



We can be.

America, let's get moving with smart transportation solutions.

Dear Campaign Enthusiast!

State departments of transportation are being called upon to lead during some of the most turbulent times of our young century. Budget constraints and looming deficits in the Highway Trust Fund are juxtaposed against the sudden infusion of funds for economic stimulus, which call on us to produce work quickly to create jobs and projects that meet community needs.

Against this backdrop looms the September 30, 2009 deadline for the next surface transportation authorization. State DOTs and AASHTO must be ready with strong, supporting messages about their programs, examples of effective projects, and facts to back up their positions.

So, how can we get there?

AASHTO's Marketing Task Force has developed a campaign to raise awareness with the public and key government and business decision-makers about the critical needs of our transportation system. We began with the *Bridging the Gap* report and America's Transportation Awards—aimed at showing both the tremendous backlog of repair needs and the great projects states are already constructing. The *What the New President and Congress Should Know* project brought public opinion directly into the halls of Congress and the new Administration.

Our most recent product, the **Are We There Yet? We Can Be!** marketing campaign has been designed to offer you flexibility and a rallying cry to support your state and our national concerns. Professionally designed and based upon market research, it is anecdotal, populist, and familiar, and can address a full range of issues.

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.

Among our communications tools are the website, <http://AreWeThereYet.transportation.org>, the new television webchannel, www.TransportationTV.org, factual reports, events, and a full range of printable materials. The campaign is designed to be a “one-stop shop” for information and state examples of smart solutions that can be shared with the public, the media, business, and community groups and lawmakers.

As always, AASHTO stands ready to assist and advise states in this effort. Contact Sherry Conway Appel at 202-624-7827 or sappel@aaashto.org with your questions.

Join us in taking action through our campaign. America, let's get moving!

Sincerely,

A handwritten signature in black ink, appearing to read "Paula J. Hammond". The signature is fluid and cursive, with a large loop at the end.

Paula J. Hammond
Secretary of Transportation
State of Washington