

Coalition to Preserve America's Roads

A National Public Education Campaign

***Changing Course to Preserve
our Highway Investment***



LEZOTTE
MILLER
Public Relations Inc.

Attracting Media

- Obtain editorial support
- Generate news/feature articles
- Respond to related news coverage
- Create news opportunities

Tampa Tribune 9-18-2011



THE ASSOCIATED PRESS

Traffic backs up on U.S. Highway 50 in Boulder City, Nev. The road leading to the Hoover Dam cannot accommodate the tourist traffic, which spills into Boulder City.

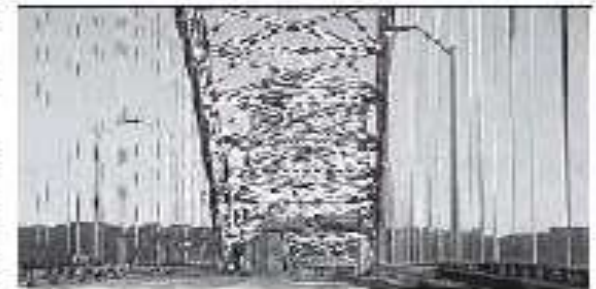
States struggle to fix aging infrastructure

Tight budgets, lack of political will leading to decline

The Associated Press

LAS VEGAS — THE HOOPER 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 administrators 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.

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Public education is key to advancing policy change



The campaign is being launched on national, regional and state levels to educate key target audiences who make decisions that impact highway, road and bridge construction, maintenance and education.

Media Strategy

1. Good spokespeople
2. Effective communication tools
3. Constant public education



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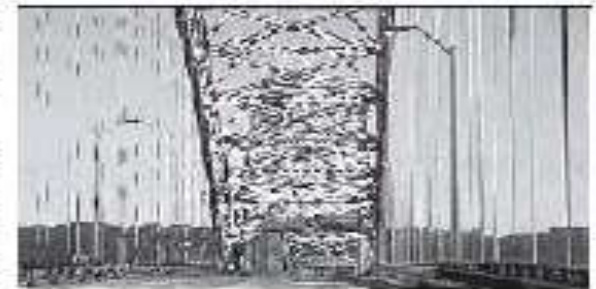
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Increasing Media Coverage

News staffs and news space have shrunk

The news cycle is much quicker

Competition drives news decisions

A proactive approach essential

Outside experts provide the most valuable insight

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

Target Audiences

Stakeholders/Potential Allies

- American Association of State Highway and Transportation Officials
- Federal Highway Administration
- Smart Growth America
- Taxpayers for Common Sense
- American Society of Civil Engineers
- State transportation agency administrators
- National/Statewide business associations
- Chambers of commerce
- Small business associations
- Associations of counties, townships
- Associations of municipalities, towns, parishes, etc.
- Manufacturing and trucking associations
- Law enforcement associations
- Car insurance associations (AAA)
- Transportation engineers, planners

Target Audiences

(Continued)

Media

- Business editors/reporters
- Broadcast news directors
- Editorial page editors
- Trade publications



Target Audiences

(Continued)

Public officials/Candidates/Activists

- National level political candidates
- Candidates for other major public offices
- Local and state public officials
- Local community advocates, activists



Regional Campaign Overview

- ◆ **Long term strategic effort of stakeholders**
- ◆ **Aggressive media contact**
- ◆ **Frequent repetition of consistent message**

Step 1: Identifying key issues by regions/states

Step 2: Communicating strategically

Step 3: Identifying and preparing spokespersons

Step 4: Building a coalition of supporters

Step 5: Accessing and using campaign communication tools

Step 6: Engaging the media

Step 7: Tracking media coverage

Step 8: Evaluating progress

Identifying & Preparing Spokespersons

Campaign spokespersons should be:

- **Well versed** in all aspects of the roads coalition/pavement preservation message
- **Familiar** with all the campaign tools provided
- **Credible, prepared, accessible, effective communicators**





Campaign Toolkit Resources

For use by coalition members only.

- ◆ **General Campaign Strategy:** National/Regional campaign plans, background on partnerships, coalition members, statements
- ◆ **Latest Media Coverage:** Editorials, letters to the editor, relevant news articles
- ◆ **Campaign Resources:** Logo, news release template, issue background, letter to the editor template, media fact sheet, article for trade publications, spokesperson training guide, campaign brochure, video, artwork for media use
- ◆ **Pavement Preservation Background:** Cost comparisons, charts, legislative history, research reports

Accessing & Using Campaign Communication Tools

- Spokesperson Training Guide
- News Release Templates
- Media Fact Sheet
- Spokesperson Talking Points
- Campaign Brochure
- Campaign Billboard
- Templates for opinion columns
- Templates for Letters to the Editor
- Speech/PowerPoint Presentation
- Campaign video





Coalition Website

- ◆ **Issue Background**

General position papers, spokesperson bios, cost comparisons, charts, legislative history, key facts, TRIP website, research

- ◆ **Coalition Background**

Regional partnerships, supportive organizations, supportive statements

- ◆ **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