



PER ASPERA

Transit Day at the Capitol:

*A creative way to engage
legislators and build peer support
for public transportation
programming in your state*

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Minneapolis, MN
August, 2018





TRANSIT DAY AT THE CAPITOL

FEBRUARY 28, 2018

WHO needs to be involved?



- Legislative sponsorship
- Identify your guest speakers early on
- Ask for volunteers outside of your transit program
- Have a technician on hand
- Be flexible and thankful

WHAT are you trying to accomplish?

- What kinds of exhibitors will you invite?
- Will you be displaying transit vehicles?
- Use data and visuals profusely
- Feel-Felt-Found Formula



WHEN is the best time for this?



- Do you actually need a full day, or is 4 hours enough?
- Always start before the first legislative session of the day
- Try to start before you actually start
- Avoid hosting when there is a contentious vote on the floor

WHERE should you host the event?



- Bring the mountain to Mohammed
- Be the main event on the main floor
- Scout out the best camera shots/backgrounds ahead of time
- Request set up needs well in advance
- Be flexible and thankful to facility staff – they can make or break you/your event

WHY are you doing all this work?

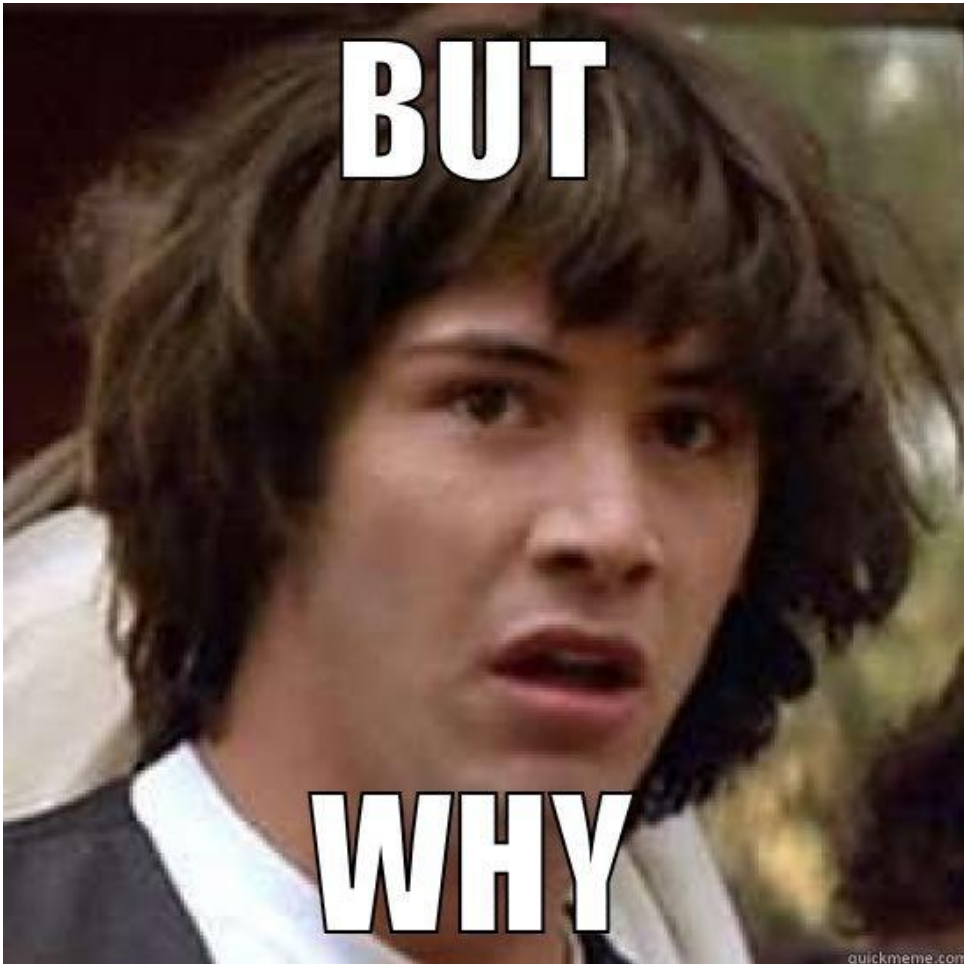


Image credit: <http://www.quickmeme.com/p/3vquxf>

- Public Transit is often overlooked when thinking about DOT news
- Newbie legislators come in every few years
- Great press, massive public outreach with 'little' effort
- The big program of little transit buses

