

INVESTMENT PRIORITIES

APWA supports the following key priorities for continued federal investment:

Protect and Preserve Existing Transportation Facilities

Protection and preservation of the existing system should be one of the highest priorities of SAFETEA-LU reauthorization. Maintaining and improving road and bridge conditions and roadway operations will reduce congestion, improve safety, protect the environment and promote economic development.

Improve Goods Movement

The successor to SAFETEA-LU should direct investments to ensure the effective functioning of a National Highway System that supports intercity, interstate and commercial goods movement corridors.

Enhance Safety for Transportation Users

APWA supports increased investment through a strong core safety program aimed at improving road and bridge conditions and roadway operations on all public roads and on publicly-owned bicycle and pedestrian trails and pathways.

Provide Solutions to Urban Congestion Problems

APWA supports increased investment for programs that maximize highway and city arterial street construction where needed, and public transportation in urban areas to relieve traffic congestion.

Continue Energy Independence Through Multimodalism

Continuing SAFETEA-LU's emphasis on multimodal approaches to transportation programs is critical to improving our energy independence, improving mobility and promoting responsible transportation decision-making.

Enhance Funding Flexibility and Increase Process Streamlining

To best meet national, state and local transportation needs, APWA urges increased flexibility to use federal funds on a range of transportation alternatives, as well as more flexibility in allowing for contingencies in the planning and funding processes. APWA supports streamlining project delivery as well as allowing alternative methods of project delivery.

For more information about transportation and reauthorization, visit:

reinvestintransportation.apwa.net

American Public Works Association

1401 K Street, NW, 11th Floor
Washington, DC 20005
202-408-9541

The American Public Works Association (APWA) is an organization of more than 29,000 members dedicated to providing public works infrastructure and services to millions of people in rural and urban communities, both small and large.

REINVESTING IN AMERICA'S TRANSPORTATION SYSTEM

IMPROVE SAFETY
RELIEVE CONGESTION
PROTECT THE ENVIRONMENT
CREATE JOBS
STRENGTHEN OUR ECONOMY

Recommendations for Reauthorization of our Nation's
Road, Bridge and Public Transportation Programs



reinvestintransportation.apwa.net





FINANCING RECOMMENDATIONS

To reach these goals, APWA offers the following recommendations:

Raise the Motor Fuel Tax and Index It

APWA recommends that the current federal motor fuel tax rate be raised to restore lost purchasing power and index it to adjust automatically using an appropriate index.

Explore Establishment of Vehicle-Mileage Fees

This financing system allows equitable payment of transportation fees through technology-driven applications which record vehicle miles driven.

Expand Access to Innovative Financing Tools

These include mechanisms such as Public Private Partnerships, tolling, congestion pricing and "pass through financing."

Utilize a Utility System/Enterprise Funds Model

Create an independent entity with the authority to oversee an ongoing revenue stream, such as periodic increases in the gasoline tax, tolls or vehicle mileage fees.

Provide Incentives for Local Financing

APWA supports federal incentives for state and local financing of our transportation system. The leaders of our local governments must know that new funds generated are used strictly for local purposes, that their projects are given a higher priority than allowed by traditional funding programs and that their dollars are being leveraged at a higher level as specific projects are funded.

Decades of chronic underinvestment in our transportation system are threatening our future and jeopardizing safety, our economic competitiveness and environmental quality.

The needs are staggering. The Congressionally-chartered National Surface Transportation Policy and Revenue Study Commission found we need to increase transportation investment to at least \$225 billion annually for the next 50 years to bring our transportation system into good repair. As a nation, we currently invest less than 40 percent of that sum.

Every community has a stake in the future of our transportation system. Local governments own about 75 percent of the nearly four million-mile roadway network, about half the nation's bridges and manage about 90 percent of the transit systems. With nearly every trip beginning and ending on a local road, street or sidewalk, a strong local-state-federal partnership is key to ensuring a safe, seamless and efficient multi-modal transportation system.

The \$286.4 billion Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which provides federal funding for state and local surface transportation programs, expires September 2009.

We have an opportunity in the next authorization to take bold steps to fund our transportation needs and achieve a sustainable transportation system for the next century. The benefits are clear:

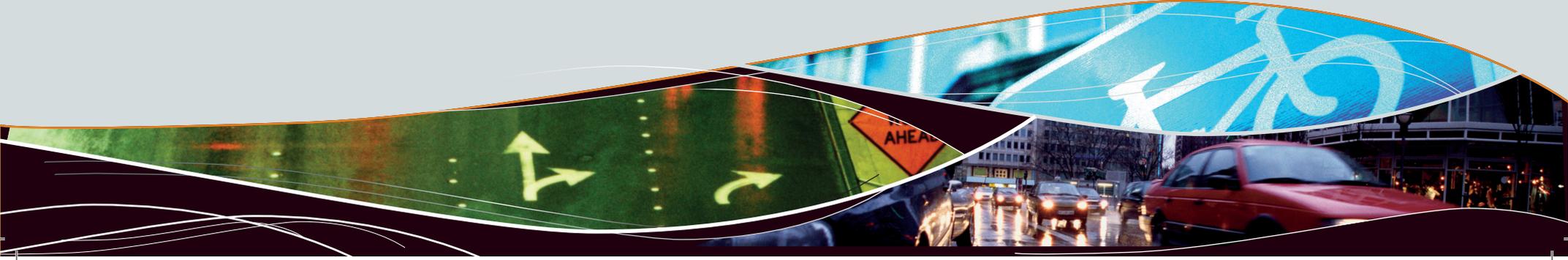
- IMPROVE SAFETY
- RELIEVE CONGESTION
- PROTECT THE ENVIRONMENT
- CREATE JOBS
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GOALS

