



Funding Infrastructure in Missouri

Missouri Department
of Transportation

2017

Missouri's Long-Range Transportation Plan



Constitutional Amendment 7

- Republican sponsored bill
- $\frac{3}{4}$ -cent sales tax increase
- 5 percent to counties and to cities
- 10-year sunset



800+

TOTAL PROJECTS
covering critical safety
improvements across the state

3,200+

MILES of roadway resurfacing

750
MILES

of new shoulders
on rural highways

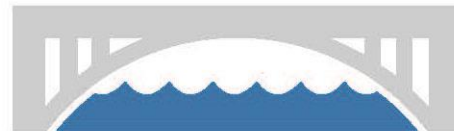


31

Interchange
Improvements

400+

bridge projects including
4 major river crossings





MoDOT's role was educational

Moving Forward Communit Task List

What
Communication plans, general timeline and fact sheet
Dave Nichols Guest Editorial
District by district plan of mobile bureau plans
Speakers Bureau engagement ma PowerPoint, fact sheet, elevator s
June 5 Connections: Lead story – Vote will take plac list public involvement starts n 2nd story – Here are the things 3rd story – Roberta's column at of voting, registering to vote, v
Compile Retirees in-person conta
Commission Chair Twitter Accoun
Confirm open house meeting loca
Send public comment period/regi news release statewide
Send public meeting invites to NE
Send public meeting invites to rer lists
Develop & deliver project list disp formats; fact sheet, comment/fe timeline board, sign in sheet, roor
Media advisory for open house m for each meeting in each district
News Release template – for dist announce project list/public mee

Updated: July 1,4 p.m.

STAT

After incredible feedback from Miss state, MoDOT and partnering partners, list of regional and community proj be completed if Amendment 7 were regional list of priority projects welle as communicated by citizens and to

800+ TOTAL PROJECTS

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STATEWIDE PUBLIC TRANSP IMPROVEMENTS, INCLUDING AND INCREASED HOURS/DAY FOR THOSE WHO NEED IT TH

CONSTITUT PRO

It is the Missouri Department of Transportation's responsibility as Missouri's transportation expert to educate customers about the impact of transportation improvements on public safety, job creation and the state's economy.

