



REACHING THE DECISION-MAKERS

AAPA's Communicating the Importance of
Infrastructure Investment
Tuesday, June 21 – Savannah, GA

Overview

- Who we are
- What we're faced with
- When/Where we're spreading the message
- Why we're spreading that message
- How we hope to win

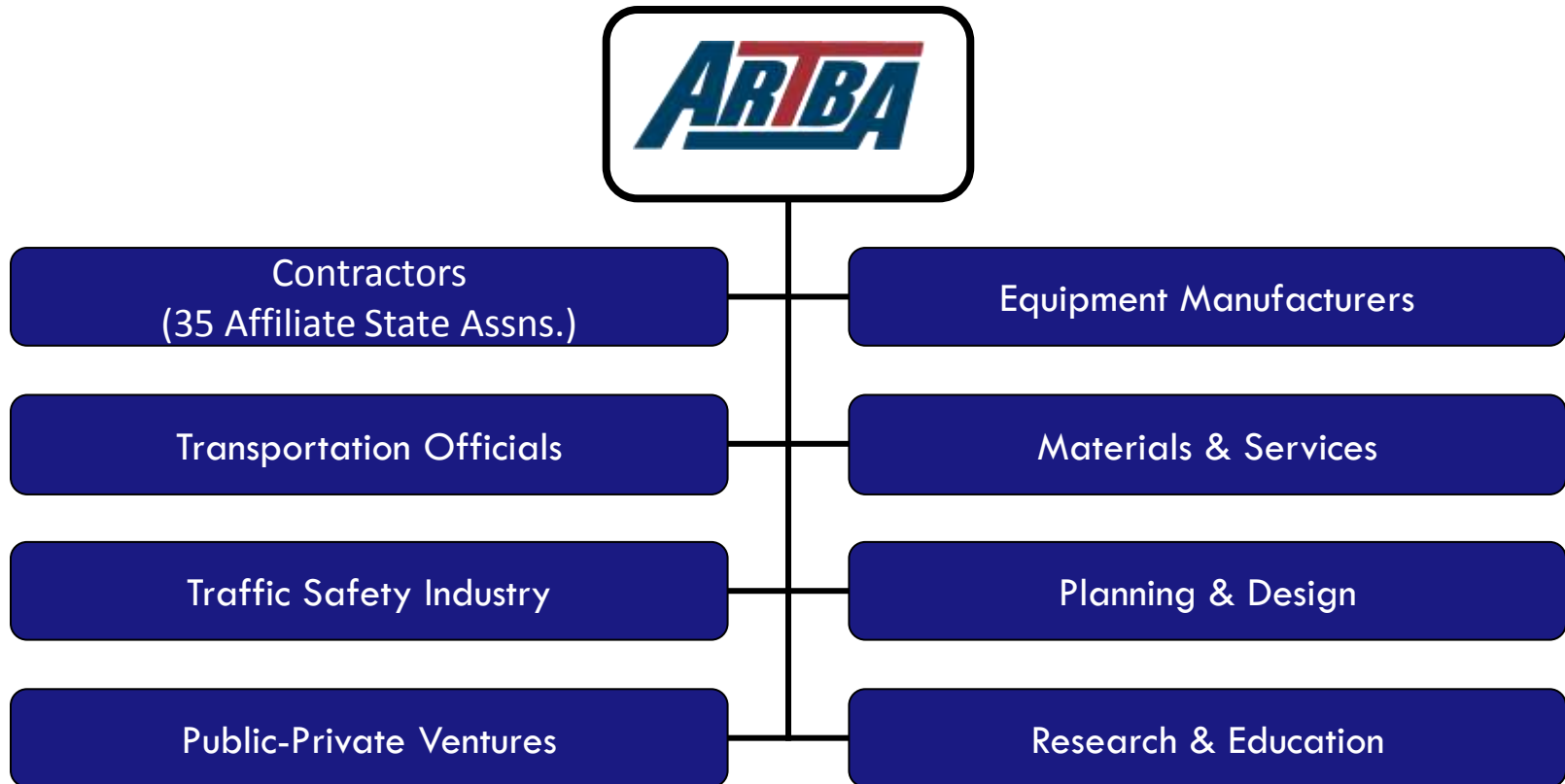
The ARTBA Mission...


Since 1902... Development & Protection of the U.S. Transportation Construction Market to meet public and business needs and demand

- **Advocate strong Federal Transportation Capital Investment Programs for our 5,000 + members**
 - Highways
 - Bridges
 - Transit
 - Airports
 - Rail
 - Ports and Waterways

ARTBA Organizational Structure

“A Permanent National Coalition for Federal Investment in Transportation Infrastructure”



- ARTBA is a “federation” with equal representation by each of its 8 divisions
- A “comprehensive” transportation construction advocate for the  American Road & Transportation Builders Association

What we're faced with

New Government Make-Up

- House of Representatives - 242-193 **Republicans**
- Senate - 53-47 **Democrats**
- Governors - 30-19-1 **Republicans**

THE KEY: Education!!

