LETTER FROM THE CHAIRMAN

The past eight months have been quite a ride for West Virginians for Better Transportation (WVBT). Making the transition from a grassroots organization to a wide-reaching, highly recognized coalition has certainly been challenging—challenging, and rewarding.

With the launch in August 2006, we announced our intentions to educate West Virginians about the importance of transportation and the critical consequences we faced if a long-term funding plan was not developed. And we have done just that.

The coalition has been the focus of numerous newspaper and television stories and WVBT leaders have been called upon to provide an expert opinion on many others. Personally, I have had the opportunity to spread WVBT’s message on numerous radio talk shows throughout the state.

Our website is serving the purpose we envisioned and has seen more than 30,000 visitors since its introduction. I encourage you to visit the site at www.KeepWVMoving.org to learn the latest about coalition updates and activities.

In the area of partnership development, WVBT has more than exceeded expectations. As of April 1, 2007, the coalition counts more than 200 companies and organizations on its partner list.

I also am very pleased to note that the state of West Virginia, thanks to the leadership of Governor Manchin and Department of Transportation Secretary Paul Mattox, has begun to address the issue of transportation funding. This has led to a significant increase in funding dedicated to the state’s transportation system. In all, over the past several months approximately $142 million has been added to the State Road Fund. This is an important first step toward maintaining a safe, efficient and modern transportation system for all.

As we move to the rest of 2007, WVBT plans to expand its activities and efforts. We’ll continue our mission of education and won’t stop until the future of West Virginia’s transportation system is safe and secure. Thank you to all who have contributed to the coalition and campaign to this point. Although we’ve made great strides, we still have a long way to go.

Sincerely,

Joe Deneault
Chairman
OVERVIEW

West Virginians for Better Transportation is a coalition working to educate West Virginians – and our leaders, in particular – about the importance of maintaining a safe, efficient and modern transportation infrastructure. WVBT has four main goals:

1. Inform public leaders, key influencers and the general public about the status of the state’s transportation system, its funding levels and the magnitude of transportation needs (now and in the future).

2. Generate public knowledge of and interest in maintaining and expanding a safe, productive and reliable surface transportation infrastructure in West Virginia.

3. Increase public understanding and support for economic and business development benefits of the state’s transportation system.

4. Help garner public support for measures needed to maintain – on a continuing and long-term basis – a safe and modern transportation infrastructure that meets the growth trends of West Virginia.

This report details the progress made toward these goals and the activities of WVBT’s campaign, “Keep West Virginia Moving.” Since its official public launch in late August 2006, WVBT has seen great successes, not only as an organization, but for the transportation infrastructure of West Virginia as well.

EDUCATION CAMPAIGN SUCCESS

Public/Media Outreach

WVBT has held a series of town hall/media events in several cities, including Beckley, Charleston, Morgantown, Martinsburg, Charles Town and Wheeling. Members of the coalition have also spoken and provided information about WVBT at events in many counties in the state, including Cabell, Jackson, Raleigh and Putnam, among others.

These events and other media-focused activities have garnered a tremendous amount of coverage. The coalition has been featured in print or television stories in every major West Virginia market. Additionally, the coalition has positioned itself as a source of transportation expertise, and as such receives regular inquiries from the media on transportation-related stories.

Chairman Joe Deneault has also conducted several radio interviews across the state, including interviews with Hoppy Kercheval, the state’s most recognized talk show host, on three different occasions.

WVBT provides regular e-newsletters to WVBT partners and others, and is getting information reprinted in our partners’ newsletters. Additionally, the coalition created and distributed nearly 10,000 informational pieces about how West Virginia’s transportation system is funded and where funds are expended.
ADVERTISING

Advertising is certainly an important aspect of any educational campaign, but it can be expensive. WVBT has sought out targeted opportunities that will deliver our message effectively, but at a reasonable price.

WVBT advertisements include:

- A full-page educational advertisement in Charleston Newspapers that coincided with October interim meetings of the Legislature, which were held October 15-17 in Charleston.

- A web banner ad during the end of 2006 on the Charleston Newspapers website.

- A series of Q&A web banner ads during the 2007 legislative session on the Charleston Newspapers website.

- A full-page ad in Charleston Magazine’s winter issue. The magazine is placed in nearly all Charleston-area hotels and was directed toward legislators during the session.

- A 60-second television spot that Walker Machinery created and offered to co-brand with WVBT.

“
I’m excited there’s a group out there that is going to attempt to educate the public. Let the public debate and decide what level of highway program they want to fund.

