



### PROGRAM REPORT – SEPTEMBER 2017

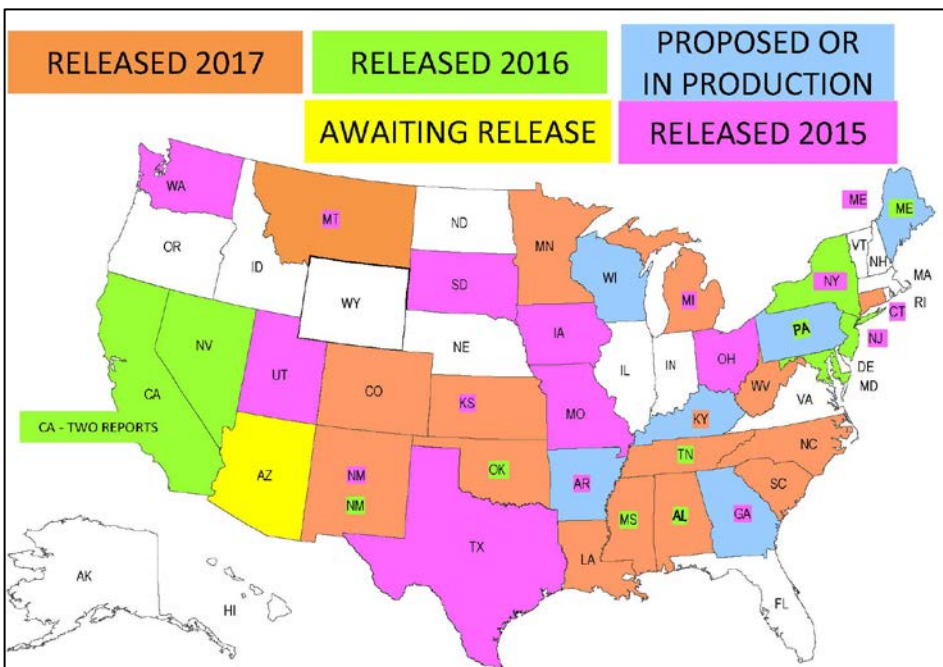
**TRIP GENERATED NEWS MEDIA COVERAGE IN 2017 INCLUDES 700 TV/RADIO NEWS BROADCASTS AND 400 DAILY NEWSPAPER AND INTERNET NEWS SITE ARTICLES WITH AN EARNED MEDIA VALUE\* OF MORE THAN \$5 MILLION**

**ONE NATIONAL AND 16 STATE REPORTS RELEASED AT 37 NEWS CONFERENCES:**

**[MONTANA](#), [NEW MEXICO](#), [ALABAMA](#), [WEST VIRGINIA](#), [KENTUCKY](#), [COLORADO](#), [SOUTH CAROLINA](#), [LOUISIANA](#), [MICHIGAN](#), [TENNESSEE](#), [KANSAS](#), [MINNESOTA](#), [OKLAHOMA](#), [NORTH CAROLINA](#), [CONNECTICUT](#) AND [MISSISSIPPI](#)**

- ✓ Quoting representatives from the American Farm Bureau Federation, U.S. Chamber, U.S. Travel Association, Association of Equipment Manufacturers and AAA, TRIP released its [rural roads report](#) nationally and in [32 states](#) on June 27. [News coverage](#) includes **more than 250 local TV and radio broadcasts and 140 newspaper and internet news site articles.**
- ✓ **In California, Gov. Brown cited TRIP’s extra vehicle operating costs (VOC) and included a link to TRIP’s August 2016 California report in a March 29 news release announcing a transportation investment package. The bill passed on April 4. [According to the release](#): “The \$5 billion-a-year program will cost most drivers less than \$10 a month and comes with strict new accountability provisions to ensure funds can only be spent on transportation,” and would result in \$52.4 billion over the next ten years. CBS radio also ran TRIP’s VOC’s in a story about the package being proposed by the governor that ran in Los Angeles, Sacramento and San Diego.**
- ✓ **TRIP was cited in [floor remarks by U.S. Sen. Whitehouse \(D\) RI](#) on March 29. The senator’s energy and transportation policy advisor reached out to TRIP in February for the latest extra vehicle operating costs for Rhode Island drivers.**

TRIP reports contain information and messages relating to the importance of adequate and sustainable federal and state funding to our nation’s economy and the safety and quality of life of all Americans. TRIP coordinates its news media efforts with the members of AASHTO, AGC, ARTBA, ATM, TCC and many broad-based state coalitions, including regional and state chambers of commerce and other local business, safety, mobility and public health groups.



