COMMUNICATING Transportation Funding Issues: “I’ll Buy That”
Focus Group Locations
Transportation is IMPORTANT
Is transportation a good value?
How is it paid for?
“Waste”
How could this happen?
We’re in debt by HOW MUCH?

$17,000,000,000
FOCUS GROUP
SUGGESTIONS
FOCUS GROUP SUGGESTION:

It’s simple:
just raise the gas tax
The inflation effect:
Help us understand
What do we do now?
Crisis?

What crisis?
Location. Location. Location.
Location. Location. Location.
It’s all about the messenger

Texas Department of Transportation

=?

Texas A&M Transportation Institute

ATM

✓
Be more Social!
Discussion
Thank you for your time!

For more information contact:

**Tina Geiselbrecht**  
Associate Research Scientist  
Program Manager, Public Engagement Planning Program  
Texas A&M Transportation Institute  
512-467-0946  
t-geiselbrecht@tamu.edu

**Richard “Trey” Baker**  
Associate Research Scientist  
Mobility Management Program  
Texas A&M Transportation Institute  
512-467-0946  
r-baker@ttimail.tamu.edu