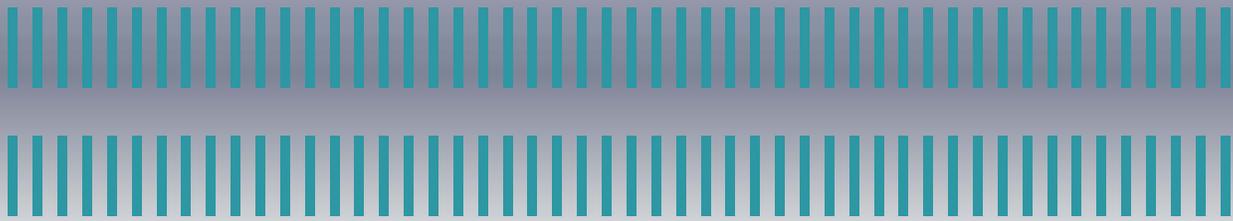


# 2015-2016 Legislative Campaign



# Progress In Motion

Transportation For A Strong Minnesota



**Progress In Motion** brings together organizations with a stake in the safety and effectiveness of our transportation system to raise awareness and build support for action. Minnesota has fallen behind. Our infrastructure is aging and the state will not have the resources to repair and replace all of the deficient bridges and worn out roadways and will not be able to handle the growing congestion and need for investment in highways and transit as the population grows by over 1 million in the coming decades.

With the support of over 200 organizations, PIM is building momentum for increased state funding to improve more roadways, replace more deficient bridges and provide more choices for getting around – all across Minnesota

**Progress In Motion** launched a multi-pronged campaign beginning in the fall of 2015 to increase the visibility of transportation challenges and build support for action to increase transportation funding during the 2016 Legislative Session.

PIM was able to reach hundreds of thousands of Minnesotans as well as work with legislators to successfully make transportation a top priority.

Legislative leadership and the governor recognized the need for additional investments in Minnesota's transportation system and publicly committed to addressing the need. Leaders from the House of Representatives and Senate and Governor Dayton all agreed that the investment in roads and bridges is short \$600 million per year over the next 10 years. All sides proposed funding plans would have significantly reduced or eliminated this gap.

The major bills on the table throughout the session were: **transportation funding, tax reform, capital bonding and supplemental budget bill**. While transportation, along with the bonding bill and tax bill, fell victim to the end of session failure in coordination and communication, it continued to be an issue for a potential special session.

***Transportation funding is now on the verge of significant funding increases if we can maintain momentum and continue to push legislators and the governor to take action as soon as possible on a comprehensive, long-term transportation funding plan.***

# Billboard Campaign

February through May



## Billboard Designs:

- Minnesota – Land of 1,000 structurally deficient bridges
- Minnesota Driver Wastes \$1,000 per year stuck in traffic
- There's No Money to Expand Highway 14
- There's No Money to Fix Highway 23



All Billboards directed people to FundOurRoads.com where we captured information and communicated with those people throughout the campaign.

Billboards posted on Social Media and Progress In Motion Web Site.



# Radio Ads

<http://www.transportationalliance.com/pim/progress-motion>

*Listen to these ads on our web page*

- Greater Minnesota Ad highlighting Safety 30 seconds
- Metro Ad highlighting legislative contact 60 seconds

## Media Strategy

- Focus advertising pressure on the Twin Cities and the following population centers in Greater Minnesota
- Mankato, Marshall, Wilmar, Rochester, St. Cloud
- Used stations with the below formats to bring the message to the campaign target and engage the legislative target:

Top 40, Hot AC, Classic Rock, Oldies, News/Talk (local/liberal)

1 active station per market

30-second spots used for all markets in Greater Minnesota

60-second spots used for Minneapolis-St. Paul

Format and geographic targeting similar to the standard radio stations

Used Pandora to reach targeted digital radio listeners

**347,368** :30 audio impressions with accompanying clickable 500x500 companion tiles and 300x250 companion banners. The ads targeted A21-49, and ran exclusively on Pandora's *Alternative, Eighties, Indie, Pop, and Rock* stations in an effort to reach a more liberal audience

- Posted radio ads on Facebook and Twitter with paid boost/Posted ads on Progress In Motion Web Site
- Started the campaign the week of 3/14/16 and continued on a relatively even pace throughout the 8-week campaign period ending Sun 5/8/16

Minneapolis/St. Paul Area

Paid Spots

Bonus Spots

KTCZ-FM	Cities	97.1	Adult	96	24
KTNF-AM	AM950	950	Talk (Progressive)	72	20

Mankato				Paid Spots	Bonus
KDOG-FM	Hot 96.7	96.7	Contemporary Hit Radio	126	30

Marshall				Paid Spots	Bonus
KKCK-FM	99.7 KKCK	96.7	Contemporary Hit Radio	139	36

