**TransNet Smart Growth Incentive and Active Transportation Grant Recipient Communications Guidelines**

Please use the information provided in this document when planning communications efforts for your *TransNet* Smart Growth Incentive Program and *TransNet* Active Transportation Grant Program. If you have any questions, please contact Tracy Ferchaw at tracy.ferchaw@sandag.org or (619) 699-1977 and copy Andrea Hammann at andrea.hammann@sandag.org or (619) 595-7077.

**As part of your agreement you must:**

- Use the SANDAG and *TransNet* logos in your media and communications materials, which require approval from SANDAG. Please allow up to five business days for SANDAG staff to review prior to printing and distributing materials.

  Digital files and logo use guidelines are available; color logos should be used on color materials and one-color logos on black and white materials. Please check with SANDAG staff before using the logos in alternate colors. The SANDAG logo should always be listed first, with *TransNet* immediately to the right.

  **Color:**

  ![SANDAG and TransNet logos](image)

  **Black and white:**

  ![SANDAG and TransNet logos](image)

- Provide copies of your final promotional materials as they become available.
- Provide updates via email, phone, and in your quarterly reports. Share your accomplishments with us and let us know in advance of any upcoming events involving the public, media, or elected officials; we want to celebrate your success too!
- Submit digital photos taken before and after the project is completed, as well as for project milestones (ground breakings or ribbon cuttings), and throughout the project’s progress. The preferred size is 4” x 6” with a minimum of 300 pixels.
- Produce and install *TransNet* or TDA project funding signs for capital projects that receive $250,000 or more in associated grant funding). Refer to the *TransNet* Signage Guide and TDA Signage Guide for recommended sign design and placement.

**The following suggestions will enhance your communications efforts:**

- Tag SANDAG in your social media posts so we can share your project updates. SANDAG is on Facebook (@SANDAGregion), Twitter (@SANDAG), and Instagram (@SANDAGregion). We encourage use of relevant hashtags in your posts, including: #TransNetSD, #ActiveTransportation, and #SmartGrowth.
- Consider using the following language when discussing your program:
  - *<Program name>* is supported by SANDAG as part of the *TransNet* Smart Growth Incentive Program.
  - *<Program name>* is supported by SANDAG as part of the *TransNet* Active Transportation Grant Program.