

APTA Advocacy Update – A View from Washington



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APTA's Advocacy Update

Surface
Transportation
Authorization
Recommendations

Integrated
Advocacy Plan

Messaging
Research

Leveraging Transit
Board Members

Surface Transportation Authorization



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Timetable

- **Outreach to APTA Members, Coalition Partners, Congress, and Executive Branch**
(November 2017 – present)
- **Adopted Authorization Principles**
(September 2018)
- **Developed Consensus Authorization Recommendations**
(September 2018 – June 2019)
- **Legislative Committee Unanimously Adopted Recommendations**
(June 2019)
- **Board of Directors Adopts Recommendations**
(October 2019)

APTA's Top Three Priorities

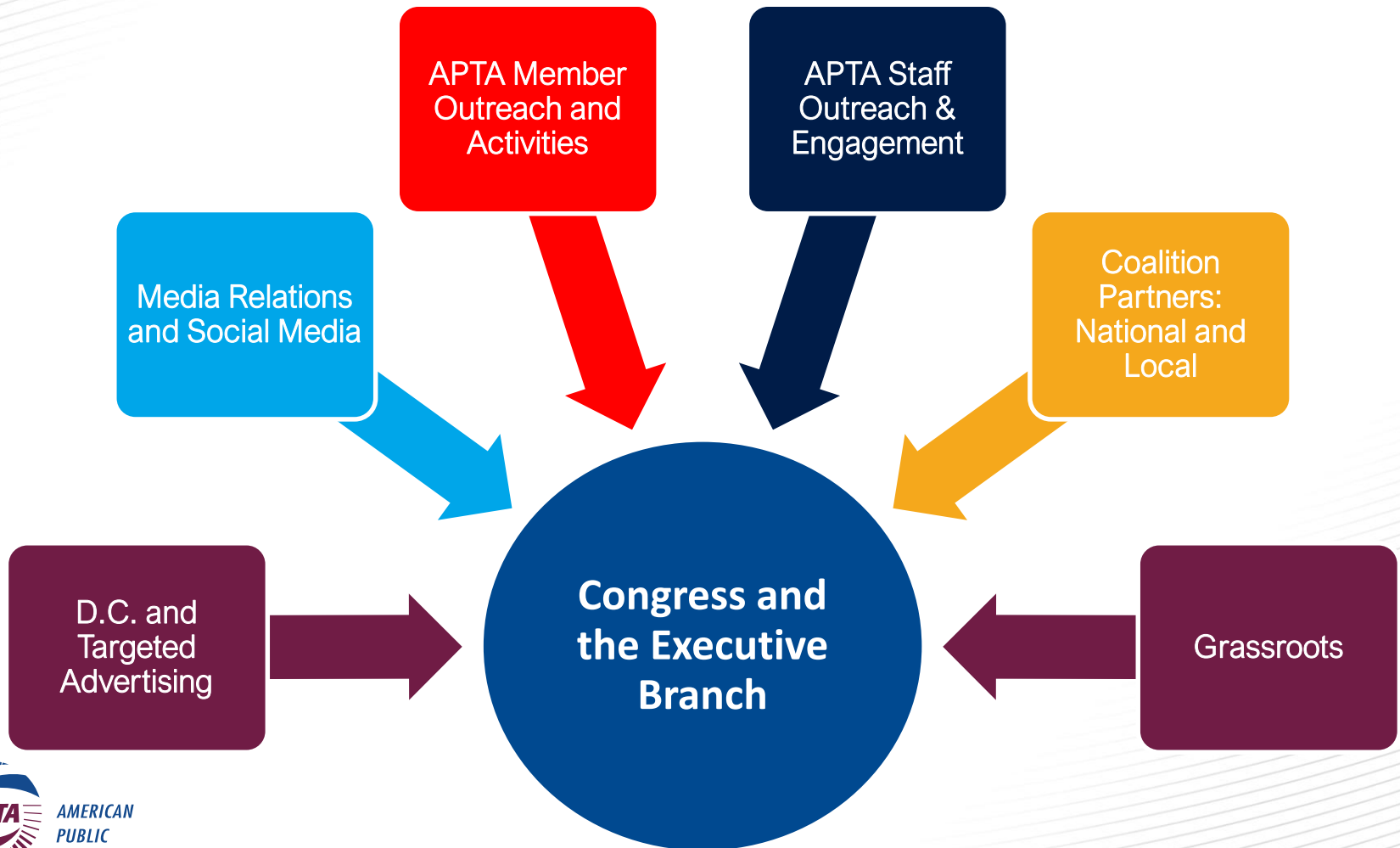
- Address the Pending Shortfall in the Highway Trust Fund and Provide \$145 Billion to Bring Public Transit Systems to a State of Good Repair and Meet Growing Demand
- Reestablish Bus 20 Percent Capital Share (40-40-20 Ratio)
- Create a new Mobility Innovation and Technology Initiative

Integrated Advocacy Plan (RCA)



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Integrated Advocacy Plan



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APTA Staff Outreach & Engagement: *Assertive Advocacy*

- Making the Case for Public Transportation
- Working to Include Authorization Recommendations in Legislation
- Becoming the Go-To Resource for Members of Congress/Committees
- Amplifying Outreach with New Lobby/Consultant Firms



Testimony of Paul P. Skoutelas
President and CEO
American Public Transportation Association

g on "Oversight of the Federal Transit Administration's
mentation of the Capital Investment Grant Program"

July 16, 2019

APTA Staff Outreach & Engagement: Policy Research

House Appropriations Committee:

“The Department’s prioritization of road projects came at the expense of transit-related projects, which on average received about 32 percent of awards between fiscal year 2009 and fiscal year 2016.”