Willmar					
KWLM-AM	News/Talk 1340 & 96.3 FM	1340/96.3	News/Talk	132	0

Rochester					
KROC-FM	KROC FM 106.9	106.9	Contemporary Hit Radio	130	25

St. Cloud					
KCLD-FM	Today's Hit Music	104.7	Contemporary Hit Radio	90	0

## Phone2Action Contact System/FundOurRoads Landing Page

The Phone2Action system allowed us to send multiple text and email calls out to advocates to contact legislators and the Governor during and after the legislative session. **Advocates sent 295 messages to the governor and leadership requesting a Special Session for transportation.**

ADVOCATES **891**

CONNECTIONS **916**

ONLINE PETITION **530 SIGNATURES**

*A hard copy of the petition and signatures was sent to every legislator.*

## Digital Ads

- » **1,927,714 total ad impressions delivered**
- » **Over 600,000 unique web users (Reach)** through StarTribune.com and our Advantage Network of websites
- » Average user was delivered your ad over 3x over the course of the campaign
- » **774 clicks to FundOurRoads.com** through this campaign, not to mention people who searched or typed in the website directly after seeing the ad

Goal: Drive awareness of 3 major transportation problem areas to citizens and legislators

- » Hwy 23 Project near Willmar, Spicer, & Granite Falls
- » Hwy 14 Project near Mankato, Owatonna & Rochester
- » Target State Capitol area to influence legislators
- » Target the Twin Cities metro area with message about congestion and traffic



StarTribune  
**VARIETY**

58°  
FORECAST | TRAFFIC

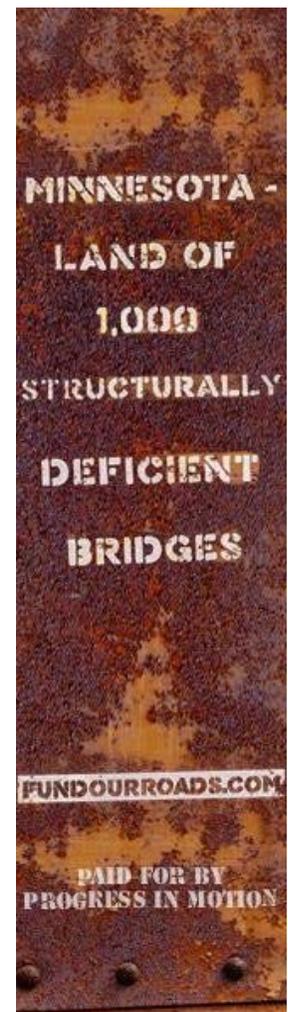
GoldenGavel  
BEDDING ENDS  
06:11:13  
CART | CHECKOUT | WISH

Week Home Local Sports Business Opinion Variety Obituaries Classifieds Autos Housing Jobs

**MINNESOTA DRIVER WASTES \$1,000 PER YEAR STUCK IN TRAFFIC**  
**FUNDOURROADS.COM**  
PAID FOR BY PROGRESS IN MOTION

Browse Variety Sections

Books	Comics & Games
Celebrities	Health
Eat & Drink	Home & Garden
Movies	Kids' Health
Music	Style
Stage & Arts	Taste
TV & Media	Travel
Lottery	Horoscopes



**MINNESOTA -  
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**THERE'S NO  
MONEY  
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HIGHWAY 23**

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# Economic Impact of Highway Investments Study by ARTBA

## Facilitating Economic Growth: The Impact of a \$600 Million Increase in Minnesota's Annual Highway & Bridge Capital Outlays



PIM commissioned a new report that demonstrates the impact on Minnesota's economy -- by individual sector -- of an increase in the highway and bridge investment of \$600 million each year.

The report was extremely helpful in making the case for increased funding with the news media, potential allies, legislators and others.

We promoted it though social media, at meetings and with editorial boards.



# Regional Meetings October – January

Progress In Motion organized local transportation meetings with area legislators to discuss local projects and needs prior to the start of the 2016 Session

- ✓ Rochester
- ✓ Willmar
- ✓ Mankato
- ✓ St. Cloud
- ✓ Moorhead

The meetings included **local government officials, contractors, transit system managers, consultants, labor, businesses and other local advocates.**

## Media Tour – October through December

Progress In Motion met face to face with news reporters and editorial boards as well as getting our message out on local radio shows to provide important information and help shape news coverage including positive editorials that urged legislators to increase transportation funding.