The members of the American Public Works Association (APWA) have two overriding goals regarding the financing of our nation's surface transportation system:

Goal 1: Revenue sources must be clearly identified and dedicated to providing reliable funding for the full costs of construction, operation, maintenance, preservation and reconstruction of national and regional multimodal surface transportation systems to move people and goods to serve our economy, support healthy communities and protect our environment.

Goal 2: Local government entities should receive federal and state funding support for the full costs incurred in providing the local network that gives people and businesses access from their neighborhoods to the regional and national transportation systems.





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Dear Transportation Advocate:

The American Public Works Association (APWA) designed this transportation authorization toolkit, *Reinvesting in America's Transportation System*, as a resource for information, advocacy and outreach to your community, colleagues, elected officials and policymakers about the future of our surface transportation system.

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) is the federal law funding state and local transportation programs. It expires September 2009.

Now is the time to be engaged. As the stewards of our nation's public infrastructure, we in the public works profession have an opportunity with the next authorization to seek long-term policy solutions ensuring an adequately funded, sustainable transportation system for the next century and beyond.

This toolkit will help you towards this goal. It includes:

- A video examining what is at stake and what we need to do about it;
- A brochure with APWA's reauthorization recommendations;
- APWA's reauthorization position statement;
- Templates to help when writing letters to Congress or working with the media;
- And other information.

The toolkit will serve as a companion resource with APWA's transportation authorization microsite, reinvestintransportation.apwa.net, where the latest information, updates and resources will be posted to supplement the toolkit and support your outreach efforts.

Thank you for your support and for your involvement. For the latest reauthorization information and updates, remember to visit reinvestintransportation.apwa.net.



Noel Thompson
President



John German
Chair, SAFETEA-LU Reauthorization Task Force



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HOW TO USE THIS TOOLKIT

5-MINUTE VIDEO

- Show at local Chamber of Commerce events
- Show to City/County Council Members and Mayors
- Show at community and civic meetings
- Show at chapter/branch meetings
- Share with colleagues

TEMPLATES

- Write letters to your Congressional leaders
 - o Explain the issues to elected officials
 - o Make connections between federal investment and local needs
- Alert local media about the impact of federal investment on your community
- Write opportunity editorials about your transportation system and its needs
- Raise awareness with radio public service announcements about the condition and needs of the transportation system

[HTTP://REINVESTINTRANSPORTATION.APWA.NET](http://reinvestintransportation.apwa.net)

- Download the complete Reinvesting in America's Transportation System toolkit
- Download the video
- Direct others to the Web site for the latest information on transportation investment
- Identify and contact elected leaders and members of the media
- Learn and stay informed about the issue

POSITION STATEMENT

- Educate elected officials and policymakers about the issue
- Communicate public works priorities to elected officials, the media and your community



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ONLINE RESOURCES

Please visit APWA's Web site dedicated to surface transportation authorization, *Reinvesting in America's Transportation System*. Find links to Federal Agencies, important legislation, issue briefs, press kits and much more.

reinvestintransportation.apwa.net

RESOURCES

This section is dedicated to important links to federal agencies, reports, APWA's home page and other helpful sites:

- APWA Legislative Action Center
- APWA Advocacy Page
- U.S. Department of Transportation
- Federal Highway Administration and Federal Transit Administration

LEGISLATION

Here you will find everything you need to keep up with what is happening in Congress.

- Important bills
- Links to United States Congress and Key Committees

APWA ACTION

This section is dedicated to the important work APWA is doing for transportation investment.

- APWA Position Statements
- Letters and Testimony
- *Reinvesting in America's Transportation System* Brochure
- APWA Alerts

TAKE ACTION

You will have the ability to download the Reinvesting in America's Transportation System Toolkit in its entirety or select individual documents to view. The kit includes several templates to help you begin your advocacy outreach.

- Download Complete Toolkit (PDF version)
 - Transportation Facts
 - Congressional Letter Template
 - Press Release Template

MEDIA CENTER

The media center is your one-stop shop for everything you need to work with and address the media.