H.R. 3613, H. Rept. 116-106, p. 12.

Strong BUILD Program Is Critical for Public Transportation Projects

Takeaways

BUILD grant program is an extremely valuable resource for the public transportation industry, which depends on grant funds for capital projects.

Percentage of BUILD grant funds for public transportation-related projects in Fiscal Years 2017 and 2018 is substantially lower than the historical average.

Consolidated Appropriations Act, 2019 contains significant changes that should restore to the BUILD program. APTA encourages the Secretary of Transportation to ensure public transportation projects receive a fair percentage of annual grants.

For Utilizing Investments to Leverage Development (BUILD) program, known as the Transportation Investment Generating Economic Recovery (TIGER) program, critical funding for public transportation infrastructure investments.¹ The BUILD program has supported transit centers, streetcar lines, vehicle purchases, station renovations, transit signal systems and grade separations. These projects not only help enhance mobility, but also can provide positive environmental, safety and economic benefits.

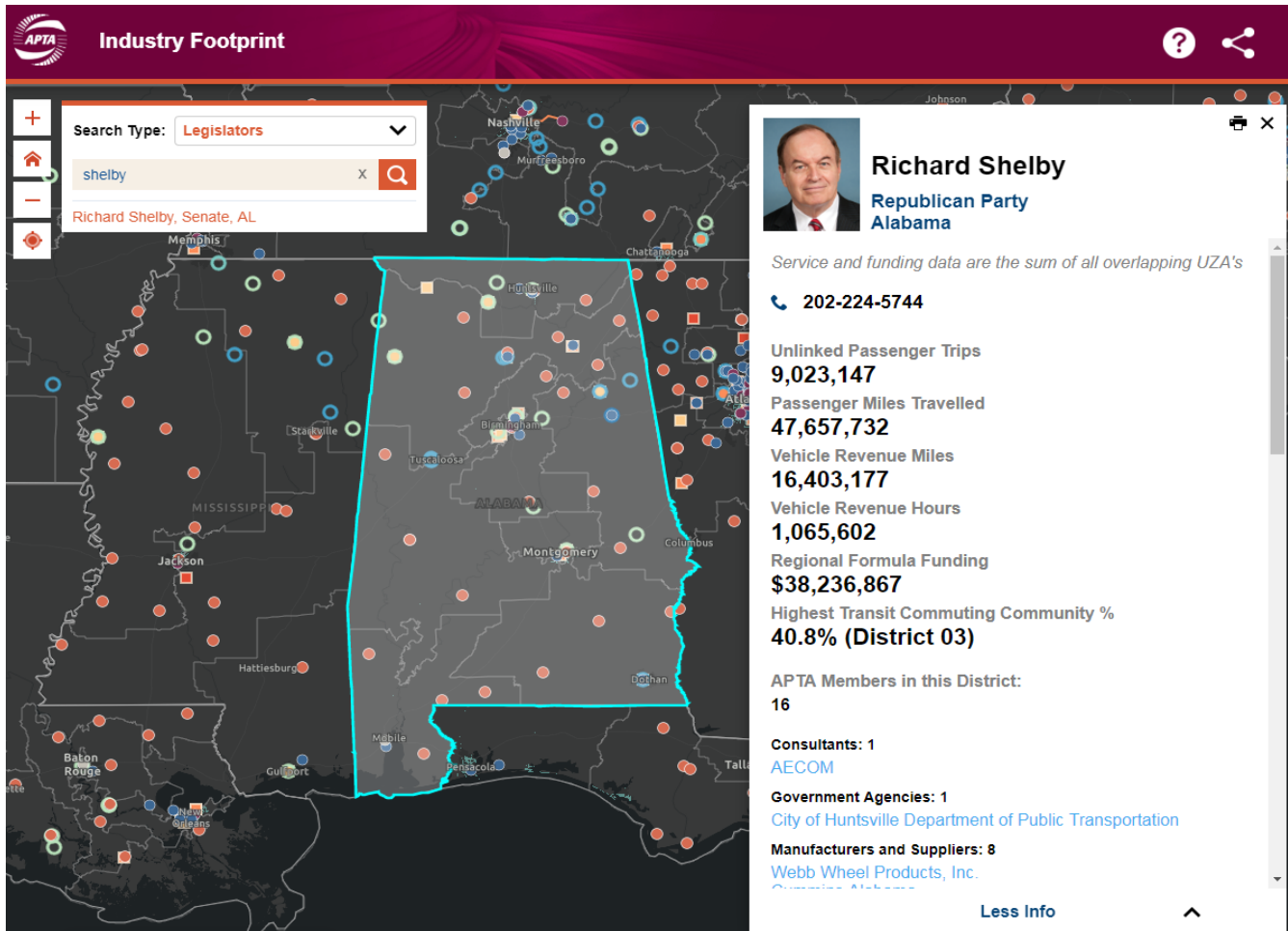
However, the total amount requested by applicants drastically exceeds the amount of BUILD funding, exemplifying the competitive and successful nature of the grant program. Congress has recognized this success and, as part of the Consolidated Appropriations Act, 2018 (P.L. 115-141), boosted funding for BUILD grants to \$1.5 billion, three times the funding provided in FY 2017 and previous years.

