

# Massachusetts Business Coalition on Transportation



# Massachusetts Business Coalition on Transportation

- **Mission:** Develop and promote a collaborative statewide business agenda for transportation that will modernize Massachusetts's transportation infrastructure to:
  - Increase ridership on public transportation (MBTA and RTAs);
  - Decrease road congestion;
  - Reduce structurally deficient bridges and improve pavement conditions; and
  - Ensure public safety with adequate evacuation routes.



# Massachusetts Business Coalition on Transportation

Transportation is the top priority because of its impact on:

- MA's competitiveness
- Access & opportunity for MA residents
- Statewide economic development opportunities
- Climate
- Other policy priorities – health, housing, etc.



# Massachusetts Business Coalition on Transportation

- Topics:
  - Short-term action to achieve outcomes
    - How is the state going to spend its funding over the next 5 years? The investments should move the needle on ridership, congestion, road quality.
  - Long-term investments
    - Prioritize projects based on a set of metrics (e.g. reduce congestion, climate adaptability, number of residents who benefit, equity, impact on other policy challenges like housing and health care)
  - Funding for long-term investments
    - Review menu of options for sustainable and dedicated revenue



# Massachusetts Business Coalition on Transportation

- **Principles:** Shared view that transportation policy should:
  - Respond to the urgent need for action.
  - Balance investment across the state's regions.
  - Use pricing to influence behavior, not just to raise revenue.
  - Leverage technology for customer/resident experience.
  - Look to the future rather than “catch up”.
  - Provide a path to attract and retain expert and experienced talent at state agencies.



# Massachusetts Business Coalition on Transportation

- **Statewide Chairs:**
  - Jim Rooney, GBCC
  - Tim Murray, Worcester Chamber of Commerce
  - Wendy Northcross, Cape Cod Chamber of Commerce
  - Rick Sullivan, Western MA Economic Development Corporation
- **Target Members:** Business groups from all regions of the state with a defined focus in transportation
- **Duration:** 24 months



# Brief Timeline

## 1: Develop the common agenda.

- Group formalizes common agenda by **March 31** (1/2 day or separate meetings on topics)

## 2: Communicate agenda and begin to advocate for short-term.

- Ongoing; short-term topic begins in April; announce long-term theme
- Shared talking points but associations can and should still maintain individual perspectives.

## 3: Refine specifics for long-term topics.

- Group spends 3-6 months formulating detailed plans for long-term investments & funding (topics 2 and 3). Communication push should include this effort.

## 4: Continue to advocate for the full agenda.

- Primarily year 2



# Communication & Advocacy

- **Coalition work (as a group and individually):**
  - Research reports and briefs, e.g. set the baseline for the outcomes
  - Letters and testimony, including federal advocacy?
  - Media outreach
  - Social media & interactive data presentations
  - Panels, programs, and presentations
- **Questions to be answered:**
  - Will we develop specific legislation?
  - Is there an opportunity for a ballot question?
  - Others...