**November 6, 2018 Ballot Measure**

**October CTR Communication Toolkit**

**This month’s toolkit focuses on Intercity Transit Proposition 1. Pick and choose from the following to help educate your coworkers about the ballot measure.**

**Draft EmaiL/ARTICLE:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: Intercity Transit Proposition 1

There is so much attention being given to the November mid-term elections on a national level, that it’s easy to lose sight of local measures that will impact our community. Intercity Transit Proposition 1 is one of those measures. Proposition 1 seeks voter approval on the Nov. 6, 2018 ballot to increase sales and use tax by four-tenths of 1 percent (0.4%), or 4 cents on a $10 taxable purchase, to maintain, improve and expand public transportation services.

**If approved**, Intercity Transit (IT) will expand bus routes into new areas, increase the frequency and operating hours of local and commuter bus services, improve passenger facilities, make technology improvements and expand specialized transportation services for seniors and those living with disabilities.

**If rejected**, IT will need to cut service by 15 percent in 2019. Specific service reduction options haven't been selected but, to give an idea of scale, the hours would be equivalent to eliminating Saturday and Sunday service.

Ultimately, it is up to voters in the service area, which includes Lacey, Olympia, Tumwater, Yelm, and their surrounding urban growth areas, to decide.

IT will provide the level of service the community is willing to support.

For more information about Intercity Transit Proposition 1, visit [intercitytransit.com/ITprop1](https://www.intercitytransit.com/ITprop1).

To receive the latest Intercity Transit news, route and schedule changes, sign up for text or email alerts at [intercitytransit.com/subscribe](http://www.intercitytransit.com/subscribe).

**DRAFT FACEBOOK POSTS/TWEETS:**

1. Intercity Transit Proposition 1 seeks voter approval to increase sales and use tax by four-tenths of 1 percent (0.4%), or four cents on a $10 taxable purchase, to maintain, improve and expand public transportation services. For more information about Proposition 1, visit [intercitytransit.com/ITprop1](https://www.intercitytransit.com/ITprop1).
2. If Proposition 1 is approved, Intercity Transit will maintain, improve and expand public transportation services. Community-identified enhancements include increasing the frequency and hours of bus service and expanding routes into new areas. For more information about these other proposed improvements and visit [intercitytransit.com/ITprop1](https://www.intercitytransit.com/ITprop1).