For the funds, APTA estimates that the U.S. Department of Transportation (DOT) provided \$195 million for public transportation-related projects, equal to 13 percent of available funding.² Although the percentage of transit investment increased from FY 2017, it is significantly less than the historical average. From FY 2009 to FY 2016, the average percentage of annual BUILD grants awarded to transit-related projects was 32 percent.

¹ Throughout this Brief, the TIGER program is referred to as the BUILD program to reflect the U.S. Department of Transportation’s rebranding of the program.

² Please note that many BUILD projects are multimodal. This analysis includes transit-related projects that contain funding for activities not related to public transit. Figures expressed should be viewed as an upper bound of transit investment.

APTA Staff Outreach & Engagement: *Industry Footprint Tool*



Media Relations and Social Media

- **New Communications Firm Ramping Up Industry's Visibility**
- **Focused Research Projects**
- **Get On Board Day, National Infrastructure Week**
- **Media Roundtables and Radio Tours**
- **Op-Eds, Infographics**

Media Relations and Social Media



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Media Relations and Social Media

Why You Should Get on Board for Public Transportation

Whether you ride or not, public transportation is valuable to your community. Join us for Get on Board Day on April 25, 2019, to show your support for public transportation.



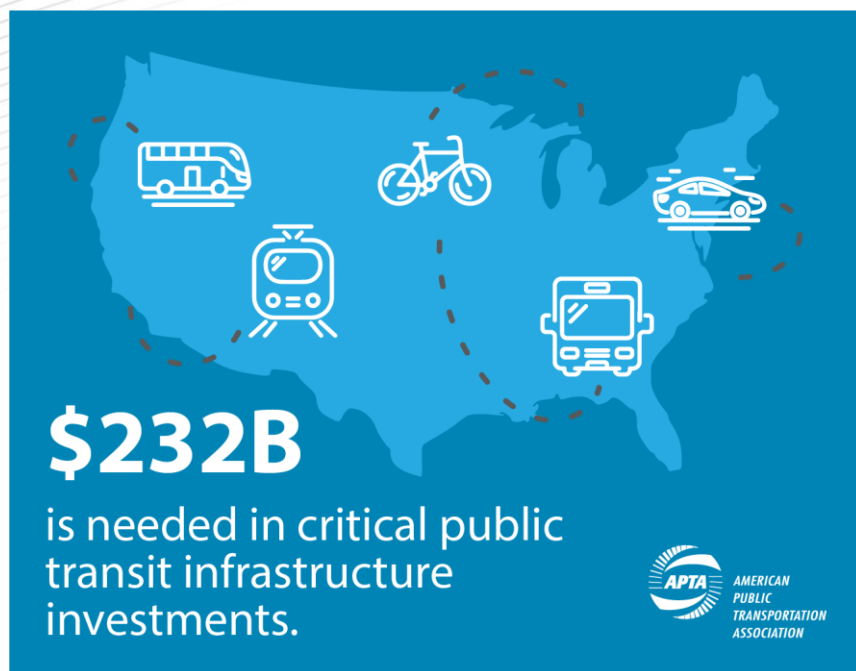
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DC and Targeted Advertising

- Sponsorship of Politico, Morning Transportation and other DC Media
- Drive Time Radio Ads
- Social Media Paid Campaigns



DC and Targeted Advertising



Public transportation
investment yields a **4-to-1** return
for the economy.





APTA Member Outreach & Activities: *Fly-Ins*

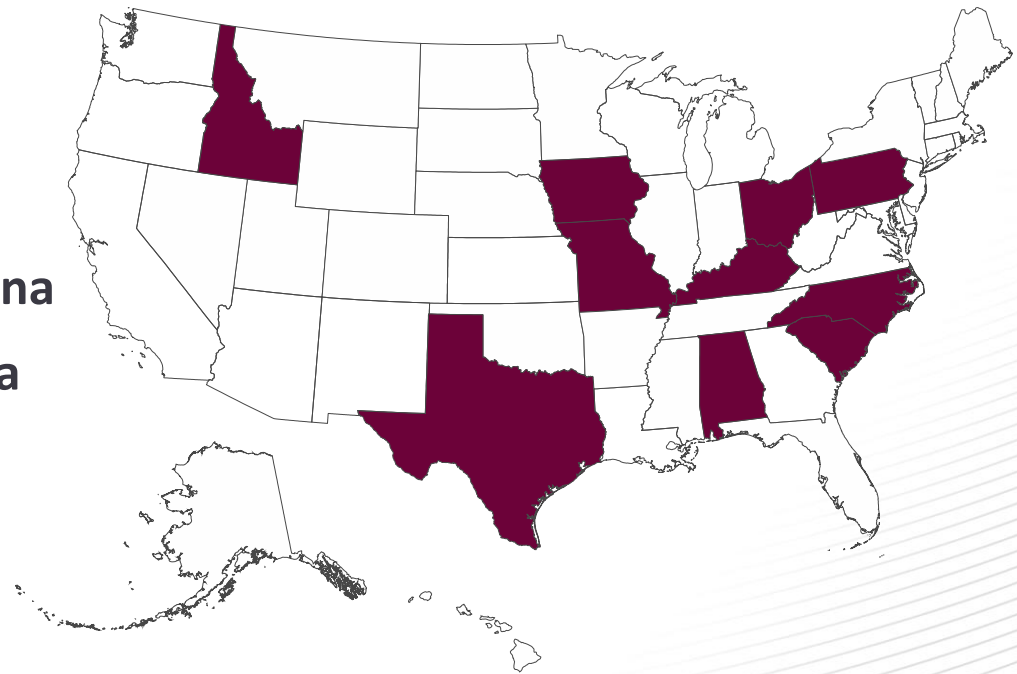
BMBG Fly-In *(May 2019)*

Small Operations Committee Fly-In
(June 2019)