TALKING POINTS

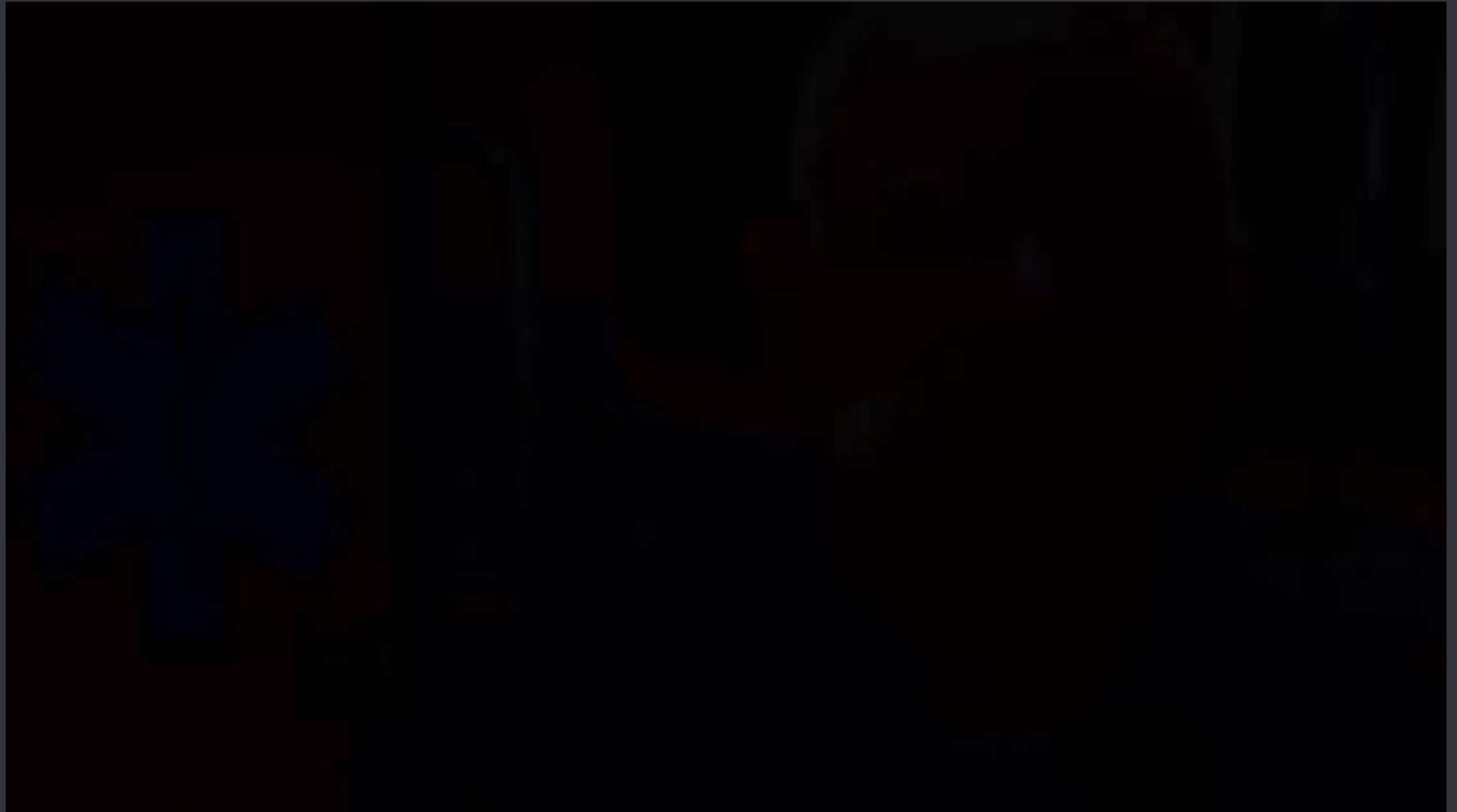
- We are excited to announce the final list of regional priority projects that would be completed should Amendment 7 pass in August. These regional priorities are a culmination of several years' worth of feedback from Missourians, local leaders and our transportation partners.
 - The priorities included in these regional priority lists are truly a reflection of the wants and needs of Missourians in every part of the state.
 - Whether your part of the state is in desperate need of safety upgrades such as (INSERT DISTRICT/REGIONAL DETAILS) to two-lane highways, resurfacing rural roads, making critical bridge upgrades or replacements, or finding new ways to get people to work through better transportation options, the final projects announced today include the priorities as identified by each local area.
- The delivery of the projects outlined in these final regional priority lists will go a long way toward fixing our roads and unsafe bridges where our system is already in bad condition.
 - There are too many roads and bridges under MoDOT's control that are in fair or poor condition. Unfortunately, these numbers will only continue to increase as our funding situation gets worse. To us, any number is unacceptable when it comes to the safety of Missourians and anyone else who is traveling on our transportation system.
 - In total, the priority projects will make it possible to repair or replace more than 3,200 miles of roads, 750 miles of new shoulders on rural highways and 400+ bridges over the next ten years.
- The completion of these projects will improve safety and save lives in several ways, including fixing unsafe roads, replacing dangerous bridges and making it easier for Missourians to get to where they need to go on a daily basis.
 - One death is one too many. And we know that safety improvements to our system have a direct impact on the number of transportation deaths in our state. For example, when MoDOT improved road and bridge conditions between 2005 and 2012, roadway fatalities decreased by more than 34 percent.
- Missourians played an important role in developing this priority list and will have greater accountability and control over how transportation funding is spent.
 - With the finalization of these regional priority lists, Missourians, for the first time, had a direct say in the types of projects that would be completed at the local level.

Cent

Information Provided and Approved by
MoDOT
David R. Housley, Director
July 1, 2013
A Division of MoDOT



The Campaign



Opposition



The Governor

"The burden of this \$6.1 billion sales tax increase would fall disproportionately on Missouri's working families and seniors..."

-Gov. Jay Nixon

Media outlets

"To say we don't like (CA7) is an understatement. It is an abomination."

- St. Louis Post Dispatch

Various Citizen Groups

No new taxes. Largest tax hike in state history. Truckers not paying their fair share.

