for Pavement Preservation, the American Association of State Highway and Transportation Officials (AASHTO), the Foundation for Pavement Preservation (FP2) and other groups whose members depend on a sustainable highway network.

(Add quote from specific trade group whose publication this will appear in about why it supports the effort. Include some stats if possible.)

“Commerce depends in large part on highways, roads and bridges, but the current approach to maintaining them is actually resulting in greater deterioration, charges the **Coalition to Preserve America's Roads (CPAR)**, which is launching a campaign to educate the public and change current policies.”

Coalition Website

For use by media, other external audiences

Issue Background

- General position papers
- Spokesperson bios
- Cost comparisons
- Charts
- Legislative history
- Key facts
- TRIP data
- Research

Media Newsroom

- Coalition news release
- Relevant media coverage
- Supportive media editorials
- Media fact sheet
- “*At the Crossroads*” PDF
- Cartoons/artwork for media use
- Informational video

Coalition Background

- Regional partnerships
- Supportive organizations
- Supportive statements



Coalition to Preserve America's Roads

A National Public Education Campaign



*Changing Course to Preserve
our Highway Investment*

Q & A

