



VISUALIZE 2050 ENGAGEMENT

March 2024 Comment Period

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TPB Community Advisory Committee
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Long Bridge over the Potomac River (Dave MacKenzie/[Flickr](#))



Visualize 2050 Engagement Channels

- Ambassadors – Sample web, news, social content, and graphics
- Email announcements (TPB News subscription list, committee mailings)
- News ads – The Washington Post, AFRO News, Washington Hispanic
- News release – shared through COG/TPB e-news and website
- Social media (Twitter, Facebook, LinkedIn)
- Web - Visualize2050.org and mwcog.org (TPB Comment Form)
- PDF flyer with comment period description, call to action, key dates, contact info
- Comment by Visualize 2050 MetroQuest form
- Other ways to comment - email, phone, letter



Visualize 2050 – Be An Ambassador!

- Audience: people who commented in 2023, those new to the process
- Why: to agree, disagree, or share additional feedback on *regionally significant for air quality* highway or transit projects in Visualize 2050, comment on what you would like to see in the plan
- Share through social media
- Email, organization websites, and newsletters
- Op-Ed or blog post

We would like to hear your ideas!



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