

## Messaging for the STA Board Meetings

Some **best practices** from other transportation campaigns:

- Frame transportation funding as something that is vital, beneficial, and reliable.
- Messaging emphasized that increasing funding now is not only the right thing to do, it is a smart investment in our shared future.
- Multiple messages in one: transportation funding will be spent on projects that benefit you, and the government is transparent and can be trusted to spend your money responsibly

And, messages should be:

1. **Clear and consistent regardless of the medium.** Muddy or incoherent messages do not resonate with audiences
2. **Simple enough to understand.** If a message is not easily understood, the communicator risks losing the audience
3. **Powerful enough to cause a reaction.** The goal is to get the public engaged and active
4. **Consistently relaying the same core message.** Multiple messages from many different sources will create a cacophony of different messages, which will lessen the overall impact.
5. **Substantiated and defensible**, even if the data are not disseminated.

Messaging can undermine success. **Some DON'TS:**

1. Inconsistent messaging: different messages dilute communication and can result in conflicting information.
2. Relying solely (or too heavily) on technical arguments: put it in understandable language, that people can relate to.
3. Lack of coordination with stakeholders. Coordination is key! In messaging and gaining support of all the stakeholders.

Pay attention to:

1. Message Design – several principles define the best ways to design a message, including keeping it simple, staying positive, using metaphors, making it personal, and offering a call to action.
2. Message Delivery – inconsistent delivery will derail even the best messages. Continually and consistently repeat the message so it will not get lost.

Below are generic message points that can be used by everyone - stakeholders - to be used at the STA Hearings as well in other communications. Tailor and add to this document as needed!

- Should we allow our roads to fall deeper into disrepair and allow congestion to worsen, or be proactive and agree on transportation funding for now and our future? Let's make SMART moves!
- Creating safe routes to my kids' school is key to me as a parent. I want our roads to be safe for children of all ages. The costs of taking action now are less than continued inaction. The future our kids inherit should include clean air and safe roads.
- I'm concerned that Sacramento has some of the worst air pollution in the nation. The best way to change that is to change our transportation system. Investments in transportation will improve the economy. Funds should be spent on projects, like fixing the current roadways before building new ones.
- I'd like to see a system that makes it safer for more people to use bikes to get around my community. That means we need a bicycle friendly network of safe routes.
- Decongestion:
  - Our roads are horrible for commuters. It can take over an hour to travel from Folsom to downtown during many evening commutes. We need congestion relief. Better transit can speed commutes for all because it offers riders a travel alternate and takes cars off the road. One light rail train can take up to 600 cars off the road. We need a better transit system.
  - Currently, SacRT provides 22 million trips per year. With new Measure A funding, SacRT's trips could double up to 44 million per year.
  - With increased transit service 175 million fewer vehicle miles traveled annually. Up to 7 billion fewer vehicle miles traveled over the life of the new measure.
  - With increased transit service up to 14 million fewer car trips annually. One bus takes 50 cars off the road, one light rail train takes 600 cars off the road.

- With increased transit service, reduce 4 million metric tons of Greenhouse Gases per year and up to 160 million metric tons over the life of the new measure.
  - Every \$1 dollar invested in public transit generates \$4 in economic returns.
  - 71% of public funding for public transit flow to support hundreds of thousands of jobs.
- There will always be traffic, but are we better off doing nothing about it? Measure A will help commuters who have a long and slow commute with multiple transportation options. Investment in transportation will save time and money, improve safety, and decrease congestion.
  - SACOG's director, Mr. Corliss and Dr. Ayala, the Director of the Air District ended their presentation to you with a slide that said, "Here's what we can do to push for clean air and progress against climate change: eliminate vehicle trips, convert trips to alternative modes of transportation that are more sustainable, promote growth in low VMT areas, reduce vehicle miles traveled across all sectors, accelerate adoption of zero emission vehicles - electric and fuel cell." The SacMoves/SMART framework and ordinance language is in agreement with our trusted leaders.
  - Our air will be a public health issue if we are not able to clean it up to at least Federal standards. We need to pass a measure that shows significant improvement and the best way to do that is to greatly improve our bike and pedestrian infrastructure so that people can safely choose to leave their cars at home.
  - Have you ever tried to bring a stroller onto transit? Or a rolling grocery cart? Please be aware of how the current transit system is not set up for women, mothers and the elderly.
  - Bikes, scooters, walking and car-share are growing in popularity as ways to get around our communities. We need to highlight these types of mobility versus relegating them to the bottom of the list. Invest in alternative transportation methods for the future of our region.

This background text could be useful in letters to stakeholders about WHY we are facing this now:

Growth implies exciting opportunities, new jobs, greater prosperity, and a brighter future. Growth also causes strain. As our region grows, the demands on our transportation infrastructure continue to rapidly increase. More goods must move from ports to rails, rails to trucks, and from trucks to shelves. More employees commute from their homes to their jobs. More children are driven to school, and more parents take trips to grocery stores. For a variety of reasons, funding for transportation has not kept up with these growing needs.



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