



Please pass this information along to your members, employees, coworkers and friends.

WVBT Campaign Update Report – January 2010

Provided is an update report on the ongoing activities of West Virginians for Better Transportation. Please contact us if you have ideas or suggestions on how we can expand our efforts to improve the state's transportation infrastructure and enhance the funding situation.

Transportation Funding

Since the start of the WVBT campaign in mid-2006, WVBT has been involved in activities/efforts that have resulted in a total of \$200+ million being either maintained or added to West Virginia's Road Fund. Most recently, the Legislature enacted a modification to the state's wholesale gas tax that will stabilize and maintain millions of dollars for roads, bridges and highways. The state also is received \$200+ million in federal stimulus funds for transportation projects. A new round of federal "jobs funds" for transportation has been proposed by the President and is moving in Congress.

Partner Coalition Campaign

As of December 31, 2009, WVBT's coalition had about 280 partners – about one-half are organizations and one-half are companies. Click to see list:

<http://www.keepwvmoving.org/whoweare/coalition.aspx>

PR Campaign/Activities

WVBT's PR activities for 2009 were designed to leverage and focus the attention of elected leaders, the media and the public about the growing challenges and shortfalls facing our state's transportation system. Among the activities for 2009 were:

- Hosted a statewide transportation conference that included Congressman Nick Rahall, Governor Joe Manchin and the two Finance Committee Chairmen in the West Virginia Legislature. More than 170 people filled the conference center in Beckley.
- Participated in the press event for the release of the 2009 TRIP Report – which took place earlier in July. The event drew three TV stations, the Associated Press, the State Journal and several other media outlets. Media coverage of the TRIP Report and its findings has been extensive.
- Repeated the highly successful "Gas Tax Calculator Contest," which kicked off in mid July and ran until Labor Day weekend. The 2009 contest attracted participation by more than 2,500 West Virginians.
- Requested and received transportation written viewpoints from members of the state's congressional delegation: Alan Mollohan, Shelley Moore Capito and Nick Rahall....as well as a statement from Senator Robert Byrd.

- WVBT's 2009 Progress Report is included as an insert in the November/December edition of the CAWV's magazine. In addition, copies of the 2009 Progress Report will be mailed to WVBT's partners, supporters, legislators and others.

WVBT currently is developing a budget and plan of action for 2010. Additional details on this will be provided in the coming weeks.

Media Campaign

WVBT continues to work with the state's media to highlight transportation problems and issues. Since 2006 our efforts have generated considerable media attention and awareness. Examples of these are media stories of the TRIP report and the 2009 transportation conference. Please click here to see these stories and editorials:

<http://www.keepwvmoving.org/news/default.aspx>

E-Newsletter

On a regular basis, WVBT continues to provide coalition partners and other interested individuals with updates and information about the state's transportation crisis.

Campaign Web Site

The campaign's web site (www.keepwvmoving.org) continues to serve as a central source for information and news to a regular stream of visitors. WVBT is working at the present time to update this site and add updated content and new interactive features.

National, State Recognition

The West Virginians for Better Transportation (WVBT) campaign received additional professional acclaim in 2009. Earlier that year the campaign was awarded the "East Central District Diamond Award – Community Relations" by the Public Relations Society of America. The WVBT campaign was the winner in this category from among entrants in Ohio, Michigan, Indiana, Western Pennsylvania and West Virginia.

In March 2008 the Contractors Association of West Virginia accepted an award for "Best Infrastructure Awareness Campaign" for the WVBT campaign. The award was presented by the Associated General Contractors of America's (AGC).

Also in 2008 The Manahan Group and Malone Consulting received the top PR campaign award in West Virginia for the West Virginians for Better Transportation Campaign. The award was presented by the West Virginia chapter of the Public Relations Society of America.

Help Support WVBT's Ongoing Efforts In 2010

Now more than ever WVBT needs financial support from coalition partners and companies. **If your organization or company would like to help sustain the coalition's ongoing campaign or would like to get more information about West Virginians for Better Transportation, please send an email to info@keepwvmoving.org.** Someone would be happy to contact you.

For more information about West Virginians for Better Transportation, please go to www.keepwvmoving.org.

To opt out of this email system, please send your request to info@keepwvmoving.org.