- APWA Press Releases
- Press kit
- News

reinvestintransportation.apwa.net



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AMERICAN PUBLIC WORKS ASSOCIATION

POSITION ON THE REAUTHORIZATION OF FEDERAL SURFACE TRANSPORTATION PROGRAMS

reinvestintransportation.apwa.net

EXECUTIVE SUMMARY

BACKGROUND

Local governments own about 75 percent of the nearly four million-mile roadway network and nearly 51 percent of the nation's bridges (nearly 300,000 bridges under local control) and manage about 90 percent of the transit systems. The American Public Works Association (APWA) is an organization dedicated to providing public works infrastructure and services to millions of people in rural and urban communities, both small and large. Working in the public interest, our members design, build, operate and maintain our vast transportation network, as well as other key infrastructure assets essential to our nation's economy and way of life. Our Association has taken a close look at the upcoming transportation revenue and investment challenges and offers the following goals, recommendations and investment priorities for the nation's decision makers.

GOALS

The more than 29,000 members of APWA have two overriding goals regarding the financing of our nation's surface transportation system:

- **Goal 1:** Revenue sources must be clearly identified and dedicated to providing reliable funding for the full costs of construction, operation, maintenance, preservation, and reconstruction of national and regional multimodal surface transportation systems to move people and goods to serve our economy, support healthy communities, and protect our environment
- **Goal 2:** Local government entities should receive federal and state funding support for the full costs these entities incur in providing the local network that gives people and businesses access from their neighborhoods to the regional and national transportation systems.

FINANCING RECOMMENDATIONS

To reach these goals, we offer the following recommendations to Congress for federal legislation:

- Raise the Motor Fuel Tax and Index It
- Explore the Establishment of Vehicle-Mileage Fees
- Expand Access to Innovative Financing Tools
- Utilize a Utility System/Enterprise Funds Model
- Provide Incentives for Local Financing

INVESTMENT PRIORITIES RECOMMENDATIONS

Our organization's priorities for continued federal investment are:

- Protect and preserve existing transportation facilities;
- Improve goods movement;
- Enhance safety for users of the transportation system;
- Provide solutions to urban congestion problems;
- Continue energy independence through multimodalism; and,
- Enhance flexibility in the use of federal funds and increase process streamlining to maximize the efficiency of each dollar spent in the federal funding process.

Federal investment in accordance with these priorities is the key to maintaining the economic health, welfare and safety of our transportation system.

GOALS

APWA recognizes the critical need for increased investment at the national level to build and maintain our nation's transportation network. We have continually spoken in favor of more funding through multi-year federal authorizations for highways and arterial streets in urban areas and major county roads in rural areas, for bridges and for public transportation.

We have supported the use of motor fuel tax revenues for purely transportation purposes, supporting firewalls and guaranteed funding and striving to avoid diversions of these funds to non-transportation programs.

Consistently, we have cited the gap that is growing between transportation needs and motor fuel tax revenues, and we have urged that gas taxes be adjusted upward to close this gap. We believe a funding and financing crisis looms, and that we must act accordingly.

Second, there is an urgent need for more state and federal funds for local transportation system improvements. The need for street and bridge improvements is overwhelming where aging infrastructure is deteriorating and congestion levels are increasing. In addition, the need to make our transportation system safer for all users, motorists, pedestrians and bicyclists is a top priority for local officials.

A continued federal role in the funding of our national, regional and local transportation systems is critical to economic health, safety and welfare of our country.

FINANCING RECOMMENDATIONS

- **Raise the Motor Fuel Tax and Index It**

APWA recommends that the current federal motor fuel tax rate be raised to restore the purchasing power lost to inflation since its last increase in the 1990s, and then index it to automatically adjust on a timely interval using an appropriate index such as the CPI.

- **Vehicle-Mileage Fees**

APWA supports incentives to develop new concepts to offset revenue losses caused by more fuel-efficient vehicles. One such concept is the vehicle-miles driven approach in addition to gas taxes or in lieu of gas taxes. This is a technology-driven application that records vehicle miles driven to allow equitable payment of a fee to the state or federal government, based upon an established rate per vehicle-mile driven. The most efficient approaches are yet to be determined, but these concepts are worthy of review and consideration.

- **Expand Access to Innovative Financing Tools**

APWA recommends further expansion of the use of financing mechanisms such as Public Private Partnerships, tolling, congestion pricing, and "pass through financing." The latter has proven to be quite successful in states such as Texas. Cities and counties are stepping up to design, construct, and fund highway improvements in urban areas using revenue bonds backed by guaranteed revenue streams. The cities and counties in so doing are also guaranteeing their own revenue streams to help ensure low interest rate financing of these specific projects.

- **Utility System/Enterprise Funds Model**

APWA recommends that the federal government look at transportation funding in the same way that cities look at utility systems and enterprise funds. The essence of this approach would be for the federal government to create an independent entity that would be given the authority to oversee an ongoing revenue stream, such as periodic increases in the gasoline tax, tolls or vehicle mileage fees, to fund transportation needs without the requirement for Congressional action, but with Congressional oversight. This would also be similar to the mechanism used to finance local water or sewer systems, storm drainage utilities, or municipal utility districts. A portion of that steady revenue stream could be used to finance bonds for needed improvements or expansions of the assets of the enterprise, while the remainder could

be used to finance investments over time. An example at the federal level is the US Postal Service, in which revenues are proposed on a regular basis based on financing needs, managed by a quasi-independent Board of Directors.

