

The New Imperative: Collaboration Tools Link Transportation and Economic Development Planning

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It's no longer a question of if we should use social media; it's now time to figure out how we link stakeholder experience and understanding to economic development planning

A Social Media Case Study





bill signed!



Support from top and bottom; developed over time

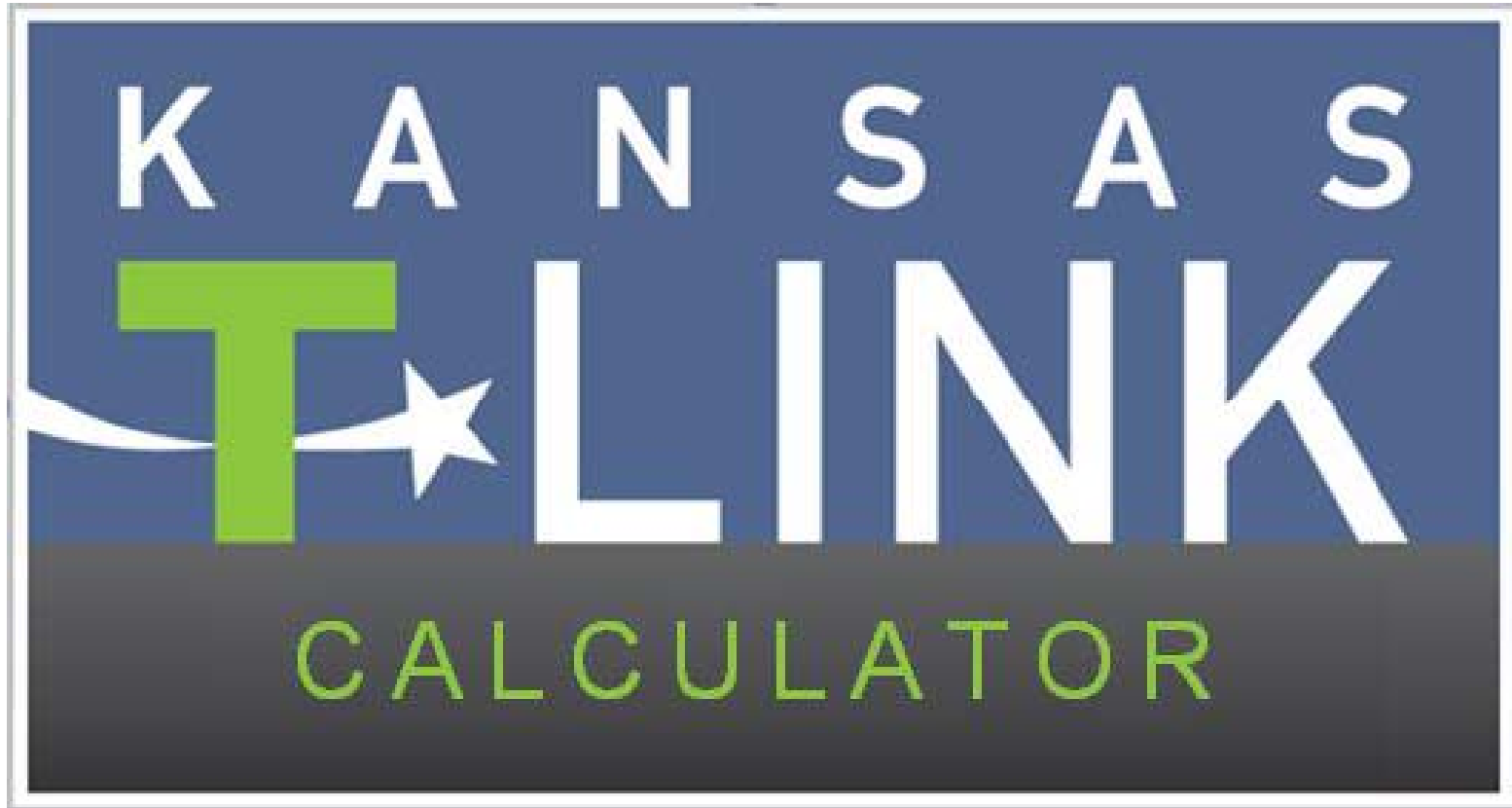
- Gov Sebelius appointed task force shaped new approach
- Gov Parkinson needed to close the budget gap
- Legislative leaders committed to transportation and “jobs bill” component
- Economic Lifelines advocacy
- KDOT’s collaborative approach to building a new program and grass tops support



Building Blocks to Success



TWORKS
TRANSPORTATION **WORKS** FOR KANSAS
Jobs ■ Safety ■ Economic Development



www.kansastlink.com

The “Basic” version keeps it simple...

