

Local Roads Matter Fact Sheet

What is “Local Roads Matter”?

- Local Roads Matter is a coalition of Michigan groups working to promote the importance of local roads and bridges.
- The group and the campaign help residents, the media and legislators recognize that well maintained roads are vital to economic development, tourism, schools, families, emergency and public safety, healthcare and agriculture.
- The coalition stresses that local roads impact every Michigan resident in some way.

Why do Local Roads Matter?

- The Economy
 - Local roads are fundamental to a growing Michigan economy. The majority of businesses are not located on state trunklines and none are located on the interstate system.
 - Businesses rely on local roads to transport goods, conduct services and attract tourists to the area.
 - More than \$800 billion worth of goods and services are transported via Michigan’s local roads annually.
 - Good roads create and attract jobs and tell the world Michigan is open for business. Bad roads impede commerce and convey the image of a struggling state. What image are we conveying?
- Schools and Families
 - Local roads help transport school children every weekday, but current conditions cause buses to travel around closed roads and weight restricted bridges, increasing transportation time and costs to local districts.
 - Many road agencies are forced to prioritize winter snow removal differently due to budget cuts. This often results in more snow days. This year several districts will experience extended school calendars.
 - Poor road conditions cost the average Michigan driver \$357 annually in vehicle repairs and can leave drivers without transportation while maintenance is performed.
- Emergency Response Time and Public Safety
 - Properly maintained roads are crucial to emergency teams and general public safety. Closed roads and weight restricted bridges increase response times for police, fire and medical services.
 - The health industry stresses the importance of receiving medical treatment immediately after a severe injury. Not only do poor roads impact the quality of patient care en route, but it reduces time in the “golden hour” for treatment.
 - Shrinking revenue and sky-rocketing costs for materials have created an environment where local road agencies are unable to fund projects that could improve safety and save lives.

- Agriculture
 - State agriculture is affected by local road conditions. Older bridges and culverts in need of repairs often cannot support the weight and size of modern farm equipment. Additional travel costs increase the cost of getting our food to market.
 - Michigan is the Midwest's fruit belt. Perishable fruits and vegetables move across pothole riddled roads on their way across the state, and around the world. The poor condition of roads is increasing bruising before fruits and vegetables even get to market.
- Tourism
 - Michigan has some of the most beautiful tourist destinations available, but the pothole ridden roads leading to them do little to project our Pure Michigan image.
 - Tourism, one of Michigan's major growth industries, is negatively impacted as poor local road conditions make it difficult for tourists to reach their destinations.

Ways to Support the Local Roads Matter Campaign

- Join the Local Roads Matter Campaign at milocalroads.com and encourage others to join.
- County road agencies can download the Local Roads Matter PowerPoint presentation and customize it for their individual use.
- Download the Local Roads Matter videos and share them with the appropriate audiences.
- Local Roads Matter brochures can be made readily available to share with the public.
- Share social media status updates and re-tweet from @MiLocalRoads.

Involve your Community in Supporting Local Roads Matter

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- Michigan residents are encouraged to contact their State Representative, State Senator and Governor to express their concern over crumbling local roads.
- Residents should insist the government increase funding for local roads as they debate future budgets.
- People are encouraged to write letters to their local news outlets to raise awareness.
- Facebook, Twitter and Google+ users can follow the Local Roads Matter pages and "share" them with online friends. Each page can be found at:
 - Facebook www.facebook.com/milocalroadsmatter
 - Twitter www.twitter.com/MiLocalRoads
 - Google+ www.plus.google.com/113817301580026912353
- Residents can share the Local Roads Matter YouTube channel and subsequent videos.
 - They can be found at <http://www.youtube.com/milocalroads>