- 94 New House Members
- 16 New Senators

Capitol Hill Tug-o-War



Operation Jump Start

- ARTBA/APTA Media Campaign:
 - Leverage available dollars
 - Hit the “decision-makers” and their policy-crafting staff along with Beltway media
 - Focus on CONGRESS – particularly new members and new members of the T&I Committee and all Republicans working under the “do more with less” mantra
 - Media Strategy: Todd Harris – ran John McCain media strategy and Marco Rubio media efforts – he crafted the message to appeal to this specific target
 - Ultimate goal: get the bill moving and passed

Congress 2011– More with Less

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2/13/11

BY SCOTT ADAMS



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Spreading a “bi-partisan” message

- Enlisting the help of two iconic Presidents – Ronald Reagan and Bill Clinton
- Partnership with APTA – Radio Spot



Spreading a “bi-partisan” message

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Framework of a good campaign

- Define the results you hope to achieve
- Assess the value of these results
- Track your results
- Adjust program as needed

Tracking Results

- Buzz – Attention!!!
- Impressions:
 - Cable = 422,855 - A18+ impressions (through end of next week)
 - Radio = 2,545,200
 - Meet The Press (NBC) = 250,000
 - This Week (ABC) = 175,000
- APTA pulled some of their other ads and replaced with these (inquiry from Milwaukee)
- Sen. Barbara Boxer – “...love the ads and I appreciate the support.” (D.C. meeting attended by our lobbyist)
- News Hits – Politico, National Journal, Congressional Quarterly, blogs, etc.

Where we go from here

- **Next Steps:**
 - Keep Clinton/Reagan theme
 - Re-word focus of ads - “Summer of Job Creation”
 - Harvard Study – impacts of congestion on mortality and public health (TCC partnership)
 - Partner with US Chamber and Americans for Transportation Mobility (ATM) Coalition

What's at stake...

Republican Budget Resolution Slashes Federal-aid Highway Infrastructure Investment *FY 2012 Highway Cuts Destroy More than 490,000 Jobs*

April 14, 2011

| State | FY 2011 Estimated (P.L. 112-5 & H.R. 1473) | FY 2012 Republican Budget Res. (H. Con. Res. 34) | FY 2011 Estimated & Republican Budget Res. Difference | Jobs Lost under Republican Budget Resolution (FY 2012 Cuts Only) |
|----------------------|--|--|---|---|
| Alabama | 5723,817,235 | 5462,250,406 | -\$261,566,829 | -9,097 |
| Alaska | 428,269,900 | 285,374,201 | -\$142,895,699 | -4,970 |
| Arizona | 693,234,143 | 447,806,436 | -\$245,427,707 | -8,536 |
| Arkansas | 482,477,889 | 308,255,243 | -\$174,222,646 | -6,059 |
| California | 3,431,126,457 | 2,171,036,650 | -\$1,260,089,807 | -43,825 |
| Colorado | 510,719,211 | 322,886,021 | -\$187,833,190 | -6,533 |
| Connecticut | 471,433,185 | 301,400,538 | -\$170,032,647 | -5,914 |
| Delaware | 158,128,144 | 99,887,076 | -\$58,241,068 | -2,026 |
| District of Columbia | 153,577,571 | 95,065,701 | -\$58,511,870 | -2,035 |
| Florida | 1,789,644,393 | 1,165,594,138 | -\$624,050,255 | -21,704 |
| Georgia | 1,220,785,141 | 791,842,153 | -\$428,942,988 | -14,918 |
| Hawaii | 162,407,438 | 101,173,351 | -\$61,234,087 | -2,130 |
| Idaho | 271,135,551 | 174,914,534 | -\$96,221,017 | -3,346 |
| Illinois | 1,351,823,020 | 863,482,496 | -\$488,340,524 | -16,984 |
| Indiana | 901,039,828 | 585,100,712 | -\$315,939,116 | -10,988 |
| Iowa | 457,309,004 | 287,486,787 | -\$169,822,217 | -5,906 |
| Kansas | 363,077,071 | 225,819,716 | -\$137,257,355 | -4,774 |
| Kentucky | 632,175,735 | 404,926,310 | -\$227,249,425 | -7,904 |
| Louisiana | 647,903,984 | 410,682,482 | -\$237,221,502 | -8,250 |
| Maine | 178,205,952 | 109,980,962 | -\$68,224,990 | -2,373 |
| Maryland | 573,449,606 | 361,042,525 | -\$212,407,081 | -7,387 |
| Massachusetts | 583,187,497 | 363,290,346 | -\$219,897,151 | -7,648 |
| Michigan | 1,003,912,719 | 637,456,986 | -\$366,455,733 | -12,745 |
| Minnesota | 600,731,686 | 382,954,688 | -\$217,776,998 | -7,574 |
| Mississippi | 452,174,362 | 286,047,250 | -\$166,127,112 | -5,778 |

This budget proposal represents roughly a **30% reduction to the transportation market** – the current political and market ramifications are enormous. Neither party disputes these numbers.

