



66 Alliance | | gscott@66alliance.org | <http://66alliance.org>

66 Alliance Members --

Wow! What a great response from everyone about continuing the fight. Your collective responses have gotten my energy flowing. I'm going to work on the following fronts over the next month or so:

- **Expanding the Alliance's Membership** -- I have investigated various ways for us to recruit new members and spread our message -- billboards along 66 (there really aren't any to buy even if we could afford one); placards for car tops or trunk lids (like taxis and pizza guys/gals -- too expensive -- about \$200 -- \$400 each); purchasing a list of hybrid owners in the counties surrounding 66 from a "data miner" (likely cost -- about \$15,000); and, printing up some car door magnets and bumper stickers with the basic Alliance message (magnets are \$15 each and bumper stickers are \$3 each). The idea would be that interested Alliance members would put one of the magnets on each of the front doors of your car and a bumper sticker on your front and/or rear bumper. In effect, our cars would be turned into mobile recruitment advertising for the Alliance. Below are the designs I quickly put together using tools available on VistaPrint. I know that I have the artistic talent of a dirty soap dish. If anyone has suggestions to improve the wording, background or style, feel free to step up and make suggestions -- they would be welcome! One enterprising Alliance member -- Kevin Phillips -- printed up 66 Alliance business cards with our basic message and our website address that he handed out to every CFV driver he came across during his travels. I'm going to get Kevin to reprint some of those and supply them to any Alliance member that might want to do the same.

- **Build a Broader Coalition** -- I have reached out to several car manufacturers that are active in the gasoline/electric and all-electric vehicle space to solicit their political and financial support. Ditto for the Virginia car dealers and both federal and state environmental groups (American Lung Association, Sierra Club, League of Conservation Voters, etc.) for political support. If an Alliance member works for or has good contacts with environmental or public health or public interest groups, please contact me with that information so that I can expand my coalition-building efforts. Ultimately, we will need to defeat the "tolling lobby" in Richmond, so the more allies we have the better chance we will have.
- **Open a New Front in Congress** -- Last year, I visited with the staff of nearly every Northern Virginia Member of Congress and Senator. In general, the staff was supportive of the Alliance's goals. I will be reopening those lines of communications with Virginia congressional offices in the coming weeks to see how they can help: a joint letter to Governor McAuliffe, a federal appropriations "rider" extending the CFV program past 1/1/17, or some other form of political pressure from Congress to override VDOT's opposition to the CFV program.
- **Rev Up Media Interest** -- The Alliance received really good press coverage for much of last year -- before the Governor's press office sucked all of the bandwidth out of the tolling debate. I want the media to know that the Alliance is alive and well and back for another round in 2016 and 2017. Stay tuned for an Alliance press release to that effect in the next couple of weeks and hopefully some good press coverage.
- **Organize Our Local and State Elected Officials Again** -- We had great success last year in gaining resolutions of support from several Boards of Supervisors from Northern Virginia counties (Fairfax, Fauquier, Loudoun and Prince William). I'll approach our 2015 champions on these boards to promote a new resolution of support. In addition, I have started outreach to members of the Virginia General Assembly who were helpful earlier this year to gauge their interest in another effort and to receive guidance from them on how to proceed. More on that as things move forward.
- **Financial Support** -- Wow, again! Thanks to the following Alliance members for opening your wallets to support the rejuvenated 66 Alliance: Bradley Simmons, Daniel Mannion, Valerie Brown, Tim Lewis, Nathan Houser, Beth Sheehy, Brian Smith, Darryn Briggs, William Comstock, and Perry Cherpes. And a great big thanks to James Mitchell, who has set up a monthly contribution schedule that never stopped!

- **Give if You Can** -- For other Alliance members who like what they are reading in this newsletter, please consider making a contribution to the Alliance today -- the ads and other expenses of keeping the Alliance going and growing our membership all cost money! Please go to www.66alliance.org/support-66-alliance/ today to make a contribution via PayPal.

Finally -- please e-mail me if you are willing to have your car become a mobile Alliance billboard in the coming weeks and months. Once we settle on a design and the wording, I'll have the magnets (door magnets are 11.5 inches by 17.6 inches) and stickers (11 inches by 3 inches) made and will order as many as folks say they will use. We can figure out a central place to meet to distribute them or I can simply mail them out.

Many thanks to all and have a great week! Greg

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