

Alternative Transportation Funding

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Majority of Top Billionaires?

Financing or Funding –

- ▶ Financing – Private Sector
 - Relatively Easy
 - Helps but Doesn't Solve The Major Problem
- ▶ Funding – Major Issue
 - Core System in Conflict with Reality
 - Not in-line with the Future
 - Temporary Solutions

Viable Option (s)

- ▶ Self-Sustaining, Self-Sufficient
- ▶ Future-Oriented

Can we devise one?

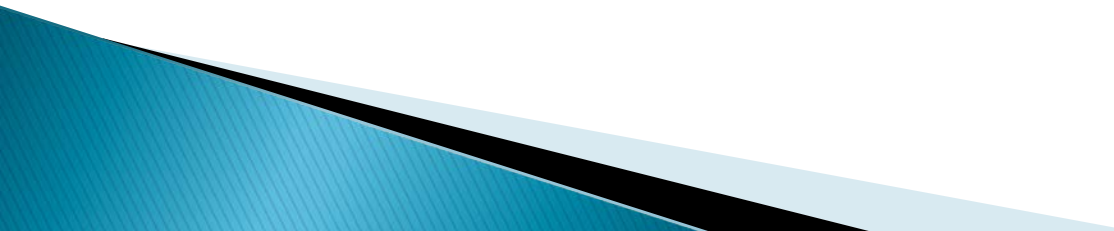
Why So Long?

- ▶ More than a decade
- ▶ Millions Invested
- ▶ Multitude of:
 - Studies
 - Programs
 - Commissions
 - Task Forces
 - Ideas

No Solution



Underlying Dilemma

- ▶ Less Effective Communication
 - ▶ Silos of Excellence
 - ▶ Us versus Them
 - ▶ Political MisUnderstanding
 - ▶ Public Education
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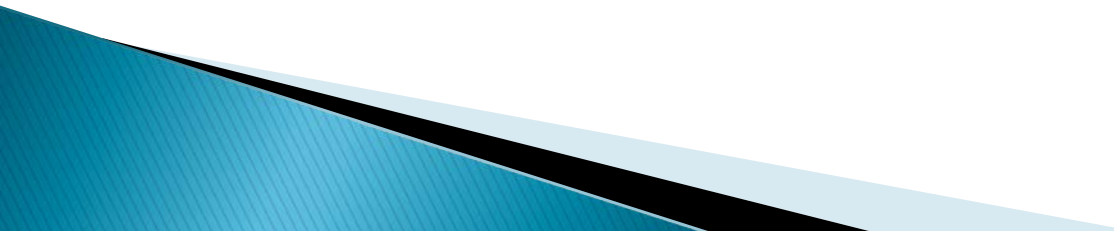
Core Strategic Missteps

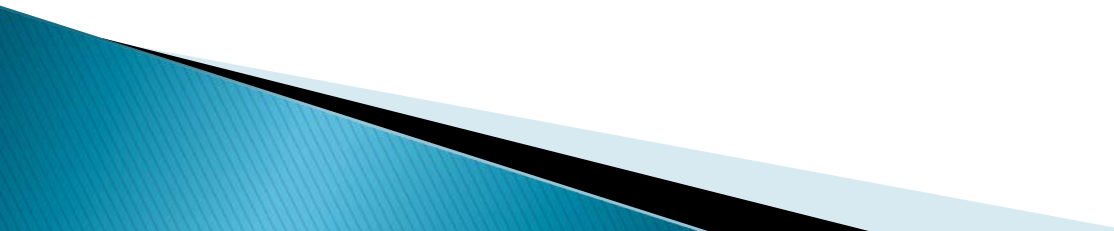
- ▶ Limited Groups of Stakeholders
- ▶ No use of Advanced Communication Tools
- ▶ Minimal use of Social Media
- ▶ Political Sensitivity
- ▶ Acceptance by Masses
- ▶ Diplomacy

