

Business Member Board of Governors

Summary Report – January 2011

Business Member Outreach and Liaison Committee

The **Business Member Outreach and Liaison Committee** met October 2, 2010 at the APTA Annual Meeting in San Antonio, TX.

The next meeting is scheduled for Wednesday January 12, 2011 at the BMBG Annual Business Meeting in Naples, FL.

1.0 Action Items for the BMBG Consideration

None at this time

2.0 Information Items for BMBG Review

The Outreach Committee identified focus topics for the next edition of Business in Motion slated for publication at the March 2011 Legislative Conference. The focus topics include:

1. Sustainability
 - a. How different business members have implemented the APTA program
 - b. How to figure your baseline
 - c. What is in it for the company beyond doing the right thing
 - d. What it takes -- check list and a how to kit
2. Authorization
 - a. Aligning the issues with the business member message on the Hill
 - i. Performance measures (e.g. GHG reduction) and agency grants to meet those goals (TIGGER) and how this spills down the supply chain
 - ii. The danger of delays forcing jobs to go overseas
3. Membership Development
 - a. Encourage women to run for BMBG and Board of Director positions
 - b. Assist in the development of the APTA Buyers Guide
 - c. Increase the APTA business member value proposition by encouraging increased business member participation in APTA programs and committees

3.0 Summary of Other Committee Projects in Progress

The Outreach Committee continues to make cost effective use of media modes to reach the intended audiences including the Business Member Outreach Blog, Business in Motion, Passenger Transport, and industry trade publications to address issues of current interest.

4.0 List of the Meetings Held Since the Previous BMBG Meeting

March 13, 2010 at the Legislative Conference, June 6, 2010 at the Rail Conference in Vancouver, BC and on October 2, 2010 at the Annual Meeting in San Antonio, TX

5.0 Upcoming Committee Meetings

APTA BMBG Annual Meeting January 2011