- ✓ Alexandria
- ✓ Detroit Lakes
- ✓ Duluth
- ✓ St. Cloud
- ✓ Marshall
- ✓ Owatonna
- ✓ Rochester
- ✓ Granite Falls
- ✓ Willmar
- ✓ Mankato

### BREAKING NEWS:

*Papers across the state agree it's time for a transportation bill.*

*The Legislature has to get this done.*  
If they don't, every taxpayer in every legislative district in every part of the state will be paying more...

- The Mankato Free Press Editorial Board, April 1, 2016

The long-range outlook is not good for a state whose economic vitality and quality of life is much dependent on safe and sufficient highways and transit...

*A state transportation funding boost can't wait.*

- The Minneapolis Star Tribune Editorial Board, April 15, 2016

"A year or so from now will St. Paul still be buzzing about the need for transportation funding? Not if lawmakers heed this reminder:

*Transportation remains a critical and urgent issue.*

- The Duluth News Tribune Editorial Board, Jan. 27, 2016

*We can't wait any longer...*

We know the wear and tear on our roads is accelerating. Putting off repairs will be even more expensive in the future. What are we waiting for?

- The Rochester Post-Bulletin Editorial Board, Dec. 7, 2015

*The Legislature needs to complete a comprehensive transportation funding bill...*

The state Department of Transportation is calling for few, if any, new projects because the department's budget struggles to keep up with maintenance.

- The Saint Cloud Times Editorial Board, Dec. 30 2015

## What they're saying:

“Kicking the transportation funding can down the road yet another year would be grossly irresponsible.”

*After failing to pass a long-term, sustainable funding bill for roads, bridges and transit last year, Minnesota newspapers agree that the Legislature must act this year to fund the state's transportation system.*

*Today, the Legislature has been in session for a month, but no transportation bill has materialized. Across the state, editorial boards and opinion leaders are urging lawmakers to fulfill their campaign promise to Minnesota voters of better infrastructure. Here's what they're saying:*

**The Mankato Free Press:** “Minnesota taxpayers are losing about \$3.75 million a month because the Minnesota Legislature has not passed a comprehensive transportation bill... The Legislature has to get this done. If they don't, every taxpayer in every legislative district in every part of the state will be paying more than they should to fix our continually deteriorating roads. It's getting more expensive every day.” ([\*Our View: Legislature: Road Funding Inaction Costs Taxpayer's Money\*](#), April 1, 2016.)

**The Duluth News Tribune:** “A year or so from now will St. Paul still be buzzing about the need for transportation funding? Not if lawmakers heed this reminder: Transportation remains a critical and urgent issue.” ([\*Our View: Transportation Remains a Priority for St. Paul\*](#), Jan. 27, 2016.)

**The Rochester Post-Bulletin:** “Legislators have had the last year — no, make that several years, as the neglect has been mounting for a long time — to reconsider how they will come to an agreement on a transportation bill. We can't wait any longer.” ([\*Our View: Fix Our Infrastructure Before Cutting Taxes\*](#), Dec. 7, 2015.)

**The West Central Tribune:** “Transportation experts say that Minnesota underfunds its transportation needs by as much as \$1 billion annually... One wonders if another bridge collapse, similar to the Interstate 35W bridge collapse, has to occur in Minnesota before this state can find agreement and get on the road to adequate funding.” ([\*Editorial: Minnesota's Transportation Needs a Critical Investment\*](#), Feb. 27, 2016.)

**The St. Peter Herald:** “Ongoing political dysfunction is bad enough when it trumpets over the broadcast media on a daily basis. Kicking the transportation funding can down the road yet another year would be grossly irresponsible.” ([\*Our Opinion: Transportation Funding Must Be Addressed This Session\*](#), March 1, 2016.)

**The Pioneer Press:** “The state's current finances present a distinctive juncture to pass strategic and sustained transportation funding for roads, bridges and transit. Let's not waste the opportunity.” ([\*Doug Loon: Don't Waste Opportunity to Fund Roads, Bridges, Transit\*](#), Feb. 14, 2016.)

# Consultants

Progress In Motion hired professional consultants to help with outreach to legislators, legislative strategy, communications and messaging and social media engagement.

Our Legislative Consultant – **Brian McDaniel** – is a well-known spokesman with close ties to key legislators and years of experience working on complex, statewide issues. He provided overall strategic advice and helped facilitate meetings with all of the lobbyists working on transportation issues. He also arranged meeting with key legislators and member organizations of PIM.

Our Media Consultant – **Catharine Richert Jones** – guided our social media campaign, arranged interviews and meetings with media outlets, pitched stories to news organizations, developed infographics and other compelling messages and wrote press releases and statements sent out on behalf of Progress In Motion.

