

BACK TO THE FUTURE



*Funding Today's Transportation Needs
With a "New-Old" Idea*



From Fashion ...



CAT EYE GLASSES

THEN VS. NOW



From Fashion ...



HOT PANTS
THEN VS. NOW



From Fashion ...



CAT EYE GLASSES
THEN VS. NOW

From Fashion ...



JUMPSUITS
THEN VS. NOW



From Fashion ...

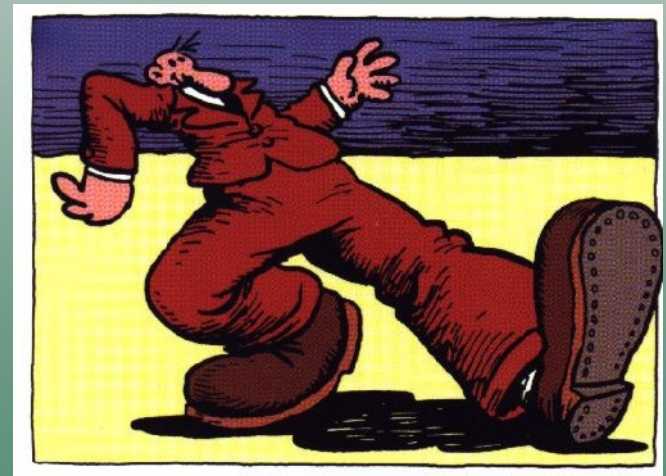


FULL SKIRTS
THEN VS. NOW

... to Phrases ...

Popular 60's and 70's Phrases & Sayings

- Groovy
- Beam me up, Scotty!
- Dy-no-mite!
- The next stop is the Twilight Zone.
- Far Out
- Good night, John-Boy
- May the Force be with you
- Keep on Truckin'





To Automobile Design...



1963 Mini Cooper



2007 Mini Cooper



To Automobile Design...



New Volkswagen Beetle



Original VW Beetle



To Automobile Design...



Early Fiat 500 Model



New Fiat 500 Model



To Automobile Design...



1966 Ford Mustang



2011 Ford Mustang



To Automobile Design



1969 Chevy Camaro



2010 Chevy Camaro

Tolls – An Old Idea



The idea of paying a toll has been around since Greek mythology told the story of Charon the ferryman charging a **toll** to carry the dead across the river Styx to Hades.



Tolls in the News

Drop in fuel taxes has transportation officials calling for more toll roads

10/7/11 © WFSU Public Radio

Gov. Scott's transportation plan paved with toll roads

10/10/11 © The Current

US: Drivers paying more tolls to use roads, bridges

10/11/11 © USA Today

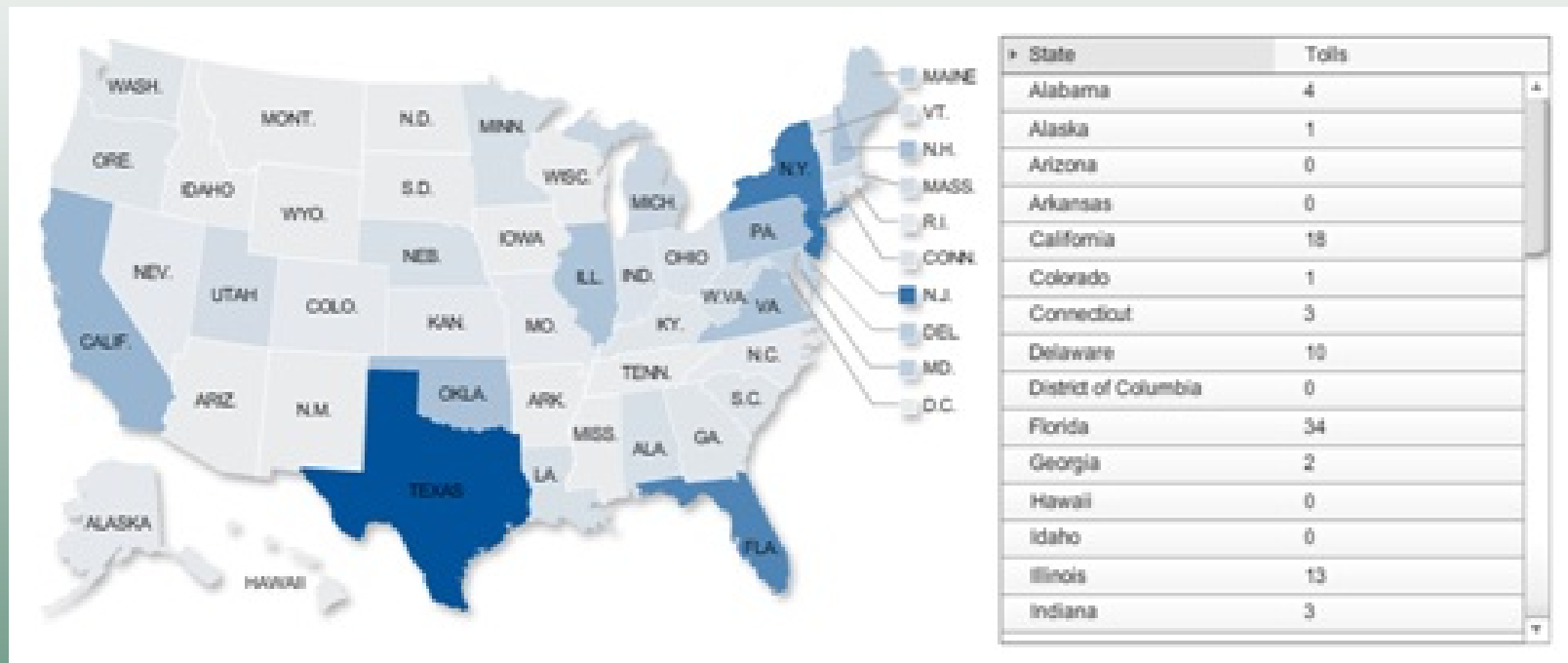
Tollway mergers on a road to nowhere?

