

Specialized Transportation Grant Programs Communications Guidelines

Please use the information provided in this document when planning communications efforts for your Specialized Transportation Grant Program-funded project. If you have any questions, please contact Zachary Rivera at Zachary.Rivera@sandag.org or (619) 699-4892.

As part of your agreement you must:

- Use the SANDAG and *TransNet* logos in your media and communications material, as applicable. The SANDAG logo should always be listed first, with *TransNet* immediately to the right. (Work with your SANDAG staff contact to determine which logos are appropriate for your program.)

Color:



Black and white:



- Provide your SANDAG staff contact with copies of your promotional materials for review prior to printing and distributing materials.
- Submit at least one high-quality project photo each quarter. Submit digital photos taken throughout program events or project tasks and throughout the length of the project. (4" X 6" with a minimum of 300 pixels is preferred)
- Provide updates as appropriate to your SANDAG staff contact via email, phone, or in your progress reports. For example, did your service area change? Share your accomplishments with us; we want to celebrate your success too!

The following suggestions will enhance your communications efforts:

- Tag SANDAG in your social media posts. We can share them. SANDAG is on Facebook (@SANDAGregion), Twitter (@SANDAG), and Instagram (@SANDAGregion). We also encourage the use of relevant hashtags in your posts, including #TransNetSD and #SANDAG
- Send your SANDAG staff contact details on your events or events in which you will participate. We may be able to share the information or provide you with additional resources.
- If you get a media enquiry, notify your SANDAG staff contact. SANDAG may send a spokesperson to assist with a media interview and provide program background information.
- Consider using the following language when discussing your program:
 - <Program name> is supported by SANDAG as part of the *TransNet* Senior Mini-Grant Program. This project supports strategies of the Coordinated Plan, the regional strategy to provide transportation to recognized transportation-disadvantaged groups, including seniors, individuals with disabilities, and persons with limited means.
 - <Program name> is supported by SANDAG as part of the Section 5310 Program established by the Federal Transit Administration. This project supports strategies of the Coordinated Plan, the regional strategy to provide transportation to recognized transportation-disadvantaged groups, including seniors, individuals with disabilities, and persons with limited means.
- Provide details of your program to Full Access and Coordinated Transportation (FACT), the Consolidated Transportation Services Agency, to ensure that FACT has up-to-date program information, including service area, and can accurately provide information and referrals to senior/disabled riders.