

Rethinking Public Transit: Customizing APTA’s 2024 Advocacy Campaign for your State/Metro Area




APTA’s 2024 advocacy campaign “Rethinking Public Transit” encourages elected officials to think differently about the economic impact of public transit—from the jobs it creates to the economies it supports. The campaign, which includes digital banners, social media assets, bus wraps, and out-of-home placements, is customizable for both national and local audiences.

In fact, your local and state elected officials want to know how public transportation benefits the places and people they represent—and highlighting how federal funding is leading to economic growth back home can make a significant impact, especially during advocacy efforts such as:

- **Legislative Milestones:** Ahead of state or local appropriations decisions or ballot initiatives.
- **Key Associations Events:** During conferences, advocacy fly-in days, or other events with a transit, worker, or economic focus.
- **Partner Activations:** During key moments where public transit is working alongside other community organizations (e.g., Chamber of Commerce events).

Customizable Campaign Assets

APTA’s communications team can help by providing customized creative, sharing talking points, and organizing a grassroots advocacy push. Below are some examples of how we can help:

Creative Asset	Example	What We Need from You
<p>Animated Social Graphics and Copy For promotion on LinkedIn, Instagram, Twitter (X), and more!</p>		<p><i>Preferred transit mode (rail, ferry, etc.).</i></p> <hr/> <p><i>The manufacturers you want to feature and which parts they supply.</i></p>
<p>Worker-focused Digital Banners, Social Assets, and Copy Can be folded into APTA’s DC-focused advertising and/or used in your own advertising campaigns.</p>		<p><i>Your local workers and their stories.</i></p> <hr/> <p><i>Photos of local transit (buses, trains, shuttles, etc.).</i></p>
<p>Out-of-Home Placements Bus shelter wraps, rail and bus cards, station take overs, and more!</p>		<p><i>The design specifications for the out-of-home placements.</i></p>

Creative Asset	Example	What We Need from You
<p>Bus Wraps Customized bus wrap designs for your transit system.</p>		<p><i>The manufacturers you want to feature and which parts they supply.</i></p> <p><i>The bus wrap templates for designing.</i></p>
<p>Activating Local Advocates Letters, emails, and calls to local elected officials from APTA's Voices for Public Transit network.</p>		<p><i>Timing of activations.</i></p> <p><i>Custom asks (email, letter-writing, etc.) and audiences.</i></p>

To Start

Please reach out to T.J. Doyle (tjdoyle@apta.com) and Dana Cronyn (dana.cronyn@gmmb.com) if you are interested in working together. We often recommend scheduling a 20-30 minute meeting with APTA's advocacy communications team to align on the following campaign elements:

- **Objective:** What is the goal of the campaign? What milestone or event is this being planned around? What are you hoping to achieve?
- **Creative:** What assets would you like customized? Do you have local manufacturer/bus supplier information?
- **Grassroots Activation:** What call to action do you have for Voices for Public Transit members in your state? Whom do you want them to contact, and what should they say?
- **Budget:** What is your advertising and production budget?
- **Timing:** When should the campaign launch?
- **Approval:** Who needs to sign off?

Pennsylvania Public Transportation Association (PPTA) Case Study

On May 8, PA Governor Josh Shapiro held a press conference at the State Capitol to generate support for his proposed state tax increase, which will yield close to \$300M to support Pennsylvania transit systems. APTA worked with PPTA to customize a range of advocacy campaign assets to ensure the press conference reached target elected officials, especially those opposing the measure. Our team developed the following deliverables for PPTA:

- **Bus Wrap:** Customized with Pennsylvania manufactures and locations
- **Social Graphics/Gifs:** Customized with Pennsylvania manufactures and locations
- **Voices for Public Transit (VPT) Activation:** Tailored advocacy emails and letters to Pennsylvania elected officials



APTA's communications team can coordinate directly with your advertising and communications teams. For more information and resources on how to make the economic case for public transportation, visit www.apta.com/transitimpact.