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
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**
We have to learn to do more with less.

Less meetings?

No, well need more meetings to figure out how to do more with less.

Less micro-management?

No, I'll have to watch you more closely than ever to make sure you're doing more with less.

I'm talking about using less money.

Oh, like a death spiral. Why didn't you just say that in the first place?

It's as if you're talking more to say less.

Should we be more like you or less?
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

- Enlisting the help of two iconic Presidents – Ronald Reagan and Bill Clinton
- Partnership with APTA – Television Spot
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
Continued on next page…

What’s at stake…

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.
What’s at stake...

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?
Contact Information

ARTBA
1219 28th Street NW
Washington, DC 20007
202-289-4434

Kenyon Gleason,
National Field Director
Ports and Waterways Council Director
kgleason@artba.org