Opposition video



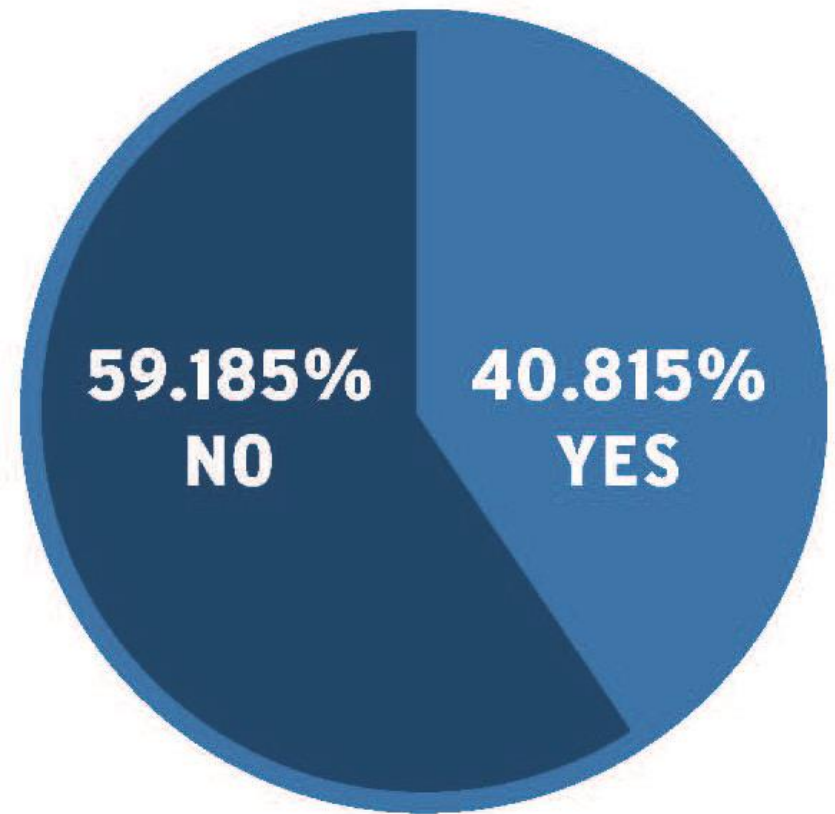
ON TUESDAY, AUGUST 5th

PAID FOR BY MISSOURIANS FOR BETTER TRANSPORTATION SOLUTIONS
THOMAS SHROUT, TREASURER

Election Day



After the results were tallied on Aug. 5, CA 7 was soundly defeated.



The Next Phase



The Media



ST. LOUIS POST-DISPATCH

MoDOT chief warns of tough choices ahead – 1/14/15

Missouri's General Assembly adjourned this month without addressing a projected budget shortfall that transportation officials say will devastate the state's roads and bridges over the next few years.



Lawmaker criticizes MoDOT spending – 5/2/13

We're in a crisis," said Highways and Transportation Commission Chair Steve Miller.

"We have never been in a position where we've had to tell the voters we simply can't take care of the system anymore and we're shutting down services."



"Missouri may not be able to match federal transportation funds in near future..."

TOUGH CHOICES AHEAD



Missouri's 325 Plan





**TOUGH
CHOICES
AHEAD**

Missouri's 325 Plan

- Primary and supplementary
- Focus resources on Primary
- Supplementary roads would only get routine maintenance

*What **Really** Matters*

Phase II focused on connecting with the “hearts” of our citizens.



Strategic Issues

Road to Tomorrow

SME: Tom Blair 314--453-1803

Bridges

SME: Dennis Heckman (573)
751-4676

Funding

SME: Roberta Broeker (573)
751-4622

MoDOT Mission

ion is to provide a world-class transportation
te that delights our customers and promotes a
us Missouri.

MoDOT Values

sent the fundamental principles and philosophy of the agency and guide the
havior. These values establish the boundaries within which all department
be conducted.

able
ful

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to a great experience

Message

Since its inception in 1913, the Missouri Department of Transportation has been taking care of the state's roads and
system has changed dramatically. Today, MoDOT also works to improve airports, river ports, railroads, public transit
Additionally, the agency administers motor carrier and highway safety programs.

There are nearly 34,000 miles of roads and 10,400 bridges connecting our communities. MoDOT has the nation's
includes more major river bridges than any other state.

Missouri ranks 47th nationally in revenue per mile, primarily because the state's large system is funded with one
Missouri's revenue per mile is \$51,203. By contrast, New Jersey's revenue per mile of \$1,677,140 ranks first.

MoDOT continues its commitment to provide the public with a safe and modern transportation system.

Strategic Issues

Positioning Statement

MAIN MESSAGE

EMPLOYEES

LEGISLATORS

PARTNERS

STAKEHOLDERS

Road to Tomorrow

SME: Tom Blair 314--453-1803

The Missouri Highways and Transportation Commission launched Road to Tomorrow as an innovative way to help create financing for the
restoration of Interstate 70 and to deliver a 21st Century transportation system. MoDOT Director Patrick McKenna said Interstate 70 from
Kansas City to St. Louis is being offered as a laboratory for innovation. To date we've received well over 300 ideas. MoDOT is still
aggressively seeking partners, grants and other tools to transform this project from a conceptual design into a reality.

