

“TRANSPORTATION MAKES AMERICA WORK”



The Transportation Makes America Work (TMAW) Campaign, launched in 2006, is the industry's only comprehensive grassroots and communications advocacy campaign aimed at building public and political support for increased transportation investment.

Among the key activities in 2008:

HIGHWAY TRUST FUND SOLVENCY

ARTBA—on its own and in partnership with industry coalition partners—devoted a great deal of staff time and financial resources to successfully build congressional support for legislation to prevent the Highway Trust Fund's (HTF) insolvency for fiscal year 2009. Notable activities:

- **Transportation Construction Coalition (TCC) Ad Campaign:** ARTBA led the production and placement of more than a dozen advertisements (\$100,000 ad buy) in key Capitol Hill publications. These advertisements called attention to the imminent trust fund crisis and called on Congress to take action.



- **TCC Website Development:** ARTBA staff created and launched a TCC website that served as a public, media and government staff clearinghouse for information related to the HTF's solvency and other coalition issues.

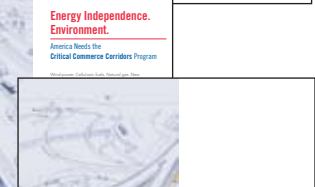
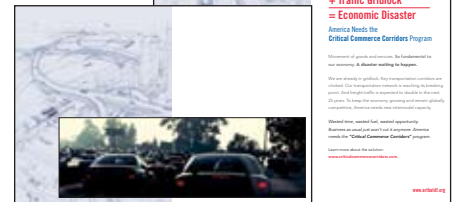


- **Media Relations:** ARTBA President Pete Ruane participated in news conferences—Capitol Hill with Senators Baucus (D-Mont.) and Chuck Grassley (R-Iowa); U.S. Chamber of Commerce-led

“FasterBetterSafer” campaign at the National Press Club; and with ARTBA state chapter affiliates in St. Louis and Kansas City, Mo.—to advocate for an HTF legislative solution. ARTBA contacted select newspaper journalists, resulting in an Associated Press story about the TCC ad campaign (noting the TCC “message carried the day this summer”), which was picked up by nearly 50 newspapers around the country.

“CRITICAL COMMERCE CORRIDORS” (3C) ADS

Ads were placed in widely-read Washington, D.C., publications. These ads were part of the second phase of advertising designed to promote and educate key audiences about ARTBA's 3C program and legislative agenda for the 2009 highway/transit bill.



RESEARCH STUDIES

Several research and economic analysis projects were initiated:

- **The Harvard School of Public Health Center for Risk Analysis:** Examined—for the first time—the public health impacts and costs of the additive emissions load generated by traffic congestion. This research will contribute significant empirical data and policy perspectives to the highway/transit program authorization debate.

Quantified the cost of traffic fatalities and injuries to U.S. businesses and government—in which roadway infrastructure conditions and/or outdated alignments are factors.

- **The Pacific Institute for Research and Evaluation:** Quantified the cost of traffic fatalities and injuries to U.S. businesses and government—in which roadway infrastructure conditions and/or outdated alignments are factors.

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- **Cambridge Systematics:** Developed a composite national illustration (“map”) of major warehousing, distribution and intermodal cargo/freight facilities and their relation to ARTBA’s proposed 3C initiative.

GAS TAX SUSPENSION

In the spring, ARTBA launched an aggressive media and candidate outreach campaign highlighting the



many reasons why it would be bad public policy to suspend the federal

gasoline tax for the summer months. ARTBA generated significant national media coverage that helped build congressional opposition to any gas tax suspension proposals.

COALITION ACTIVITIES

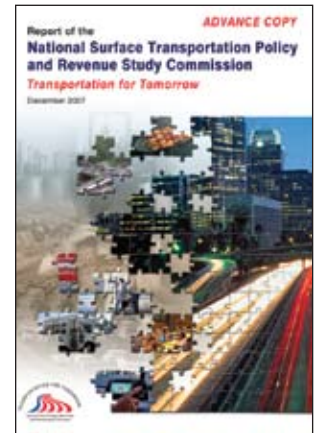
Beyond the TCC HTF efforts, TMAW campaign activities also focused on working with other industry coalitions and partners:

- **U.S. Chamber of Commerce Americans for Transportation Mobility:** ARTBA has long supported this broad industry coalition designed to mobilize the national business community to action on behalf of increased transportation infrastructure investment. ARTBA President & CEO Pete Ruane joined U.S. Chamber of Commerce CEO Thomas Donohue at a June press conference announcing a joint industry-labor campaign to focus attention on crumbling infrastructure, and to mobilize resources to support increased investment.



- **American Highway Users Alliance Publication:** ARTBA supported the production of a surface transportation issues “briefing book” that was distributed to all candidates for federal office. It highlights the importance of highways to the nation’s economy, the broad public support that exists for highway and public transportation improvements and the major issues that will be part of the 2009 highway/transit bill.

- **National Surface Transportation Policy & Revenue Study Commission:** ARTBA supported an ongoing nationwide public outreach campaign by the executives who served on the National Surface Transportation Policy & Revenue Study Commission. The American Association of State Highway & Transportation Officials managed the program. The commissioners have been educating the public—through the media and dozens of public speaking engagements in key metropolitan media markets nationwide—about the challenges facing America’s transportation network.



- **The Road Information Program (TRIP):** ARTBA provided financial support for TRIP’s ongoing efforts to educate the public and news media about transportation needs at the state level.

MOBILIZE!

ARTBA’s award-winning multi-media Mobilize™ Grassroots Legislative Action Program was updated. An instructional DVD and “Action Guide” helps the industry’s grassroots activists get engaged with their congressional delegations during key times in the 2009 highway/transit bill debate.



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2008 Campaign Supporters:

- Caterpillar Inc.
- 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
- 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.
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- 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

