



APTA BMBG Messaging Platform May 11, 2010

The first step in building awareness, and subsequently support for long-term transit funding, is precisely defining what this means for our target audiences. Armed with a clear identity (which is rooted in key benefits - and possibly key consequences for not acting) BMBG can then focus on taking that message to its target audiences. Our message is grounded in an effort to persuade passage of a long-term predictable transportation funding program that yields jobs and begins to rebuild our global competitiveness. Thus eliminating the downside of short-term, temporary, stop-gap funding measures.

SITUATION ANALYSIS

The transit industry is faced with significant challenges as a result of the recent economic downturn. Compounding this situation is uncertainty surrounding the New Authorization of the U.S. Surface Transportation Program. Congress and the administration have been unable to chart a clear path forward to a long-term authorization bill, opting instead for a short-term and temporary “extension” of funding through end of year 2010.

This uncertainty has resulted in transit agencies’ inability to commit to large infrastructure expenditures. As policy makers in Washington struggle to find ways to stimulate jobs and the economy, their inability to provide a long-term transportation funding solution is costing thousands of existing jobs and delay the creation of many more. Short-term funding clearly is not the answer.

The business members of APTA, a group comprised of transit industry businesses and advocates, are uniquely suited to make the case for the adverse effects, both at present and in the future, of short-term funding on the industry and impress upon policy makers how critical predictable, long-term funding is to the transit industry’s viability, and subsequently, to global economic competitiveness and jobs sustainability across the U.S.

OPPORTUNITY OVERVIEW

Public favorability for public transportation is at an historical high with transit ridership exceeding 10.6 billion unlinked trips in 2008, the highest level in five decades.

A number of new studies show that transit infrastructure projects, such as light rail and commuter rail, result in an immediate boost to economic and jobs growth, plus long-term sustainability and transit-oriented development (TOD).

With the focus on other issues such as healthcare on the decline, Congress and the White House should be focused on jobs and the economy in the coming months, and subsequently an opportunity for a long-term public transit funding program may present itself. The passing of



recent transit referenda across the U.S. (St. Louis, Honolulu, and others) indicate transit funding support is strong despite the recession.

OBJECTIVE

The main objectives of our message are as follows:

- Bring long-term funding to the forefront of competing issues and,
- Communicate succinctly the consequences of short-term funding on jobs, international competitiveness and the economy.

THE MESSAGE

In order to bring the issue of long term-transit funding to the forefront of competing issues and engage our target audiences, it is important that we communicate:

America needs a transportation blueprint that will bring jobs now and ensure we don't fall behind the rest of the world economically as our global competitiveness continues to erode. Americans are eager to address the economic challenges of today. But as other countries like China, Japan and even Spain have emerged as the world's transportation leaders we cannot sit back and settle for a second- or third-class public transportation system. Nor can we continue to put America's future on hold.

A stable funding source to generate the revenues needed to affect change is also part of the long-term solution we seek. A progressive, revitalized public transportation system cannot be achieved with stop-gap funding. A sustainable revenue source must be secured that will provide viable funding. The temporary funding strategy has resulted in transit agencies' and the related transit industry businesses' inability to commit to large infrastructure expenditures -- thereby placing jobs, and subsequently long-term economic sustainability and growth in jeopardy.

America's reliance on an out-dated and oil-dependent transportation network represents a serious competitive disadvantage in today's global economy, especially with other countries urgently developing modern public transportation systems. We recognize the considerable obstacles to securing additional revenue to support long-term funding however, a solution is necessary now, to save and create jobs, thereby bolstering our economy both in the short- and long-term.

There is an urgent need for Congress, the Administration and the business community to unite and push for a long term transportation vision that will assure America's economic future.



THE ONE THING

For America to meet the competitive challenges in today's global economy, we need passage of a predictable long-term funding program without the costly interruptions of short-term stop-gap exercises, thereby creating jobs now and in the future

THE TONE

Urgent. Bold. Visionary. Stated with an emphasis on action, but more helpful than judgmental. This message is a professional wake-up call, not a scolding.

THE KEY BENEFIT

A long-term stable and predictable funding source opens the public transportation economic benefits floodgates and will help the U.S. climb the ladder as a global leader.

POSSIBLE TAG LINES

Public Transportation: No stopping us now.

Public Transportation: Getting us back on top by getting us back to work.

Public Transportation: Moving America back to work.

Public Transportation: Long-term funding. Longer-term solutions.

Public Transportation: Non-stop funding. Non-stop solutions.

Public Transportation: The economy's waiting for it.

Public Transportation: America's Onboard for Jobs.

Public Transportation: The route to recovery.

Public Transportation: Let's Go.