**How much revenue
would you like to generate
for your transportation program?**



Base Assumption: \$0

Your Assumption: \$200 million

...toggle to “Advanced” mode for more control

Increase Car Registration Fees

\$0  \$100

[LEARN MORE](#) Base Assumption: \$0 per car
Your Assumption: **\$24 per car**
Your annual revenue: \$60 million

Change motor fuels gallon tax

-\$0.26  \$0.25

[LEARN MORE](#) Base Assumption: \$0.00 per gallon
Your Assumption: **\$0.05 per gallon**
Your annual revenue: \$96 million

Add surcharge to KTA tolls

0%  55%

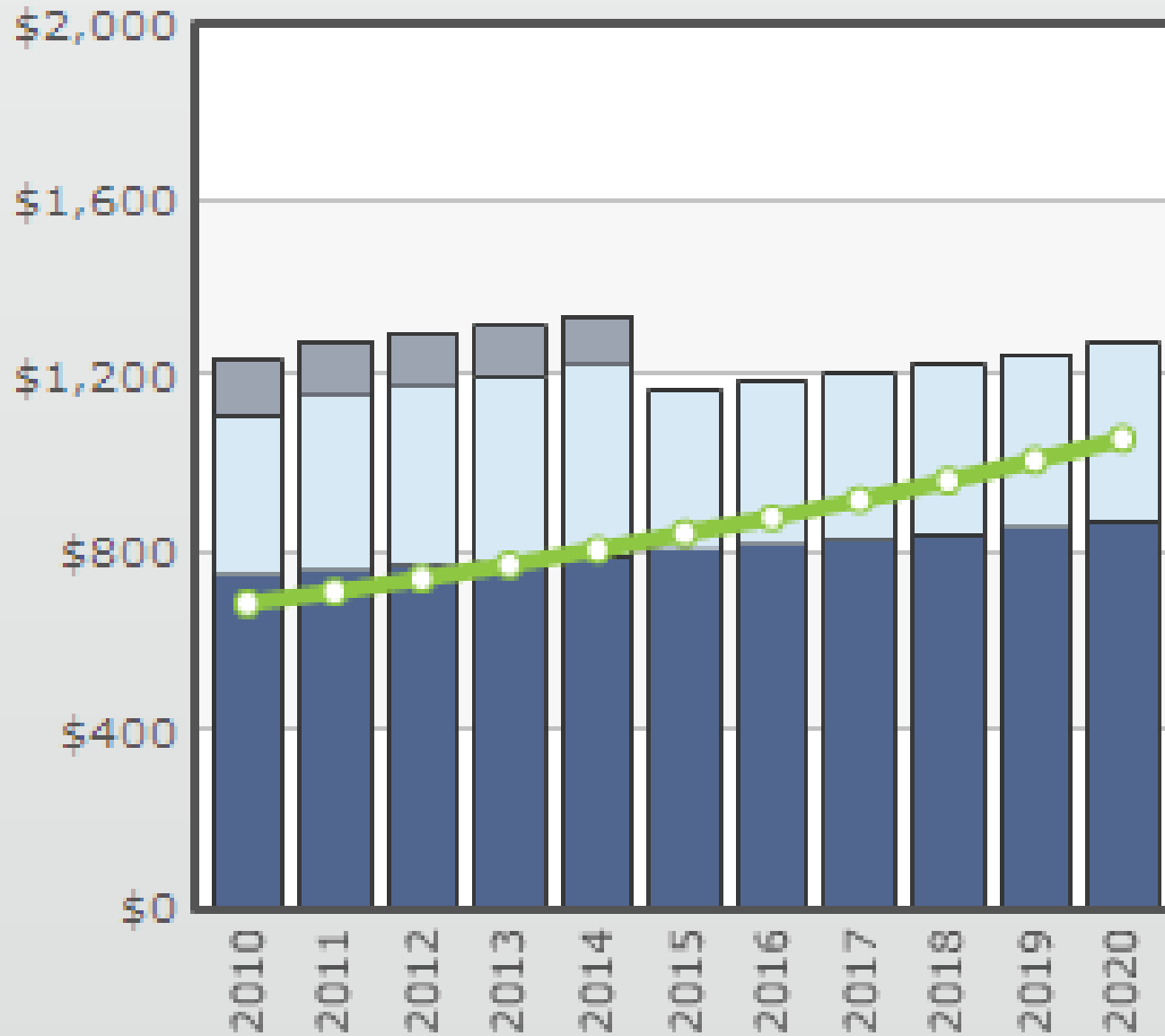
[LEARN MORE](#) Base Assumption: 0%
Your Assumption: **25%**
Your annual revenue: \$21 million

Dedicate a portion of gaming

0%  50%

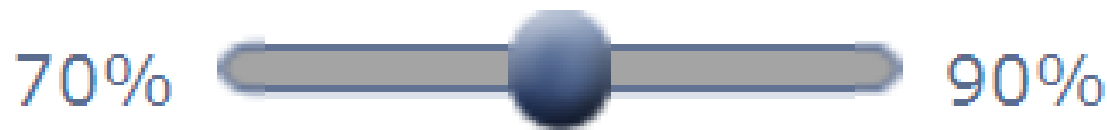
[LEARN MORE](#) Base Assumption: 0%
Your Assumption: **25%**
Your annual revenue: \$28 million

Making it interactive



Relating funding to performance

Percent of pavement in good condition



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Base Program: 85%

Your Program: 80%

Your annual spending on pavement preservation: \$338 million

SUBMIT RESULTS

1,800 users

110 submissions

Link stakeholder priorities to investments

- Preservation is top priority
- Support economic growth
- More flexible, responsive project selection



