

## **Maglev Strategy**

### **Mission:**

Our mission is to support the development of superspeed magnetic levitation (Maglev) transportation technology in the United States. Deploying Maglev technology in the US will provide our economy a tremendous economic stimulus, by creating new jobs, and bringing new technologies on-line. An Americanized Maglev network will provide significant environmental and safety advantages to traveling Americans, mitigating congestion on the roads and in short-haul air routes, while offering travelers a new, faster, more efficient transportation option.

### **Strategic Direction:**

- The United States Maglev Coalition is the *only* group focused exclusively on the promotion of Maglev technology in the US
- The Coalition will support all member Maglev projects equitably, and will encourage policies and programs to promote development of new projects
- Membership will be broad-based to include maglev projects, engineers, planning & environmental groups, manufacturers, labor, vendors, suppliers, other associations, and interested individuals involved in the advancement of Maglev

## **2006 Business Plan**

### **The US Maglev Coalition will:**

- Support the restoration of \$90 million in contract authority funding for Maglev for fiscal years 2006-2009 in SAFETEA-LU
- Rebut the September 2005 report of the US Federal Railroad Administration that unfairly and erroneously criticized Maglev's costs while ignoring its benefits
- Broaden its membership so as to provide coordination for Maglev initiatives in the United States and provide a one-stop shop for its members
- Update and maintain the USMC website
- Obtain the services of a skilled consultant(s) to take the Maglev story to the public and its representatives

In conjunction with its consultants, the US Maglev Coalition will pursue a range of goals and objectives –

### **Near-Term Objectives:**

- Convene a meeting of stakeholders to establish a structure for the organization and coordinate strategy and tactics
- Monitor agency and Capitol Hill activities related to Maglev. NOTE: *Congressional staff recently credited USMC participants with discovering the \$90M error in SAFETEA-LU and bringing it to their attention to correct.*
- Develop strategies to respond to negative reports and to disseminate positive developments as they happen.

- Initiate Maglev activities, including but not limited to --

Responding to the September 2005 FRA Maglev report  
 Writing to Congressman Lewis (Requester of FRA Maglev report)  
 Distributing copies of the Lewis letter and rebuttal to appropriate persons  
 Actively supporting the restoration of \$90 million in contract authority for  
 Maglev in SAFETEA-LU  
 Requesting to testify before House & Senate committees  
 Monitoring President's budget  
 Reporting activities on a consistent basis to the membership of USMC

### **Long Term Objectives**

- Maintain and enlarge the USMC as *THE* Maglev association in the US
- Support Construction of the first project to demonstrate the attributes of Maglev
- Develop a three-tier Maglev program to promote existing projects in final design, projects beginning their environmental impact statement and projects in the concept stage
- Develop a public relations program that consistently keeps Maglev events in front of all audiences on a monthly or quarterly basis. This would cover a range of activities such as technical papers, press releases, participation in conferences, seminars and trips to Maglev test tracks or working projects

### **Membership Benefits**

- Presence in Washington, DC monitoring and informing members of status of legislation impacting Maglev
- Strong and consistent advocacy for Maglev and opportunity for members to join with advocacy firm in meetings
- Opportunity for Coalition members to sit with public representatives to hear their views
- Website that will announce actions taken by the Coalition advocates; link to projects and news of projects; host papers of interest to the Maglev community; and inform members of articles of interest to the industry

### **Two Levels of Membership**

- Private Sector Members: Annual dues will be \$5,000 per year.
- Public Organizations Members: Annual dues will be \$1,000 per year.