Massachusetts Business Coalition on Transportation
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• **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.
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.
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• 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
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- **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.
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- **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…