



AMERICANS<sub>FOR</sub>TRANSIT

## Grassroots Transportation Advocacy Workshop: The Essentials of Winning Campaigns

Sunday, June 23, 1:00-5:30pm  
Loews Atlanta Hotel, Salon G

### **Essential Questions:**

- What are some of the shared political and organizing challenges facing many transit organizers across the country and particularly in the Southeast?
- What tactics, strategies, and tools are being successfully implemented in the field to build grassroots pro-transit coalitions and organize riders?
- How can these tools and tactics be implemented and what are some resources and partnerships available to help win for transit, and the riders, in my community?
- How can a network of grassroots transit advocacy and rider organizations support each other in a way that provides ongoing value added to our work?

### **Success Criteria—at the end of the day you will be able to:**

- Identify at least one applicable and tangible strategy to implement in your community for each campaign topic
- Know of a suite of peer and national resources available to help
- Feel connected to a larger transit organizing network through the duration of the TIC conference and beyond

*Please join us for a Southeast regional transportation advocates networking meeting tomorrow at 8:00am in King!*

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## Agenda

Content	Time
Welcome and Introductions	1:05-1:20
Overview	1:20-1:25
Identifying Your Winnable Campaign— Presentation and Breakout	1:20-2:00
Launching Your Campaign and Building Out Your Coalition— Presentation and Breakout	2:00-2:40
Break	2:40-2:50
Bosses for Buses	3:00-3:30
Creative Messaging and Communications— Presentation and Breakout	3:30-4:00
Identifying Resources for Support	4:00-4:15
Field Mobilization— Hitting the Doors of Homes and Buses: a How to Guide	4:15-5:00
Dig Deeper at TIC	5:00-5:15
Evaluations and Next Steps	5:15-5:30

Join your fellow advocates for a Sunday evening happy hour at The Nook—1144 Piedmont Ave, NE. Just a short walk from the hotel!

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