



are we there yet?

We can be.
America, let's get moving.

AASHTO
THE VOICE OF TRANSPORTATION

AASHTO's Goal:

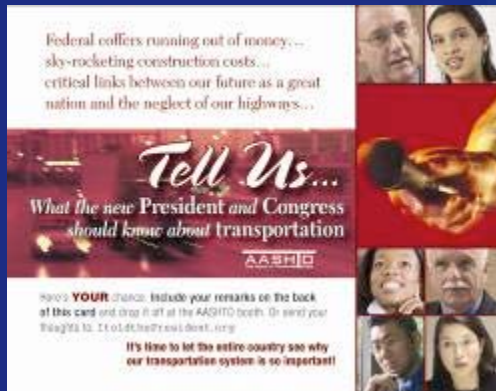
- Secure a well-funded federal authorization bill
- Build public confidence in transportation programs
- Use the “grasstops” influencers at the local, state, and national levels to deliver our message

How You Can Use the Campaign

- This is *YOUR* campaign
- Use it to customize *YOUR* key issues
- Deliver it to *YOUR* key thought leaders

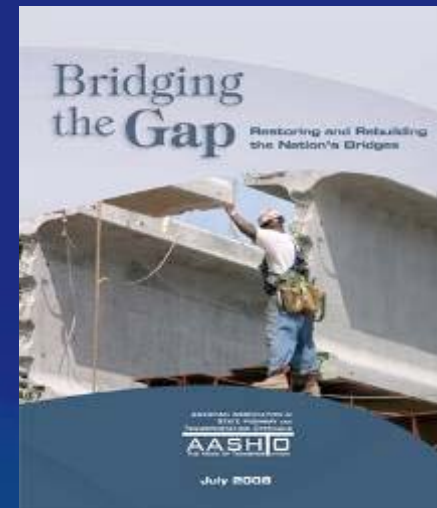
The Campaign So Far

- America's Transportation Awards competition
- Earned Media Reports
- Web-based Activities
- Video Strategy
- Targeted Communications to Congress and the Administration
- Are We There Yet? Messaging
- Outreach



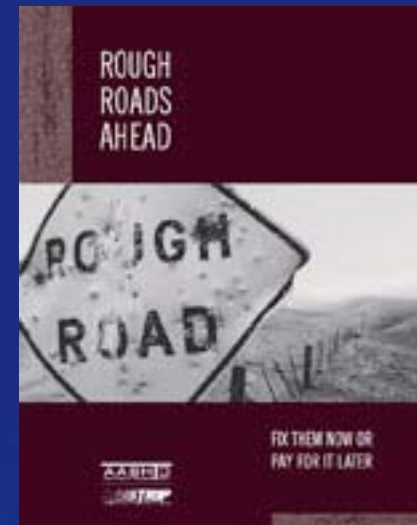
Earned Media: Key Reports and Information

- *Bridging the Gap*
- *Top Five Headaches and Remedies*
- *Bottom Line*
- *Rough Roads Ahead*
- *Ready-to-Go Projects (Stimulus Campaign)*



Bottom Line and Rough Roads

- *Bottom Line* news conference with Rep. James Oberstar
 - 6,000 hits to website
- *Rough Roads* news conference with Kirk Steudle, Michigan DOT
 - Hundreds of news articles; US DOT blog; ABC, NPR radio interviews
 - 49,000 report downloads so far





**We can be.
America, let's get moving.**

The perennial question asked by kids on a long car trip is the same one all Americans should be asking about our entire transportation network: **Are we there yet?** Are we where we want to be when it comes to our vital transportation system? Is it reliable? Safe? Energy-efficient? Congestion-free? Does it take us **where** we want to go? And **how** we want to get there? The answer is, "**We can be!**"

Through smart investments, we have an opportunity to rebuild and reshape our transportation system so that it meets the needs we face every day while tackling the longer-term demands of a growing nation. **State transportation officials have the plan and the know-how to take us there. We've got the facts, now it's up to you to make it happen.**



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America: Let's Get Moving!