- **Incentives for Local Financing**

APWA supports federal incentives for state and local financing of our transportation system. Many cities in California and Texas are contributing to the financing of local roads and bridges, state highways, interstates and commuter rail and bus transit through voter-approved sales taxes, bond programs, transportation impact fees, stepped up maintenance programs, and dedicated taxes. Others are providing rights of way, matching funds and assisting with the environmental review process.

The leaders of our local governments need to be given incentives to continue such actions on a wider basis. They must know that the new funds generated are used strictly for local purposes, that their projects are given a higher priority than allowed by traditional funding programs, and that their dollars are being leveraged at a higher level as specific projects are funded. With these additional funds, these cities have leveraged their dollars and have sold bonds that are financed by the new revenue streams to improve their local street networks. But in some areas, the state or local restrictions discourage such local transportation financing. In California, for instance, local transportation sales tax measures require a 2/3 vote – a hurdle that is too high for all but the most congested regions. Federal incentives for state and local transportation funding, or disincentives for restrictions on such funding, would go a long way towards facilitating more local financing of transportation projects.

RECOMMENDED PRIORITIES FOR FEDERAL INVESTMENT

Protection and Preservation

APWA recognizes the preeminent importance of capital reinvestment in transportation infrastructure. Maintaining and improving road and bridge conditions and roadway operations will reduce congestion, improve safety, protect the environment and promote economic development.

Protection and preservation of the existing system, therefore, should be the highest priority of SAFETEA-LU reauthorization.

As noted in the U.S. Department of Transportation's (USDOT) Report to Congress titled, *2006 Status of the Nation's Highways, Bridges, and Transit: Condition and Performance*, the average annual expenditure just to maintain conditions and performance for highways and bridges at 2004 levels would need to increase to \$78.8 billion (in constant 2004 dollars) over the next 20 years– 12.2 percent more than the \$70.3 billion of capital spending by all levels of government in 2004. Average annual investment needed to maintain transit conditions and performance would need to be \$15.8 billion, 25.4 percent more than 2004 capital spending. The report also stated that the annual cost to improve highways and bridges would be \$131.7 billion, 87.4 percent higher than the \$70.3 billion of total capital investment by all levels of government in 2004. The annual cost to improve transit by 2024 is estimated to be \$21.8 billion in constant 2004 dollars, 73 percent higher than transit capital spending of \$12.6 billion in 2004.

In addition to increased investment in roadway maintenance, APWA also supports increased investment for the Highway Bridge Program to address the more than 26 percent of the nation's highway bridges classified deficient. APWA supports increasing the minimum set aside for off-system bridges to aid communities to meet the enormous need for bridge maintenance and repair.

Goods Movement

The successor to SAFETEA-LU should reflect investments to ensure the effective functioning of a National Highway System that supports intercity, interstate and commercial goods movement corridors. Support of goods movement is critical to local, regional and national economic development and job creation.

Both at the level of international trade and household distribution, increases are expected in freight movement. Studies forecast a dramatic increase in US maritime trade, which will lead to more domestic freight movements. The national freight system is multi-modal and the connections between the modes (port-rail, port-highway, highway-rail) must be enhanced to support this coming growth. Strategies should include a focus on additional capacity, safety improvements to minimize intermodal conflicts or delays, efficiency improvements to reduce supply chain costs and environmental impacts, and regulatory changes to deliver projects faster. Freight movement (measured as vehicle miles traveled) is increasing faster than household vehicle miles traveled. As more Internet commerce is conducted, freight and light-duty commercial vehicles trips increase to bring those purchases to the delivery point.

Federal funding needs to reflect this growing need for infrastructure to support the movement of goods throughout and outside of our nation.

Safety

In 2006, the last year for data, there were more than 42,600 highway fatalities, of which more than 25,300 were the result of road departure, more than 9,000 were intersection related and more than 4,900 were pedestrians. APWA believes the federal government must maintain a leadership role in maintaining the highest safety standards.

APWA supports increased investment through a strong core safety program aimed at improving road and bridge conditions and roadway operations on all public roads and publicly-owned bicycle and pedestrian trails and pathways in order to reduce motorist, pedestrian and bicyclist injuries and fatalities. APWA supports requirements for highway safety plans and that they be developed in consultation with local officials. APWA supports requirements that funding decisions and project priorities be data-driven and based on strategic and performance-based goals. APWA also supports improvements in data collection and sharing and increased investment for research.

APWA supports increased funding for the High Risk Rural Road Program. Rural roads, where approximately 25,000 fatalities occur annually, have significant safety improvement needs. The program targets needed investment for construction and operational improvement projects on the nation's high-risk rural roads.

APWA supports increased funding for the Safe Routes to Schools Program to provide additional needed financial assistance to state, local and regional agencies to implement projects to improve safety in the vicinity of schools.

