

STRATEGIC PLANNING REPORT

Maine Better Transportation Association

2014-2017+

Strategic Plan



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Maine Better Transportation Association

Strategic Plan

Introduction

MBTA was founded in 1939 and is designated by the IRS as a 501(c) (4) exempt organization. A related foundation [501(c)(3)] supports research and scholarship. There are 650 members.

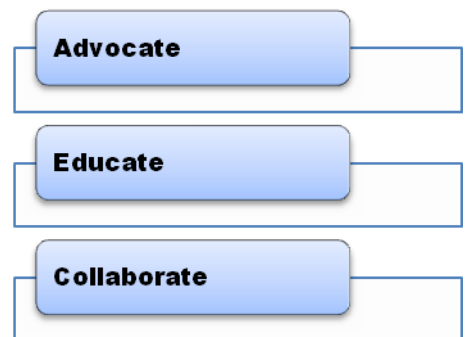
Mission Statement

The mission statement of the MBTA is as follows:

“The leading voice for safe, reliable multi-modal transportation infrastructure to enhance the economy and quality of life. For Maine citizens.”

Goals

- I. **Advocate** - Support an enhanced transportation infrastructure
- II. **Educate** - Promote public policy to build and maintain transportation infrastructure that improves the quality of life and stimulates the economy.
- III. **Collaborate** - Connect users, organizations and members to promote better transportation.
- IV. **Governance** - Continue to review and improve the organization's structure and management.



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Committees and Goals

<p>Advocate</p> <ul style="list-style-type: none"> • Legislative/Policy • Legislative Breakfast and Forums • Funding Task Force • Infrastructure Funding 	<p>Educate</p> <ul style="list-style-type: none"> • Convention/Events • Educational Foundation • Communications/Outreach
<p>Collaborate</p> <ul style="list-style-type: none"> • Membership <ul style="list-style-type: none"> • End User Strategic Outreach Plan • Convention/Events • New Task Force on Young Professionals in Transportation 	<p>Governance</p> <ul style="list-style-type: none"> • Finance • Task Force on Dues Structure • Nominations Task Force • Board of Directors

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Strategies, Performance Measures and Tactics for 2014-2017+

I. **Advocate** - The leader in supporting an enhanced transportation infrastructure.

A. Transportation Issues

1. Be *proactive* in identifying, prioritizing and leading the issues.
2. Rely on the research, data, and objective input such as "FixItNow!" campaign to position the issues.

B. **State and Federal Political Leaders** – Maintain influence and relationships with:

1. Congressional Delegation
2. House and Senate Members
3. Governor's Office
4. Transportation, Appropriations and other key Committees
5. Organize Legislative Breakfast and other forums

C. **Agencies** – Maintain good relationships with:

1. MaineDOT
2. Maine Turnpike Authority
3. Municipalities, Public Works, and Other Organizations

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D. National, Regional and State Issues – Monitor national, regional and state developments impacting transportation infrastructure funding.

E. Research and Data

1. Develop and disseminate the research and data necessary to support transportation infrastructure funding.
2. Maintain staff capacity to support quality research information.

F. Fix It Now!® Campaign

1. Invest in website and technology to distribute data on transportation infrastructure funding to engage the public and others to improve grassroots efforts.
2. Collect public input about needs and issues through the website.

G. Coalitions

1. Identify organizations with common interests and solutions to build coalitions.
 - a. Collaborate with traditional organizations, i.e. Chamber, AGC, engineers, multimodal. Identify new organizations, i.e. conservation, bike/ped/trails, economic development, health care, etc.

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II. **Educate** – Promote public policy to build and maintain transportation infrastructure for quality of life and the economy.

A. **Public Awareness**

1. Increase public awareness of the issues and increase two-way communications to enhance understanding and input.

B. **Fix-It-Now® Campaign**

1. Invest in advertising to market the website, research and data.
2. Explore development of a FixItNow! app.

C. **Speaker Opportunities** – Position MBTA leaders to speak at civic organizations and schools.

D. **Social Media** – Improve awareness of issues and MBTA through social media and technology (i.e. LinkedIn, Facebook, texting, Twitter, Website, etc.)

E. **Trails Magazine** – Publish print magazine and adapt for digital access.

F. **MBTA Directory** – Publish directory to facilitate member networking and adapt for digital access.

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III. **Collaborate** – Connecting users, organizations and members to promote better transportation.

A. Membership

1. Expand existing membership to include end users.
2. Broaden outreach by targeting *new* markets with transportation interests (i.e., business, tourism, health care, real estate, etc.)

B. Events

1. Ensure that events are fresh and modified to meet changing needs of attendees.
2. Rotate regional meetings throughout state.
3. Organize annual Maine Transportation Conference with MaineDOT and ASCE.

C. **Young Professionals** – Promote involvement of young professionals through outreach and opportunities.

1. Scholarship
2. Committees and Leadership
3. School Outreach
4. Dues Discounts
5. Create a Young Professionals Better Transportation Council

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- IV. **Governance** - Continue to review and improve the organization's structure and management.
 - A. **Board of Directors** – Maintain effectiveness of the board as established by the bylaws.
 - B. **Finances** – Maintain financial stewardship of MBTA's resources.
 - C. **Committees** – Maximize effectiveness of committees by aligning activities with goals and engaging non-board members.
 - D. **Staffing** – Maintain sufficient staffing and consultants to carry out the mission and strategic goals.
 - E. **Strategic Plan** - Review annually and expand awareness.

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