~ Paul Mattox, Secretary, West Virginia Department of Transportation

West Virginia’s roads, bridges and highways are facing serious challenges

West Virginians for Better Transportation is a statewide coalition of businesses, trade associations, chambers of commerce, convention & visitor bureaus, community groups, local leaders and many others.

Nearly 300 associations and organizations have joined together to express their unified concern about West Virginia’s transportation needs and to call on state leaders to develop long-term solutions.

Let’s all work to Keep West Virginia Moving

FULL-PAGE AD

INFORMATIONAL PIECE

BANNER AD
INTERACTIVE

As determined early on by WVBT, the coalition’s website, www.KeepWVMoving.org, serves as the central hub for the organization. The website provides a place for visitors to learn about WVBT and become active within the organization. Features of the site include:

- A sign-up form for individuals and companies/organizations to join WVBT.
- An entire section dedicated to members of the media.
- A section detailing information from local transportation groups around the state.
- A form to request a speaker from WVBT at an event.
- A news section where transportation-related stories from around the state are posted.
- Facts about the current state of and future projections for West Virginia’s transportation system.
- Links to statewide and national transportation studies.

The success of the website has been tremendous thus far, receiving nearly 50,000 hits from more than 30,000 visitors.

LEGISLATIVE ACTIONS*

With Governor Manchin and bipartisan legislative support, the State Road Fund will be seeing more funds to meet West Virginia’s transportation needs:

- **H.B. 2877** ends such diversions as Courtesy Patrol, State Police highways enforcement and vehicle weight regulators from the State Road Fund and will provide an extra $15.5 million.

- **S.B. 690** restores a state Consumer Sales Tax exemption on materials used in highway construction and maintenance projects and will provide an added $13.5 million to the Road Fund.

- **H.B. 2955** will continue a 5-cent-per-gallon state gasoline tax. This tax, which generates about $55 million a year for the Road Fund, has been reauthorized until August 1, 2013.

In addition to these bills, the freeze on the wholesale gas tax rate was lifted by Governor Manchin prior to the start of the Legislative session. The 4.5-cent increase is expected to generate approximately $63 million for the Road Fund in 2007.

In total, the State Road Fund will receive an additional $142 million that would not have otherwise been available for 2007.

*WVBT does not advocate for any specific policy or legislative issues.

"It’s a challenge to get the public involved in issues. You see it too often. It takes a crisis to get people engaged. We’ve also seen that often when the crisis hits, it’s too late.

~ Senator Evan Jenkins, Vice Chairman of the Senate Transportation and Infrastructure Committee
BOARD MEMBERS

WVBT recently formed its inaugural board of directors. The group possesses a variety of expertise and experience in and around the transportation industry. The first meeting of the board is expected to be in the late spring or early summer. Board members include:

Ted Bostic – Chamber of Commerce of Martinsburg-Berkeley County
Dan Cooperrider – West Virginia Paving, Inc.
Joe Deneault – HNTB Corporation
Lisa Dooley – West Virginia Municipal League
Carol Fulks – West Virginia Hospitality & Travel Association
Don Gianni – Weirton Area Chamber of Commerce
Brenda Harper – West Virginia Chamber of Commerce
William H. Hilborn, Jr. – Kanawha Stone Company
Rodney Holbert – Chamber of Commerce of the Mid-Ohio Valley
Charles Lanham – Ohio Valley Bank
Roger Lilly – Cecil I. Walker Machinery Co.
Paul Martin – Palmer Engineering, Inc.
Bill Medcalf – Vecellio & Grogan Inc.
J.D. Morgan – Snowshoe Mountain, Inc.
Robert O. Orders, Jr. – Orders Construction Co., Inc.
Richard Plymale – RPM Engineers, PLLC
Judy Radford – 4-C Economic Development Authority
Ed Robinson – E.L. Robinson Engineering Company
Mark Sikora – HDR Engineering, Inc.
Louis S. Southworth II – Jackson & Kelly PLLC
Gary Tillis – West Virginia Labor Management Trust
Jan Vineyard – WV Motor Truck Association/WV Oil Marketers & Grocers Association

We applaud the efforts of West Virginians for Better Transportation to make the public aware of the problem. And let’s face it — there is a problem. There is simply not enough money to address highway needs.

~ Editorial, Beckley Register-Herald
COALITION PARTNERS

WVBT has reached out to a wide spectrum of organizations that rely on and value the importance of a good surface transportation system, and now includes more than 200 partners.