Solutions to Urban Congestion Problems

APWA members have witnessed an increase in the level of congestion in most urban areas in the U.S. over the past ten years, caused primarily by a significant increase in the vehicles on the highways and city streets in urban areas, and by the increasing number of miles driven annually by the average motorist. While vehicle miles traveled is increasing, new or expanded roadways have not kept pace with demands. This trend is continuing without much relief in sight, resulting in increased delay during peak traffic periods, extended peak periods, longer travel times to and from work, and greater risks for collisions while traveling on the roadways in urban areas.

APWA supports federal and state legislation that provides solutions to the growing urban congestion problem. More funds are needed at the national and state level to address urban transportation facility shortfalls. Researchers at the Texas Transportation Institute indicate that:

- Annual delay per peak period (rush hour) traveler has grown from 16 hours to 47 hours since 1982;
- Number of urban areas with more than 20 hours of annual delay per peak traveler has grown from only 5 in 1982 to 51 in 2003;
- Total amount of delay was 3.7 billion hours in 2003; and,

- Over 2.3 billion gallons of fuel were wasted due to engines idling in traffic jams.

APWA members struggle daily to facilitate traffic flow in their communities with limited success. National and state legislation is needed to provide funding for programs that maximize highway and city arterial street construction, and public transportation in urban areas to relieve traffic congestion in urban areas.

Energy Independence through Multimodalism

APWA supports continuation of programs that promote multimodal transportation such as the Congestion Mitigation and Air Quality Improvement Program and the Transportation Enhancements program (provided projects are strictly limited to those that are related to surface transportation). Both of these programs have allowed communities to consider a diversity of projects eligible for federal funding.

Continuing SAFETEA-LU's emphasis on multimodal approaches to transportation programs is critical to improving our energy independence, improving mobility and promoting responsible transportation decision-making. We need to reduce our dependence on foreign oil, as well as the need to reduce the production of greenhouse gases. This mandate places new emphasis on the importance of investing in commuter rail and bus transit. Transit funding in the past has not been on a level playing field with highway and road investments. The time has come to increase our investment in commuter rail and bus transit. The investment in passenger rail, in particular, can have important cross benefits for freight movement via our national rail systems.

Flexibility

To best meet national, state and local transportation needs, APWA urges increased flexibility to use federal funds on a range of transportation alternatives, as well as more flexibility in allowing for contingencies in the planning and funding processes. Without latitude for local flexibility in determining funding sources and amending plans, communities lose the ability to move to the next project in line if an unforeseeable problem develops with a particular project. APWA encourages Congress and USDOT to retain and expand flexibility for state and local governments through value added processes, less prescriptive regulations and more timely coordination between federal agencies that implement federal transportation and environmental legislation.

Streamlining of Regulations

Federal and state oversight must be streamlined to ensure the most efficient use of limited federal, state and local fiscal resources. Legislation is needed to address the problem of project delays and rapidly escalating costs associated with regulatory requirements from the numerous federal regulations and agencies. Specific timelines for project reviews and findings by federal and state regulatory agencies for all transportation improvement projects would dramatically reduce the overall time to move a transportation project through design to construction.

APWA supports Congressional actions to streamline project delivery as well as allow alternative methods of project delivery.

CONCLUSIONS

The American Public Works Association urges Congress and the Administration to preserve and enhance the federal investment in our transportation infrastructure. Building the infrastructure needed to support our economic health, welfare and safety takes several years. Action is needed now before the highway trust fund and transit accounts run short of money and funding gridlock results.



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ISSUE BRIEF

NATIONAL SURFACE TRANSPORTATION POLICY AND REVENUE STUDY COMMISSION REPORT

Revenues to the Federal Highway Trust Fund have been declining, with both short- and long-term revenue forecasts showing revenues unable to address growing needs. On Jan. 15, 2008, the 12-member National Surface Transportation Policy and Revenue Study Commission released its Congressionally-mandated report examining the condition and future needs of the U.S. Surface transportation system and the financing solutions to address them. Nine of the 12 Commissioners signed the report, titled *Transportation for Tomorrow*. It offers a series of bold recommendations to close a growing transportation infrastructure funding gap that is contributing to deteriorating conditions and jeopardizing safety, the economy and the environment.

Key recommendations include:

- Increase investment from \$225 billion to \$340 billion annually for the next 50 years to bring our transportation network to a “good state of repair.” The nation currently invests less than 40 percent of that amount.
- Increase the federal motor fuel tax (currently 18.4 cents per gallon) by an additional 25 cents per gallon over five years. Rate increases should be indexed to construction cost index.
- Retain a strong federal role in transportation.
- Scale back the number of federal programs from 108 to 10.
- Establish a new governance commission, the National Surface Transportation Commission (NASTRAC), modeled after aspects of the Postal Regulatory Commission, the Base Closure and Realignment Commission and public utility commissions. The Commission would develop a strategic plan, establish cost to finance it and recommend fuel tax increase or other federal mechanism to fund it, subject to Congressional veto.
- Consider other user-based fees – container fees for freight projects, ticketed taxes for passenger rail improvements.
- Consider peak hour congestion pricing in major metropolitan areas, remove barriers to tolling and encourage public-private partnerships.
- Conduct a study to develop mechanisms for transitioning to an alternative to the fuel tax, including Vehicle Miles Traveled (VMT) fees.
- Reform the projects delivery process.

