



Build Gateway Now Campaign

Task 1: Recruit Coalition

Build a broad-based coalition including transit, civic and environmental non-profits, labor, real estate and business groups all signed on to Build Gateway Now

Announce the coalition and the BuildGateway.org website

Mobilize members of the coalition to meet with electeds and make the case for Gateway

Task 2: Media education

Meet with editorial boards on behalf of coalition and educate them on the need for Gateway as a whole

Generate op-eds and LTEs from coalition members in support of Gateway

RPA President and VP of Communications to provide rapid response with media in coordination with other coalition members and consultants hired on project as needed

Task 3: Build public support through petition, social media and paid advertising

Launch a Change.org petition calling for the federal government to fund Gateway (and as needed calling on the Governors of NJ and NY to make their commitments more concrete)

Boost the petition, the website and coalition-related hashtags on social media

Task 4: Publish and promote new original research to continue to make the economic case for Gateway

RPA is pursuing funding from GCA to support new original research on the impact of Gateway on goods movement in the region (both negative if the tunnels were to fail and positive if the project was to be built). We are also pursuing funding for a video to help communicate this work with a broader audience. We will conduct this research over the next six months and be prepared to release it before the end of this year.

Total Project Cost: \$150,000

Requested from Amtrak: \$100,000

Staff time: \$65,000

Advertising / promoted social media campaign: \$30,000
Incidentals: \$5,000