APTA Member Outreach and Activities

BMBG Senate Outreach Initiative

- Alabama
- Idaho
- Iowa
- Kentucky
- Missouri
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Texas



APTA Member Outreach and Activities

- Toolkits Provided with Talking Points and Creative Materials
- Get On Board Day
- National Infrastructure Week



Coalition Partners: National and Local

- **Developing Stronger Partnerships with National Organizations**

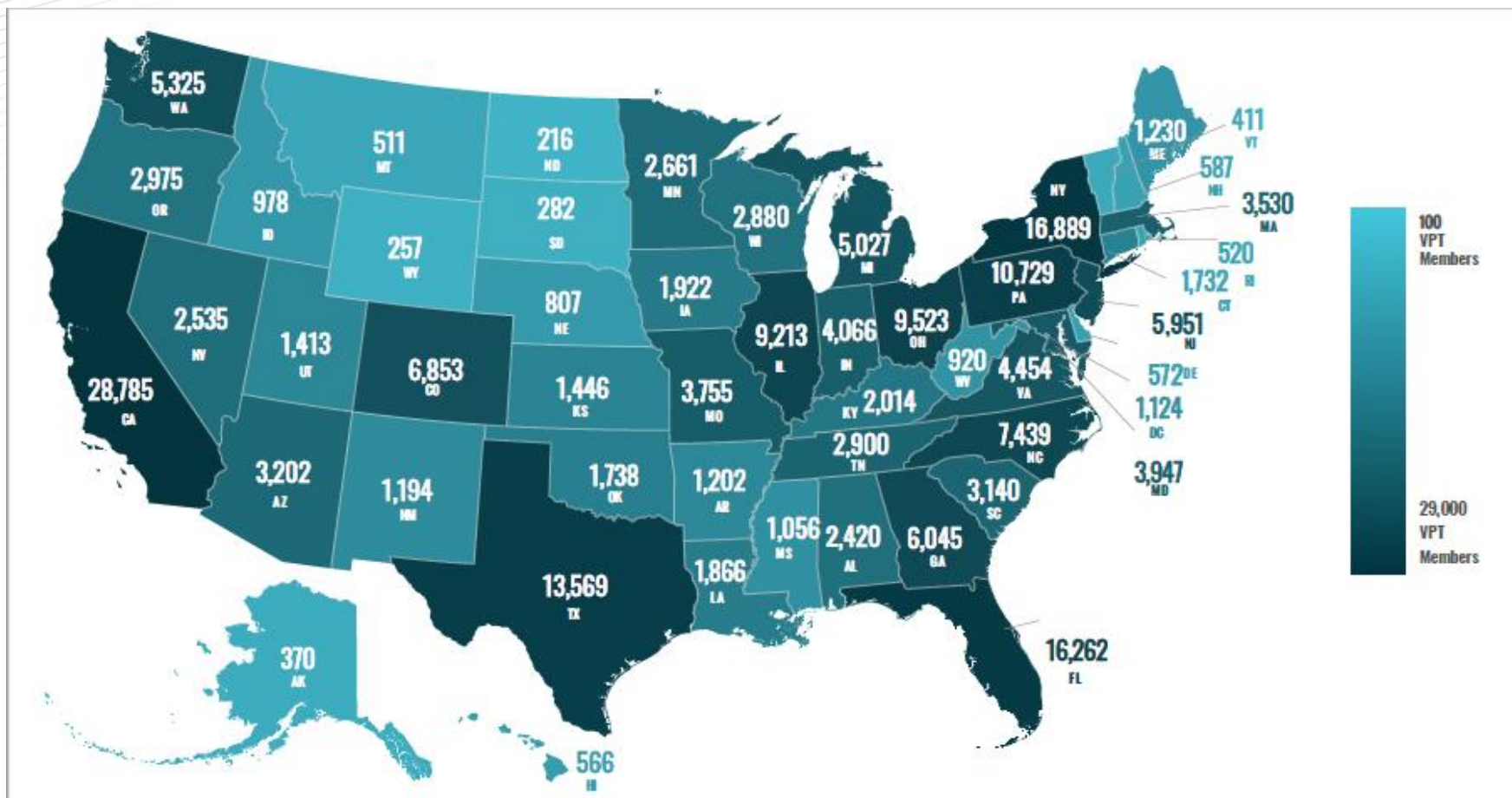
Gov't: National League of Cities, Conference of Mayors, NGA, AASHTO, Etc.

Business: U.S. Chamber of Commerce's ATM (ARTBA, ASCE, ATA, and LiUNA)

Transportation, Labor, Environmental: AAR, T4America, TTD, and NRDC



- **Providing Local Coalition Grants to Assist Community Transit Initiatives**

Grassroots — Voices for Public Transit




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Grassroots: Recruitment

 **Public Transportation**
Sponsored · Paid for by American Public Transportation Association · 




We need YOUR help to keep America moving forward! Get on board with public transportation today and let your voice be heard. #Voices4Transit



Let your voice
be heard.