Inability to demonstrate true /direct BENEFIT



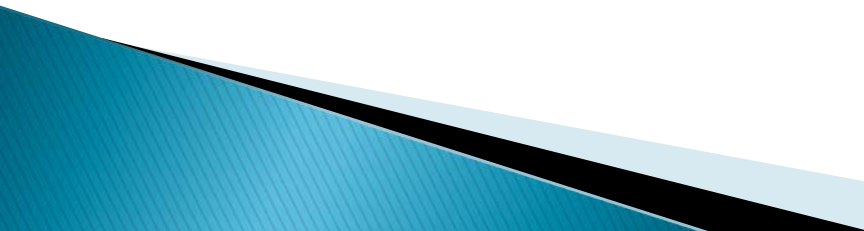
Can We Make it Happen?

- ▶ Forge a powerful strategic direction
 - ▶ Regional Partnerships
 - ▶ Link budgets and performance to the agency's core functions, find efficiencies and reduce costs, eliminate duplication, Maximize \$\$
 - ▶ Keep it separate from financing options
 - ▶ Proactive identification and management of political risk
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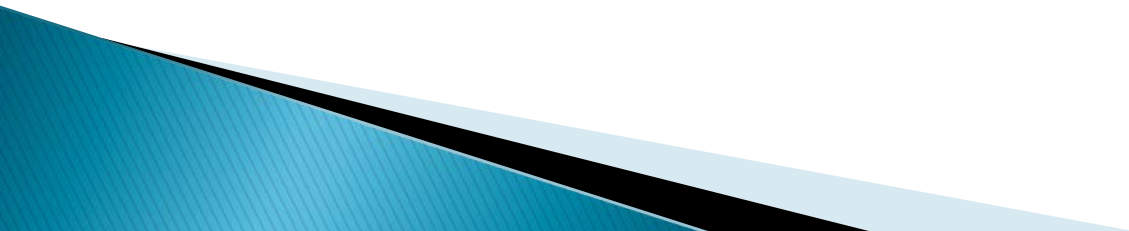
- ▶ Expose gaps in strategies – take early corrective actions
 - ▶ Pathway for establishing and connecting Emerging Mega-Regions
 - ▶ Aligning Agency's goals and objectives with those of federal and local partners
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Key to Success

- ▶ Invest Aggressively and Boldly in MBUF
 - ▶ Eliminate Risk for Political Leadership
 - ▶ Remove Technicalities– Complex Engineering, Legal, Economic, models and terminology

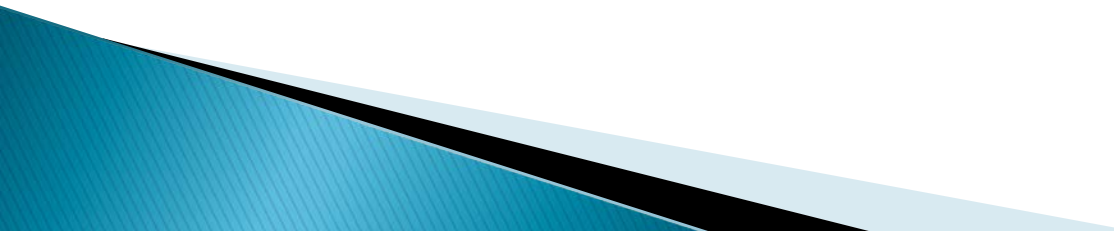
 - ▶ Identify, Understand, User's Acceptance
 - ▶ Sensitive to Sensitivity – Ignoring
>>Counterproductive
 - ▶ New Business Model – Integrated Solution for AM, Preservation, Ops, Capacity
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OUR PEOPLE

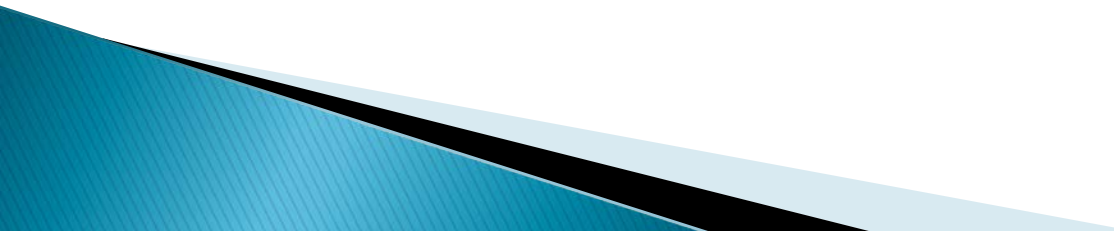


How Much in Our People????

