

Proposed Research Project

Promote Sustainable Highway Mobility

Highway users have a key role to play in advancing sustainable transportation. Our vision looks at sustainability in terms of the environment, the economy, and quality-of-life. Throughout our membership, there are many examples of sustainable designs, manufacturing, production, and technologies that are mobility-friendly. This research would also challenge and rebut the popular notion that more highways and highway vehicles are incompatible with environmental progress.

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Grassroots Campaigns

Harness the Power of Social Media

Our members' financial support for our grassroots growth campaigns, "Building an Army of Highway Supporters" and "The Raging Battle Against Anti-Mobility Forces," has led to an enormous increase in our grassroots fan-base. Our ambitious goal is to double our current number of Facebook fans and Twitter followers to reach 25,000 contacts. This summer, we'll release our new social-media friendly website, which includes embedded social media content, a more powerful lobbying tool, members-only content, and real-time news feeds.

Our grassroots growth is critical to establishing a more powerful Highway Users' presence...

Increase Our Outside-the-Beltway Presence

Our grassroots growth is critical to establishing a more powerful Highway Users' presence from coast-to-coast on local op-ed pages, at legislators' town hall meetings, field hearings, and influential blogs.

American Highway Users Alliance

The American Highway Users Alliance

is a nonprofit advocacy organization serving as the united voice of the transportation community promoting safe, uncongested highways and enhanced freedom of mobility. Our 79-year history of successful advocacy has represented the interests of millions of highway users and businesses who move America's goods and services.



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2011

American Highway Users Alliance

Action Plan

PRIORITIZING BETTER ROADS FOR A STRONGER AMERICA



Legislative Priorities

Protect the Highway Trust Fund

The fund's legitimacy is under attack like never before. As balances dip to dangerous levels, Congress is determined to reduce spending to keep the fund solvent. Yet highway opponents still look at the Highway Trust Fund as the biggest source of money around and have stepped up calls for diversion and a de-coupling of the user pays/user benefits principle. Our goal is to protect the user fee principle, trim the fat from the highway program, and ensure that public trust in the Highway Trust Fund is restored.

Enact The Highway Bill

More than 500 days have passed since the last highway bill expired. Our strategy is to make the case to Congress and the Obama Administration that a bipartisan highway bill is the most universally supported piece of domestic legislation on the agenda this year. A well-crafted bill that prioritizes safety and mobility is crucial for national economic growth and increased opportunities for all Americans. The new bill should be performance-based with nationally significant priorities, while eliminating

both Congressional and Administration earmarks. We know that this bill can be done by summer's end. The full strength of The Highway Users' membership and grassroots fan-base will be needed to grow the momentum in Congress and the media. The Highway Users will also enlist the help of current and former State Governors to push our messages forward.

Influence the Budget and Appropriations

In its first official Act, the 112th House of Representatives passed a rule that eliminates the multi-year funding guarantees for the highway program. The House Budget Committee has also proposed slashing one-third of the discretionary budget authority in transportation appropriations. We must dramatically step up our lobbying activities throughout the transportation appropriations process to ensure that highway funding remains a bipartisan priority.

Advance Auto Safety, Energy Development, Tax Legislation & Regulatory Reform

The Highway Users will be a critical partner for many pieces of legislation that impact America's drivers and transportation-related

businesses. We will continue to weigh in on the Motor Vehicle Safety Act to make sure that the bill's flaws are fixed while motorists benefit from improved auto safety. We will promote domestic energy exploration to keep fuel prices affordable and work to prevent tax increases on energy producers. Unlike excise taxes, these energy taxes create pain at the pump for motorists but the revenues are not dedicated to highway improvements. We will also work with Congress to curb regulatory overreach.

Non-Legislative Policy Priorities

Advance Safer Winter Roads

Two years of heavy and widespread snow storms have piqued our members' interest in promoting safe winter roads. However, state and local budget cuts loom as a constant challenge to winter road safety budgets. The Highway Users will use its growing media and social networking presence to make the safety and economic arguments in favor of stronger winter road safety programs.

Weigh-In on Greenhouse Gas Regulations

As the EPA ramps up greenhouse gas regulations under the authority of the Clean Air Act, The Highway Users will be an active stakeholder in any regulations that affect motorists and highway-oriented businesses. We remain concerned that the Clean Air Act is not designed for greenhouse gas emissions and that EPA's effort could lead to unworkable requirements that make personal mobility more expensive and cause the economy to further stagnate.

Reconsider "Livable Communities"

The Highway Users will continue to urge the Obama Administration to focus on transportation solutions that ease interstate commerce and promote efficient mobility. Our view is that the misguided Department of Transportation Livability Initiative remains too focused on anti-car, anti-highway rhetoric. The initiative needs to be re-worked or withdrawn to halt federal intrusion into state and local community planning priorities.