Public Transportation: Driving America's recovery. (Accelerating/Steering America's recovery)

SUPPORT:

- Without long-term funding, public transportation companies and transit industry suppliers can't commit to new projects, products or services.
- America is currently investing only 2.4% of gross domestic product (GDP) in infrastructure, in comparison to 5% in Europe and 9% in China.
- A recent World Bank study estimated that a 1% increase in infrastructure stock is associated with a 1% increase in the level of GDP.
- New studies show a \$1 billion investment in public transportation creates 36,000 jobs.



- Three out of four jobs (76%) created by public transit investment replace jobs hardest hit by economic downturn.
- For every \$1 invested in public transportation, \$4 in economic returns is generated.
- Every \$10 million in public transportation capital investment (new projects) yields \$30 million in increased business sales.
- Every \$10 million in public transportation operating investment (daily operations) yields \$32 million in increased business sales.
- From 1995 through 2009, public transportation ridership increased by 31%—a growth rate higher than the 15% increase in U.S. population and higher than the 21% growth in use of the nation’s highways over the same period.

TARGET AUDIENCES

1. Congress (with emphasis on Republicans)
2. Congressional Staffers (with emphasis on Republicans)
3. U.S. DOT and The White House / Administration
4. Members of key Senate and House Committees on transportation and finance
5. Governors and Mayors
6. Public Policy organizations and think tanks
7. Business groups
8. The U.S. Voting Public

CHAMPIONS

**Our chart of suggested Champions follows on the next page:
(Please note that you may want to add a new column, as suggested on the phone call, that has an additional category of “Business Leader Icons.” This category would include Warren Buffet of Berkshire Hathaway, and Eric Schmidt of Google.)**



R & R PARTNERS

APTA Champion

Job Description

The APTA Business Member champion will bring focus and action on Capitol Hill to America's critical need for a long-term strategy and funding source to support public transportation infrastructure and innovation. This individual will carry APTA's Business Member message to policy elites, and through the media, communicate the urgency of the cause to the American public.

Key responsibilities (to be determined based on appropriate circumstances and negotiation):

1. Participate in the development and placement of op-ed pieces on APTA issues that will be placed in major American newspapers under the Champion's name.
2. Potentially appear at a major APTA event as needed. This includes participation in pre-event promotional efforts.
3. Lead APTA delegation visits to meet with members of Congress and federal agency leadership. This includes making post meeting statements to the press and posing for photo ops.
4. Appear in TV and Print advertising campaigns.
5. Participate in production of videos for use on APTA's website and various social media channels.
6. Participate in TV, Media conference calls and Print interviews with national media and trade press as prescribed by APTA.
7. Appearing as needed to testify on behalf of APTA before relevant congressional committees and industry panels.

Revised List of Potential Business Member Champions

In prioritized order

1. Roger Staubach

- Former NFL quarterback
- Former CEO, The Staubach Company (involved in transit oriented development)

2. Jerry Jasinowski

- Former President, National Association of Manufacturers
- Member corporate boards: Timken Co. and Phoenix Companies

3. Steve Case

- Chairman, Revolution LLC, a holding company (investments include ZipCar)
- Former CEO, America Online

4. J.C. Watts

- Former Congressman and member of House Transportation Committee
- President, J.C. Watts Companies, lobbying and consulting firm

5. Lee Iacocca

- Former Chairman and CEO, Chrysler

6. Tommy Thompson

- Former Governor, Wisconsin
- Former Secretary, Health and Human Services
- Former Chairman, Amtrak board
- Senior Partner, Akin Gump
- Authored intros to Paul Weyrich reports

BMBG Advocacy Resource List

Local Lobby Initiatives Tool Kit

- For planning site/facility visits

Town Hall Meeting Tool Kit

- Guide for attending town hall meetings and representing transit industry issues

Online Action Center

- Resource available for identifying congressional representatives and sending electronic correspondence

Facebook Page: “Business Arguments for Public Transportation”, now at the URL:
<http://Facebook.com/TransitMeansBusiness>

Advocacy Training Webinar Series

Resources in planning for the future:

- BMGA Committee Collaboration site on APTA website
- Facebook online congressional advocacy tool
- Template/Tool Kit for Contract Award Announcements

112th Congress: 2011

January

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5: House and Senate convene 17: Martin Luther King Day 17-21: Recess (Senate) ; 10 - 14 newly added recess

February

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Jan. 31-Feb. 4: Recess (House)
21-25: President's Day Recess (House and Senate)

March

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21-25: Recess (House and Senate)

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18-29: Recess (House and Senate)

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16-20: Recess (House) 30-June 3: Recess (Senate)

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6-10; 27-July 4: Recess (House)

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4-8: July 4 Recess (Senate)

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8-Sept. 5: Recess (House and Senate)

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26-30: Recess (House and Senate)

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7-10; 24-28: Recess (Senate) 17-21: Recess (House)

November

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7-11; 21-25: Recess (House)

December

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8: Target adjournment (House)