VOICES FOR
PUBLIC
TRANSIT

   Harry Ransier, Al Halstead and 8.3K others 203 Comments 414 Shares

Grassroots: Mobilization



PublicTransportation ✓

@APTA_Transit



The federal government must continue to play a leading role in public transit funding. Read why in the latest from [#Voices4Transit](https://www.voices4transit.org/). bit.ly/2K09Ygs



New Messaging Research Underway



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Messaging Research

- **National Research to Gauge and Understand Support Among:**

National Voters

National Influentials

DC Influentials

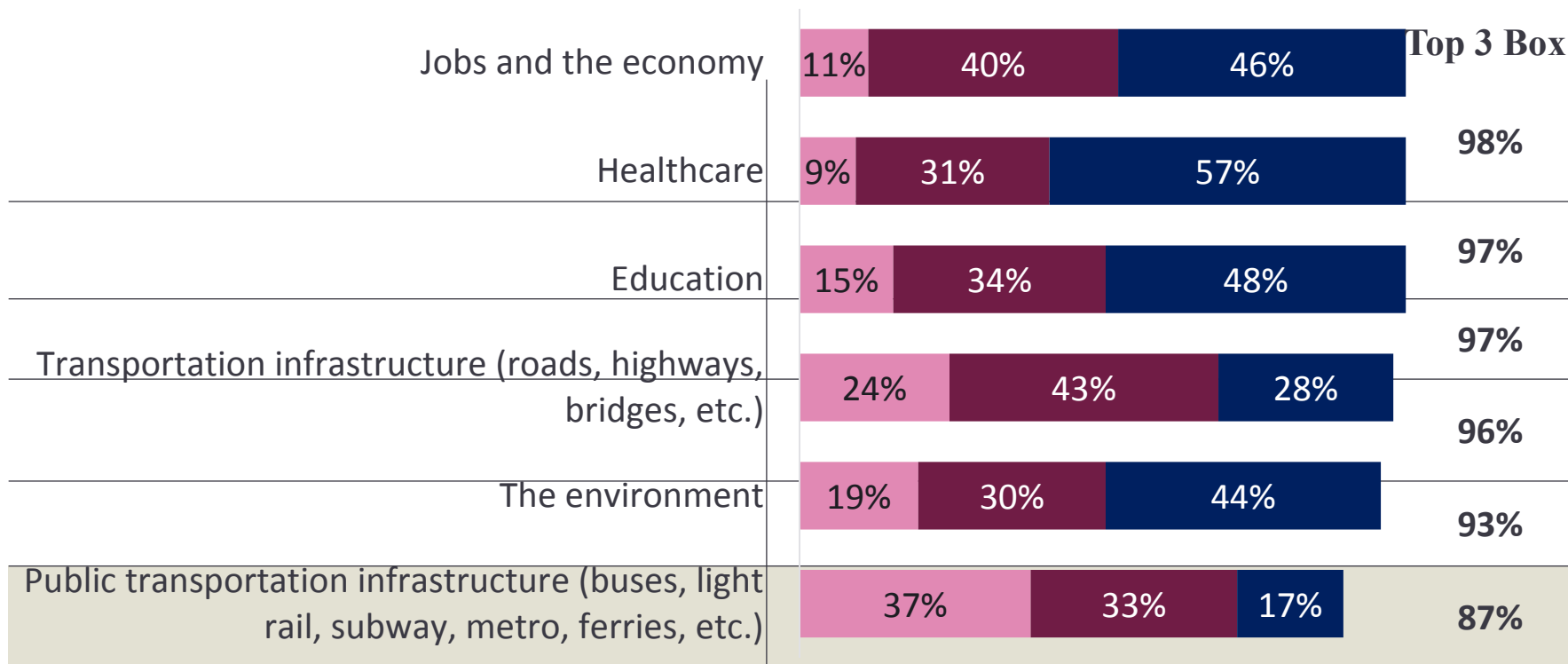
