

Strategies to Help Communicate the Critical Importance of Roads & Bridges

When residents of your county make contacts to you about requests for road work, please encourage them to use the DRIVE Alabama web site to add their request to the statewide survey. This is not intended to replace your system to address the needs of your citizens, of course. But obtaining additional survey responses will provide us additional information to use with your legislators. And, there's an added bonus: a natural opportunity to convey that this is a statewide issue not confined to your particular county.

You can say something like,

"This situation is typical of the problems that Alabamians are facing statewide because of the deteriorating condition of roads & bridges. There is a group called DRIVE Alabama working for a long-range plan to address these problems all over the state, and they are asking for citizen input. I would encourage you to also consider adding this project to DRIVE's list of important projects by going to their web site at www.drivealabama.org".

The same message could also be shared as part of written communications to citizens.

An email – including the web link -- might say

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