**Thank you for helping to spread the word about the draft Visualize 2045 Plan Update!**

Ambassadors are an integral part of the National Capital Region Transportation Planning Board’s outreach for the draft documents: *Visualize 2045* long-range transportation plan update, Fiscal Year (FY) 2023-2026 Transportation Improvement Program (TIP), and Air Quality Conformity analysis.

**WHAT YOU CAN DO:**

* Share the link (<https://visualize2045.org/get-involved/>) with colleagues, organizations, and residents in your community.
* Forward Visualize 2045 newsletter items or include Visualize 2045 articles in your own newsletter.
* Get social! Use #VIZ2045 and share the word via Facebook, Instagram, LinkedIn, and Twitter.
* Tailor the attached news release to personalize the information for your agency’s audience and network. *Please wait to distribute the news release on or after April 1.*

**HOW TO COMMENT ON THE DRAFT VISUALIZE 2045 PLAN UPDATE, TRANSPORTATON IMPROVEMENT PROGRAM (TIP), AND AIR QUALITY CONFORMITY DETERMINATION:**

* Use the online comment form available at https://visualize2045.org/get-involved/
* Email your comment to [TPBComment@mwcog.org](mailto:TPBComment@mwcog.org).
* Call the comment line (202) 962-3774 to leave a voicemail.
* Send written comments to the National Capital Region Transportation Planning Board, 777 North Capital Street NE, Suite 300, Washington, DC 20002

**TALKING POINTS ABOUT THE DRAFT VISUALIZE 2045 LONG-RANGE TRANSPORTATION UPDATE:**

* The comment period for the 2022 update to Visualize 2045 is open for 30 days from April 1- May 1, 2022.
* Visualize 2045 was 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 draft long-range transportation plan update contains nine chapters that explain the plan, current planning conditions, the region’s policy framework, future factors, public engagement, strategies for the future (with emphasis on climate, equity, and safety), performance measurement, and funding.
* The draft Visualize 2045 plan update was developed to communicate the region’s long-term plans to fund, operate, maintain, and expand the transportation system between now and 2045. The plan must demonstrate that the forecasted emissions produced by the future transportation system comply with air quality requirements and meet funding constraints.
* The TPB will host two virtual open houses to share information on April 6 from 7:00 – 8:15 P.M. and April 7 from 12:00 – 1:15 P.M. and a Transportation Improvement Program (TIP) Forum on April 14 from 6:00 – 7:00 P.M. Visit <https://visualize2045.org/get-involved/> to RSVP.
* Can’t make an open house? There are several ways to comment: online, by email at [TPBComment@mwcog.org](mailto:TPBComment@mwcog.org), by calling (202) 962-3774, or by writing to the National Capital Region Transportation Planning Board, 777 North Capitol Street NE, Suite 300, Washington, DC, 20002.
* The TPB will receive all comments, will have the opportunity to hear a summary of comments at its May meeting, and will be asked to approve the Visualize 2045 Long-Range Transportation Plan Update, TIP, and the Air Quality Conformity determination of the Plan and TIP at its June 15 meeting.
* If someone needs accommodations or doesn’t have internet access they can call (202) 962-3774 or (202) 962-3213 (TDD), email [TPBComment@mwcog.org](mailto:TPBComment@mwcog.org), or mail National Capital Region Transportation Planning Board, 777 North Capitol Street NE, Suite 300, Washington, DC 20002

**NEWSLETTER/EMAIL BLURBS:**

Feel free to adjust the following samples to fit the newsletter or email tone you need.

**Formal news style:**

The National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments is seeking questions and comments about the draft update to Visualize 2045, a new long-range transportation plan for the metropolitan Washington region. Comments will help elected leaders and regional planners better share information about how transportation planning and funding aligns with regional priorities and public interests. The comment period is open April 1 - May 1, 2022. Learn more about the plan, virtual open houses, and how to comment at <https://visualize2045.org/get-involved/>.

