



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

66 Alliance Members --

Several items to report on this week:

- **Ideas for Gaining Earned Media and Attention** -- I was having a telephone conversation with an Alliance member a couple of weeks ago and we discussed ways to attract public and media attention -- "earned media" in the parlance of communications types -- as opposed to paid media such as advertising. The traditional media's attention has been locked recently on Metro's problems and upgrades. While our 66 Alliance car door magnets and bumper stickers are gaining us some attention (we are averaging about 10 new Alliance members each week, which is great -- the word is getting out!), nothing reaches more interested people than newspaper or online articles. And to have a story written about the 66 Alliance, we have to do something newsworthy. Some ideas:
 - **Legislator letters** -- when the joint letters to Governor McAuliffe are sent, perhaps as soon as later this month, we could do a release and perhaps gain some media attention;
 - **Joint Alliance member letter** -- craft short joint letter to McAuliffe signed by individual Alliance members (like a petition, and maybe even done through change.org) seeking an extension of the CFV program past 1/1/17;
 - **Mild civil disobedience** -- I may be dating myself, but I recall vividly when the farmers drove their tractors to Capitol Hill and blockaded Independence Avenue in the 1970s to protest farm policies; I don't want to suggest anything that would get anyone arrested or even ticketed, but perhaps a coordinated rolling

traffic jam (perhaps "Rolling Silence" -- due to the quiet of our vehicles in EV mode -- rather than "Rolling Thunder" of Memorial Day fame?) on 66 on a Saturday or Sunday (to avoid multiple instances of road rage against our members) that we alert the media to in advance; gather 50 or 100 CFVs in a parking lot in Centreville and drive at 25 miles per hour to the Beltway across 3 or 4 lanes?;

- Alliance Sign "Commandos" -- I still have dozens of Alliance yard signs, which we used at VDOT meetings last year, in my garage; perhaps a group of Alliance members could "independently" decide to place a bunch of these signs on the entrance ramps of 66 from Haymarket to Sycamore Street early one Monday morning to garner commuter and media attention and new members; or,
- Other ideas? -- I'm an attorney by trade -- not generally known as the most creative of professions; what other ideas do Alliance members have?; please send me your ideas by return e-mail and I'll share them in the next newsletter and see what we come up with.
- Meeting with House of Delegate Staffers -- I had a great meeting last week with 8 staff members of members of the House of Delegates that was organized by Delegates Simon (D-Fairfax/Falls Church) and Murphy (D-Fairfax/Loudoun). Also attending were staffers from Delegates Hugo (R-Fairfax/Prince William), Albo (R-Fairfax), Anderson (R-Prince William), Filler-Corn (D-Fairfax), Greason (R-Loudoun) and Webert (R-Fauquier). We had a very positive discussion for about an hour and all seemed supportive of the Alliance's goals. I'm trying to organize this group to send the joint House of Delegates letter to Governor McAuliffe. Keep an eye out for requests to send e-mails to these offices in the near future if they need a show of support from constituents.
- Meeting with VDOT -- Senator Favola (D-Arlington) asked that the Alliance meeting with Nick Donohue, the VDOT Assistant Secretary, to see if there isn't some common ground that can be found between the 66 Alliance's goals and VDOT's. While I am skeptical that such a compromise can be struck based on my past interactions with VDOT, I have requested a meeting with Nick and will let Alliance members know when/if such a meeting is scheduled.
- Thanks to Cheryl Kerr, Jerome Kalke, Sue Zoldak, Christine Bailey,

and William Comstock for making financial contributions to the Alliance over the past week. Your contributions keep the Alliance's "back office" humming along and help pay my out of pocket expenses as I head to these Alliance meetings. If you want to support the Alliance financially, please do to our website and click on the "Support the Alliance" button.

Thanks to all for your efforts and support! We are making progress. Have a great week! Greg

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