*\*Publicity value is the public relations industry standard used by TRIP’s independent monitoring service to gauge the impact of news coverage by estimating the value of the news stories generated. It estimates the price for a specific amount of exposure in a particular media outlet, taking into account the medium, media market, audience, length/tone of the coverage, and time of day.*

## Examples of TRIP Customized Grassroots Reports

**[Transportation by the Numbers report](#)** This report highlights the most important transportation numbers in a state and its top urban areas, including road and bridge conditions, traffic congestion levels, traffic fatalities and the cost to the public of driving on roads and highways that are deteriorated, congested or lack some desirable safety features. It is based largely on federal data and does not require additional data from a state DOT (although state DOT-provided data can be included).

**[Top Transportation Issues Report](#)** This report documents a state's greatest transportation challenges. The TRIP report lists structurally deficient bridges throughout the state, identifies the most congested commutes and most crowded transit routes, and lists the most needed, but unfunded, transportation projects.

**[Transportation Challenges Report](#)** This report provides information on the most critical transportation challenges faced in a state, including major infrastructure projects that may be needed to address preservation, safety, congestion relief or economic development challenges, or systematic challenges such as addressing rural safety issues or other transportation challenges.

**[Economic Development Report](#)** This report provides information on the most critical transportation projects (all modes can be included) that are needed in a state to support economic development and quality of life.

**[Project Green Light Report](#)** This report provides information on the most needed transportation projects statewide and in the state's largest urban areas to address transportation challenges, including preservation, safety, congestion and economic development. The report also includes information on a project's current funding status, rating funded projects with a green light, projects with partial funding with a yellow light, and projects without funding with a red light.

**[Progress and Challenges Report](#)** This report provides information on progress achieved in a state due to recent approval of one or several transportation funding packages and also provides information on future transportation challenges faced in a state, including road and bridge conditions, safety, traffic congestion, and economic development opportunities that require improved access.

**[Congested Corridors Report](#)** This report identifies the most congested corridors in a state and their cost to commuters in lost time and fuel, and outlines a comprehensive set of strategies to help relieve traffic congestion and enhance transportation reliability.

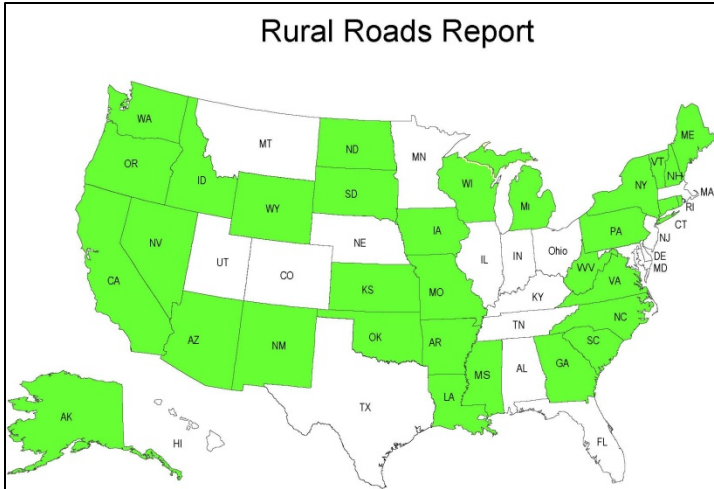
**[Bridge Conditions and Preservation Report](#)** This report evaluates the condition, use and funding needs of a state's bridges statewide and in the top urban areas and is based largely on data and information obtained from a state DOT. The report also highlights the state's future mobility needs.

**[Local Roads & Bridges Report](#)** This report evaluates the condition and funding needs of a state's local, municipal and county roads and bridges. To prepare the report, TRIP compiles survey responses from a state's town, city, municipal and county governments that have completed a TRIP survey on road and bridge conditions, current transportation spending and the future annual funding needs of each county or municipality.

**[Regional Corridor Report](#)** This report looks at the potential impact of regional projects and their role in relieving traffic congestion, improving transportation reliability and improving quality of life. The report also analyzes benefits in regional economic competitiveness, which results in increased employment, higher land value and related economic benefits.

