

## UPSTATE MOBILITY ALLIANCE GROWING MOBILITY INVESTMENTS

Communities that create a clear message around why to invest in transportation/mobility funding and who can create public/private partnerships to leverage resources are having success in moving people and goods in a manner that then supports the economic vitality and the overall quality of life for the area.

The Growing Mobility Investments Task Force will create an inventory of available and potential revenue sources, build relationships among stakeholders interested in enhancing mobility in the Upstate and develop a clear message around why to invest in mobility.

### Goals:

- Increase the amount of total investment in Upstate mobility projects based on the recommendations of the other three task forces
- Increase awareness of the need for transportation and mobility investments in the Upstate.
- Diversify transportation funding sources in the Upstate.

### Focus Areas:

**Messaging** - Develop a consistent and compelling message around why transportation investments are critical to the Upstate.

**Relationships** - Make connections and build partnerships with policymakers, potential investors and other stakeholders who will benefit from improved mobility in the Upstate.

**Advocacy** - When appropriate, advocate for or support the advocacy efforts of others around increasing transportation/mobility funding.

**Inventory** - Create an inventory of current and potential funding sources for Upstate projects. This would include federal and state grants as well as other potential opportunities for short-term or long-term funding.

**Develop** - Explore new, innovative approaches to transportation funding.



### Potential Actions:

- Develop and identify partners for the implementation of a regional messaging campaign around mobility.
- Create educational outreach programs for stakeholders.
- Engage elected official and business leader to discuss mobility issues.
- Support regional transportation agencies seeking funding.
- Build a regional inventory of current and potential funding sources and explore innovative solutions.
- Work with the other task forces to understand the challenges and goals for each and then developing strategies to support additional funding that can help support their goals.
- Identify silos and barriers to cross-jurisdictional cooperation on regional mobility projects and ways to address those.