Copies of the report are available at: <http://www.transportationfortomorrow.org/>



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FACTS ABOUT AMERICA'S TRANSPORTATION SYSTEM

CHARACTERISTICS

- America's transportation system is one of the world's most extensive, with a network of four million miles of public roads and roughly 594,000 bridges. Transit systems operate approximately 226,400 directional route miles, of which 216,620 are non-rail and 9,800 are rail route miles.
- Local governments own 75 percent of the nearly four million-mile roadway network, about half of the nation's bridges and manage 90 percent of the transit systems.
- Seventy-five percent of highway miles are in rural areas.

FUNDING AND FINANCE

- The Congressionally-chartered National Surface Transportation Policy and Revenue Study Commission found the nation needs to increase investment to at least \$225 billion annually for the next 50 years to bring the transportation system into good repair. The nation currently invests less than 40 percent of that amount.
- State and local highway and transit programs are funded through the Federal Highway Trust Fund, which consists of a highway account and a transit account.
- Highway Trust Fund revenues are derived from motor fuel taxes and truck-related taxes (tire tax, truck and trailer sales tax, and the heavy vehicle use tax). The federal gasoline tax is 18.4 cents per gallon and the federal diesel tax is 24.4 cents per gallon.
- Fuel taxes represent about 90 percent of total revenues to the Highway Trust Fund.
- Transportation-related goods and services contributed to 10 percent of U.S. GDP in 2006, which is roughly \$1.4 billion.
- Every \$1 billion invested in roads and bridges generates approximately 34,700 jobs.
- Every dollar taxpayers invest in public transportation generates up to \$6 in economic returns, which translates into higher revenues for cities and states.

CONDITION AND PERFORMANCE

- About one in four bridges is rated deficient and in need of repair or upgrade.
- Traffic congestion continues to worsen, costing the U.S. economy \$78 billion annually in the form of four billion lost hours and three billion gallons of wasted fuel.
- Between 1995 and 2004, highway mileage grew at an average annual rate of 0.2 percent, while vehicle miles traveled increased at an average annual rate of 2.5 percent, leading to greater congestion.
- In 2007, 10.3 billion trips were taken on U.S. public transportation, the highest number in fifty years.

SAFETY

- In 2006, there were more than 42,600 highway fatalities, of which more than 25,300 were the result of road departure, more than 9,000 were intersection related and more than 4,900 were pedestrians.
- The total economic cost of motor vehicle crashes in 2000 was \$231 billion. Lost market productivity accounted for \$61 billion, while property damage accounted for \$59 billion. Medical expenses totaled \$33 billion and travel delay accounted for \$26 billion.

TEMPLATE HOUSE OF REPRESENTATIVES LETTER

Use your agency or company letterhead.

[DATE]

The Honorable [MEMBER'S FIRST & LAST NAME]
United State House of Representatives
Washington, D.C. 20515

We encourage you to send your letter via facsimile to ensure a timely delivery; it is also a good idea to follow up by mailing the letter.

To find your Congressional Representative's fax number, visit the APWA Legislative Action Center at <http://capwiz.com/apwa/home/> and search by your Zip Code.

VIA FACSIMILE: XXX-XXX-XXXX

Dear Representative [MEMBER'S LAST NAME]:

[PARAGRAPH 1 - INTRODUCTION]

As a constituent and member of the American Public Works Association (APWA), I urge you to [support/oppose] [INSERT BILL TITLE AND NUMBER OR ISSUE].

[PARAGRAPH 2 - EXPLAIN WHY THE ISSUE OR BILL IS IMPORTANT]

- [LIST 2-3 REASONS WHY THE MEMBER SHOULD SUPPORT OR OPPOSE]

[PARAGRAPH 3 - EXPLAIN WHY THE ISSUE OR BILL IS IMPORTANT TO YOUR COMMUNITY]

- [DESCRIBE IMPACT/EFFECTS OF THE BILL OR ISSUE ON YOUR COMMUNITY]

For examples of letters to Congress, visit www.apwa.net/advocacy/resources.

It is also a good idea to look for APWA Action Alerts, which contain important legislative issues and letter templates to help you write your Representatives. Visit <http://capwiz.com/apwa/home/>.

For more background information, including position papers and legislation text, visit reinvestintransportation.apwa.net.

In this section, you can also briefly describe your community.

[PARAGRAPH 4 - CONCLUDE BY THANKING THE MEMBER AND INCLUDING GENERAL INFORMATION ABOUT APWA]

Working in the public interest, APWA's 29,500 members design, build, operate and maintain transportation, water supply, sewage and refuse disposal systems, public buildings and other structures and facilities essential to our economy, security and way of life.

Thank you for your continued support for our nation's public infrastructure.