## Rural Roads

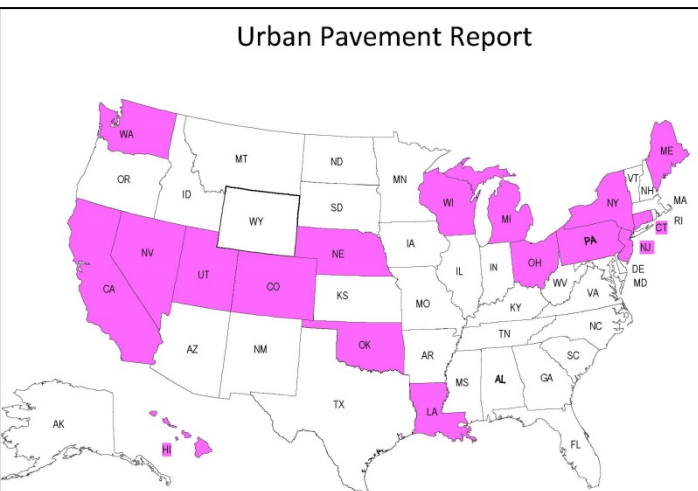
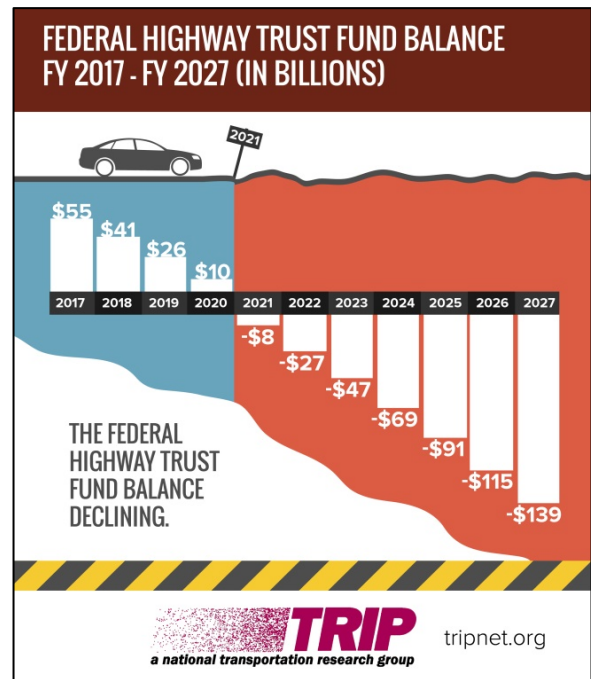
With messages on the need for Congress to fix the federal Highway Trust Fund with a sustainable, user fee-based source of revenue and the importance of rural roads to farming, tourism, commerce and rural connectivity, TRIP released its



[Rural Roads report](#). In addition to a national news release that quoted representatives of the American Farm Bureau Federation, U.S. Chamber of Commerce, U.S. Travel Association, Association of Equipment Manufacturers and AAA, TRIP also distributed customized news releases in the roughly [30 states that appeared in the top 25](#) for rural pavement conditions, structurally deficient rural bridge or rural fatality rates. Many regional AAA, chamber and farm bureau spokespeople were quoted in the state news releases and cited in the news coverage.

## Urban Roads

TRIP [released its "Urban Roads" report](#) in conjunction with a media teleconference. The [report](#) evaluates pavement conditions in the nation's large and mid-sized urban areas and calculates the additional vehicle operating costs borne by the average motorist in each urban area as a result of driving on deteriorated roads. The report also includes information on federal surface transportation funding, travel trends and economic development.



Working with the Highway Trust Fund Working Group, TRIP partnered with AGC of America, ARTBA, the U.S. Chamber and AAA, to obtain localized quotes for news releases that were distributed in the roughly thirty urban areas listed in the report's top 25 urban areas for the percentage of major urban roads in poor condition and/or the annual cost to motorists of driving on these rough roads. The U.S. Chamber, AAA and AASHTO also supplied quotes for the national news release, with the U.S. Chamber and AAA joining TRIP for the media teleconference.