DC Influentials Who Lean Conservative

National Voters from Small Towns



Importance of Public Transportation to National Voters

■ Somewhat important ■ Very important ■ Extremely important

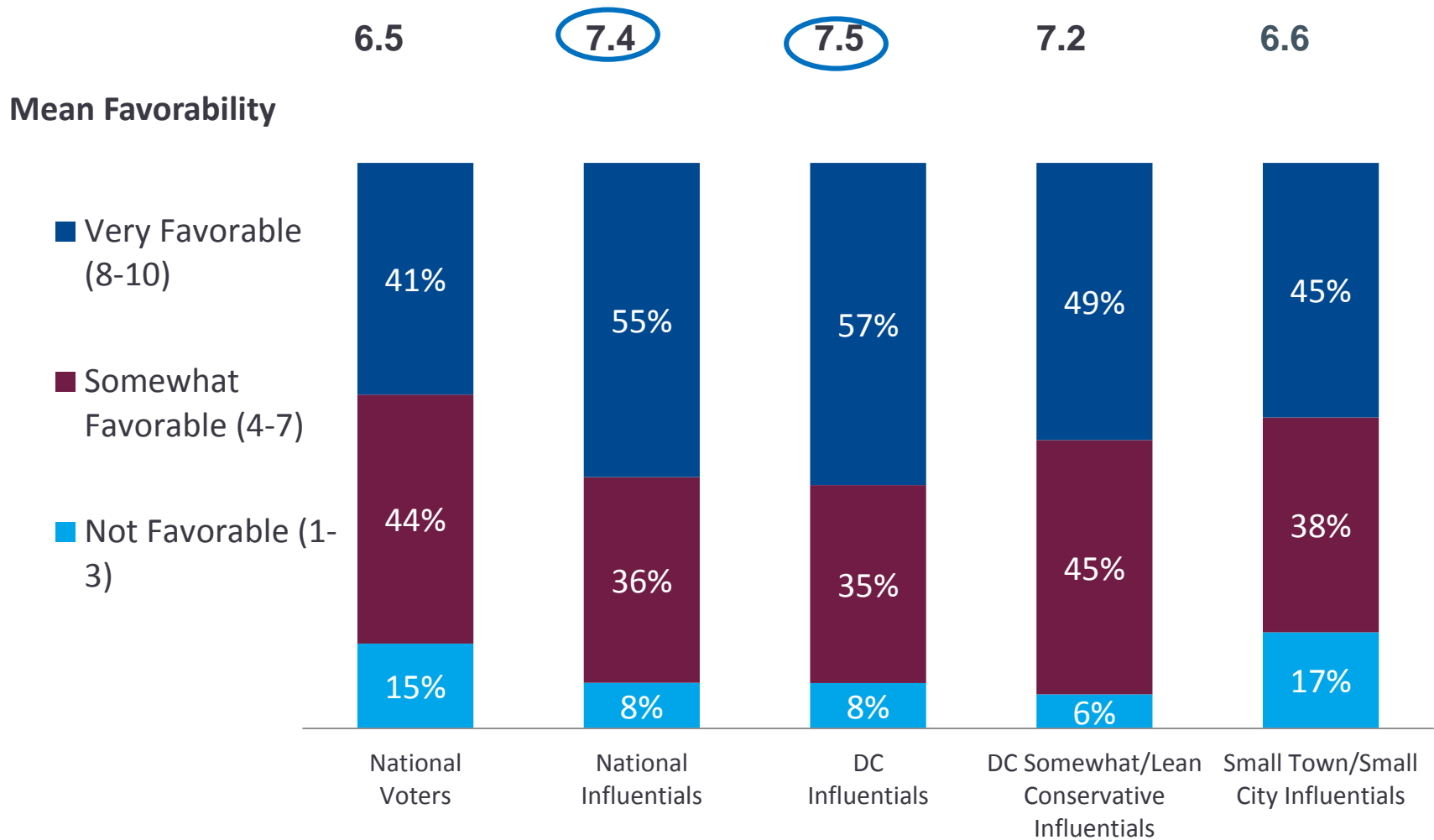


BASE: National Voters (n=2,000)

Q200. There are many issues that are important in our lives and to our country. For each of the following topics or issues, please indicate the level of importance.



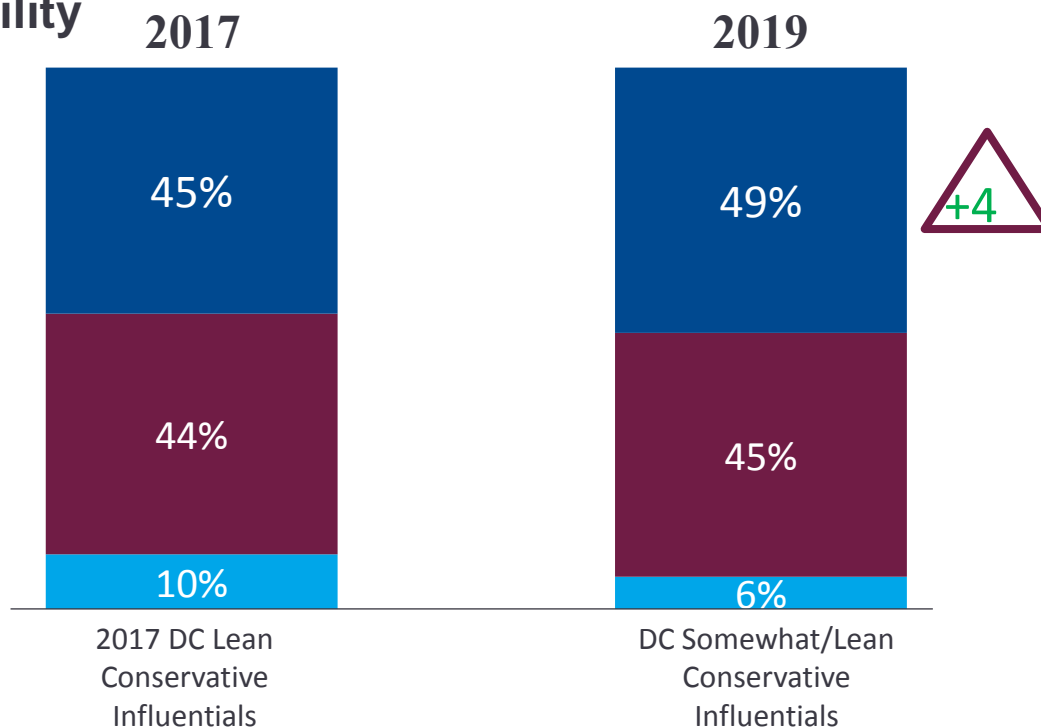
Favorability for Public Transportation is High, with National and DC Influentials Expressing Highest Favorability



