

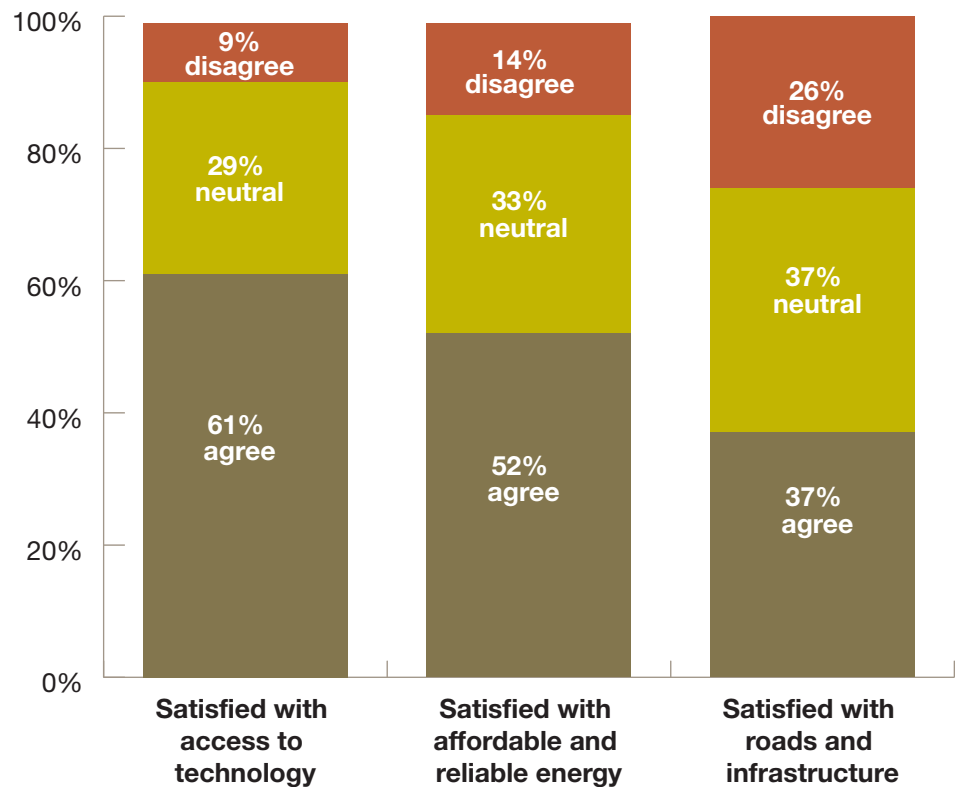
# Connecting Through Infrastructure

## WHAT THE RESEARCH REVEALED

Gallup's research also focused on the infrastructure that Missouri's business community needs to grow and be competitive. The research revealed that basic infrastructure, such as roads and bridges, is a prevalent concern of employers, especially industries that depend on roads and airports for the movement of goods. Gallup concluded that "business owners that operate day-to-day in the state feel aging infrastructure is an increasing challenge for their operations." Respondents were 61 percent satisfied with their access to technology as compared with only 37 percent satisfaction with basic infrastructure. Transportation was one of the few areas where responses differed based on geography. The Gallup research showed that business owners in the St. Louis area were more satisfied with transportation infrastructure than those in other areas of the state.

The site selectors interviewed by Gallup were quick to cite location as a strength for Missouri. One stated: "Especially in manufacturing, my decision is made 65 percent by logistics and supply chain dynamics. Customers are expecting their goods faster and faster and shipping times are decreasing."

## Satisfied With Infrastructure



Another site selector commented, “Missouri has so many strengths by default in its central location and needs to take better advantage of these.”

Gallup concluded that leveraging Missouri’s location through strategic policymaking and investment would be a smart move for the state.

## HOW MISSOURI 2030 CAN HELP MISSOURI CONNECT

Missouri has always enjoyed a logistics advantage because of its central location, navigable rivers and strong railroad and interstate highway systems. Infrastructure for the future, including global and domestic air connectivity, passenger rail, public-transit service to improve employee mobility, digital coverage, and speed, can position Missouri as a hub for commerce in the Midwest. At the same time, Missouri enjoys low energy costs. This is an asset that Missouri must actively protect and promote.

### Goal: Protect Missouri’s advantage as a low-cost-energy and -utility state.

#### Action steps:

- ▶ Engage in legislative, agency and legal activity that impacts energy production and distribution.
- ▶ Work with business leaders, energy providers and community leaders to establish a collaborative, long-term plan to address Missouri’s aging infrastructure and future energy and utility needs.

### Goal: Develop a competitive advantage in broadband coverage and speed.

#### Action steps:

- ▶ Work with communities, state and local governments, and broadband providers to stimulate broadband use. Minimize regulations and rules, which may impede the deployment.
- ▶ Support grant programs to provide assistance for consumers, education institutions and libraries to purchase broadband service/equipment by working with regional economic development planning councils.


### Goal: Expand Missouri’s logistics capacity for domestic and international trade.

#### Action steps:

- ▶ Create an alliance called Missouri 2030: Trade to bring together current exporters, prospective exporters and international trade professionals to share best practices and develop an actionable plan to grow international trade.  **PROGRESS!**
- ▶ Support efforts of the Midwest Cargo Hub Commission to create an international air cargo hub at Lambert Airport in St. Louis.
- ▶ Partner with corporations to develop a “Made in Missouri” campaign and help Missouri employers to network and learn more about exporting their products.

### Goal: Leverage Missouri’s natural competitive advantage of location by investing in strong transportation infrastructure.

#### Action steps:

- ▶ Utilizing an analysis of Missouri’s long-term revenue and spending projections, identify how much investment can be made in infrastructure through existing revenue growth.
- ▶ Analyze how much additional funding is required to meet needs, and conduct polling to see what funding methods or combination of funding methods Missourians will support.
- ▶ Focus transportation infrastructure investment priorities on the most leveraged areas for productivity and economic growth.
- ▶ Employing the above data, develop a long-range plan for sustainable infrastructure funding.
- ▶ Support the Missouri Department of Transportation’s freight plan, and improve freight mobility and connections between roads, rail and ports.
- ▶ Create an Alliance called Missouri 2030: Infrastructure to develop and implement a plan for passage of a sustainable transportation strategy and other infrastructure needs.  **PROGRESS!**
- ▶ Invest in a strong grassroots campaign and media plan to build support for a sustainable transportation strategy.