

NC CHAMBER

DESTINATION

2030

Stakeholder Email

The sample email below can be used to send to your members, employees, or other stakeholders to share more information about the coalition and have them join our efforts.

Dear [Name],

I wanted to make sure you heard about the NC Chamber's new effort to support sustainable transportation funding solutions for North Carolina: Destination 2030: The Road to a Stronger Transportation Future.

With this initiative, the NC Chamber is leading a coalition to secure a modernized, diversified transportation revenue formula for our state, and we are excited to have our organization on board. Businesses from every industry rely on a well-funded transportation network in order to succeed, and we want to be sure your business is represented in this important movement.

Over the coming months, the Chamber will be leading members of the Destination 2030 Coalition in a series of virtual discussions aimed at identifying the transportation solutions we will support as a business community in 2021 and beyond. Right now, many options are on the table. Broad-based engagement will be key to achieving a set of solutions that will work for North Carolina and the leadership of companies like yours is critical. Will you join us?

[Click here](#) to learn more and join the Destination 2030 Coalition today.

Sincerely,

[Name]

Social Media

The draft social posts below can be shared as written or used as a framework to write your own posts on Twitter, LinkedIn, Facebook, etc.

Sample Post 1:

NC is facing a transportation funding crisis that is creating uncertainty for many businesses. The NC Chamber's Destination 2030 Coalition is developing forward-thinking solutions to modernize transportation funding in NC. JOIN today: bit.ly/3g6QqXi #Destination2030

Sample Post 2:

Today we joined the NC Chamber's Destination 2030 Coalition to help modernize NC's outdated transportation funding formula. Add your voice today and help us spread the word that we need a transportation network that works for NC: bit.ly/3g6QqXi #Destination2030

Sample Blog Post/Article/Newsletter Piece

Below is a sample blog post which your organization can use as a framework for creating your own content.

Did you know that North Carolina would need to carve out another \$1.5 billion to \$3 billion in annual transportation funding if we hope to see the American Society of Civil Engineers raise our infrastructure rating from a mediocre C to a B or an A? Did you know our failure to modernize our transportation revenue formula costs the average motorist more than a thousand dollars each year from driving on congested, inadequately maintained roads?

These are just some of the findings from a new transportation report, *Modernizing North Carolina's Infrastructure Through Sustainable and Diversified Revenue Streams*, sponsored by the NC Chamber Foundation and conducted by NC State's Institute for Transportation Research and Education (ITRE). Among other solution-oriented findings, the report identifies four of the most viable funding options we could use to secure a more sustainable transportation revenue stream for our state.

As we head toward 2021, the NC Chamber will be leading its new coalition, [Destination 2030: The Road to a Stronger Transportation Future](#), in a series of discussions aimed at turning viable options into real solutions to secure our state's transportation future. With Destination 2030, we're building a broad alliance of businesses and business-minded organizations to sustain a dialogue around one important question: How do we create a modernized, diversified transportation revenue formula for North Carolina that's designed to grow and maintain our network at the pace of our fast-growing state?

The Destination 2030 Coalition is both a forum for job creators and our partners to share ideas about the future of transportation funding in our state and a vehicle to help move those ideas forward. Right now, many options are on the table, but one fact is abundantly clear: In a COVID-19 world, a well-funded transportation network will mean recovery, resiliency, and security for North Carolina's economy and the people whose jobs depend on it. We will need the support of companies like yours if we hope to identify the right solutions for North Carolina. **If you have not already, we encourage you to join the Destination 2030 Coalition today by clicking [here](#) and adding your company's voice to this growing movement.**

To learn more about the NC Chamber and NC Chamber Foundation's focus on transportation issues, check out this [article](#) from the *North State Journal*.