

Dear IBTTA Member,

IBTTA's *Moving America Forward* Campaign is building momentum and YOU can help!

Six years ago, IBTTA launched the *Moving America Forward* Campaign. The goals of the public awareness campaign are clear:

- **To educate elected officials at every level of government – mayors, county officials, state legislators, governors, Congress and the Administration about the benefits of tolling;**
- **To educate the media using traditional print and social media; and,**
- **To educate the general public about the benefits of tolling.**

Our industry's message is also clear and straightforward:

- **Tolling is a proven, viable funding option; 35 states have toll facilities.**
- **The gas tax, while important, is not sufficient to support all of our surface transportation funding needs.**
- **Give states maximum flexibility to fund their transportation infrastructure, including lifting the federal prohibition on tolling Interstate highways for the purpose of reconstruction.**

Elected officials across the country are continuing to explore new options to meet their transportation financing needs. Now is the time for your voice to be heard.

To assist you, IBTTA has created a [Grassroots Toll Kit](#) to educate elected officials, the media and the general public as well as enlist your employees and vendors in communicating this important message. You can best articulate and provide the local perspective and benefits of tolling in your community. All of our online tools are available for your organization's executives, board members, government affairs, communications and marketing professionals.

Please contact [Bill Cramer](#), Communications Director, if you have any questions or require any of these materials in print.

Thank you for your support and efforts. We look forward to making great progress together.



Tim Stewart
2018 President



Patrick D. Jones
Executive Director & CEO

IBTTA'S MOVING AMERICA FORWARD GRASSROOTS TOLL KIT

The following tools and resources can be used as is or adapted to fit your communications and marketing efforts to raise greater awareness on the benefits of tolling.

LINKS & LOGOS

One of the simplest things to do, to get started, is to immediately place a link on your website to IBTTA's website and to the *Moving America Forward* campaign page.

Download the [IBTTA logo](#) and use this link www.IBTTA.org to connect to IBTTA's homepage.

Download the [Moving America Forward logo](#) and use this link www.IBTTA.org/MAF to connect to the *Moving America Forward* web-page.

EDUCATING THE MEDIA, ELECTED OFFICIALS AND THE GENERAL PUBLIC

The following tools provide you with ready to use content when communicating to the media, general public, civic groups, public meetings, etc.

[Using LinkedIn to Help IBTTA and Your Agency Reach its Goals](#)

[Talking Points](#)

[Meeting with Elected Officials](#)

[Strength in Numbers – Engaging Members and Customers in a Call to Action](#)

[General Media Tips 101](#)

[Preparing for Television Interviews](#)

[Template Letter to the Editor](#)

[Press Release about the Moving America Forward Campaign \(January 10, 2013\)](#)

[Transportation and Tolling in the News](#) (recent news stories to build upon)

[IBTTA in the News](#) (recent articles to advance tolling)

SOCIAL MEDIA

Establish a social media presence to advocate, promote, and deliver key messages regarding the benefits of tolling as well as to listen to your customers and correct misinformation. Join the conversation on IBTTA's social media sites and share your sites with IBTTA.

[Educating the Media using Social Media](#)

[IBTTA on Facebook](#)

[IBTTA on LinkedIn](#)

[IBTTA - Moving America Forward Campaign for Tolling](#)

[@IBTTA on Twitter](#)

[@IBTTA on Instagram](#)

IBTTA'S MOVING AMERICA FORWARD GRASSROOTS TOLL KIT continued

IBTTA'S LEGISLATIVE TESTIMONY AND PRIORITIES

Review IBTTA's legislative priorities, add them to your priorities or select language from written testimony to support your local government and public affairs efforts.

[2017 - Legislative History of Federal Tolling Policies](#)

[2017 Legislative Priorities](#)

[Testimony to the US Senate's Committee on Environment and Public Works](#)

[Testimony to the US House of Representatives' Transportation and Infrastructure Committee](#)

FACT SHEETS & SMART MOVE...

The following one-page fact sheets and SmartMove success stories in the tolling industry are excellent to educate individuals about tolling. They are great leave behinds when meeting with elected officials, local and state organizations. Have a story to talk about? Share it with IBTTA.

[Tolling in Brief](#)

[Tolling the Interstates](#)

[Debunking the Myths of Highway Tolling](#)

[Facts in Brief](#)

[By the Numbers in the US and Europe](#)

[Earning Public Support by Getting the Job Done - Central Texas Regional Mobility Authority](#)

[Local Governments Take Charge of Toll Road Development - E-470 Public Highway Authority, CO](#)

[AET Conversion of the Golden Gate Bridge - Golden Gate Bridge, Highway & Transportation District, CA](#)

[Hampton Toll Plaza Open Road Tolling Conversion, I-95 - New Hampshire DOT, Bureau of Turnpikes](#)

[I-95 Economic Impact Assessment - North Carolina Turnpike Authority](#)

[North Carolina Triangle Expressway - North Carolina Turnpike Authority](#)

[Bus Toll Lanes \(BTL\) Proof-of-Concept Study - Tampa-Hillsborough Expressway Authority, FL](#)

[I-85 Express Lanes – HOV to HOT Conversion - State Road and Tollway Authority, GA](#)

[I-15 Express Lanes - Traveler Choice and Greater Mobility Along a Busy Highway Corridor - San Diego](#)

[Association of Governments](#)

VIDEOS

Add these videos to your video library on your website. Share with the media.

[Moving America Forward – 2014, Congress and the Surface Transportation Reauthorization](#)

[Moving America Forward – Pat Jones appears on AASHTO TV and talks about IBTTA and Tolling](#)

Share Your Stories and Ideas with IBTTA

Contact [Bill Cramer](#), communications director, with questions, tools to add to this dynamic Kit or for advice and counsel.