Safety

SME: Bill Whitfield (573)
Jeff Padgett (573) 526-
Allmeroth (573) 751-27

FY 17 Operating Budget

MoDOT's operating budget provides value to every Missourian. MoDOT's operating budget is \$460 million
dollars per year and that accounts for 23 percent of the department's total budget. The operating budget is
used to operate and maintain every road on our system.

Other Modes

SME: Michelle Teel
2169

Sub Allocated funds

MoDOT has identified three local programs, which will no longer be managed through the sub allocation
process. In 1992, MHTC authorized continuation of these three programs even though they were no longer
required or funded by active transportation bills. MoDOT's funding for the three programs were approved
each year in the STIP.

Missouri Moves Cost-Share

On Sept. 15, 2016, budget restrictions were announced including \$20 million of General Revenue for the
Missouri Moves Cost Share Program. The Missouri Moves Cost Share Program provides financial assistance
to public and private applicants for state and local projects satisfying a transportation need.

FY 17 Operating Budget

Media Pulse Example



Media

THEMES TRENDING FOR JULY 2015

• Need to fix the roads	• Costs of not fixing I-70
• Tentative Amtrak agreement	• Critical bridges

THEMES TRENDING FOR JULY 2015

• Need to fix the roads	• Costs of not fixing I-70	• Need for additional funding
• Tentative Amtrak agreement	• Critical bridges	

MoDOT Brand

- MoDOT represented accurately and positively in most coverage
- Agency's messaging regarding funding needed to take care of the system was well represented
- Concerns: emphasize that large projects taking place now were already planned, emphasize R2T is broader than just tolling

Tough Choices Ahead/Transportation Funding

- Positive – accurately included MoDOT's funding messaging
- Approximately 20 stories – TRIP report, Highway Trust Fund's funding deadline, critical bridges, 325 Plan, CA7, lack of expansion projects, KC's ½ cent sales tax, Champ Clark Bridge, I-270 Projects and St. Joseph River Port
- Majority of articles were in sync with MoDOT's funding message; quotes from Chairman, Sen. Kehoe, Commissioner Pace and other staff
- Focus on lack of funding will increase number of critical bridges, cost of rough roads for drivers, Boone Bridge and other projects amid insufficient funding messages, no new expansion projects for the next five years and July 13th sales tax for KC transit

Road to Tomorrow

- Primarily balanced coverage
- Five stories – I-70 crumbling, tolls, taxes needed for funding, etc.
- Includes our agency messaging; quotes from the Chairman and other staff
- Focused on smart technology, increased traffic congestion is creating a need for intelligent transportation systems and a growing awareness for driver safety and if I-70 is not fixed, it would be a lot more costly to motorists in delays, car repairs and crashes versus paying tolls.

Multimodal

- Balanced reporting highlights MoDOT's funding issues

Other Topics

- Flooding – 7 articles
- \$13 million dollars in legal awards from two suits
- Reduced load posting on bridges
- New plan to develop North Riverfront Land
- Public votes on favorite digital messages:
Pass on Left, Drive on Right
- Put Down Your Phone and Drive
Turn Signals The Original Instant Message
- Sobriety Checkpoints
- Pavement blowups
- Zipper merging
- Re-opening of Hwy 59 and M 291 bridge
- Appointment of Mary Nelson to commission
- Road closures/openings

Watch List Example

ISSUES WATCH LIST

(Revised 3-21-16)



Overall Focus

Issues that have significant potential to negatively impact our brand and require us to reevaluate and revise our messaging.

Subject	Trigger	Issue
Critical Bridges	Number drops significantly following inspections	Prior messaging said new revenue would be needed to drop the number of critical condition bridges.
State Revenue	Revenue generated by fuel tax and vehicle sales increases again significantly	Prior messaging from last summer stated the increase was a one-time, unanticipated increase in revenue.
Highway 54 Bridge, only Mississippi River bridge into the capital city.	Opening of bridge possibly delayed because of undiscovered structural issues.	Originally messaged that bridge would be open by the end of August 2016. Need to stress it would be unsafe and imprudent for MoDOT to ignore the repairs that need to be made just to meet the project deadline. Could affect travel of legislators and state workers.

John Darkow on Missouri Highways | Columbia Daily Tribune