Favorability Up a Bit Among DC Conservatives

Public Transportation Favorability

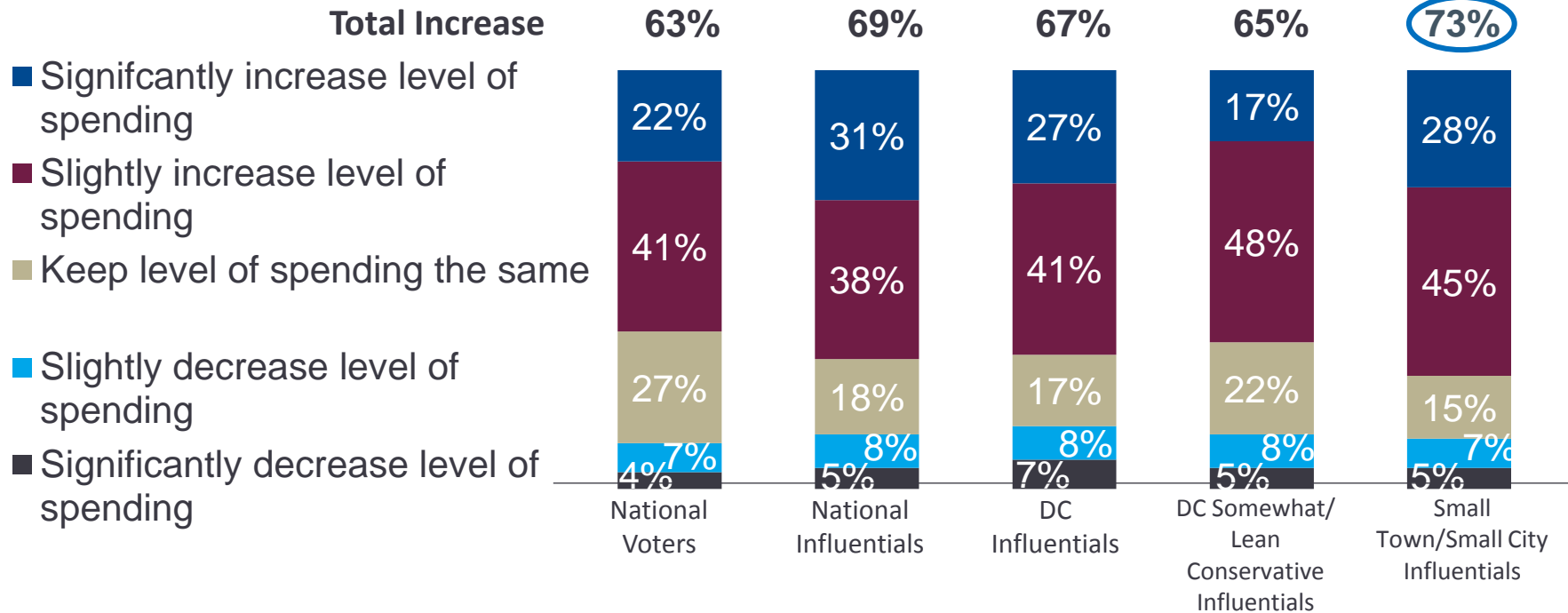
- Very Favorable (8-10)
- Somewhat Favorable (4-7)
- Not Favorable (1-3)



BASE: National Voters (n=2,000). National Influentials (n=1,148); DC Influentials (n=372); DC Somewhat/Lean Conservative Influentials (n=100); Small Town/Small City Influentials (n=268)
Q205. There are different ways people get around in your community. I'd like you to think about the importance and impact that each has in the area where you live and for each method, please use a scale from 1 to 10, where "1" means you feel NOT AT ALL FAVORABLE toward that method of transportation and "10" means you feel EXTREMELY FAVORABLE toward that method of transportation. Your answer does not necessarily reflect the mode of travel you use.

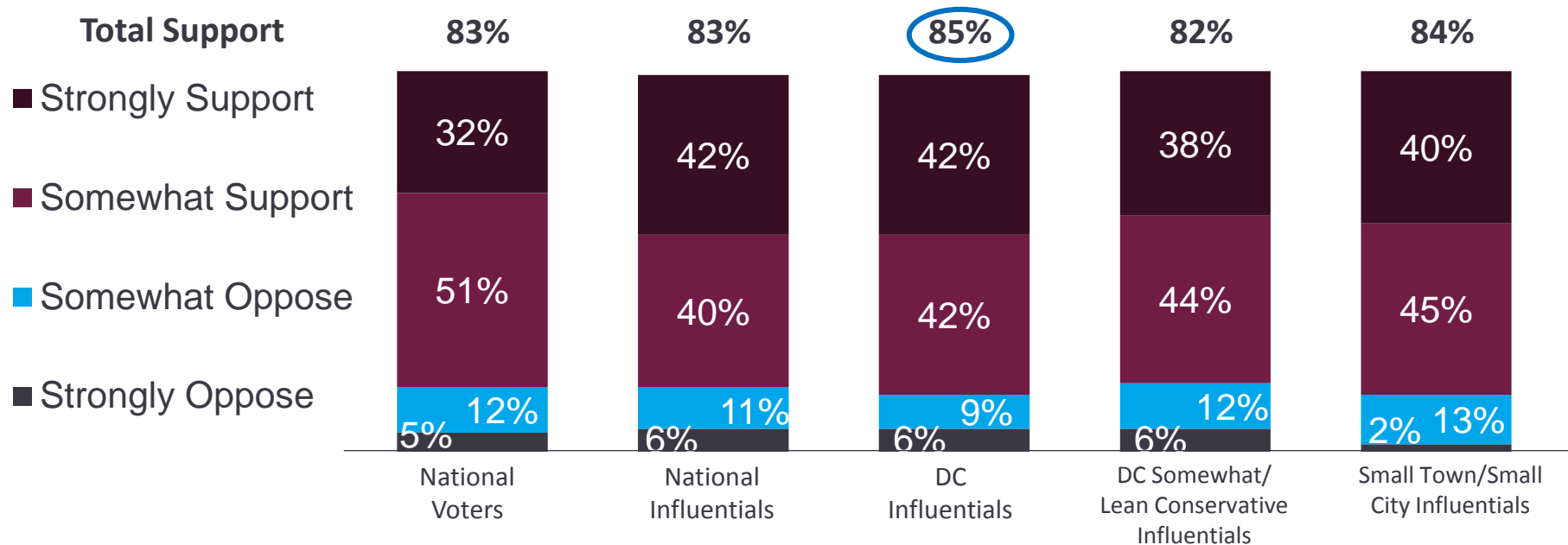
Super Majority of All Audiences Supports Increasing Level of Spending For Public Transportation

