**TTI 2023 Urban Mobility Report**

**News Media Promotion Plan**

**Release date**

June 11, 2024

**Background**

The Texas A&M Transportation Institute produces America’s definitive research study on traffic congestion – a growing problem that costs the U.S. more than $200 billion each year in lost productivity and wasted fuel, more than $1,200 for every American commuter, every year. To ensure that the research findings are clearly understood and widely publicized, TTI Communications will develop the study’s narrative and press release, disseminate the study to more than 700 national media contacts, facilitate media interviews with study authors, and document the reach and value of the resulting news coverage.

**Goal**

Generate widespread national media coverage for the 2023 Urban Mobility Report.

**Audiences**

Local, state, and national media

Texas A&M System officials (Steve Moore, Laylan Copelin)

TTI urban office managers and research group leaders

Operating agencies, research agencies, advocacy groups

Elected and appointed government officials (through government affairs staff, Norman Garza and Melissa Tooley)

**Messages / key takeaways**

1. With some exceptions, traffic congestion levels have generally returned to pre-pandemic levels. This is particularly true for the “delay per commuter” statistic, which in 2022 was 54 hours – the same as it was in 2019.
2. Roadway congestion remains a persistent problem in cities throughout America, especially those experiencing consistent growth and healthy economies.
3. Several factors suggest that roadway congestion will continue to worsen in most urban areas:
   1. Truck-related congestion is up everywhere, indicating a sustained growth in e-commerce and consumer preferences for home delivery of a wide range of goods. The nation is still adjusting to supply chain problems that created shortages and higher prices that were exacerbated by the pandemic.
   2. Automobile sales have increased significantly in the wake of the pandemic, despite steadily increasing costs of purchase and ownership, resulting in an increase in overall miles traveled.
   3. The “evening rush hour” is returning to our daily experience, unlike the pandemic years, when congestion was spread more evenly throughout the day. The morning peak traffic time is still shorter and smaller in general that what we knew before COVID, and we still have a little more congestion in the middle of the day than we did pre-pandemic.

**Strategies**

1. Determine key message points.
2. Update FAQ and Glossary.
3. Develop and distribute media advisory to full media contact list – June 4
4. Offer early (embargoed) report access to priority media contacts – June 6
5. Develop and distribute media release to full media contact list – June 11
6. Produce special episode of Thinking Transportation podcast – June 11
7. Leverage social media channels to amplify coverage – various dates in proposal

**Priority media contacts for embargo agreements**

Dug Begley, Houston Chronicle

Nathan Bernier, KUT Austin

Pete Bigelow, Automotive News

Michael Board, WOAI San Antonio

Philip Bodinet, Fox News Channel

Annette Ewer, Texas Public Radio

Carole Feldman, Associated Press

Amber Gaudet, Dallas Morning News

Barry Gordemer, NPR-Morning Edition

Alix Martichoux, nextstardigital.com

Kevin Miller, Bloomberg

Asher Price, Axios Austin

David Shepardson, Reuters

Andrew Small, Bloomberg

Gregory Wallace, CNN

Ray Smith, The Wall Street Journal

Bryan Weakland, MSNBC

Elizabeth Weise, USA Today

**Measurement of effectiveness and reach**

Meltwater media monitoring service