



Strategic Plan

California's economic health and the quality of life for its citizens depend on a modern, well-maintained transportation system. Public investment in highways and other transportation infrastructure is essential to ease traffic congestion, improve safety, reduce air pollution, and promote economic growth.

TRANSPORTATION CALIFORNIA
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OUR MISSION

To develop adequate, dedicated and sustainable funding to properly maintain California's transportation infrastructure and build the transportation system of the future.

UNIFYING PRINCIPLES

Support legislation and policies that preserve and create new and increased federal, state and local funding sources for transportation systems to fully meet California's needs.

Oppose legislation or policies that impede efforts to provide a world-class transportation system, including diverting taxpayer dollars dedicated to transportation purposes.

Support innovation and improved transparency and accountability in the conduct of California's transportation programs.

Develop alliances with groups and organizations with similar goals.

Educate the public and decision-makers about transportation infrastructure and program issues, trends and challenges and the impact on our economy and quality of life.

KEY GOALS

Short-Term:

- Provide adequate funding to ensure that our existing transportation system is well-maintained and able to support California's growing population and economy.
- Protect and increase sustainable transportation funding in the state budget and for local and regional agencies.
- Secure passage of a federal reauthorization package to provide increased transportation funding for California.

Long-Term:

- Restructure the transportation funding system to ensure adequate and sustainable funding to meet California's long-term transportation needs.

POLICY OBJECTIVES

MAINTAIN AND ENHANCE REVENUE STREAMS FOR TRANSPORTATION PROGRAMS

Strategies:

1. Protect, increase and stabilize transportation funding.
2. Secure maximum federal allocation to California transportation programs.
3. Prevent erosion of gas tax revenues. If workable, seek restructuring of the gas tax at federal and state levels to keep pace with inflation and highway needs. Address the long-term vulnerability of the gas tax to changes in vehicle mileage standards and increased use of alternative fuels.
4. Support dedicated funding for transportation.
5. Explore the potential for a levy-based on Vehicle Miles Traveled (VMT), rather than gasoline purchases, which results in increased revenue per mile versus traditional gas tax mechanism.
6. Support alternative delivery and financing of transportation projects and systems through P3 and other innovative procurement mechanisms.
7. Support dedicated goods-movement corridors and facilities financed through, among other financing mechanisms, tolls and P3s.
8. Protect and expand revenues for Self-Help Counties.

Action Steps:

1. Continue to develop revenue options.
2. Engage with legislative and executive branch leaders about increased and stabilized funding.
3. Conduct public opinion research to determine the political viability of alternatives developed to supplement existing funds.
4. Secure public and political support to adequately fund the state's transportation programs.

SUPPORT FUNDING FOR A BALANCED TRANSPORTATION SYSTEM

Strategies:

1. Support transportation infrastructure improvements funding that provides a cost-effective balance between highways and other transportation modes.
2. Ensure that all modes of transportation are adequately funded and that proposals to adjust the distribution of state or federal funds are not at the expense of highway construction and maintenance.

Action Steps:

1. Promote increased dedicated stable funding mechanisms for California's transportation infrastructure until revenues match the demands of the system.
2. Monitor legislation to identify and defeat proposals that would diminish street, road and highway investment to the detriment of quality of life in California.

OUTREACH AND PUBLIC EDUCATION OBJECTIVES

BUILD PUBLIC SUPPORT FOR TRANSPORTATION INVESTMENT

Strategies:

1. Use earned-media opportunities to increase awareness of transportation needs and priorities.
2. Position Transportation California as a primary media resource for quotes, expertise and information on transportation issues.
3. Increase emphasis on the positive impact of transportation investments throughout the State.
4. Increase emphasis on Transportation California's role as a "taxpayer advocate," making sure taxes paid for transportation are used for transportation purposes.
5. Maintain visibility of transportation issues among business leaders.
6. Work with allied labor groups to build support for transportation within the labor community.
7. Continue to partner with transportation stakeholders in the promotion of information related to California's transportation infrastructure needs.
8. Emphasize outreach to opinion leaders.
9. Coordinate with transportation agencies to stimulate regional coverage and awareness of transportation needs and progress.

Action Steps:

1. Continuously update the coalition's outreach materials for use with media, opinion leaders, et al.
2. Rapidly respond to breaking transportation news with statements to key transportation reporters and outlets (websites, Twitter, Facebook, etc.).
3. Inform constituency on developments in transportation policy and funding via email updates.
4. Schedule editorial board briefings with major newspapers and news outlets.
5. Conduct news briefings with key transportation reporters and columnists.
6. Schedule presentations before business groups.
7. Maintain and enhance the Transportation California website.

MAINTAIN/ENHANCE POLITICAL CREDIBILITY AND CLOUT

Strategies:

1. Expand the informed legislative environment.
2. Position Transportation California as a credible information source for public officials and staff members.
3. Engage home district constituents and supporters in outreach to elected officials.
4. In conjunction with members and other partners, participate in campaign financing by sponsoring events where Transportation California members and allies meet, influence and donate directly to candidates.

Action Steps:

1. Support the development of an industry political action committee to develop a viable “transportation caucus” in the Legislature.
2. Schedule/participate in fund-raising events for legislators who show strong support for transportation.
3. Conduct transportation briefings for key legislators and their staff members.
4. Organize a Sacramento Legislative Day that would include meetings with legislative leadership and individual sessions with hometown legislators.

COMPOSITION OF THE ORGANIZATION

CORE MEMBERSHIP

- Major Contractors and Sub-Contractors
- Organized Labor
- California Alliance for Jobs
- Engineering Organizations
- Construction Suppliers (Equipment, Materials)
- Industry Associations
- Automobile Clubs

POTENTIAL ADDITIONAL MEMBERSHIP

- Smaller Contractors/Sub-Contractors
- Industry Vendors
- Building Trades
- Major Engineering Firms
- Trucking/Goods Movement Industry Members and Associations
- Builder/Developers
- Various Transportation Agencies/Councils of Governments
- Broader Business Organizations

ALLIED INTERESTS

- California Chamber of Commerce
 - Local Chambers
- California Business Roundtable
- Other Business Groups (CalTax, CMA, CBIA, etc.)
- Economic Development Organizations