What's New! [Watch AASHTO's video on why we need a new transportation bill](#)

Why Aren't We There Yet?

- Aging infrastructure
- Years of under-investment
- Economic downturn

How Do We Get There?

- Rebuild aging infrastructure
- Reduce congestion
- Cut fatalities by half
- Double transit ridership
-

Take Action

- Get the facts
- Work through coalitions of like-minded people at the state, local and national levels
- Sign up for the latest news and information
- Economic Recovery – Yes We Can!



2009 America's Transportation Awards



- On-time, on-budget, innovative management
- 50 projects from 33 states
- Top ten will compete for Grand Prize and People's Choice Awards in October



Video Strategy

Transportation TV Subscribe



TransportationTV
Beat: National News
Joined: December 22, 2008
Last Sign in: 2 days ago
Videos Watched: 20
Subscribers: 4
Channel Views: 34

REPORTER

News and information about transportation that is challenging to find in the mainstream media. Transportation TV provides a convenient source of news and information on a wide variety of subjects, including the very latest from Capitol Hill.

Influences: **AASHTO, state DOTs**

Transportation TV's goal is to educate the general public and target audiences about the significance of the nation's transportation systems and the need for increased investment.

Hometown: **Washington, DC**
Country: **United States**

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The latest transportation news.

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Rep. James Oberstar (D-MN) In his words



Transportation News Update: March 25, 2009

From: TransportationTV
Views: 6

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Washington D.C.'s power brokers talk candidly about transportation.

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The Briefing Room 3 Videos

AASHTO officials give exclusive insight on transportation issues.

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Reduce Highway Fatalities by Half

AASHTO's plan to take us there:

- Adopt aggressive fatality reduction goals
- Hold National Summit on Highway Safety
- Increase funding for safety programs and research
- Enhance the NHTSA State Data System
- Implement "One Driver, One Record"
- Improve vehicle safety



Customizing the Campaign to Suit Your Goals

This safety message could be customized with your core campaign, using your photos but incorporating the *Are We There Yet?* logo and AASHTO's authorization safety message.



Messaging –
Using the right words

Accountability Is Critical

Infrastructure spending: what is most important to you?

Accountability for projects – Making sure they are on time and on budget	31%
Transparency – The ability for citizens to see exactly where the money is being spent	24%
Measurable results are achieved	16%
Citizens have input into the process	13%
Oversight to ensure impartiality and fairness when awarding contracts	8%
Involvement of experts such as engineers and professional planners	7%

Most Important Infrastructure Priority...

ECONOMICALLY SOUND	42%
SAFE	39%
EFFICIENT	37%
ENVIRONMENTALLY RESPONSIBLE	33%
AFFORDABLE	18%
BEST IN THE WORLD	15%
MODERN	6%
OFFERS MORE CHOICES	7%
CONVENIENT	4%



You Are the Most Credible -- Important to Use the Right Message

- Research shows that CEOs are the most trusted on transportation issues
- The backbone of our messaging is clear:
 - States must show they are accountable
 - They must show specific impact
 - They must repeat "On time" and "On budget" as often as we can!

The Right Words

- Make them:
 - Personal
 - Local
 - Give them context
- Paint a picture
- Be specific about why they are important



It's All About Context

5¢ gas tax
increase

=



1 cup
7-11 coffee a week



Using Social Media – It's A Changing World Out There!

- Twitter – 80%
- Blogging – 32%
- Facebook – 58%
- Web-based video – 68%
- Podcasts – 37%
- RSS Feeds – 42%

What's Next?

- Build on current tools
- Capitalize on speaking events
- Additional reports on key issues
- 2009 America's Transportation Award competition
- Special projects such as National Town Hall meeting
- Economic Stimulus reports and events
- Expanded outreach and coalitions

Continue Your Outreach to Congress and Administration

- *Operation Congressional Recess* activities
- Many states are holding economic recovery project tours, groundbreakings
- Localize national reports and send your state information to the Hill

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