

“Transportation Makes America Work!” Campaign

Launched in 2006 by the ARTBA Board of Directors, “Transportation Makes America Work!” (TMAW) is the industry’s only comprehensive communications and grassroots advocacy campaign aimed at building public and political support for increased federal surface transportation investment as part of the 2009 congressional authorization bill. TMAW is supported by financial contributions from ARTBA member-firms and affiliated chapters.

Given that the federal government is the source of almost 50 percent of all highway/transit public capital expenditures by state and local governments, there is a great deal at stake for the transportation design and construction industry.

Fortunately, ARTBA has a comprehensive plan—developed by its membership—that provides the vision for the future of the nation’s transportation programs. It has two separate, yet complementary parts.

The first includes an expanded and more efficient “core” highway/transit program aimed at improving regional mobility and protecting past infrastructure investments. The second is creation of “Critical Commerce Corridors”—financed by new freight-related user fees—that would add the multi-modal capacity across the nation to help facilitate safe and efficient goods movement. Learn more about the plan in the “government affairs” section of www.artba.org.

TMAW is the vehicle ARTBA is using to advance this bold new transportation paradigm. The goal of the campaign is not to change or shape the opinions of every American. It is to develop and execute an intense, sustained, and highly-targeted education program focused on a relatively small, yet immensely influential group of decision-makers and shapers found “Inside the Washington, D.C. Beltway,” including:

- Members of Congress
- Congressional staff
- Top Executive branch and federal agency personnel
- Washington “Think Tanks”
- Washington media

ARTBA’s aim is to develop transportation investment advocates within the ranks of these 1,500-2,000 people and to directly impact their decision-making and policymaking efforts as they craft the surface transportation authorization bill in the months ahead.

TMAW operates much like a political campaign. Key tactics include:

- Conducting polling and focus groups to develop winning messages;
- Developing and mounting a creative print, internet and radio ad campaign “inside-the-Beltway” to deliver those messages to key audiences;
- Launching an aggressive media relations program targeted at editorial page writers, columnists and radio talk show hosts;
- Publishing periodic economic and policy research publications that sell ARTBA’s arguments; and
- Financially and intellectually backing broader coalition efforts aimed at increasing federal transportation investment in support of ARTBA’s legislative objectives.



To learn more, visit www.tmaaw.com.

“Transportation Makes America Work!” Contributors*

- Caterpillar Inc.
- Michigan CAT
- AGC of Texas
- CH2M HILL
- AECOM
- Oldcastle Materials, Inc.
- HNTB Corporation
- Vecellio Group, Inc.
- Colas, Inc.
- Parson Brinckerhoff
- Heritage Construction & Materials
- Tennessee Road Builders Association
- Illinois Road & Transportation Builders Association
- Martin Marietta Materials, Inc.
- Williams Brothers Construction Co., Inc.
- Corman Construction, Inc.
- Granite Construction, Inc.
- Terex Corporation
- Volvo Road Machinery
- Wright Brothers Construction, Inc.
- American Infrastructure, Inc.
- Aldridge Electric, Inc.
- C.W. Roberts Contracting, Inc.
- Connecticut Road Builders Association
- David A. Bramble, Inc.
- Kentucky Association of Highway Contractors
- Gannett Fleming, Inc.
- G.A. & F.C. Wagman, Inc.
- H.W. Lochner, Inc.
- Lanford Brothers Company, Inc.
- Summers-Taylor, Inc.
- Kleinfelder
- The Edw. C. Levy Co.
- Beaver Excavating Co.
- George Harms Construction Co., Inc.
- IEW Construction Group
- J.H. Reid General Contractor
- Mr. Daniel Israel
- The Ruhlin Company
- Vulcan Materials
- Ghilotti Brothers, Inc.
- National Utility Contractors Association
- Florida Transportation Builders Association
- Phend Brown Inc.
- Rock Road Companies, Inc.
- Paul J. Rach Inc.
- Oxford Construction Company
- The Lane Construction Corp.
- Rogers Group
- Arbor Green, Inc.
- Midasco, LLC
- Randolph Peters Co.

*As of August 3, 2009

www.tmaw.com