Public Transportation Level of Spending that Should be Allocated



Across All Audiences Support for Allocation of Federal Tax Dollars Is Strong

Support of Funding for Public Transportation

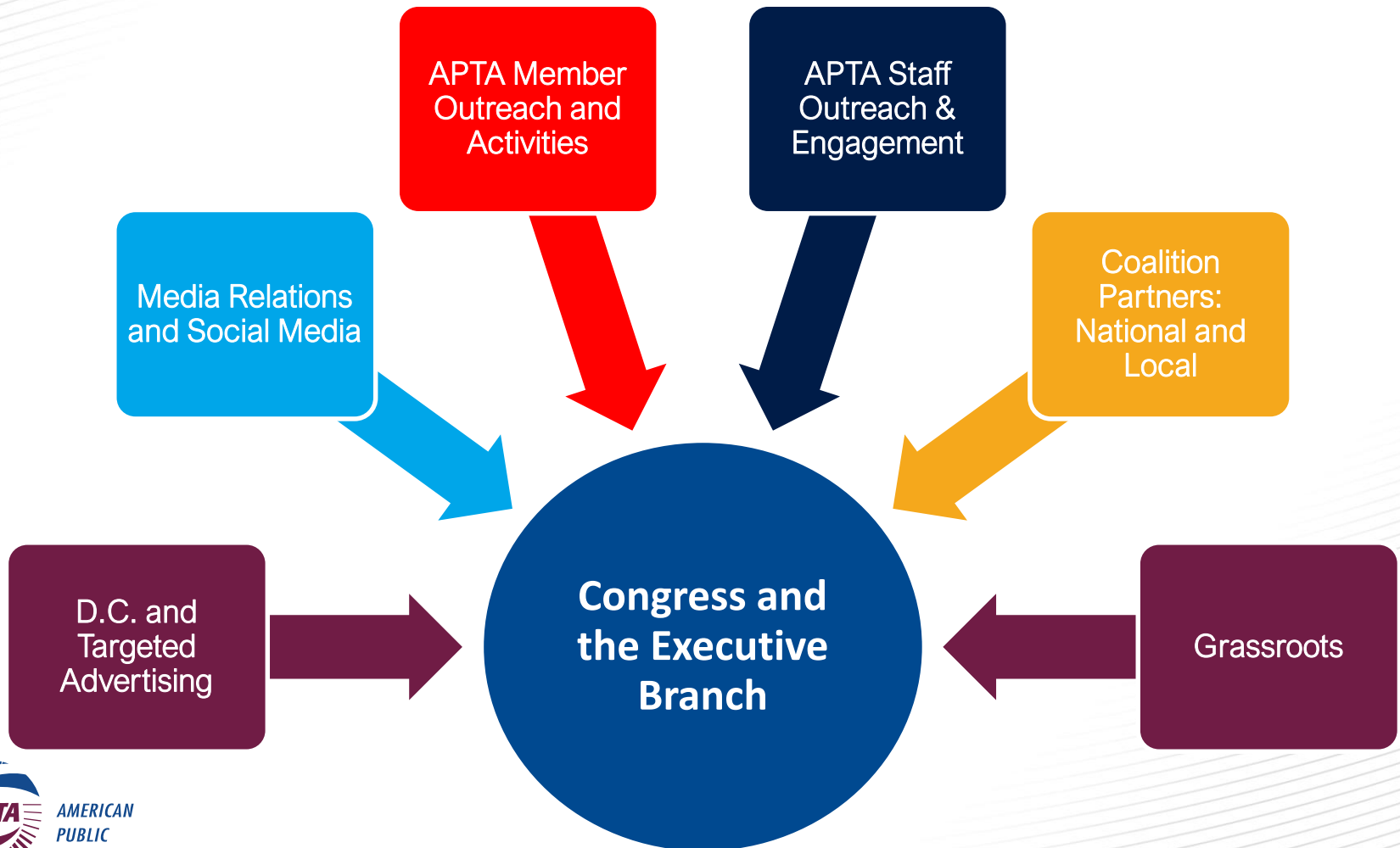


Messaging Research

- **Second Phase of Research Underway**
- **Determine Strongest Messages Among Target Audiences**
- **Test Creative Executions**
- **Develop a Campaign for Reauthorization and Make the Case for Increased Investment**

How Do We Best Leverage The Expertise of Transit Board Members?

Integrated Advocacy Plan



Questions

- **Are there specific areas that APTA should prioritize?**
- **Are there tools that would be helpful to you?**
- **Are there other opportunities for advocacy?**