Continued on next page...

What's at stake...

| | | | | |
|--|-------------------------|-------------------------|--------------------------|-----------------|
| Missouri | 838,241,416 | 549,923,220 | -\$308,318,196 | -10,723 |
| Montana | 364,842,726 | 236,468,527 | -\$128,374,199 | -4,465 |
| Nebraska | 276,860,675 | 173,666,205 | -\$103,194,470 | -3,589 |
| Nevada | 345,191,710 | 221,019,688 | -\$124,172,022 | -4,319 |
| New Hampshire | 157,856,187 | 99,692,079 | -\$58,164,108 | -2,023 |
| New Jersey | 945,386,072 | 603,896,272 | -\$341,489,800 | -11,877 |
| New Mexico | 341,222,251 | 217,735,976 | -\$123,486,275 | -4,295 |
| New York | 1,606,218,296 | 1,010,339,801 | -\$595,878,495 | -20,724 |
| North Carolina | 987,134,805 | 634,033,049 | -\$353,101,756 | -12,281 |
| North Dakota | 237,776,846 | 149,197,373 | -\$88,579,473 | -3,081 |
| Ohio | 1,250,956,575 | 800,549,144 | -\$450,407,431 | -15,665 |
| Oklahoma | 605,192,291 | 383,540,118 | -\$221,652,173 | -7,709 |
| Oregon | 468,329,024 | 294,096,576 | -\$174,232,448 | -6,060 |
| Pennsylvania | 1,568,798,108 | 991,784,840 | -\$577,013,268 | -20,068 |
| Rhode Island | 207,603,230 | 128,123,683 | -\$79,479,547 | -2,764 |
| South Carolina | 595,668,018 | 383,573,586 | -\$212,094,432 | -7,376 |
| South Dakota | 262,505,740 | 167,067,361 | -\$95,438,379 | -3,319 |
| Tennessee | 785,406,105 | 504,632,610 | -\$280,773,495 | -9,765 |
| Texas | 2,987,661,091 | 1,933,957,611 | -\$1,053,703,480 | -36,647 |
| Utah | 307,014,758 | 195,286,348 | -\$111,728,410 | -3,886 |
| Vermont | 191,887,512 | 118,612,958 | -\$73,274,554 | -2,548 |
| Virginia | 948,805,255 | 608,667,388 | -\$340,137,867 | -11,830 |
| Washington | 634,850,084 | 395,948,876 | -\$238,901,208 | -8,309 |
| West Virginia | 407,534,178 | 264,177,667 | -\$143,356,511 | -4,986 |
| Wisconsin | 686,452,037 | 445,591,025 | -\$240,861,012 | -8,377 |
| Wyoming | 232,719,377 | 147,196,966 | -\$85,522,411 | -2,974 |
| Federal Lands and Other Allocated Programs | \$4,603,138,911 | \$3,695,463,345 | -\$907,675,566 | -31,568 |
| Total | \$41,107,000,000 | \$27,000,000,000 | -\$14,107,000,000 | -490,627 |

Note: This table was prepared by Committee on Transportation and Infrastructure Democratic Staff based on technical assistance from the Federal Highway Administration (FHWA). The FY 2011 Estimated column represents the state-by-state distribution of the Federal-aid Highway obligation limitation assuming enactment of H.R. 1473. Based on the Highway Trust Fund parameters included in H. Con. Res. 34, the Congressional Budget Office estimates that the FY 2012 Federal-aid Highway obligation limitation would be \$17 billion. The FY 2012 Republican Budget Resolution column reflects the state-by-state distribution of those funds under current FHWA apportionment factors. The Jobs Lost column is based on the 2007 FHWA model on the correlation between highway infrastructure investment and employment. \$1 billion of Federal-aid Highway investment creates or sustains 34,779 jobs over a seven-year period.

If we aren't successful in getting a robust transportation bill – and these cuts happen, the consequences will be devastating, for all of us.

It's that serious.

A sobering reality

“If we don’t get something significant done this year, I think it will be very difficult.”

– Transportation Secretary Ray LaHood – March 2, 2011

Questions?



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