10/13/11 © Orlando Sentinel

Scott: State needs more science grads, new toll roads and fewer business taxes

10/12/11 © Miami Herald

Tolls Around the USA



US: Drivers paying more tolls to use roads, bridges

10/11/11 © USA Today



The Mess We're In

**Status Quo is
Latin for "the
mess we're in."**

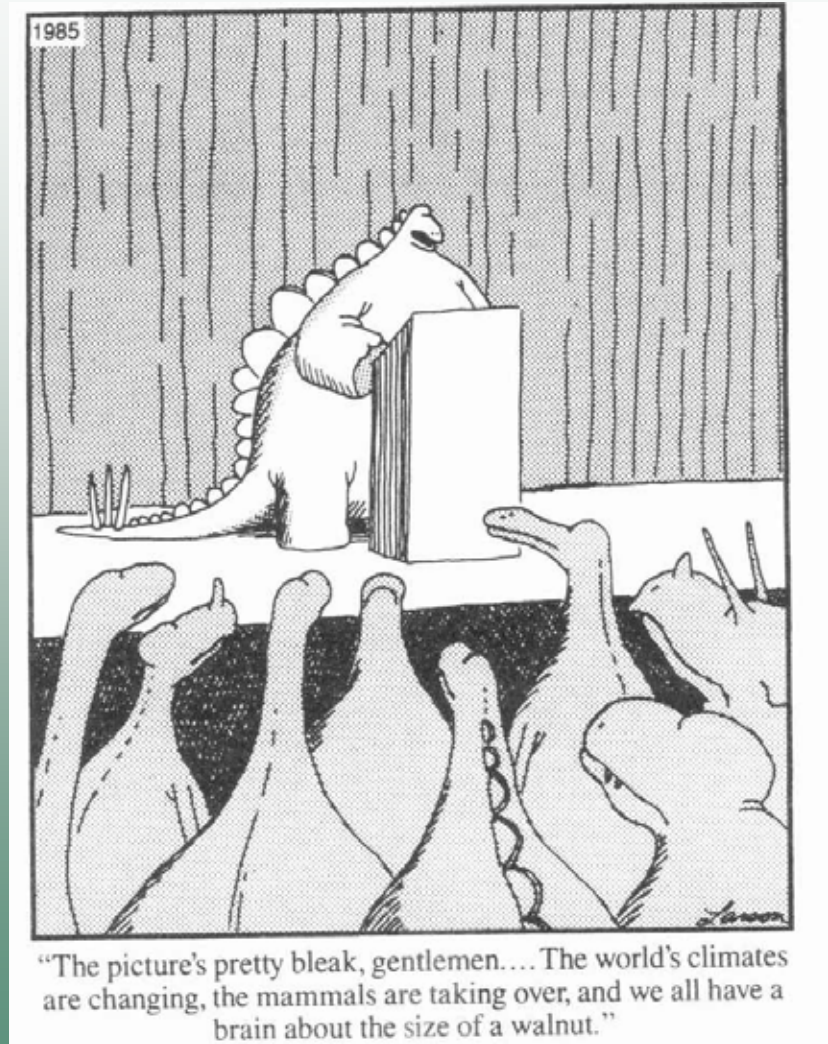
-Ronald Reagan



Florida can't afford the Status Quo!

