History

• Group of transportation supporters gathered to discuss ideas to address Missouri’s transportation infrastructure investment
• Reviewed efforts and successes of previous groups both in Missouri and in other states
• Determined to establish an organization with a long-term focus on the state’s entire transportation system
• All funding options should be on the table and discussed
History Continued

• Founding partners participated in several meetings and nearly weekly communications, including bi-weekly conference calls over the last several months

• Founding partners provided financial support to bring on GlennView Strategies to provide administrative/marketing support
History Continued

• Organizational paperwork filed w/SoS just before Thanksgiving
• Bylaws written and draft strategic plan developed
• Outreach/recruitment began in December
Purpose

• The Mercury Alliance is a 501(c)(6) established to promote the general advancement and improvement of the transportation system in the state of Missouri.
Communities of Interest

• Serve as the working committees of the Alliance
• Meet periodically to study and discuss transportation within their area of concentration
• Make recommendations to the Policy Council from their area of concentration
• Elects a Chairman, Vice Chairman, and Chairman-Elect, who will serve on the Policy Council
Policy Council

• Consists of 3 representatives (Chairman, Vice Chairman, Chairman-Elect) from each of the Communities of Interest
• Receives the work of each of the Communities of Interest
• Works with Executive Board to “Assemble the Puzzle”
Executive Board

• Consists of representatives from both inside the transportation industry and from the broader business community
• Policy Council chair sits on Executive Board
• MoDOT Director or Commissioner serves as non-voting member
• Works with the Policy Council to “Assemble the Puzzle”
• Oversees the work of the Executive Director
• Responsible for oversight for the Alliance
DRAFT Strategic Plan

• Increase awareness of the importance of Missouri’s transportation system to the citizens of the state through strategic outreach that is issue driven, educational, demographically and geographically inclusive.

• Strategic Goal: Create an organizational structure that facilitates the discussion of transportation-related issues among all alliance members in an effort to adopt alliance position statements on transportation issues.
DRAFT Strategic Plan

• Increase awareness of the importance of Missouri’s transportation system to the citizens of the state through strategic outreach that is issue driven, educational, demographically and geographically inclusive.

• Strategic Goal: Create and populate community interest groups, which will meet a minimum of annually, to discuss transportation issues and present recommendations and findings to the policy council.
DRAFT Strategic Plan

• Increase awareness of the importance of Missouri’s transportation system to the citizens of the state through strategic outreach that is issue driven, educational, demographically and geographically inclusive.

  • Strategic Goal: Hold a minimum of two public meetings each year in each of MoDOT’s seven districts to engage the public in order to provide information on alliance efforts and positions and to seek input.
DRAFT Strategic Plan

• Engage the Missouri General Assembly and the Governor to pass legislation to preserve and improve the state’s transportation system and create opportunities for alliance members to access state leadership including the Missouri Highways and Transportation Commission related to transportation issues.
  
  • Strategic Goal: Develop a statewide, inclusive network of 800+ organizations to engage legislators on bills to preserve and improve the state’s transportation system by December 31, 2018
DRAFT Strategic Plan

• Engage the Missouri General Assembly and the Governor to pass legislation to preserve and improve the state’s transportation system and create opportunities for alliance members to access state leadership including the Missouri Highways and Transportation Commission related to transportation issues.

• Strategic Goal: Conduct a minimum of one letter-writing campaign, one email campaign, one telephone campaign, and one lobbying day during each legislative session in support of preserving and improving the state’s transportation system.
DRAFT Strategic Plan

• Engage the Missouri General Assembly and the Governor to pass legislation to preserve and improve the state’s transportation system and create opportunities for alliance members to access state leadership including the Missouri Highways and Transportation Commission related to transportation issues.

• Strategic Goal: Cooperate and coordinate with alliance members’ contract lobbyists on transportation bills through a minimum of weekly communication during the legislative session and as needed during other times.
DRAFT Strategic Plan

• Create a grassroots organization of geographically-inclusive voters who are well-informed on transportation issues.
  • Strategic Goal: Develop a network of educated voters in every MoDOT district in the state, to increase informed-voter turnout during elections on transportation issues.
• Create a grassroots organization of geographically inclusive voters who are well-informed on transportation issues.

  • Strategic Goal: Conduct a minimum of 12 outreach meetings each year to provide updates on alliance activities and to collect contact information from individuals so that they may receive email newsletters and other organizational communications.
Membership Benefits

• Participate in discussions that will shape the future of Missouri’s transportation system
• Network with other transportation supporters across the state
• Support an organization whose sole purpose is to promote the state’s transportation system
Annual Membership Dues – Cities and Counties

• First Class Counties or Cities w/pop. > 100,000  $2,500
• Second Class Counties or Cities w/pop. 15,000 – 100,000  $1,000
• Third/Fourth Class Counties or Cities w/pop. < 15,000  $500
Annual Membership Dues – Local Chambers/Economic Development Groups

- More than 500 members: $1,000
- 250 to 500 members: $500
- Less than 250 members: $250
## Annual Membership Dues – Other Partners

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Unions/State or National Associations</td>
<td>$2,500</td>
</tr>
<tr>
<td>Private Businesses</td>
<td>$1,000</td>
</tr>
<tr>
<td>Other Transportation Partners</td>
<td>$500</td>
</tr>
<tr>
<td>(Corridor Coalitions, Transit Agencies, Ports, Airports, Rail, etc.)</td>
<td></td>
</tr>
<tr>
<td>MBE/DBE/WBE and Individuals</td>
<td>$100</td>
</tr>
</tbody>
</table>
Sponsorships

• Organizations choosing to become sponsors of the Alliance will have their sponsorship fees included toward their membership dues.

• Three levels of sponsorship are available:
  - Gold $10,000 annually
  - Silver $5,000 annually
  - Bronze $2,500 annually

• If your organization is interested in sponsorship, see me after the meeting.
Moving Forward

• Organizational development and recruitment will continue through the next several months and beyond
• As organizations join, Community of Interest groups will be populated and begin their work
• Meeting held at a later date to revise/improve/approve the draft strategic plan
• Website and other communication tools developed
Questions?

• Membership applications are located in the back of the room
• Contact information

  Mercury Alliance
  PO Box 772
  Cape Girardeau, MO 63702-0772
  573-270-4053 (Jeff Glenn’s cell)
  jglenn@glennpr.com