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. 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

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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](https://www.IBTTA.org) and use this link [www.IBTTA.org](http://www.IBTTA.org) to connect to IBTTA’s homepage.

Download the [Moving America Forward logo](https://www.IBTTA.org/MAF) and use this link [www.IBTTA.org/MAF](http://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 be hind s 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.