

- Make sure we weave our primary themes through each segment
 - Local Roads – Local Responsibility
 - Replacement millage does not increase taxes

I. Rochester Hills Road Development: (3 – 5 minutes)

1. History
2. Local Vs. County control
3. Major Road determination
4. Road care responsibilities – who pays?

III. Current Road Conditions: (3 – 5 minutes)

1. Paved and gravel make up?
2. Local Road status
3. Major Road status (if possible, cover in II)
4. Projected road conditions, 2, 5 and 10 years

I suggest getting the focus on the roads – and road conditions – before morphing into a discussion about funding. Benefits, not features!! No one wants to pay... but they want to keep good roads. Paying then, becomes a natural outgrowth of their wants.

Try to limit the time spent on Major Roads, to be sure we maintain a focus on Local Roads. If possible, covering Major Road status in Item II (above) might be better.

II. Funding History: (3- 5 minutes)

1. Sources of funds (Local & Major Roads)
2. General Fund offsets
3. Uses (Maintenance, construction, etc.)

Same comment as above. I think we have to be careful not to confuse Local vs. Major roads. The less time we spend on Major Roads, the better. If we could say something as straight forward as, “Major roads are funded separately from local roads and receive funding from local, county, and state funding sources. Local roads are 100% a local responsibility.” I believe we cover the major road issue and keep the focus on our main concern – local roads and the millage.

IV. Future Funding Issues: (3 – 5 minutes)

1. Declining property tax revenue (2008-09-10 actual)
2. State Gas Tax revenue reduction (2008-09-10 actual)
3. Continued competition for funding sources.
4. Increasing maintenance & repair costs
5. Other City General Fund obligations

V. Potential Funding Options: (3 – 5 minutes)

1. Dedicated city road millage.
2. SAD policy
3. General Fund – least likely option
4. Continued competition for funding sources.

Seems like this section could/should be our “call to action”. In light of the continued competition for funding of local roads, we have some very important decision to make...the dedicated road millage. Just have to remember, we can't tell people how to vote.

VI. Wrap Up: (3 – 5 minutes)

1. Stress seriousness of this situation.
2. Projected declining revenue for the near term.

I think the wrap-up should continue to sell the benefits of good roads in RH. Nicer commutes, better property values, great place to live, etc. Then contrast that happy picture with crumbling infrastructure, city in decline, etc.

3. Doing nothing is not an option
4. Continued competition for funding sources.
5. Proactive city management looking to address future problems.