Six Stops to Success:
Innovations in Digital Advocacy and Messaging

September 27, 2016
Presented by
CFTE and the National Alliance of Public Transportation Advocates
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Center for Transportation Excellence
Innovations in Digital Advocacy and Messaging
Our Current Transportation Campaigns

Seattle, WA

Silicon Valley
The “Why” of Messaging
The “What” of Messaging
The “How” of Messaging

Localize, Localize, Localize
How We Buy Digital
Our unprecedented ability to micro-target specific messages to segments and sub-segments of likely voters will enable us to achieve a high return on our investment with soft supporters.
TARGETING PROCESS

1. ID likely voters using voter files
2. Match voters to their personal devices using credit reporting data
3. Serve highly targeted ads on likely voters’ mobile devices and desktops
SEPTEMBER 27, 2016

DIGITAL ADVOCACY: WHAT’S HAPPENING NOW?

Presented by:
Morgan Lyons
AVP, External Relations
DART

Teresa Stepic
VP, Client Relations
DDC Public Affairs
Using social media frequently and consistently gives you an opportunity to interact with more advocates.

- 35% Post at least once a week
- 18% Post nearly every day
- 17% Post at least once a month
- 16% Post many times per day
- 10% Post less than once per month
- 4% Never post an update
AUDIENCE DISCOVERY

Building YOUR Audience Intelligence Platform

Who Are Your Advocates

How Do We Reach Them

What Do We Say To Them
Social Media

We build digital armies by turning your supporters into activists and leveraging their networks to run winning campaigns on social media and across the web.

SOCIAL STRATEGY

• Create, monitor, and manage organizations’ presence on social media
• Build and engage advocate communities
• Activate audiences to take online and offline action

SOCIAL LISTENING

• Monitor the digital narrative
• Quantify the organizations’ share of voice
• Identify influential participants in the online conversation, popular hashtags and keywords, emerging topics and trends, and frequently shared links

RAPID RESPONSE

• Respond in real time to brand and issue attacks
• Identify and capitalize on emerging engagement opportunities
• Create a Digital Strike Force comprised of issue experts to provide third-party credibility
What’s New!

The digital space is changing every day. Leveraging new platforms and ways to communicate while understanding how your audience is engaging with your content is key to winning on any program or campaign.

**VIDEOS & ANIMATED GIFs**
- The days of photos are slowly fading away
- Audiences engage at a higher rate with video content on social properties
- Auto-play in news feeds are already built into the algorithm to optimize visibility to audiences

**SNAPCHAT**
- Advertising opportunities for organizations
- Geo-fencing areas with custom filters to promote specific content
- Evolution of shortened yet targeted content based on online behaviors

**BIG DATA**
- Consumption data is readily available
- Overlaying consumer, media consumption, and voter data for audience segmentation or to create a look-alike audience
- Narrow casting to the right people with the right message at the right time based on data insights
AUDIENCE DISCOVERY

Building YOUR Audience Intelligence Platform

EVERYONE & EVERY PLACE IN THE US
- benchmarks
- demographics
- behaviors
- segmentation

AUDIENCE LOCATION
- home
- work
- other places
- campaign footprints

DEVELOPMENT DATASETS
- client
- licensed
- other

AUDIENCE TOUCHPOINTS
- points of contact

AUDIENCE PROFILES
- 100K+
- 100,000+ dimensions
- message groups

OPTIMIZATION
- audience events, tracking & capture
ADVOCACY BEST PRACTICES

- CONSTANT EVOLUTION
- TARGET THE RIGHT AUDIENCE
- SOCIAL IS MOBILE
- VIDEO CONTENT
- TELL YOUR STORY IN A NEW WAY
VPT’S VALUE POST-FAST ACT

- FAST Act implementation and the realities of local public transit projects
- New Congress means starting the conversation again
- Facing an uphill battle in 2020
- Continuing to change public perception about the value of public transit from the grassroots level
WHERE VPT STANDS NOW

Ended 2015 with just over 180,000 advocates; now more than 200,000

Goal: Reach 500,000 advocates by 2020
NAPTA SUPPORT IS VITAL

- Voices beyond the transit industry validate our value
- Participate in ballot measure initiatives
- Share content across your networks
- Showcase engagement on the VPT Blog
- Building the network together helps us all!

Visit the website
www.voicesforpublictransit.org
Piloting VPT involvement in ballot initiatives in 2016 election

Ballot initiative toolkit
- Tailored to targeted areas
- Generic toolkit for advocates in non-targeted areas

Highlighting targeted initiatives through blog posts, emails, and social content
- Criteria used to select ballot initiatives for the pilot
Flyers & Window Signs

SUPPORT OUR LOCAL PUBLIC TRANSIT BALLOT MEASURE: VOTE YES ON NOVEMBER 8!

Public transportation benefits everyone, even if they don’t ride it. It reduces pollution, eases traffic congestion, and helps local communities thrive. Cities, suburbs, and rural communities all deserve expanded and improved public transit, and better connections to jobs, education, medical care, shopping, and entertainment.

Voting for local public transportation-related ballot measures will help expand and improve public transit options in our community. Local public transit ballot measures:

- Help match federal funds with local dollars so our community can win FAST Act dollars
- Support local public transit expansions and improvements
- Ensure more people in our area can benefit from public transportation

Learn more and get involved at www.voicesforpublictransit.org. And be sure to vote YES for public transportation on November 8.

VOICES FOR PUBLIC TRANSIT
RESOURCES FOR LOCAL BALLOT INITIATIVES

Encourage your members to get involved!

Share the content with your networks via email and social media to raise the visibility of public transit this election season.

Need more resources?
• Reach out to APTA for additional materials.
• Tell us what else would be helpful!
Start building now for upcoming legislative initiatives and 2020 Transportation Bill

Tapered off recruitment efforts after passage of the FAST Act

Beginning to ramp up outreach again in targeted cities to keep advocate base growing

UPCOMING FALL RECRUITMENT
WHAT’S NEXT FOR VPT?

VPT VOTES 2016

- GOTV content encouraging advocates to participate in the elections
- Generic ballot initiative toolkit—“support funding for local public transportation”
- Broad email updates on ballot initiative trends across the country

EARLY 2017

- Video
- Educational content for incoming legislators
- Enlist champions in on-the-ground outreach

Tying public transit issues to the elections

Welcome new Congress and Administration to Washington
Are you a voice for public transit yet?

JOIN NOW
November 2016 Election Coverage

2016 is shaping up to be one of the biggest on record for transit ballot measures nationwide. Be sure to follow CFTE for coverage of the November 2016 elections!

- Online: cfte.org
- Twitter: @CFTEnews
- Facebook: Center for Transportation Excellence
Upcoming NAPTA Meeting

• When: Monday, October 10, 2016
• Where: Rail~Volution
  San Francisco, CA
  12:00-1:30pm Pacific