

# Visualize 2045 Update Ambassador Program

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TPB Community Advisory Committee  
Agenda Item 4

March 10, 2022



[Flickr/Capital Crescent Trail](#)

**visualize**  
**2045** A long-range  
transportation plan  
for the National  
Capital Region

# Getting the word out – Visualize 2045

- **Ambassador Kit** that includes talking points, sample email/web posts, sample social media posts
- **News Ads** with unique links for each newspaper
- **News Release** that can be tailored for your audience
- **Postcards** advertising the two virtual open houses, transportation funding (TIP) forum, and opportunity for comment
- **Email Announcements:** TPB News and stand-alone announcement for Visualize 2045 comment period
- **Comment Opportunities:** Phone line, email, web form, USPS mail
- **Flyer and Fact Sheet** available as PDFs on Visualize 2045 website with key information about the plan
- **Social Media Posts and Ads** (share, retweet, etc.)

# Getting the word out – Ambassador Kit

- What you can do to help share the news
- How to comment
- Talking points
- Newsletter and email content
- Sample social media posts and graphics
- News release for April 1 or later



The Visualize 2045 update is here!  
Comment on the @NatCapRegTPB long-range  
transportation plan and attend an April virtual  
open house. Learn more at  
<https://visualize2045.org/get-involved/>  
#VIZ2045

# Next Steps

- Late March 2022:
  - TPB Committee and subcommittee members will receive an email with the Ambassador Kit and News Release
- April 2022:
  - Share the news
  - Attend a virtual open house or the TIP Forum
  - Comment on the plan, TIP, or Air Quality Conformity determination
  - Reach out to your network and local media
- May 2022
  - Staff present public comment summary at TPB meeting
- June 2022 TPB meeting:
  - Staff recommendation for approval of the update to Visualize 2045

<https://visualize2045.org/get-involved/>

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