Sincerely,
[YOUR SIGNATURE]

[YOUR NAME]
[TITLE]
[AGENCY/COMPANY]
[CITY/STATE]

TEMPLATE SENATE LETTER

Use your agency or company letterhead.

[DATE]

The Honorable [MEMBER'S FIRST & LAST NAME]
United State Senate
Washington, D.C. 20510
VIA FACSIMILE: XXX-XXX-XXXX

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[PARAGRAPH 4 - CONCLUDE BY THANKING THE MEMBER AND INCLUDING GENERAL INFORMATION ABOUT APWA]

Working in the public interest, APWA's 29,500 members design, build, operate and maintain transportation, water supply, sewage and refuse disposal systems, public buildings and other structures and facilities essential to our economy, security and way of life.

Thank you for your continued support for our nation's public infrastructure.

Sincerely,
[YOUR SIGNATURE]

[YOUR NAME]
[TITLE]
[AGENCY/COMPANY]
[CITY/STATE]

For past APWA letters to Congress, visit www.apwa.net/advocacy/resources.

It is also a good idea to look for APWA Action Alerts, which contain important legislative issues and letter templates to help you write your Representatives. Visit <http://capwiz.com/apwa/home/>.

For more background information, including position papers and legislation text, visit reinvestintransportation.apwa.net.

In this section, you can also briefly describe your community.

TEMPLATE PRESS RELEASE

Use your agency or company logo.

FOR IMMEDIATE RELEASE
[DATE]

Contact: [NAME]
[PHONE]
[E-MAIL ADDRESS]

The date stamp is your city and state, with the city capitalized (ie: KANSAS CITY, Mo. or DENVER, Colo.); text is **bold**.

The most efficient way to send press releases is via e-mail.

To search for media contacts based on your zip code, visit the Legislative Action Center at <http://capwiz.com/apwa/home/>.

The headline should state the most compelling news of your press release in as few words as possible. The text should be **bold** and centered on the page.

[HEADLINE]

The lead paragraph includes the who, what, when, where, why and how of the story. If the reporter only reads the lead, they should have most of the information about the issue.

[PARAGRAPH 1 - LEAD]

[DATE STAMP] - [SUMMARIZE IN 1-2 SENTENCES THE REASON YOU ARE SENDING A PRESS RELEASE]

[PARAGRAPH 2 - EXPLAIN WHY THE ISSUE IS IMPORTANT]

- [LIST 2-3 REASONS WHY ISSUE IS IMPORTANT]

[PARAGRAPH 3 - EXPLAIN WHY THE ISSUE IMPACTS YOUR COMMUNITY]

[PARAGRAPH 4 - PROVIDE DIRECTIONS FOR OBTAINING ADDITIONAL INFORMATION]

The balance of the press release serves to back up the information you outlined in the lead. Paragraphs are compact, organized with the most newsworthy items closest to the lead and interspersed with quotes to reinforce the content of the release.

To help strengthen your claims, use APWA facts and information in your release.

For examples of press releases regarding transportation investment, visit reinvestintransportation.apwa.net.

[PARAGRAPH 5 - BOILERPLATE MESSAGE]

Working in the public interest, APWA's 29,500 members design, build, operate and maintain transportation, water supply, sewage and refuse disposal systems, public buildings and other structures and facilities essential to our economy, security and way of life.

Your agency boilerplate message is also appropriate.

###

Always write in third person (no "I" or "me.") If possible, keep the press release to one page, or two at the most.

TEMPLATE OPPORTUNITY EDITORIAL

Deteriorating roads and bridges impact our everyday quality of life, whether we're commuting to and from work, shuttling kids to soccer practice, taking a family road trip or running errands. And unless we, as a nation, take a serious look at how we fund and maintain our transportation systems, conditions will continue to worsen.

On a local level, [state/city/town] transportation conditions are representative of national infrastructure problems. Our systems are deteriorating – in some cases beyond repair.

[include example of deteriorating system – a bridge, road, pedestrian path – something that impacts your community]

A Congressionally-mandated commission recently estimated a need for at least \$225 billion invested annually for the next 50 years to bring our nation's transportation system into good repair; we currently invest less than 40 percent of that sum.

We've witnessed tragic consequences of neglected systems, including the collapse of a Minneapolis bridge during bumper-to-bumper traffic. In our own community, strained systems have resulted in greater congestion, higher economic costs, reduced safety, [include specific consequences to community]. Demand on our aging system is expected to increase as the nation's population grows by 50 percent in the next 50 years. [use local growth stats if you have them]

Costs are too high to delay taking bold steps toward a sustainable transportation system. According to the American Public Works Association, chronic underinvestment in our roads, bridges and public transportation system jeopardizes safety, our economic competitiveness and environmental quality. Increased state and federal funds are urgently needed for transportation improvements in our community to prevent similar consequences.

[list specific local needs]

What happens on the federal level will impact each member of this community directly. We must urge legislators to seek long-term policy solutions for the next century and beyond. [State/City/Town] officials need support to make our transportation system safer for all users – motorists, pedestrians, freight movers and bicyclists.

