



Working To Protect Your Business and the Future of the Steel Industry

Progress Report – June 2010

On May 15, 2010, Regan Communications Group (RCG) was retained to rebuild the steel industry's relationship with Massachusetts' transportation leaders and demonstrate that they are using outdated information and regulations pertaining to cost and economic impact for infrastructure projects.

The goal is to change the way that the Mass. Department of Transportation (DOT) allocates funds for infrastructure projects and give steel its share of billions of dollars available for bridge and roadwork.

RCG Team Updates -- Jim Kerasiotes

At the start, Jim Kerasiotes, the former Mass. Secretary of Transportation has initiated conversations with Jeffrey Mullan, the DOT Secretary. Jim has been paving the way for a meeting between DOT and Steel Coalition members to begin a process whereby DOT changes its Requests For Proposals (RFP) process, policies and regulations. During this meeting coalition members and the RCG team will ask the DOT to consider the actual and true cost of steel as they consider proposals for new bridge and infrastructure projects. Currently DOT is using outdated cost information for steel, which may be the reason that at least two-thirds of the region's bridge and road projects for bridge and roadwork are going to concrete manufacturers.

Jim efforts on behalf of the steel industry have moved beyond Massachusetts. Jim is also scheduling meetings with the Rhode and New Hampshire DOTs. Other states may follow as the RCG team continues to work to level the playing ground for steel throughout New England.

Department of Transportation Steel Project Meeting Schedule

Rhode Island DOT	June 23, 2010	Michael Lewis, Director
New Hampshire DOT	July 8, 2010	George Campbell, Commissioner
Massachusetts DOT	July 12 2010	Jeffrey Mullan, Secretary

RCG Team Updates -- Joseph Gill

Joseph Gill, president of Gill Engineering and former Chief Engineer of the Massachusetts Turnpike Authority and Deputy Chief Engineer for the MA Highway Department has started to work on behalf of the steel industry by tracking and monitoring the DOT RFPs and project to determine if steel is getting fair consideration. Joe is specifically looking at the RFPs that call for concrete to determine if steel is a viable option.

Joe's efforts will continue as he works with DOT and the Mass. Highway staff to rewrite and rework the Department's existing policies and regulations by which RFPs are written and put out for bid. These regulations are crucial because they are the guidelines by which engineers determine whether a bridge will be built with concrete or steel, or both.

In addition, Joe is designing a prototype for a short-span bridge that can be installed quickly and efficiently in heavy-traffic areas to reduce the cost and inconvenience of traffic delays to the state's taxpayers.

RCG Team Updates -- Brent Carney

Brent Carney is RCGs Team Leader. Brent's first task was the coordination of the RCG Steel Coalition kick-off meeting held on May 17th. Since then Brent has been doing research, meeting with fabricators, talking with AISC and gathering information to form the talking points RGC and the industry will use and distribute at meetings with DOT officials and with the media. (See attached draft talking points.) Brent was also instrumental in scheduling the NH DOT meeting.

During this initial phase Brent has also had preliminary discussions with Steel coalition members, some media outlets as well as congressional offices to talk about the problems the industry is experiencing because American Recovery and Reinvestment Act (ARRA) funds create jobs in Canada instead of in the U.S.

Fact Sheet

Why Choosing Steel for Your Next Project is the Right Choice

Steel is the most versatile, cost effective and environmentally friendly option for any bridge and building project. Steel has the highest strength-to-weight ratio of any construction material, ensuring that a bridge or building built with steel will be in place serving the public for many years to come – allowing taxpayers to know that their money has been well spent on a quality cost efficient product.

Structural steel delivers flexible, cost effective and enduring design possibilities that will provide a safe reliable structure for use in any condition and for any purpose.

Additionally, many steel fabricators are locally owned small businesses, and many are multi-generational family businesses. Supporting local businesses, like members of the Steel Fabricators of New England, directly boosts local and state economies by creating good jobs for working families.

Is Steel “Green?”

Steel is 100% recyclable, and the steel used to build your project will be made almost entirely from recycled materials, ensuring your bridge or building has as little impact as possible on our environment.

Steel’s recyclable quality and low-impact on the environment has earned it high marks from the U.S. Green Building Council, which has recognized the value of steel in its LEED certified “Green” buildings.

- In 2007, 83 million tons of steel was recycled in the U.S.
- Scrap steel has become the industry’s single largest source of raw material.
- Steel has environmental advantages as the material of choice for bridges.
 1. LONGER SPANS—Steel is cost effective and creates longer spans for crossing streams, lakes, wetlands, and environmentally protected areas. Longer spans reduce the number of piers necessary for a crossing, minimizing the number of components affecting a habitat.
 2. LIGHTER WEIGHT—steel is lighter than concrete. The lighter weight lessens construction impact on the environment (contractors can use lighter cranes and other equipment to construct a bridge out of steel and the substructures can be less massive)
 3. FASTER CONSTRUCTION—steel bridge structures can be put up quicker than other building materials, reducing construction time, cost, and minimizing disturbances to the environment.

4. WEATHERING STEEL- Paints and coatings are associated with volatile organic compounds—emissions that can have undesirable effects on the environment.
5. LIFE CYCLE—the performance of steel bridges and their durability decreases the need for replacement. This minimizes the generation of waste and the demand for resources.

Safety and Durability

Structural steel's strength and durability make it the ideal choice for bridge and building products. Its ability to withstand fire, earthquakes, strong winds and other natural and man-made disasters makes it the ideal material for any project's needs.

Is Building with Steel Cost Effective?

- Today, the cost of steel framing continues to offer a 5% cost saving over other building materials.
- Steel prices over the years have increased, however the increase in steel prices has impacted all projects on a nearly equal basis independent of the framing system selected. Just as the price of steel has increased, cost increases of other materials are also a reality.
- A steel structure takes less time to construct, which reduces up-front costs and its durability and longevity will also save money in the long term.