

Local Infrastructure Hub

Messaging the Bipartisan Infrastructure Law

[The Local Infrastructure Hub](#) is here to support you in celebrating the anniversary of the passage of the Bipartisan Infrastructure Law, legislation that is helping municipalities raise their infrastructure ambitions, apply and plan for vital improvements, and better their communities and the quality of life for Americans nationwide.

In an effort to help your residents understand the work your locality is doing to reimagine infrastructure thanks to the historic levels of funding made possible through the Bipartisan Infrastructure Law and other federal legislation, this toolkit includes guidance, sample messaging, and readymade resources for mayors and city staff to bring constituents along your journey of improving critical infrastructure for communities.

When referring to this campaign, please use the following language:

- The Local Infrastructure Hub
- The Bipartisan Infrastructure Law
- #LocalInfrastructureHub

Please use the following website at the end of your post:

- localinfrastructure.org

Use this readymade graphic in your posts:

- See a link to an animated graphic [here](#).



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Communications Strategy: Celebrating the Bipartisan Infrastructure Law and Infrastructure Improvements in Your City

Before Your Locality Is Awarded Funding:

As shared in the examples below, your locality should share with residents what your city is doing now to reimagine, apply, and plan for infrastructure improvements through federal funding opportunities. Using the sample messages below as a starting point, the following strategies are recommended:

- Share your vision, efforts, and plans with your constituents and local media reporters, including through social media posts, city newsletters, and earned media interviews or outreach.
- Post information about the project you are seeking to fund and why on your city's website and through social media, city newsletters, and more.
- Tap other local officials and local "influencers" — trusted community members who can serve as third-party validators and may benefit from these plans — to talk about the importance of the proposal with local media, on social media, and through city newsletters.
- Weave in your infrastructure vision and plans into speaking engagements and events.

When Your Locality Is Awarded Funding:

Securing funding for your residents is an impressive accomplishment deserving of celebration. You can find resources to celebrate your success below. If you have participated in the Local Infrastructure Hub programming and utilized our resources to submit your winning application, please reach out to us for support in lifting up your funding award. As capacity allows, we'd like to collaborate on your award announcement.

- When your city or town wins Bipartisan Infrastructure Law funding, issue a press release to local outlets celebrating the historic investments in your community and promoting the benefits of the project. Promote your funding award in your district newsletter and via social media.
- Host a high profile press event when construction begins on your Bipartisan Infrastructure Law project, promoting the benefits the project will have in your community once completed.
- Identify third-party validators in your community — unions and workforce development providers, chambers of commerce and economic development corporations, climate change and clean energy advocacy groups, and members of congress — to also promote and highlight the benefits of your Bipartisan Infrastructure Law project.
- Produce a video at the site of your project that demonstrates the transformation that the award will bring to your community.

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Key Themes and Messaging

The Local Infrastructure Hub

Content for X

- The Local Infrastructure Hub brings together experts to even the playing field and ensure that cities and towns — regardless of size or resources — can get federal infrastructure funds to improve communities, and deliver results for residents.
- When we decided to seek funding through the #BipartisanInfrastructureLaw, we envisioned not only a service for our residents, but a local economic development tool. We look forward to moving our residents forward by leveraging these funds.

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- Working in more than 1,200 municipalities nationwide, the Local Infrastructure Hub is helping [LOCALITY NAME] strengthen our capacity to access federal infrastructure funding, design competitive grant applications, and deliver vital infrastructure improvements for our communities.
- Through the Local Infrastructure Hub, [LOCALITY NAME] has been able to connect with other cities, receive hands-on support from experts, and integrate the data and cross-sector collaboration strategies necessary to design compelling grant applications so [LOCALITY NAME] can [YOUR LOCALITY'S INFRASTRUCTURE AMBITION, VISION, AND PLANS].
- Our city found the Local Infrastructure Hub in [Month] and since then, we've participated in [X] bootcamps to help us apply for [Y] grant to solve [Z] issues. This grant would help [X number] of residents in our community.
- The Local Infrastructure Hub brings together leading experts in policy and innovation to level the playing field and ensure that cities and towns — regardless of size or resources — can access federal infrastructure funding to drive local recoveries, improve communities, and deliver results for residents.
- To be honest, our town was overwhelmed thinking about where to start in terms of getting federal funding to improve our community's infrastructure. With the help of the Local Infrastructure Hub, I feel confident that our team can tackle the grant application process and tap the federal funding we need to improve our community's infrastructure.

