

**APTA Center for Transportation Excellence**  
**2019 Transit Initiatives and Communities Workshop**  
**December 15 – 17, 2019**  
**Tampa, FL**

**Preliminary Schedule at a Glance**

As if 9/3/19

	<b>Sunday, December 15</b>
12:00pm – 5:00pm	<b>Registration opens</b>
1:00pm – 5:00pm	<b>Pre-Conference Workshop on Campaign Messaging</b>
5:30pm – 7:00pm	<b>Sponsored Welcome Reception</b>
	<b>Monday, December 16</b>
7:00am – 8:30am	<b>Continental Breakfast</b>
7:00am – 12:00pm	<b>Registration</b>
8:30am – 10:00am	<b>Opening Session: Election Landscape, Trends and New Research</b>
10:00am – 10:30am	<b>Break</b>
10:30am – 12:00pm	<b>General Session: Campaign Debriefs – Learning from Wins and Losses</b>
12:00pm – 1:15pm	<b>Lunch with Keynote Speaker</b>
1:15pm – 2:30pm	<b>Breakout Workshops: What to Expect When You're Expecting</b>  <b>Ballot Measure Veteran Track:</b> Win or lose, what to expect from the opposition after election day, performing a post-election analysis, and how (and why) to keep your transit community movement going after election day. This workshop

	<p>will provide practical advice and will include an interactive brainstorming session.</p> <p><b>New Ballot Measure Campaign Track:</b> The help you need when you're building a campaign and transit community movement from the ground up. What are the parts of a successful ballot measure campaign? How to perform an inventory of your community so you can build a campaign to create a plan to win.</p>
2:30pm – 2:45pm	<b>Break</b>
2:45pm – 4:00pm	<p><b>Breakout Workshops: Developing Your Plan to Win</b></p> <p><b>Ballot Measure Veteran Track:</b> With completed analysis in hand from the previous session, we'll help you identify the gaps and capitalize on strengths, brainstorm ways to engage all the stakeholders, identify resources, and create a comprehensive campaign plan, identify resources, and with next steps to hit the ground running when you get home.</p> <p><b>New Ballot Measure Campaign Track:</b> With your community inventory in hand from the previous session, our expert panelists will help you develop a comprehensive campaign plan, complete with check-lists, and concrete next steps to start building your transit community movement when you get home.</p>
4:00pm – 4:15pm	<b>Break</b>
4:15pm – 5:45pm	<p><b>Tampa's Success Story</b> Last year, residents of Tampa and Hillsborough County, passed a ballot measure to fund a comprehensive transportation plan in one of the country's fastest growing metro areas. Find out how they did it and what lessons they learned that can inform your plan to pass similar ballot measures in your community.</p>
4:15pm – 5:45pm	<b>Roundtable Discussions</b>
	<b>Tuesday, December 17</b>
7:00am – 8:00am	<b>Registration</b>
7:00am – 8:00am	<b>Continental Breakfast</b>
8:00am – 9:15am	<b>General Session: Getting It All Done, We're Here to Help</b>

	Find out what resources are available to help your community pass ballot measures.
9:30am - 10:45am	<p><b>Breakout Workshops: Campaign Nuts and Bolts</b></p> <p><b>Ballot Measure Veteran Track</b> Now that you have your plan, find out how to prioritize campaign needs, learn about new tools and techniques that are available and secure the resources you need to build a winning campaign.</p> <p><b>New Ballot Measure Campaign Track</b> This workshop will help you figure out the nuts and bolts of running a ballot measure campaign. What tools are available and what do you actually need? From getting your initial campaign structure set up to planning for future needs, we'll help you prepare for what's to come.</p>
10:45am – 11:00am	<b>Break</b>
11:00am – 12:30pm	<p><b>Breakout Workshops: Ask Me Anything/Hack-A-Thon</b></p> <p>For both Ballot Measure Veterans and the New Ballot Measure Campaign tracks, here's your chance to ask our stable of transit ballot measure experts anything and everything. This interactive session will provide attendees the opportunity to ask questions and network with other transit advocates and campaigners from across the country.</p>
12:30pm – 1:30pm	<b>Lunch and Networking</b>