

Words That Work

Campaign Talking Points

Each of these suggested talking points can be localized for your state by including state data, examples and concerns.

- America's transportation system is suffering from an aging network of highways, bridges and transit and years of under-investment.
- At the same time, travel demands are only increasing—on our highways and our transit systems, and we are seeing a new emphasis being placed on energy savings and green solutions.
- To meet these challenges, officials at the state, local, and federal levels must increase their investments, and implement smart solutions to reduce congestion for travelers, unplug bottlenecks for freight, and improve safety.
- The federal government has a critical and fundamental role in resolving these challenges by adopting a well-funded, long-term surface transportation plan by September 30, 2009.
- AASHTO, in conjunction with state departments of transportation, have a balanced and thoughtful plan that addresses all aspects of the nation's transportation system.
- ***Are We There Yet? We Can Be!*** is a national campaign to raise awareness with the public and decision makers at every level of business and government about the critical needs of our transportation system.
- The campaign stresses three key points: State DOTs are accountable, their projects are community-driven, and their work is performance based—on-time, on-budget and using the most innovative technologies.
- Through a website, television web channel, reports on critical parts of our infrastructure, and events across the country, the campaign will be a “one-stop shop” for information, state examples of successful projects, innovative technology, and focused solutions that can be shared with the public, the media, business and community groups and lawmakers.
- Community and business leaders as well as elected officials can take action through the campaign to keep updated on legislative events, share information, and offer their own insights into the state of transportation today.
- State transportation departments across the country are participating in the campaign through their own websites, events and activities (localize with examples).