

The **Transit Initiatives & Communities Workshop (TIC)** brings together advocates, organizers, policy experts, transit agencies, campaign experts, and elected officials to share stories, workshop common challenges, and collaborate to create a national base of knowledge that can be employed by local transit advocates across the country. TIC is the only conference dedicated to public transit ballot measures. The 2022 TIC will occur from **July 18 - July 20 in Austin, TX at the JW Marriott Austin.**

### **What is CFTE asking for from partners?**

CFTE is seeking two things from our partners: your attendance at TIC, and your help in promoting our conference. We'd love to see you in Austin contributing your knowledge to help communities thinking about public transportation ballot measures.

We would also appreciate it if you could help get TIC out to those in your networks who would benefit from a community of practice around transportation ballot measures. We've created tools and provided information to help with outreach over email, social media, and personal outreach.

**To register:** Please follow [this link](#).

**To promote:** CFTE has created a toolkit with:

- Info on TIC's structure and purpose, who attends, and what kinds of panels and events to expect
- [A sample outreach email that can be sent to your listhosts](#)
- [Sample social media posts](#)
- [Social media graphics](#)

### **Why TIC?**

Local ballot initiatives are one of the best options for communities to fund innovative improvements to their transportation systems. But running a successful initiative campaign is often a years-long endeavor that educates, persuades, and mobilizes the public about the benefits of transit. Those strategies and tactics we use to achieve those goals evolve as we learn more, especially as opponents of transit become better organized and funded.

TIC is the transit community's response: It is a space for friends of transit to collaborate and build upon successful campaigns to increase the prospects for transit in communities across the country. It is a true workshop where advocates can learn campaign techniques, talk through problems, and make lasting connections.

### **Who comes to TIC?**

TIC attendees include:

- Mayors & other local elected officials
- Transit agency staffers
- Campaign pros: Pollsters, mail vendors, data experts communicators, and organizers
- Business community and labor movement partners
- Local transit advocates & organizers
- Policy experts

## **What happens at TIC?**

Panels and events typically include:

- Spotlight panels on campaigns from the past cycle, including that of the host city and other high-profile successful campaigns;
- Breakout sessions on key policy issues or campaign techniques;
- Updates on the latest trends in transit opposition;
- A “campaign fair” featuring short presentations on key campaign topics including polling, direct mail, digital advertising, etc.;
- Networking opportunities including happy hours, lunches, and city tours.