Bleak picture?

“The picture’s pretty bleak, gentlemen... The world’s climates are changing, the mammals are taking over, and we all have a brain about the size of a walnut.”



The Opportunity Before Us

***Sell "Tolls" – a Direct User Fee –
as Part of the Transportation
Funding solution.***

***But NOT Yesterday's
Tolls ...***



***TODAY'S Modern, Easy
and Convenient
Open Road Tolling***

CRISIS

危

A time of danger;

机

A time of opportunity;



“Road Map” to Economic Recovery

Transportation “investments” can:

1. create & retain jobs,
2. grow Florida’s economy,
3. prepare us for increased global competition, *and*
4. improve our quality of life.

**And TOLLS can help PAY
for it in tight fiscal times!**



A Failure to Communicate



"What we've got here is a failure to communicate."

How can we effectively communicate the
Importance of TRANSPORTATION?



Effective Communication

“Translate” to “Sell” TRANSPORTATION to (the 3 Ps):

- **P**ublic,
- **P**ress, and the
- **P**oliticians.

“Translate” to effectively communicate.



Talk Like Normal Folks

Communication is a “contact sport” – *translate* what we’re doing to tell the 3 Ps – *without* using jargon – clearly explain **why it matters.**

Answer the “So What?” Question

**Facts are nice, but
slogans sell beer.**





The BIG Picture

TRANSPORTATION is **MORE** than
asphalt, concrete & steel
... it's really about **PEOPLE**.

It provides:

- **Safety,**
- **Freedom** and
- **Prosperity**



to the **PEOPLE** of Florida!



Sell Truth & Offer Hope!

- 1.) Tell the TRUTH about today's transportation challenges
(really "sell" the truth)
- 2.) and then offer HOPE.



Seven Suggestions

1.) Time is a precious commodity

What do people really want?

More free time!

More Floridians would rather get a free day off than a free day's pay.

Talk about how your work will save PEOPLE time!



Seven Suggestions

2.) Solutions are what Floridians demand

When developing plans,
... emphasize **solutions**.

Every time you talk about challenges, follow with **solutions that will make a difference in Floridian's daily lives.**



Seven Suggestions

3.) Common Sense is what Floridians think is so lacking in government

All of your solutions should be framed using a “common sense approach.”

Seven Suggestions

4.) **Don't talk about process –**

Floridians don't really care about the process - they care about the **outcome**.

Talk about the purpose of your plan ... and **don't use acronyms**.

Tell Floridians what you've done and what you are trying to do ... without getting mired in technical, bureaucratic ways of government.



Seven Suggestions

5.) Talk about consumers –

Today the public is more **consumer-oriented** than ever before.

Floridians want more choices, more options, and more flexibility in transportation.

Give it to them!



Seven Suggestions

6.) Floridians are looking for **balanced approach** to virtually everything

The public wants their government's plans to ***strike a balance***

... between competing interests.

Make your plans and proposals **transparently balanced.**

Seven Suggestions

7.) Floridians want sincerity ... and simplicity

The public will not trust any plan, proposal, or policy that seems too complicated.

The **public distrusts complexity** because they think that **government folks hide behind complexity**.

Seven Suggestions

7.) Floridians want sincerity *(continued)*

Be sincere in the development of your plans
... and simple in their presentation.

*“Always be sincere whether you
mean it or not.”*

–Reubin Askew

Simplify ...

- Pythagorean Theorem: **24** words
- Lord's Prayer: **66** words
- Archimedes' Principle: **67** words
- 10 Commandments: **179** words
- Gettysburg Address: **286** words
- Declaration of Independence: **1300** words
- US Government regulations on the sale of cabbage: **26,911** words





Power, Passion & Purpose

Communicate with **passion** ... as well as purpose.

If you don't act like you care about an issue,
... why should anyone else?

***"Nothing great was ever achieved
without enthusiasm."***

-Ralph Waldo Emerson



Now... What Will YOU Do?

1988 movie, "The Untouchables" –

Sean Connery & Kevin Costner exchange

... ***"What Are You
Prepared to DO
About It?"***

The Same Question
Is For YOU!





FBT – Moving Florida Forward

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