When our infrastructure works well, we forget its value. When it falters, we may be tempted to ignore it. But when it fails, it is because we failed to act.

An opportunity editorial (op-ed) is a column placed in the opinion section of a newspaper. Op-eds follow the same prioritization rules as regular news:

- * **timeliness**
- * **prominence (who authors)**
- * **local tie-in**
- * **relevance**

You will find the most success placing op-eds if the information is **timely** and presents **compelling, well-presented arguments** to support your opinion.

Examples of possible timely tie-ins:

"As Americans hit the road for their family reunions this summer, they are likely to encounter some bumps in the road. This is due to the present condition of many of our roads and bridges."

"With gas prices skyrocketing through the roof, many Americans are thinking more carefully about their transportation habits. Equally concerning as the price of gas, though, are the roads and bridges we're driving on, which are in a state of serious disrepair. We're paying for gas now, but we'll be paying an even higher price for our roads if we don't do something about it today."

"No one wakes up in the morning thinking, 'I hope I get stuck in traffic today.' But our ability to commute to work, shuttle kids to soccer practice or run errands is sometimes crippled by less than ideal traffic or road conditions."

Instructions for pitching op-eds:

- Contact your local paper and find out who covers the editorial section and how to submit an op-ed.
- Authorship is important – chose someone who holds importance to the community (if you can get someone like a Congressman to sign the letter, even better.)
- Consider the length. Some papers have a word limit for op-eds (often 300-500 words). Submit the piece (usually via e-mail or fax) and include a short cover letter with your name, title, affiliation, address, e-mail and phone number.
- Don't be discouraged if your op-ed is rejected. Newspapers and magazines receive a large volume of submissions. Keep writing and submitting pieces; it's often just a matter of sending your op-ed to the right place at the right time.

About APWA

The American Public Works Association (APWA) is an international educational and professional association of public agencies, private sector companies and individuals dedicated to providing high quality public works goods and services. APWA promotes professional excellence and public awareness through education, advocacy and the exchange of knowledge.

Chartered in 1937, APWA is the largest and oldest organization of its kind in the world, with headquarters in Kansas City, Missouri, and an advocacy office in Washington, D.C. APWA provides a forum for public works professionals to exchange ideas, improve professional competency, increase the performance of their agencies and companies, and bring important public works-related topics to public attention in local, state and federal arenas.

Membership

Organized within nine regions, APWA's 29,500 members comprise 64 chapters and 87 branches throughout North America, serving virtually every community, state, province and region on the continent. The association is a highly participatory organization with hundreds of opportunities for leadership and service, and a network of several dozen national committees in every area of public works. Governed by a 17-member board of directors, elected at both the regional and national levels, APWA is an open, flexible association with diversified membership and a reputation for quality services and products.

Education and Professional Development

With a wealth of management and technical resources, APWA offers timely books and videos, workshops, interactive audio-web conferences, training, chapter programs and national meetings keeping public works professionals up-to-date on trends and emerging issues. APWA's nationally sponsored educational programs provide Continuing Education Units (CEUs) and Professional Development Hours (PDHs) for time spent in the classroom during professional development and training activities. In 2006, the association launched the Public Works Institute learning model designed to address supervisory and management needs through 10 core areas of study, ranging from basic management skills to fundamentals of government.

In addition to a series of professional certification programs, APWA helps public agencies demonstrate commitment to continuously improving public works operations and services through a voluntary self-accreditation program. In 2007 the association celebrates the 10th anniversary of the first public agencies to earn accreditation.

APWA Reporter

The award-winning APWA Reporter serves as the prime communication link uniting the community of public works professionals who make up the association. Most articles are written by member-experts on subjects ranging from emergency management and water resources to fleet services and winter maintenance. The articles contain information on management techniques, research, training programs and new technology.

Events

APWA International Public Works Congress and Exposition

Billed as the "Best Show in Public Works," APWA's annual International Public Works Congress and Exposition brings together the newest public works products, emerging trends and best practices through a series of cutting-edge educational sessions and speakers, and the world's largest public works exhibition floor. More than 6,500 APWA members and industry professionals attend the meeting, which is held in a different North American city every year.

APWA North American Snow Conference

Each spring more than 1,000 participants attend APWA's North American Snow Conference, the premiere winter maintenance conference for professionals dealing with snow, sleet, ice, freezing rain and unpredictable weather patterns and storm systems. The conference highlights the latest innovations, successful practices and strategies in winter operations through expert speakers, educational sessions and technical tours. In 2006, heavy equipment debuted on the Snow Conference exhibit floor, which also features new technology and services tailored to snow and ice management and winter operations.

Advocacy

APWA empowers public works professionals to be the voice for adequate investment in public infrastructure among local, state and federal policymakers. APWA's Government Affairs Committee and other member advocates create partnerships with key stakeholders, establish new lines of communication with decision makers and extend outreach into the center of public policy discussions. Working in the public interest, APWA members bring their experience, expertise and unique perspective to policy debates that impact public works and our communities.

For More Information

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