



# AMBASSADOR KIT

Thank you for volunteering to be an ambassador for Visualize 2045! Ambassadors are integral for helping us spread the word about the planning process and will help us kick off Visualize 2045. At this stage we are simply letting folks know that we starting to work on an update to the long-range transportation plan.

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## WHAT YOU CAN DO:

- Share the link ([visualize2045.org](http://visualize2045.org)) with your friends, family, colleagues, and organizations.
  - Retweet @NatCapRegTPB and share our posts on Facebook
  - Send the newsletter blurbs to your organizations and ask them to include it in their newsletters.
  - If you use social media, use the sample tweets and images to spread the word.
  - Use the talking points below to speak about the plan and answer questions. Don't worry if you can't answer every question that comes up. You can always send questions to us and we can respond.
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## TALKING POINTS ABOUT THE VISUALIZE 2045:

- Visualize 2045 is being developed by the National Capital Region Transportation Planning Board (TPB), the federally designated metropolitan planning organization (MPO) for metropolitan Washington. The TPB is housed at and staffed by the Metropolitan Washington Council of Governments (COG).
- *Explain your connection to the TPB and why you care about regional transportation.*
- The timeline graphic shows what we are working on and when we expect to reach each milestone.

## NEWSLETTER/EMAIL BLURBS:

Feel free to adjust the sample blurbs to fit the newsletter or email tone you need.

### Formal news style:

The National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) is kicking off its update to Visualize 2045, the long-range transportation plan for metropolitan Washington. The plan will include transportation projects in the region that we can reasonably expect to fund and also provide a rededication to equity, resiliency, and safer communities as we visualize our future. To get started the TPB conducted a regionwide survey and is scheduling focus groups to capture the story behind the data. Later in 2021, the TPB will be conducting outreach to communities throughout the region, respecting social distancing in consideration of public health directives. There will also be opportunities for the public to weigh in during public comment periods. Learn more at [visualize2045.org](http://visualize2045.org).

### Shorter and informal styles:

1. The National Capital Region Transportation Planning Board is kicking off an update for Visualize 2045, its long-range transportation plan. Learn about the plan and upcoming opportunities to weigh in. Visit [visualize2045.org](http://visualize2045.org) for details.

2. The National Capital Region Transportation Planning Board is starting work on Visualize 2045, a new long-range transportation plan for the region. This new update will not just include projects but also a policy framework for the region looking at equity and resiliency. Learn more at [visualize2045.org](http://visualize2045.org).

### **SAMPLE SOCIAL MEDIA MESSAGES:**

If you have Twitter and Facebook accounts you can share information about the plan with your followers and friends. If you want to retweet our messages you can also retweet them with your own comment. Here are some sample Tweets and Facebook messages you can use. For any of these messages, feel free to tailor the messages to fit your personal voice. The most important thing is to send out the website and encourage people to sign up for TPB News to stay up to date on the planning process. And don't forget the hashtag, #VIZ2045!

#### Twitter messages:

The @NatCapRegTPB is starting the process to update its long-range transportation plan, Visualize 2045. Learn about what's in store for the update at [visualize2045.org](http://visualize2045.org) #VIZ2045 Be sure to subscribe to stay in the know!

The @NatCapRegTPB is kicking off its long-range transportation plan, an update to Visualize 2045. Find out what's in store for the plan and how to get involved at [visualize2045.org](http://visualize2045.org) and be sure to subscribe for updates to follow along and get involved.

#### Facebook messages:

On Facebook photos will get your post noticed. You can take a picture of an example of a project in your jurisdiction of something you'd like to see more of in the future or an example of one of the aspirational initiatives. You can also use our videos and graphics to illustrate your post.

The National Capital Region Transportation Planning Board is starting the process to update its long-range transportation plan, Visualize 2045. Learn about what's in store for the update at [visualize2045.org](http://visualize2045.org) [POST PHOTO]

### **NEED MORE HELP OR HAVE ANY QUESTIONS?**

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### **ATTACHMENTS:**

Infographics