



GEORGIA
TRANSPORTATION
— ALLIANCE —

INVESTOR HANDBOOK

Thank you for your interest in the Georgia Transportation Alliance. I'm truly delighted to welcome you and to reiterate our commitment to build upon Georgia's strong history of transportation excellence by supporting efforts to improve transportation funding and expand our state's transportation infrastructure.

As we celebrate our recent success with the Transportation Funding Act of 2015 and first significant funding opportunity for Marta in decades, we look forward to continuing our efforts to ensure that Georgia has the best tools in the toolbox to continue to improve and expand our roads, bridges, railroads, airports, transit systems, and ports. You're contributing to this vital work through your investment of financial resources in GTA, but also lending us your expertise and time as we develop policy and execute advocacy. We hope that you'll take full advantage of the products and services that we offer to help meet the needs of your business.

This handbook highlights some of the key information that will help you make the most of your investment and make an impact on our strategic direction as an organization. If you have questions, please email me at smillican@gatransportation.org.

You can also visit our website at gatransportation.org for more information.

We are grateful for your investment and partnership as we execute this important mission. I look forward to working with you.

Best Regards,



Seth Millican
Executive Director

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History

2011

Georgians for Better Transportation and the Georgia Chamber of Commerce partner to create the Georgia Transportation Alliance (GTA).

2012

GTA runs Connect-Georgia: passing the Transportation Investment Act in 46 Georgia counties.

2013

GTA starts new sustainable transportation funding effort, focused initially on building coalitions and diversifying GTA's leadership; stockpiling advocacy funding; positioning GTA as Georgia's top transportation organization; organizing community and public officials; hundreds of hours in research and policy development.

2014

Setting the Stage for Sustainable Transportation Funding

January

GTA passes HR 1573: Joint Legislative Study Committee on Critical Transportation Infrastructure Funding.

July - November

GTA coordinates eight JLSC meetings all across Georgia. GTA also helped set the bar for success: a sustainable, annual source of recurring revenue in excess of \$1 billion.

November - December

Governor Deal and Lt. Governor Cagle make public statements supporting transportation funding at GTA / ACEC summit. GTA leads production of the 2014 study committee report.

2015

Passing Sustainable Transportation Funding Legislation

January - April

GTA helps leads team of approximately 40 lobbyists, public relations professionals, and pollsters to pass HB 170.

April

The Georgia legislature passed the Transportation Funding Act of 2015, creating over \$900 million annually in sustainable funding for GDOT.

In Just 2 Years, GTA Successfully:

- Built a broad coalition of diverse business interests
- Set the bar for \$1 billion + in transportation funding
- Raised transportation to the most important issue in the 2015 session.
- Secured the passage of over 80% of the principles in GTA's policy platform.
- Produced almost 600 earned media hits across the state of Georgia.
- Passed over \$900 million in additional annual transportation funding

GTA Officers & Board Members

Georgia Transportation Alliance Officers

Chairman



John D'Andrea
Legislative Affairs Manager

Vice Chair



Yvonne Williams
President and CEO

Vice Chair



Frank Morris
Vice President of Public Affairs

Vice Chair



David Moellering
Executive Director

Past Chair



Michael Sullivan
President and CEO

Georgia Transportation Alliance Board



Chris Clark
President & CEO



Jim Stephenson
President & CEO



Michael Bell
Chief Financial Officer



Kevin Bakewell
Senior Vice President



Jeff Wansley
Executive Director



Joe Rielly
Vice President of Engineering



Joel Harrell
Regional Vice President



John Hay
Senior Vice President of
Government Affairs



Mark Battle
President & CEO



Sam Gude
President & CEO



David Grayson
President, Southeast Division



Harold Bevis
VP Public Affairs



Michael Paris
President and CEO



Scott Haggard
Political & Public Affairs
Professional



Craig Camuso
Regional Vice President



Conner Poe
President & CEO



Chuck Warbington
Executive Director



Jann Moore
State Government Affairs
Manager



Page Siplon
CEO



Eddy Benoit
President & CEO

2016 Policy Statement

Mission

The Georgia Transportation Alliance focuses exclusively on promoting long-term, growth-focused solutions and investment strategies across all modes of transportation, all across Georgia to drive economic prosperity and employment growth. The Alliance works closely with the Georgia Chamber of Commerce, the Georgia Department of Transportation, and other key stakeholders in Georgia and in Washington, DC, with the goal of ensuring an efficient, safe and multi-modal statewide infrastructure system.