Spin: choose yours wisely

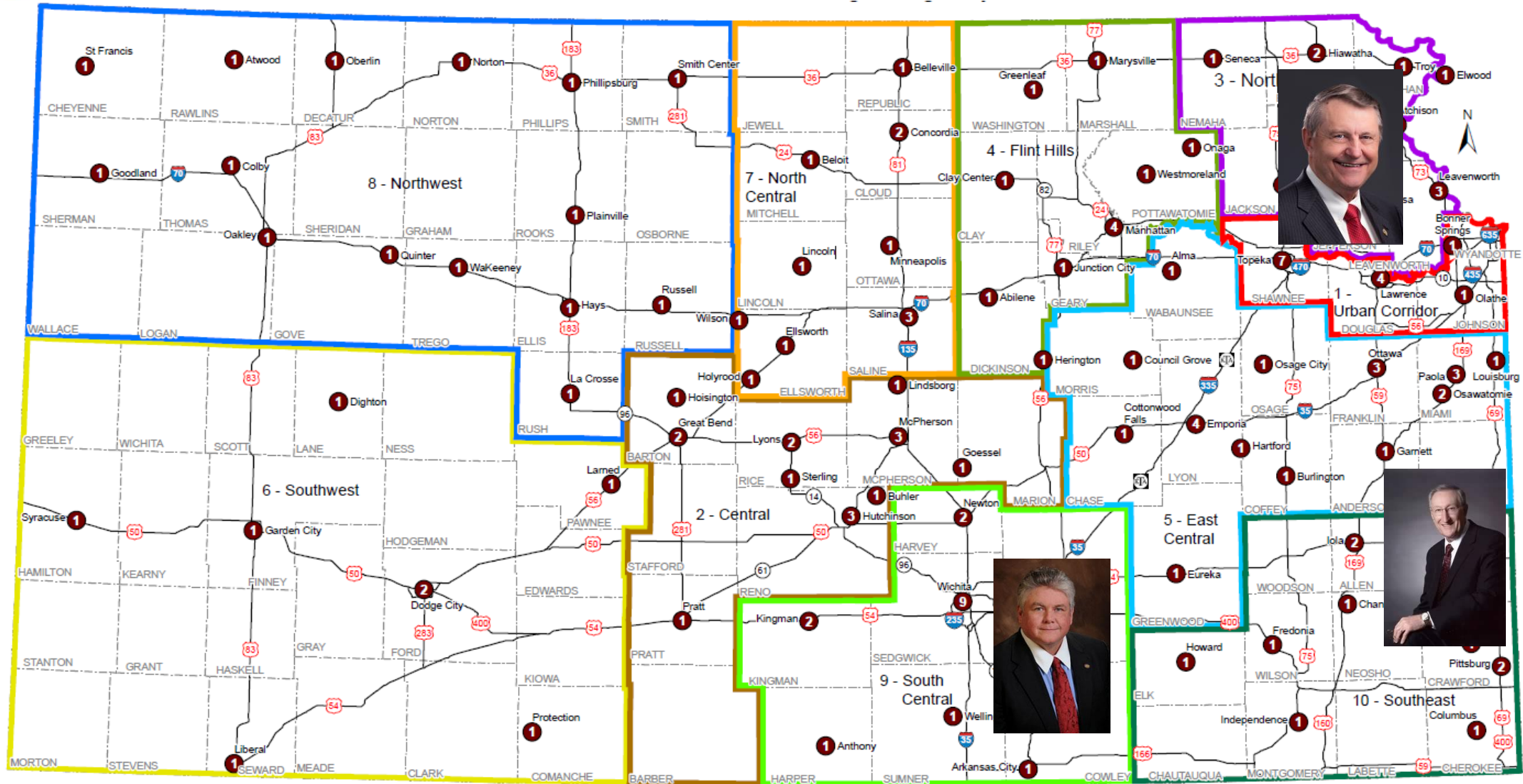


Image credit: <http://equipboard.com/pros/gesaffelstein/allen-heath-xone-db4-dj-mixer>

- Economic growth/job access
- Youth mobility
- Improving the environment
- Increased healthcare outcomes, lower healthcare costs
- Mobility Management
- Aging in place
- Seniors/veterans/people with disabilities

Statistics: always cite your source!

Geography is important



Get them to teach each other



*Richard Proehl (R), Chair
KS House of Representatives
Transportation Committee*



Disseminate event across your state



- Use video and photos from event to create PSAs
- Use PSAs to advance transit's goals
 - Local elected officials (funding)
 - Transit agencies and CTD meetings (training and the Big Picture of it all)
 - EcoDev, Public Works, and Planning departments at city and county level (incorporate transit projects into larger infrastructure plans to reduce overall costs)

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Image credit: <https://www.potterybarn.com/products/lather-rinse-repeat-sign/>

Give them, and it, time

- Allow people to meander through your event, but still make introductions
- They will need to hear your message more than annually
- Things will go wrong the first year – lessons learned (covered later) will make next year better
- Continue PR of event after it is over – use videos, pictures, quotes, and news coverage to help secure local match dollars for future years' programs

Bring it all together



Bring it all together



Active Representation



Peer Champion



Dissemination



Repetition



Bring it all together



Active Representation

Peer Champion

Dissemination

Repetition

Critical Mass (Transit)

Lessons learned



Image credit: <https://www.doccity.com/en/news/interesting-facts/paparazzi/>

- Hire a photographer and a videographer
- Send invitations via email to advocacy groups, and ask them to redistribute
- Start your process AT LEAST 6 months ahead of time
- SWAG – lots of it

Lessons learned (ct'd)



- Don't forget your ABCs:
 - Always Bring Coffee (and donuts)
 - and
 - Always Beg Consultants (to sponsor event/pay for the coffee and donuts)
- Thank everyone

