

AMBASSADOR KIT

Thank you for volunteering to be an ambassador for Visualize 2045! Ambassadors are integral for helping us spread the word about the upcoming public forums for Visualize 2045. Forums are taking place between April 11th and May 25th so we need to get the word out soon!

WHAT YOU CAN DO:

- Share the link (visualize2045.org) with your friends, family, colleagues, and organizations.
 - Share the meeting flyer for your jurisdiction with your friends, family, colleagues, and organizations – forward it electronically, print out and post at local facilities and institutions, etc.
 - 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 to spread the word.
 - Use the talking points below to speak about the forums 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 PUBLIC FORUMS:

- The public forums are being conducted by the National Capital Region Transportation Planning Board and are the second phase (following up on the Summer 2017 survey) of the public outreach portion of a new long-range transportation plan for the region, Visualize 2045.
- Public Forum Dates/Locations (specific details and updates on website, visualize2045.org/participate):
 - Frederick County – Wednesday, April 11, 2018 | 7:00-9:00pm | Thomas Johnson HS
 - Prince Georges County – Wednesday, April 18, 2018 | 7:00-9:00 | College Park Airport
 - Charles County – Wednesday, April 25, 2018 | 7:00-9:00pm | County Government Building
 - Montgomery County – Thursday, April 26, 2018 | 7:00-9:00 | Executive Office Building
 - Washington, DC - Tuesday, May 1, 2018 | 7:00-9:00pm | Metropolitan Washington Council of Governments
 - Alexandria/Arlington - TBD
 - Fairfax County – Tuesday, May 8, 2018 | 7:00-9:00pm | Providence Community Center
 - Loudoun County – Wednesday, May 16, 2018 | 7:00-9:00pm | Government Center
 - Prince William County – Wednesday, May 23, 2018 | 7:00-9:00pm | Prince William County Government Center
- 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 interactive forums are focused on discussing and getting feedback from citizens regarding seven initiatives for the region:
 - 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 Capital Trail
- Participants will be asked to think about and share their: experiences, hopes, and concerns about each initiative
- Feedback will help inform discussions among elected leaders and regional planners about the planning and funding decisions we should be making to improve the region's transportation future.
- Share the forum information with your friends, family, and colleagues. We want as many people across the region from all walks of life to attend and participate as possible.
- Reasonable accommodations are provided upon request. Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).

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 seeking public input for Visualize 2045, a new long-range transportation plan for metropolitan Washington. The input will help elected leaders and regional planners better understand public attitudes and opinion as they make decisions about the region's transportation future. These interactive public forums have been scheduled across the region. Learn more and plan to attend an upcoming forum at visualize2045.org.

Shorter and informal styles:

1. The National Capital Region Transportation Planning Board is looking for input on seven regional initiatives for its Visualize 2045 long-range transportation plan. Help them out by attending an upcoming public forum. Visit visualize2045.org for dates, locations, and details.
2. The National Capital Region Transportation Planning Board is starting work on Visualize 2045, a new long-range transportation plan for the region. They are looking for input on seven regional initiatives. Learn more and pick a public forum to attend at visualize2045.org.

SAMPLE SOCIAL MEDIA MESSAGES:

If you have Twitter and Facebook accounts you can share the public forum dates/locations with your followers and friends. Here are some sample Tweets and Facebook messages you can use. For any of these messages, feel free to tailor the messages to your jurisdiction's meeting date and location and to fit your personal voice. The most important thing is to send out the website. And don't forget the hashtag, #VIZ2045!

Twitter messages:

Join @NatCapRegTPB at a public forum to discuss the future of transportation at [FILL IN VENUE, DAY, DATE, TIME]. Visit visualize2045.org for more details – hope to see you there! #VIZ2045

What is your vision for the future of the region? Join us at an upcoming public forum and tell @NatCapRegTPB. Visit visualize2045.org for dates and locations. #VIZ2045

What will our region's transportation future look like? Attend a @NatCapRegTPB's public forum in your area – visit visualize2045.org for details #VIZ2045

Your input will help inform plans for the region's transportation future. Participate in an upcoming @NatCapRegTPB public forum, details at visualize2045.org #VIZ2045

Facebook messages:

The National Capital Region Transportation Planning Board invites you to participate and provide feedback about the region's transportation future at a public forum at [FILL IN VENUE, DAY, DATE, TIME]. Visit visualize2045.org for more details – hope to see you there! #VIZ2045

The National Capital Region Transportation Planning Board is continuing work on Visualize 2045, a new long-range transportation plan for the region. Help by attending an upcoming public forum to share your ideas and feedback. Meeting dates and locations are listed on: visualize2045.org #VIZ2045

The National Capital Region Transportation Planning Board is looking for input on seven initiatives for its Visualize 2045 long-range transportation plan. Help them out by participating in a public forum. Dates and locations can be found on: visualize2045.org!

All modes of travel are part of Visualize 2045 and each one has challenges that need to be addressed in the future. Tell the National Capital Region Transportation Planning Board about your experiences and visions for the future at a public forum. Visit visualize2045.org for dates, locations and details

NEED MORE HELP OR HAVE ANY QUESTIONS?

Abigail Zenner: azenner@mwkog.org (202) 962-3237

ATTACHMENTS:

Meeting flyer for distribution/posting when available