GTA Supports continued strategic investment in Georgia's infrastructure network to achieve the following aspirational goals:

1. Raise transportation investment per capita to above the national average.
2. Remove metro Atlanta from its perennial ranking among the nation's top 10 most congested urban areas.
3. Elevate the Port of Savannah to the number one container port on the east coast.
4. Elevate Hartsfield-Jackson to a Top 5 air cargo hub in the United States while maintaining the airport's ranking as the number 1 passenger service hub in the United States.
5. Attain a Top 5 listing in all national rankings of transportation logistics factors related to economic development through roads, bridges, transit, transit oriented development, freight rail, general aviation and cargo airports.
6. Exempting expenditures for publicly funded transportation infrastructure projects from sales and use taxation.
7. Exempting capital infrastructure expenditures at all commercial and/or cargo service airports from sales and use taxation.
8. Reforming the current system of sales and use taxes on railroad diesel fuel used in locomotives.
9. Collaborating with Georgia's universities and high tech industries to encourage and create more initiatives around technology in transportation, especially in areas such as tolling and managed lanes.
10. Reversing Georgia's rapidly increasing rate of highway fatalities through policies that encourage metric-driven evaluation of safety programs to ensure they are operating at maximum effectiveness, commitment to performance standards in any new initiative or system, and increased cooperation between all related safety agencies in Georgia through breaking down silos and joint planning initiatives.

2016 Policy Statement

State Investment – Strategic investment of State funding into Georgia’s transportation network will result in economic growth and greater quality of life.

GTA Supports:

- Encouraging the state’s continued commitment to wise fiscal management through best practices like asset management and the integration of technology in infrastructure development.
- Continuing the state’s general treasury commitment to transportation through transferring GDOT’s debt service to the state general treasury and continuing to include road, bridge, freight rail, and transit projects in the state’s annual bond package.

Federal Investment – GTA supports a long-term funding system that allows Georgia to balance state and local funding mechanisms with those which are obligations of the federal government.

GTA Supports:

- Encouraging Georgia’s Congressional delegation to adequately fund a robust federal highway program.
- Eliminating red tape and costly regulations that lessen the impact of already limited federal funding.

Local Investment – GTA supports the methods of local governments to adequately fund transportation and infrastructure projects that will result in prosperous communities.

GTA Supports:

- Further enhancing and improving Georgia’s transportation SPLOST mechanisms to encourage local investment in high value capital projects of regional significance.

2016 Policy Statement

Cargo, Freight & Logistics – GTA Supports efforts to expand Georgia's capacity to transport freight through Georgia as well as to end-market users in the State.

GTA Supports:

- Building upon Georgia's commitment to multi-modal development by providing the Georgia Department of Transportation with the funding need to transition Georgia's Freight Rail Plan into a Freight Rail Program.
- Completing the Savannah Harbor Expansion Project, and working with the Georgia Ports Authority to plan and fund an adequate system of inland ports.
- Encourage Georgia's focus on logistics development, congestion relief, and employment sustainability through continued delivery of high value projects like the I-285 / GA – 400 interchange, I-75 / I-16 interchange, and the Georgia Xpress Lanes projects on I-75 and I – 85.
- Continue Georgia's commitment to identification and development of freight corridors.
- Modernize and streamline Georgia's system of levying and collecting taxes on jet fuel into conformity with best practices from other states, protecting HJIA's competitive position in the global economy as the busiest airport in the world.

Public Transportation & Transit – GTA supports strategic efforts to continue to develop Georgia's network of public transportation and transit systems statewide.

GTA Supports:

- Allowing local governments to make strategic investments in their transit systems through both short and long term funding options that provide flexibility and support the greatest leverage of bonds and matching funds.
- Providing state investment in local transit systems to increase mobility, reduce congestion, and promote economic development.

2016 GTA Work Plan

Mission

The Georgia Transportation Alliance focuses exclusively on promoting long-term, growth-focused solutions and investment strategies across all modes of transportation, all across Georgia to drive economic prosperity and employment growth. The Alliance works closely with the Georgia Chamber of Commerce, the Georgia Department of Transportation, and other key stakeholders in Georgia and in Washington, DC, with the goal of ensuring an efficient, safe and multi-modal statewide infrastructure system.

Goals

In 2016, GTA will transition to a strong focus on lobbying and advocacy balanced with an equally intense focus on policy development and thought leadership.

- **Diversify and Engage Membership:** Utilize GTA's new membership levels and our current board of directors to increase GTA's non-voting members. Fully utilize committee structure. Focus on engaging non-traditional partners
- **Expand Influence:** Increase thought leadership through external communications and standardize internal communications. Set the political and policy direction on transportation infrastructure. Raise the profile of our members.
- **Provide Tangible and Direct Value:** Focus on quality, not quantity, of deliverables. Increase the resource library we offer our stakeholders. Produce data and relevant information. Improve programming, networking, and branding opportunities. Illustrate transportation's impact on economic growth.
- **Show Visionary, Servant Leadership:** Tell the GTA story as often as possible. Become the unquestioned authority on transportation infrastructure policy and advocacy in Georgia.

We Will Continue To:

- Serve as the foremost transportation lobby at the Georgia Capitol.
- Advocate to Georgia's Congressional delegation on federal transportation issues.
- Provide strong information to stakeholders and strategic direction to members.
- Serve as on – call experts to GTA and Georgia Chamber members.