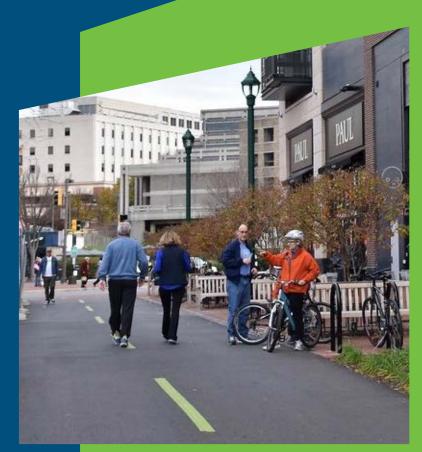
Visualize 2045 Update **Ambassador Program**

Rachel Beyerle **TPB Transportation Communications Manager TPB Community Advisory Committee**

Agenda Item 4

March 10, 2022



Flickr/Capital Crescent Trail



transportation plan **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.)



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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 open house. Learn more at https://visualize2045.org/get-involved/#VIZ2045



March 10, 2022

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/



March 10, 2022

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