

MARKETING COMMUNICATIONS WORKSHOP





Overall Goal:

By educating Americans about the benefits of public transportation and generating enthusiasm about its value to individuals and communities, APTA and its members will spur action for increased support and funding for public transportation at the local and national levels.





Target Audiences:

- Elected Officials
- Influentials/Stakeholders
- General Public





Strategies:

- Build a stronger emotional connection with public transit through personal stories and testimonials.
- Use social media tools to educate and activate stakeholders and younger adults.
- Create more opportunities and generate ideas and easy-to-use tools to mobilize and energize members.
- Develop stronger relationships with partners and coalitions.





➤ Social Media (Facebook)



➤ Telling Our Story page at www.apta.com



DistrictDays
DistrictDays
TELLING YOUR STORY TO CONGRESS
January 6-8, 2010

Fort Worth Transportation Authority

Rep. Kay Granger (R-TX) came to Fort Worth —despite an early morning ice storm and cold temperatures—to help the Fort Worth Transportation Authority dedicate 12 new downtown transit shelters.

A \$600,000 Federal Transit Administration grant was secured by Granger for the shelters.





DistrictDays
DistrictDays
TELLING YOUR STORY TO CONGRESS
January 6-8, 2010

Corpus Christi Regional Transportation Authority

CCRTA broke ground for the first new bus shelter in what will eventually be a system-wide improvement and enhancement program funded with \$2.9 million in American Recovery and Reinvestment Act (ARRA) funds. A constituent representative for Rep. Solomon Ortiz (D-TX) attended the event.

The construction program will improve bus stop accessibility at more than 360 locations with the installation of landing pads, curb cuts, shelter pads, sidewalk improvements, and curb and gutter repairs.





Telling Our Story Days

Legislative Conference, March 10, 2010

Earth Day - 40th Anniversary, April 22, 2010

Older Americans Outreach, May, 2010 (Older Americans Month)

5th Annual Dump the Pump Day, June 17, 2010



Call to Action

To help advance public transportation we need you and your support.

Tell your story – you and your organization are making a difference in the community and more investment is needed!