Catharine communicated regularly with member organizations who have a presence on social media so that tweets and Facebook posts were seen by thousands of people.

## 5 THINGS

To know about Minnesota's infrastructure

**1** Our roads and bridges are getting worse.

More than half of our roads are 50 years old or older. Close to 1,000 of Minnesota's bridges are deficient.

**2** Successful state plans to raise additional transportation revenue, 2012-



Since 2012, 23 states have approved new transportation revenue. **BUT** Minnesota isn't one of them.

**3** Some roads are not safe.

Traffic fatalities are the main cause of death for people ages 2-34. Most accidents happen on two-lane, rural highways.



**4** **2.4 MILLION**

That's the number of vehicles that cross structurally deficient bridges in Minnesota each day.

**5** **\$700**

Congestion is costing commuters over \$700 per year in lost time and fuel.

WANT TO HELP?

Visit:

www.fundourroads.com

Sign a petition telling your state representative to pass long-term transportation funding this year.

## Common Ground

on

# TRANSPORTATION

Republican and Democratic legislators agree...

- ✔
On the need for a transportation bill this year.
- ✔
That roads and bridges are deteriorating and need to be fixed.
- ✔
That too many people are being killed and injured in traffic accidents.
- ✔
That congestion will make travel more difficult.
- ✔
That \$800 million annually is needed for roads and bridges.
- ✔
That more money is needed for transit.
- ✔
That new transportation funding should come from the budget surplus, license tab fees and bonding.

That sounds like a recipe for compromise.

Time is Running Out! Let's not miss this opportunity to get the Transportation Funding Minnesota needs!

## Progress In Motion Leadership:

- American Council of Engineering Companies (ACEC) – **Randy Morris, Dave Oxley**
- Associated General Contractors of MN (AGC) – **Tim Worke**
- Transportation Alliance – **Margaret Donahoe**
- Association of Minnesota Counties (AMC) - **Emily Pugh**
- Laborers Dist. Council of MN & ND – **Russell Hess**
- Intl Union of Operating Engineers Local 49 – **Julia Donnelly**
- MN Asphalt Pavement Assn (MAPA) – **Jim Wafler**
- MN Inter-County Assn (MICA) – **Keith Carlson, Steve Novak**
- MN Public Transit Assn (MPTA) – **Sherry Munyon**
- Rural County Caucus – **Dan Larson**
- Township Assn – **Kent Sulem**

Budget: September 2015- June, 2016:

• Billboards	\$70,000	
• Radio Ads	\$60,000	
• Digital Ads	\$10,000	
• Consultants	\$60,000	
• Economic Impact Study		\$15,000
• Regional Meetings/Media Tour		\$ 2,000
• Research/polling in key corridors		\$25,000
• Social Media		\$20,000
	<b>TOTAL</b>	<b>\$262,000</b>

## Contributors to Progress In Motion 2015-2016

Alliant Engineering Inc  
Amalgamated Transit Union, Local 1005  
American Council of Engineering Companies of MN  
American Engineering Testing, Inc  
Ames Construction Inc  
Associated General Contractors of Minnesota (AGC)  
Bituminous Roadways Inc  
Bolton & Menk Inc  
Braun Intertec Corporation  
Cement Masons, Plasterers, and Shophands Local No. 633  
Cemstone Products Company  
Central Specialties Inc.  
Communications Workers of America  
Concrete Paving Association of Minnesota (CPAM)  
CS McCrossan Inc  
Doboszinski & Sons, Inc  
Duininck, Inc.  
Erickson Engineering  
FPI Paving Contractor, Inc.  
HDR Engineering Inc  
International Union of Operating Engineers Local #49  
Knife River  
Kraemer North America

Laborers District Council of MN and ND  
LHB Inc  
Mathiowetz Construction Company  
Mathy Construction Co  
Minnesota Asphalt Pavement Association  
Minnesota Inter-County Association (MICA)  
Minnesota Laborers Employers Cooperation & Education Trust (LECET)  
NorthCentral States Regional Carpenters  
Parsons Brinckerhoff  
P.E. Services, Ltd.  
Portland Cement Association  
Rani Engineering  
Road Machinery & Supplies Co  
Robert R. Schroeder  
Shafer Contracting Company Inc  
Short Elliott Hendrickson (SEH)  
SRF Consulting Group Inc  
Teamsters Local 120  
Tiller Corporation  
TKDA  
Wenck Associates, Inc.  
Widseth Smith Nolting & Associates Inc  
WSB & Associates, Inc.