## NBC NIGHTLY NEWS WITH LESTER HOLT

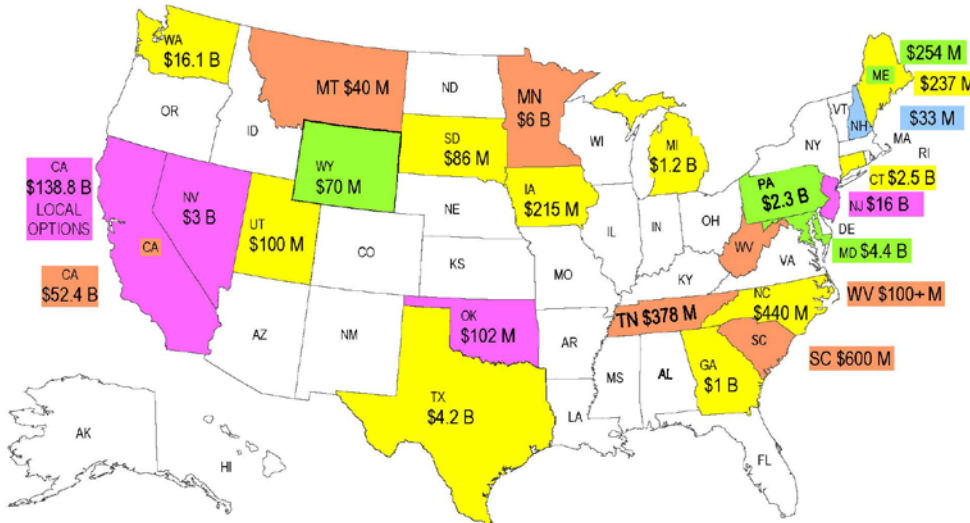
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**STATE FUNDING INCREASES PASSED WHERE TRIP REPORTS WERE RELEASED  
AS PART OF INDUSTRY/BUSINESS COALITION CAMPAIGNS**

2013 \$7 BILLION	2014 \$33 MILLION	2015 \$24.8 BILLION	2016 \$157.9 BILLION	2017 \$60.7 BILLION
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*“On behalf of the membership of the New Jersey Alliance for Action, I would like to thank you and the staff at TRIP for your invaluable contribution in helping us secure an historic 23 cent increase in our state gas tax to fund transportation improvements. The outstanding work that TRIP did in producing the study titled, New Jersey’s Transportation by the Numbers, and the follow up press coverage was instrumental in helping us make the case for the increase. I would be remiss if I didn’t tell you how valuable this information was especially in making the case for the follow up constitutional dedication ballot question which*

*was passed by New Jersey voters on November 8th. New Jersey now has a dedicated source of money to support an eight year \$2 billion annual transportation program.”* Phil Beachem, Executive Director, NJ Alliance for Action

*“Not sure if I replied here but thank you. We used your numbers in the Senators recent floor speech.”* Aaron Goldner, Ph.D., Energy and Transportation Policy Advisor, Senator Sheldon Whitehouse (RI)

*“I predict this report will echo what I've heard and justify immediate action. The need is Great, the time is NOW.”* Shawn Wilson, Ph.D., Secretary, Louisiana Department of Transportation & Development

*“Thanks for the awesome job on the CO report. We got great press and the facts presented will help us greatly moving forward. You all rock!”* Tony Milo, Executive Director, Colorado Contractors Association

*“I wanted to take this opportunity to thank you for your efforts in support of our funding initiative in California. Your assistance was vital to our success. Thanks for the work you do.”* Will Kempton, Executive Director, Transportation California

*“This is just what we needed...you guys are the gold standard for this kind of communication outreach. I’m a former journalist and Caltrans PR guy, so I know quality when I see it. Here in California, as well as across the nation, TRIP reports are widely cited and have become the go-to information source to educate the public and our elected officials about the needs of our surface transportation system. California Gov. Jerry Brown continues to quote TRIP in his revised budget report for 2017-18.”* Russell W. Snyder, Executive Director, California Asphalt Pavement Association

*“What makes TRIP’s assessment so valuable and so timely is that the report looks at the entirety of our transportation puzzle rather than just two or three pieces of it,”* Dave Cortese, Chairman, Metropolitan Transportation Commission and Santa Clara County supervisor

*“Rep. Frank Garner, sponsor of our bill, repeatedly asked us to provide copies of the TRIP report for hearings, floor debates, etc. He referred to it in his introductions of the bill, etc. It is safe to say the work we did in conjunction with your team was instrumental in getting the bill passed. It was not what we’d hoped, but they moved some Motor Vehicle Division functions out of the fuel tax fund, so there was more movement than just the fuel tax increase. Thanks again for your help.”* Cary Hegreberg, Executive Director, Montana Contractors' Association

FOR MORE INFORMATION ON TRIP’S EFFORTS AND RESULTS, PLEASE VISIT [TRIPNET.ORG](http://TRIPNET.ORG)