Improving Transportation

Content for X

- The #BipartisanInfrastructureLaw is allowing our city to invest historic funding toward projects that reduce the number of deaths and injuries on our roadways.
- Through the #BipartisanInfrastructureLaw, [LOCALITY NAME] is reconnecting communities cut off from good jobs by building safer pedestrian and bike-friendly roadways.
- Whether it's a highway that redirected traffic from local small businesses or a new bus line that didn't reach certain neighborhoods, we are working to reconnect communities through the #BipartisanInfrastructureLaw.
- Our work with the Local Infrastructure Hub has enabled and empowered us to seek federal funding to help neighborhoods that have been cut off from opportunity and burdened by past transportation infrastructure decisions.

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- Thanks to federal funding provided by the U.S. Department of Transportation, our community is taking action to reimagine our infrastructure, invest in safety, and build better and safer streets — all while making sure at least 40% of the benefits of these critical investments flow to the neighborhoods that have been left behind for far too long.
- One of the most important programs in the Bipartisan Infrastructure Law is the Reconnecting Communities program through which our community is beginning to reconnect those neighborhoods that have been cut off from opportunity and burdened by past transportation infrastructure decisions.
- Whether it's a highway that redirected traffic from local small businesses or a new bus line that didn't reach certain neighborhoods, we know that our transportation system doesn't treat everyone the same. That's why we're working to reconnect all communities to economic opportunity.
- Through the Bipartisan Infrastructure Law, [LOCALITY NAME] is reconnecting communities cut off from good jobs by building safer pedestrian and bike-friendly roadways.
- "Grants like the [X grant] provide [\$Y] to support projects like the [Y] project we want to mobilize in [city/town/community]. If awarded, this project would support the creation of [Z] jobs that would bolster the workforce in our community and help revitalize our economy."
- "Historically, our [city/town/community] has not been able to tap into federal funding because of [X]. Because our team accessed the resources in the Local Infrastructure Hub, we were able to leverage technical assistance to develop a robust federal grant application. This grant would increase our workforce by [X%] and provide opportunities in [Y] industries."

Advancing Climate Resilience

Content for X

- Thanks to the Bipartisan Infrastructure Law and the Inflation Reduction Act, a historic level of federal funding is available for our community to invest in the future and become more resilient to the effects of extreme weather events.
- We're thankful for the #BipartisanInfrastructureLaw for allowing us to make historic investments to equitably expand electric vehicle charging infrastructure in our community.
- Keeping our community safe during times of extreme weather is a key priority in [city/town/community]. The work of @ENERGY to provide tax credits and federal funding will make it possible to better safeguard our community.

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- We're thankful to the Bipartisan Infrastructure Law for allowing us to make historic investments to expand electric vehicle (EV) charging infrastructure in our community, and we share the U.S. Department of Energy's goal to make EVs more accessible and equitable by expanding charging and fueling within communities and on major roads.
- Not only are we working to bring federal infrastructure dollars to our community, but we're also leveraging tax credits from the U.S. Department of Energy to improve the environment and address climate change. Thanks to the Bipartisan Infrastructure Law and the Inflation Reduction Act, a historic level of federal funding is available for our community to invest in the future and become more resilient to the effects of extreme weather events.

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- As mayor of [X], I'd like to personally thank the U.S. Department of Transportation for the [\$Y] we received via the [Z] grant. Our community looks forward to using this funding for [A] project that will improve the lives of our residents and build a stronger infrastructure for our community's future.
- I am confident that because of our work with the Local Infrastructure Hub, our application to obtain funding from [X] grant to help address our [Y transportation issue] will be viewed positively by the U.S. Department of Transportation. This great learning experience on navigating federal funding is invaluable to our community.

Workforce Development

Content for X

- The #BipartisanInfrastructureLaw includes provisions that promote diversity and equity in the infrastructure workforce allowing all people to get to work and make our communities safer.
- [LOCALITY NAME] is proud of the work we've done to put our local workforce talent first through the plans we've developed for #BipartisanInfrastructureLaw funding. We plan on training talent at all levels to earn good wages for years to come.
- By providing wraparound support like childcare and transportation vouchers, we're proud of our plans to expand access to good local jobs in infrastructure for years to come through the #BipartisanInfrastructureLaw.

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- The Bipartisan Infrastructure Law provides several critical opportunities for workforce development, advancing job opportunities for people at all skill levels.
- Because of the historic levels of funding available through the Bipartisan Infrastructure Law, our city is able to advance improved job quality, stimulate economic growth, and revitalize communities.
- By including support services like childcare, transportation stipends, and apprenticeships in our #BipartisanInfrastructureLaw project proposals, [LOCALITY NAME] is making sure that everyone can get back to work.
- The Bipartisan Infrastructure Law has allowed [LOCALITY NAME] to strengthen partnerships with workforce leaders, education and training partners, unions, the business community, and advocates for good jobs. We are proud to have developed a plan to grow the number of good jobs for our residents for years to come.

If you are interested in receiving direct support for your city's external communications efforts, please reach out to Kaydrienne Young at kaydrienne@results4america.org.