



MEMORANDUM

TO: TPB Technical Committee
FROM: Abigail Zenner, Communications Specialist
SUBJECT: Ambassador Kit for Aspiration to Implementation Outreach Activity
DATE: July 1, 2021

AMBASSADOR KIT INFORMATION

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. This kit will provide you with sample messages to spread the word about our Aspiration to Implementation outreach activity July 28 – August 1, 2021.

WHAT YOU CAN DO:

- Share information with your friends, family, colleagues, and organizations and tell them to look out for the QR codes and participate.
 - Take pictures of our signs out “in the wild” and share them on social media and tag us
 - 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 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 outreach activity is highlighting the TPB’s Aspirational Initiatives and asks people in the region to tell us how they affect their lives.

The seven initiatives are:

- Bring Jobs and Housing Closer Together
- Expand Bus Rapid Transit Regionwide
- Move More People on Metrorail
- Provide More Telecommuting and Other Options for Commuting
- Expand Express Highway Network
- Improve Walk and Bike Access to Transit
- Complete the National Trail Network

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 updating Visualize 2045, the long-range transportation plan for metropolitan Washington. As part of the long-range transportation plan, the TPB is seeking to reaffirm the importance and impact that the Aspirational Initiatives have in the region by highlighting examples of projects that align with the Aspirational Initiatives and have successfully been implemented throughout the region. TPB staff have placed signs throughout the region to highlight these initiatives and encourage people to scan the QR code on the signs when they find them and answer a couple of questions. Learn more about Visualize 2045 and the TPB at visualize2045.org.

Shorter and informal style:

The National Capital Region Transportation Planning Board is highlighting its aspirational initiatives. Find signs throughout the region and scan the QR codes and answer a few questions to share your thoughts and for a chance to win. Visit visualize2045.org to learn more about the plan update.

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 encourage people to look for the signs and participate. And don't forget the hashtag, #VIZ2045!

Twitter messages:

The @NatCapRegTPB is highlighting its aspirational initiatives! Look for our signs, scan the code, and answer some questions for a chance to win! Learn more at visualize2045.org. #VIZ2045

Have you seen these signs from @NatCapRegTPB? When you do, scan the code and answer a couple of questions for a chance to win! #VIZ2045 [INCLUDE PHOTO]

Did you know these signs are popping up all over the region to highlight the @NatCapRegTPB's aspirational initiatives? Find them, check off this passport and share! #VIZ2045

Facebook messages:

On Facebook photos will get your post noticed. You can take a picture of one of the signs and include it in your post.

The National Capital Region Transportation Planning Board is updating its long-range transportation plan, Visualize 2045. It is also highlighting its aspirational initiatives with these cool signs! If you see one, scan the code and answer the questions for a chance to win! Learn about what's in store for the update at visualize2045.org [POST PHOTO]

NEED MORE HELP OR HAVE ANY QUESTIONS?

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