4-C Economic Development Authority
ACF Environmental
AEP Appalachian Power
A.L.L. Construction, Inc.
Advantage Technology, LLC
Advantage Valley
Ahern & Associates, Inc.
Allegheny Energy, Inc.
Alpha Associates, Inc.
American Council of Engineering Companies of West Virginia
American Legion Mountain Knapp Post #5
Asphalt Pavement Association of West Virginia
BB&T Carson Insurance
Bays, Inc.
Bear Contracting, LLC
Beckley-Raleigh County Chamber of Commerce
Beckley-Raleigh County Transportation Authority
Bell & Bands, PLLC
Benenate Associates, Inc.
Bilco Construction Company
BizTech & The Jefferson County Telework Center
Boxley Materials Company
BrickStreet Mutual Insurance Company
Buckhannon-Upshur County Chamber of Commerce
Build Route 98 Committee
Builders Supply Association of West Virginia
Burns & Niple, Inc.
Burns Motor Freight, Inc.
Business Development Corporation of The Northern Panhandle
C & R Materials Inc.
CAMEL Technologies, LLC
Cecil I. Walker Machinery Co.
Central Appalachia Empowerment Zone of West Virginia
Chamber of Commerce of Martinsburg and Berkeley County
Chamber of Commerce of the Mid-Ohio Valley
Chambers, Paterno & Associates, CPAs
Chapman Technical Group
Charleston Convention & Visitors Bureau
Charleston Regional Chamber of Commerce
Chester-Newell Area Chamber of Commerce
City of Beckley
City of Bridgeport
City of Ranson
City of Spencer
Community Health Network of West Virginia
Congressman Nick J. Rahall
Contractors' Labor Council of West Virginia, Inc.
Contractors Association of West Virginia
Corridor G Regional Development Authority
Daniels Law Firm, PLLC
Development Authority of Mercer County
Dominion
E.L. Robinson Engineering Company
Eastern Panhandle Home Builders Association
Eastern Steel Constructors, Inc.
Elkins-Randolph County Chamber of Commerce
Farnco, Inc.
Fayette County Chamber of Commerce
First Things First Committee
Foster Supply Inc.
Friedlander Company
G & G Builders Inc.
GAI Consultants, Inc.
Gannett Fleming, Inc.
General Truck Sales Corporation
Greater Bluefield Chamber of Commerce
Greater Greenbrier Chamber of Commerce
Greenhorne & O'Mara, Inc.
H.C. Nutting Company
HDR Engineering, Inc.
HMB Professional Engineers, Inc.
HNTB Corp.
Harrison County Chamber of Commerce
Hatfield-McCoy Regional Recreation Authority
Hayes, Sexy, Mattern & Mattern, Inc.
Home Builders Association of West Virginia
Independent Oil & Gas Association of West Virginia, Inc.
Industrial Electric Corporation
Interstate 73-74 Corridor Association
JAMATTE, Inc.
J.F. Allen Company
Jackson County Development Authority
Jeff Zell Consultants, Inc.
Jefferson County Chamber of Commerce
Jefferson County Development Authority
Johnstone, Gabhart & Prim, LLC
KCI Technologies, Inc.
Kanawha Stone Company
Kelly Paving, Inc.
Kimley-Horn and Associates, Inc.
King Coal Highway Authority
Kiwanis Club of Beckley
L.A. Gates Company
Lanham O'Dell & Co., Inc.
Laurita Excavating, Inc.
Little Kanawha River Parkway Authority
Logan County Chamber of Commerce
MEC Construction, Inc.
m consultants, inc.
Malone Consulting Services
Marion County Chamber of Commerce
Marion County Convention & Visitors Bureau
Marshall County Chamber of Commerce
Martin Marietta Aggregates, Inc.
Mason County Commission
Mid-Atlantic Laborers' Employers Cooperation and Education Trust
Midland Trail Scenic Highway Association
Morgantown Area Chamber of Commerce
Morgantown Area Economic Partnership
Mountain State Insurance Agency, Inc.
NES Traffic Safety, LP
New River Convention & Visitors Bureau
New River Parkway Authority
Norfolk Southern
North Central West Virginia Home Builders Association
NCWV Section of the American Society of Highway Engineers
Orders Construction Co., Inc.
Parsons Brinckerhoff
Palmer Engineering, Inc.
Penn Line Service, Inc.
Permatile Concrete Products
Peters Creek Mineral Services Inc.
Petroleum Products, Inc.
Potesta & Associates, Inc.
Potomac Highland Travel Council, Inc.
Pounding Mill Quarry Corporation
Preston County Chamber of Commerce
Preston County Economic Development Authority
Prestress Services Industries LLC
Princeton-Mercer County Chamber of Commerce
Professional Independent Insurance Agents of West Virginia
Pullman Plaza Hotel
Putnam County Chamber of Commerce
Putnam County Commission
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