**Shorter and informal styles:**

1. The National Capital Region Transportation Planning Board is hosting virtual open houses on April 6 at 7:00 – 8:15 P.M. and April 7 at 12:00 -1:15 P.M. on the draft documents: Visualize 2045 long-range transportation plan update, Transportation Improvement Program (TIP), and Air Quality Conformity determination. A TIP Forum will be held April 14 at 6:00 – 7:00 P.M.. Comment April 1 – May 1, 2022. Learn about the plan, RSVP for an open house or the TIP forum, and share comments at <https://visualize2045.org/get-involved/>.
2. Share comments on drafts of Visualize 2045, the National Capital Region Transportation Planning Board’s long-range transportation plan update, Transportation Improvement Program (TIP), and Air Quality Conformity analysis. Submit your questions April 1 – May 1, 2022 and attend a virtual open house to learn more. Virtual open houses will be held April 6 at 7:00 – 8:15 P.M. and April 7 at 12:00 – 1:15 P.M. A TIP Forum will be held April 14 at 6:00 -7:00 P.M. Visit <https://visualize2045.org/get-involved/> to learn more and RSVP!

**SAMPLE SOCIAL MEDIA POSTS:**

Share news about Visualize 2045 with followers and friends. We’ve posted sample message ideas below. Shortened links should direct to <https://visualize2045.org/get-involved/>

**Use hashtag #VIZ2045. Mention @NatCapRegTPB and @MWCOG.**

**Facebook or LinkedIn posts**:

*The National Capital Region Transportation Planning Board has released Visualize 2045, the draft long-range transportation plan update for the metropolitan Washington region. Submit a comment or attend a virtual open house. The comment period’s open April 1 – May 1, 2022. Get involved in building the region’s transportation future! Visit https://visualize2045.org/get-involved/ to learn more. #VIZ2045*

*Climate. Equity. Safety. Visualize 2045, the National Capital Region Transportation Planning Board’s draft long-range transportation plan update, emphasizes all three—as well as the importance of resilient infrastructure, improved access, and reaching destinations safely.* [*https://visualize2045.org/get-involved/*](https://visualize2045.org/get-involved/) *#VIZ2045*

*Whether you walk, bike, ride, or drive in the metropolitan Washington region, now is the time to share comments or attend an April 2022 Visualize 2045 virtual open house or the TIP Forum. Learn more:* [*https://visualize2045.org/get-involved/*](https://visualize2045.org/get-involved/) *#VIZ2045.*

**Twitter or Instagram posts:**

*The draft Visualize 2045 update is here! Comment on the @NatCapRegTPB long-range transportation plan and attend a virtual open house in April. Learn more at* [*https://visualize2045.org/get-involved/*](https://visualize2045.org/get-involved/) *#VIZ2045*

*You have a role in the metropolitan Washington region’s transportation future! Comment or attend an open house for Visualize 2045, @NatCapRegTPB’s long-range transportation plan update. Learn how the region is planning for climate, equity, and safety.* [*https://visualize2045.org/get-involved/*](https://visualize2045.org/get-involved/) *#VIZ2045*

*Learn more about Visualize 2045, @NatCapRegTPB’s long-range transportation plan for the metro Washington region. Attend a virtual open house in April.* RSVP at [*https://visualize2045.org/get-involved/*](https://visualize2045.org/get-involved/) *#VIZ2045*

**Social media graphics:**

[Lets-Visualize-Our-Transportation-Future.-Together.-social-media-1-1.png (1600×900) (visualize2045.org)](https://visualize2045.org/wp-content/uploads/2022/03/Lets-Visualize-Our-Transportation-Future.-Together.-social-media-1-1.png)

[TPB-Visualize-2045-social-media-1-1.png (1080×1080) (visualize2045.org)](https://visualize2045.org/wp-content/uploads/2022/03/TPB-Visualize-2045-social-media-1-1.png)

**FOR VISUALIZE 2045 OUTREACH QUESTIONS:**

Rachel Beyerle, [rbeyerle@mwcog.org](mailto:rbeyerle@mwcog.org) (202) 962-3237  
 **FOR NEWS RELEASE AND MEDIA:**Megan Goodman, [mgoodman@mwcog.org](mailto:mgoodman@mwcog.org), (202) 962-3209