Selection Factors by Work Type

	Engineering Data	Local Consult	Economic Impact
Preservation	100%		
Modernization	80%	20%	
Expansion	50%	25%	25%

Economic impact analysis

- Results measured in jobs & gross regional product
- Customizable data at county level
- Local governments provided feedback on inputs into the model



Keys to Communicating

- Involve the right people at the right time on issues that matter to them
- Link transportation investments to stakeholder priorities
- Use stakeholders' words

TWORKS

TRANSPORTATION WORKS FOR KANSAS
Jobs ■ Safety ■ Economic Development

These data are gathered, determined, or calculated by KDOT.

	K-10: South Lawrence Trafficway Annual Vehicle Trips: 262,278,270*	US-69 from N. of Arma to Fort Scott Annual Vehicle Trips: 3,258,394	US-54 from Liberal to US-160 (NE of Plains) Annual Vehicle Trips: 2,257,445
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TREDIS converts the transportation benefit measures shown at the left into net new statewide business activity (which are referred to as direct economic effects). These are then fed (with construction costs) into an Input-Output Model to calculate indirect and induced economic effects.



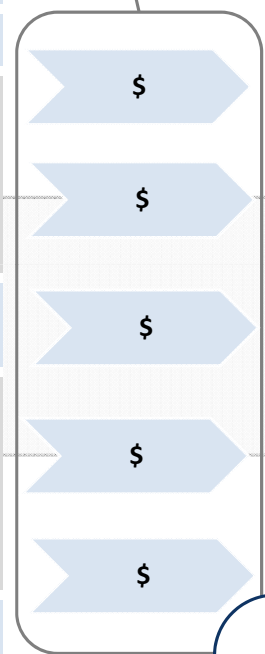
	Before		
% of Traffic Congestion	Before	0.029	0.20
	After	0.021	0.00
Change in Annual Vehicles (%)		0.06%	0%
Change in Annual Miles Traveled (miles)		2,094,239	0
Change in Annual Hours of Travel (hours)		-6,753,605	-36,205
Change in Market Size (people)		10,000	0
Change in Fatalities (events per yr)		-0.55	-0.53
Change in Personal Injury (events per yr)		-174	-5
Change in Property Damage (events per yr)		-435	-35
Contingent Development (total jobs)		1347	21

Construction Cost



Input-Output Model/Economic Model

Input-Output Models are designed to capture the follow-on effects of a "direct" economic change. These follow-up effects are known as the indirect and induced effect. An indirect effect is additional supply chain impacts generated by the direct effect and the induced effect is the impact from the wage spending of the direct and the indirect effect. The results of I-O Models are based on localized, Kansas specific data in the form of existing industry patterns and the propensity of each industry to purchase within the state (typically called regional purchase coefficients).



Results

KDOT focuses mainly on two outputs, Gross Regional Product plus non-business Traveler Benefit (GRP+B) and Jobs. Gross Regional Product is the additional amount of economic activity that can be directly attributed to the full operation of a transportation improvement. The "+B" part is an added amount that reflects traveler benefits that don't contribute to GRP (for example personal time, safety, and environment). These two results are easily understandable and work as a great comparison point between different projects. The results for our example projects can be seen to the left.

This information was gathered from the public through economic development surveys. All estimations of job creation or development size estimates are reviewed by KDOT for validity.

Results			
Project Cost	\$188 Million	\$45 Million	\$164 Million
Economic Benefit (GRP+B)	\$3,710 Million	\$50 Million	\$250 Million
Jobs	3,565	43	274

*Figures based on the Lawrence Traffic Model



**KANSAS TRANSPORTATION
ONLINE COMMUNITY**

www.ktoc.net

It's about the conversation



Tweeting from Legislative Meetings



[KDOTHQ](#) Rep. Menghini: Investing in transportation is a job creator and will help our economy recover more quickly. [3:24 PM May 11th](#) via [TweetDeck](#)



[KDOTHQ](#) Sen. Hensley: Passing the transportation plan was critical as it sets the stage for future [3:01 PM May 12th](#) via [SimplyTweet](#)

TWORKS Celebrating Passage

- Produced “Back on Track” video– closes the loop
- Bill signings held across the state
- Videos produced about bill signing, tweeting from each event



TWORKS Roll-out

- Workshops held across the state
 - Communities informed of spending ranges
 - Handouts posted in advance on K-TOC
- KDOT hosts 1st-ever statewide webinar
 - More than 100 participants
 - YouTube videos about each program
- On-going e-mails from Secretary to stakeholders to manage and build expectations

TWORKS Lessons Learned

Social Media

- Put as much thought in how the materials are posted as you do into developing the materials
- Internal review processes can be the enemy of immediacy
 - Instead of trying to get the full meeting summary the next day-- use a short blog right away and follow up with the full report later
- Communication efforts can go in cycles

**Our social media tools will
change over time, but the
need to connect everyday
realities
with economic evaluation
remains the same**