

VISUALIZE 2050

New Logo, AQ Analysis Inputs and Next Steps

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New Plan. New Logo.

- New Visualize 2050 logo keeps the familiar Visualize blue and green color palette and adds light blue from the TPB color palette.
- Reflects that Visualize 2050 is a **regional** plan and incorporates the regional identity through the TPB logo in the number 2050.
- A logo guide will be available to TPB staff and contractors.
- Look for a new PowerPoint template and virtual background soon!

VISUALIZE 2050
National Capital Region Transportation Plan



Visualize 2050 Logos

- The logo is available in horizontal, vertical, and 'Visualize 2050' to accommodate plan documents, presentations, newsletters, websites, maps, and social media.
- The logo is available with or without the NCRTP tagline in 4-color, white for dark backgrounds, and black & white.



TPB Facebook and Twitter/X

- The TPB will update its Facebook and Twitter profiles with the new logo in February 2024.
- Facebook



- Twitter/X



AQ Analysis Inputs and Next Steps

- Ongoing regionally significant for air quality project inputs review
- Future transit system service network coding details for air quality analysis are **due on March 1** to Jane Posey, jposey@mwkog.org
- **Next Milestone:** March 1 – 30 comment period for air quality conformity analysis scope of work, regionally significant for air quality projects
- April: Summarize comments for TPB meeting
- May: TPB action on air quality and travel demand modeling inputs

Modeling effort begins to determine air quality conformity and future system performance



March Comment Period – Engagement Channels

- Ambassadors – Sample web, news, social content, and graphics
- Email announcements (TPB News subscription list, committee mailings)
- News ads – The Washington Post, AFRO News, Washington Hispanic
- News release – shared through COG/TPB e-news and website
- Social media (Twitter, Facebook, LinkedIn)
- Web - Visualize2050.org and mwcog.org (TPB Comment Form)
- PDF flyer with comment period description, call to action, key dates, contact info
- Comment by Visualize 2050 MetroQuest form
- Other ways to comment: email, phone, letter, March TPB meeting



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