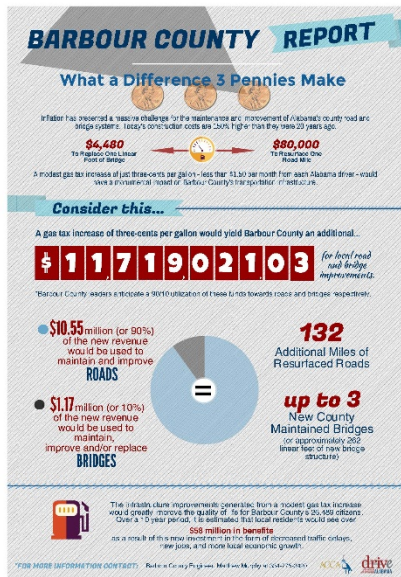


FIVE THINGS YOUR COUNTY CAN DO TO PROMOTE THE EFFORTS:

1. Promote the DRIVE Alabama survey at your next commission meeting. Send press release to local media.
See pages 6 and 7 of the ATRIP-2 Toolkit.
2. Utilize your county’s “ATRIP2 Marker” and 10-year plans on the World Wide Web.
 - Make your county “ATRIP Marker” your county and/or personal Facebook profile photo.
 - Place your “ATRIP2 Marker” and/or 10-year plan on your county website with a few sentences about what ATRIP2 could mean for your county.

[Click here to access your county photo and sample website text](#)



3. Share ATRIP-2 webinar with your local mayors.
This video will be distributed to county commissioners, administrators and engineers on Monday; along with contact information for city leaders across the state.

FIVE THINGS, CONTINUED:

4. Like @FixMyRoadsAlabama on Facebook, and post pictures of the bad roads in your county to the page.
5. Share the AAI video overview on your Facebook page.
[Click here for the Facebook link](#)

 Alliance for Alabama's Infrastructure added a new video: Invest in Alabama's Infrastructure. February 14 · 🌐



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Joey Peavy ▸ Fix My Roads Alabama
Yesterday at 8:00 AM · 🌐



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Other Engagement Methods:

There are a number of other things you and your colleagues can do to promote the ATRIP-2 program in your community. Below are six recommendations that will keep you actively engaged and informed about Alabama's quest for new infrastructure revenue.

1. Make direct contact with House members about the importance of supporting the ATRIP-2 program.
2. Utilize the various social media platforms committed to promoting new infrastructure investments in Alabama:
 - a. **Alliance for Alabama's Infrastructure** – on Facebook and Twitter
 - b. **DRIVE Alabama** – on Facebook and Twitter
 - c. **Fix My Roads Alabama** – on Facebook
3. Issue a public statement of support for the ATRIP-2 program.
4. Identify one person – likely a commissioner or the county engineer – to serve as the spokesperson on this issue to ensure consistency of messaging.
5. Encourage all county employees to complete a survey of the “Top-3” most important infrastructure projects in your county.
 - a. www.drivealabama.org/about/survey
 - b. County commissions will be promoting this survey statewide during the two-week Spring Recess.
6. Sign up to receive the Alliance for Alabama's Infrastructure News and Media Highlights.
 - a. Contact Drew Harrell (dharrell@bcatoday.org)