- ▶ Manage Billions \$\$ projects, Programs, Mega Contracts
 - ▶ 100s of Millions \$\$ of Studies

 - ▶ Market Compatibility
 - ▶ No Equity
 - ▶ Satisfaction Rate 7%,,,,,,93% Not satisfied
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- ▶ Liability –more than a doctor or lawyer; high rise building, a long span bridge, a hospital complex, the tools used in all industries
 - ▶ HR studies, compensation and Adjustment

 - ▶ Sit and Stay quiet or bring it to the forefront
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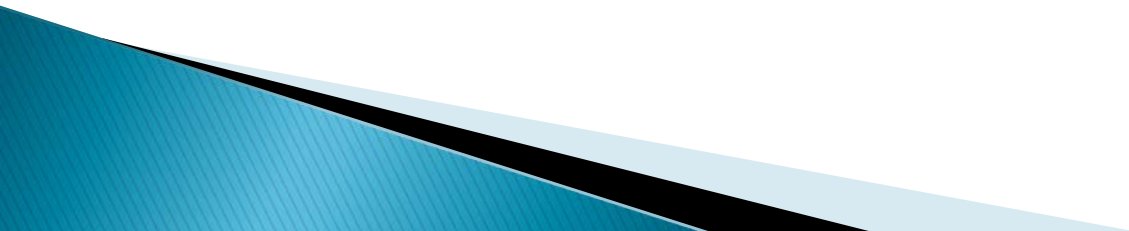
- ▶ Highly qualified people needed on both sides:
 - Public
 - Private
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Consequences

- ▶ If one is not and the other is >>> Low-quality deliverables,
- ▶ Disconnect,
- ▶ Lose public trust,
- ▶ Hurt the industry

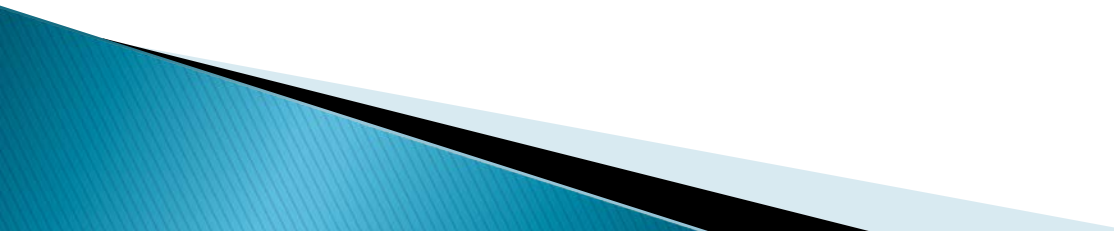
- ▶ **Makes it difficult to make a Strong Business Case for the needed funding**

Communicate It Strategically at Every Level –
Policy Makers, Conferences, Legislators



Status Update

5 Corner Stones

1. Political and Public Involvement and Acceptance
 2. Eliminate Privacy Concerns
 3. Low Cost of Administration Compared to Existing System
 4. Protected, Flexible, and Market-Driven
 5. No New Bureaucracy-Type of Collection Process
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Strategic Political and Public Involvement

