

Annual Competition and Call for Communicating Concepts with John and Jane Q. Public: Transportation Funding and Related Policy Solutions

Communicating the Need for Transportation Investment

The U.S. transportation system is rapidly aging and faces many pressures, including a growing imbalance between system use and capacity, the erosion of traditional funding sources and increasing costs for the construction and maintenance of infrastructure. The general public pays the price for this under-investment every day by sitting in traffic and paying more for goods. There is a need for greater capacity across all modes, along with the need to address deferred maintenance. With this immense need for transportation rehabilitation, recovery, and capacity improvement, federal monies are spread too thin, and state and local transportation agencies and governing bodies are increasingly developing their own plans for raising additional transportation revenue. These solutions may require public support in the form of a referendum or behavioral change. How the solutions are communicated to the public becomes critical.

One of the most challenging aspects for transportation professionals is communicating complex concepts to a non-technical audience. To help stimulate creative thinking and share innovative approaches, the Planning and Environment Group of the Transportation Research Board (TRB) is seeking best practices in communicating these transportation finance and related policy solutions to the public. For these solutions and funding plans to advance, they need to be accessible and fully understood. This call is seeking innovative practices in communicating the need for transportation funding to stakeholders and the general public. The top entries, as judged by an independent panel of transportation and communication professionals, will be showcased in a poster session at the TRB 99th Annual Meeting in Washington, D.C. (January 12-16, 2020) and featured in a 2020 edition of *Transportation Research News*.

Who can submit an entry? Individuals, agencies, and companies working for agencies that communicate transportation finance and related policy solutions

What are the submission requirements? Visit the Communicating Concepts Call and Competition on the TRB Public Involvement Committee's website for details: <https://sites.google.com/site/trbcommitteeada60>

What topic areas will be covered? Examples of how transportation finance and related policy solutions are communicated to the general public (see a list of sample entries below)

When are entries due? July 26, 2019 (winners will be notified in early November)

For more information contact: Pam Lebeaux at pam.lebeaux@wsp.com or (609) 512-3568; or visit <https://sites.google.com/site/trbcommitteeada60>.



Transit (credit: fastlane.dot.gov)



Roadways (credit: fastlane.dot.gov)



Maritime (credit: fastlane.dot.gov)



(credit: Texas A&M Transportation Institute)

Sample Entries

- Communicating the need for transportation funding
- Funding or related policy public information campaigns
- Communication funding strategies/products
- Transportation tax campaigns
- Linking monies to transportation investment
- Ongoing communications regarding transportation funding



(credit: Texas A&M Transportation Institute)