



2011 Transit Initiatives and Communities Conference

St. Louis, MO • June 20-22, 2011

****Preliminary Program****

Monday, June 20, 2011

- 1:00pm – 3:00pm Election Trends & Campaign Planning Workshop
- 3:30pm – 5:00pm Metro Transit Highlight Tour
- 5:00pm – 7:00pm Welcome Reception

Tuesday, June 21, 2011

- 7:00am – 8:00am Continental Breakfast

- 8:00am – 8:15am Welcome to St. Louis

- 8:15am – 9:30am St. Louis Campaign Story

- 9:30am – 10:30am What Research Is Telling Us about Transit Votes

- 10:30am – 10:45am Break*

- 10:45am – 12:00pm **Activating Allies: Students, Faith-Based and Disabled Communities**
- 10:45am – 12:00pm **Activating Voters: Field Operations and Get out the Vote**

- 12:00pm – 2:00pm Luncheon: Politics of Transit

2:00pm – 3:15pm **Effective Communications and Innovative Media**

3:15pm – 3:30pm *Break*

3:30pm – 4:45pm **Engaging the Business Community**

3:30pm – 4:45pm **Campaign Collaboration: Public to Private**

5:00pm – 7:00pm **Reception**

7:15pm **Cardinals vs. Phillies Game**

Wednesday, June 22, 2011

7:30am – 8:30am **Continental Breakfast**

8:30am – 9:45am **Jobs and the Economy**

9:45am – 10:45am **Using Social Media and Technology**

9:45am – 10:45am **Innovative Ballot Finance: Beyond Sales and Property Taxes**

10:45am – 11:00am *Break*

11:00—12:00pm **Leveraging Hot Issues to Reach New Advocates**

11:00—12:00pm **Getting the Most Out of Polling**

12:00pm—2:00pm **Closing Luncheon: Campaign Roundtable**

Color Key:

Black Sessions are Plenary

Blue Sessions are Coalition-Building

Orange Sessions are Organizing Campaigns