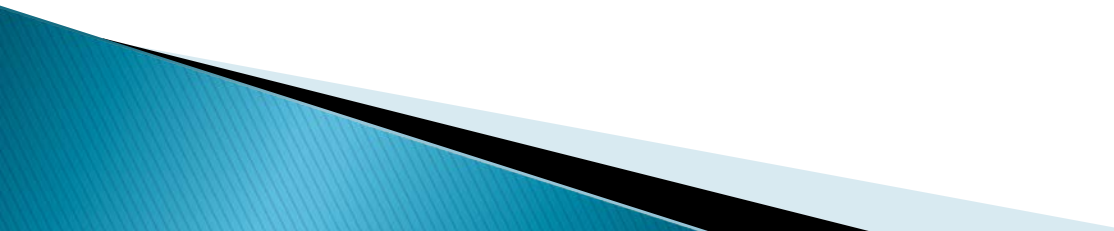
- ▶ 4 Major levels
 - One-on-one: Political, Policy Makers, Legislators
 - One-on-one: Influentials CEO, King-makers
 - One-on-one: Key Stakeholders, Private Sector
 - Public
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Feedback Received

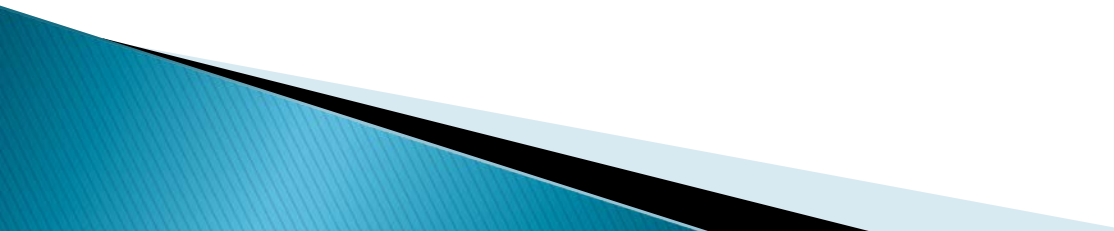
- ▶ Constitutionally Protected
- ▶ No Diversion of Funds to General Fund
- ▶ Environmentally Friendly
- ▶ Cost no more than 3–5% Administering
- ▶ Least Technology
- ▶ Mega Regional Undertaking

No MAJOR Opposition as long as there is NO Risk



- ▶ Grassroots Level Support
 - ▶ Sophisticated State-of-the-Art Communication Tools
 - ▶ Feedback and Control
 - ▶ Social Media – Mass media
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- ▶ Data Mining and Probing
 - ▶ Unstructured and Structured Data

 - ▶ Craft modified Strategies based on Feedback
 - ▶ Second round of Involvement and Outreach
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- ▶ Engage
 - System Operators
 - Suppliers
 - Distributors
 - DMV

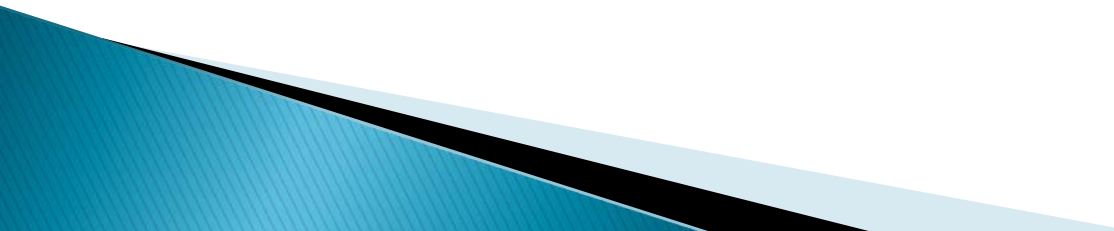
▶ A Funding Model:

- Flexible
- Accommodate reasonable recommendations
- Address Sensitive Issues
- Will probably reduce Financing costs for the Public Agencies – Minimizing uncertainties for financiers

Current System is literally RIGID

Creates a Tremendous Opportunity



- ▶ Statewide
 - ▶ Involve
 - MPOs and
 - RTCs
 - Major Counties
 - Major Cities
 - ▶ Mega Regional Basis
 - ▶ Does not compromise PRIVACY at any level
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- ▶ Least cost of Administration
 - Not more than 3 – 5%
 - ▶ Extremely Minimal Burden on Existing System
 - ▶ No Retrofitting
 - ▶ Low Tech
 - ▶ True Coalition
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