

# 2019 TIC Conference Program

Updated October 24, 2019

| <b>Sunday, December 15</b> |  |
|----------------------------|--|
| 12pm - 5pm                 | <b>Registration Open</b>   |
| 1pm – 5pm                  | <b>Pre-Function Campaign Roadshow</b><br>As the nation’s only conference focused on transit ballot measure campaigns, we’re kicking off this year’s Transit Initiatives and Communities Conference with a focus on community campaigns and coalitions. With a national 82% win rate in 2018 alone, the communities who are winning at the ballot box have a lot to brag about – and a lot of valuable knowledge to share. In this informal pre-function event, transit ballot measure campaigns from communities large and small will be on hand to share their experiences, provide examples of their communications materials, winning campaign plans, and answer your questions. Get a jump start on the TIC with this great learning and networking opportunity. |
| 5:30pm – 7:00pm            | <b>Welcome Reception</b>   |
| <b>Monday, December 16</b> |  |
| 7am – 8:30am               | <b>Breakfast – Registration opens</b>  |
| 8:30am – 10am              | <b>Opening Session: Building Local and National Transit Community Movement</b><br><br><b>Welcome address: Paul Skoutelas, APTA President</b><br>APTA president, Paul Skoutelas will open the 2019 TIC Conference and set the stage for the important work communities all over the country are doing to build public transit movements that are transforming our communities and creating a groundswell of voters and citizens who are deeply engaged in winning – and defending – public transit. Get a view of the public transit big picture and how the work in cities large and small across America are influencing the national narrative around public transit.<br><br><b>Panel: Recent trends, opposition, and the future of public transit</b>             |

|                           |   |
|---------------------------|---|
|                           | <p>This panel discussion will focus on recent trends we’re seeing on the ground in the 2018 and 2019 elections and what those trends mean for future elections. Understanding the opposition and their tactics, understanding how the 2020 political landscape may impact 2020 ballot measures on the ballot and how to position your campaign and community to adapt to challenges and take advantage of potential opportunities.</p>  |
| <p>10am – 10:30am</p>     | <p><b>Break</b></p>   |
| <p>10:30am – 12:00 pm</p> | <p><b>General Session: Campaign Debriefs – Learning from Wins and Losses</b></p> <p><b>10:30am – 11:00am</b><br/> <b>Campaign Wins</b><br/> Winning campaigns will present “Ted talk-style” presentations sharing the stories of their successful transit ballot measure campaigns.</p> <p><b>11:15am - 12:00pm</b><br/> <b>Nashville Deep Dive</b><br/> We will take a deep dive into what happened in Nashville. An important debrief to help us learn what to expect from the opposition in future transit ballot initiatives.</p>   |
| <p>12pm – 1:15pm</p>      | <p><b>Keynote Lunch: Mayor Kate Gallego and Mayor Eric Garcetti</b></p> <p>Hear from keynote speakers, Mayor Kate Gallego of Phoenix and Mayor Eric Garcetti of Los Angeles about how they are transforming cities renowned for their sprawl into public transit success stories. Find out how they’ve learned from losses to go on to build diverse community coalitions that can win - and defend - public transit initiatives. Their remarks will be followed by a facilitated conversation.</p>   |
| <p>1:15pm – 2:45pm</p>    | <p><b>Spotlight on All For Transportation</b></p> <p>After an unsuccessful ballot measure in 2018, Tampa’s local community transit advocates, business leaders, and elected officials learned from what didn’t work the first time and came back to win big in 2018. Hear from our hosts how they built a public transit community movement that won big on Election Day and how they plan to keep up the momentum into future.</p> <p>This will include opening remarks by <b>Tampa Mayor Castor</b>, a video by All for Transportation (AFT), remarks by <b>Chairman Les Miller</b>, brief remarks from AFT’s chief strategist and Florida political vet <b>Ashley Walker</b>, a panel discussion with the AFT team, and closing remarks from Tampa Bay Lightning owner <b>Jeffrey Vinik</b>.</p> |

|                 |  |
|-----------------|--|
| 2:45pm – 3:00pm | <b>Break</b>   |
| 3:00pm – 4:15pm | <p><b>Building Local Transit Community Movements</b></p> <p><b>Workshop #1:</b><br/> <b>Data, Messaging, and Building Your Campaign’s Foundation</b><br/> The process of moving your plan from concept to campaign can be demanding, but if done well, you will be positioning yourself for success. In this workshop, hear from season pros about how to build data-driven campaigns. Additionally, you will hear from communication vets talk about disciplined messaging that drives a global narrative, micro-targets the right people with the right message, and protects against your most vulnerable attacks. This session aims to help equip operatives with a stronger base of knowledge to run smart, more effective campaigns.</p> <p><b>Workshop #2</b><br/> <b>We’re All In This Together: Building Opposition-Proof Transit Coalitions</b><br/> As you’ll hear in earlier sessions, the most important tool in your campaign toolbox will be your transit coalition. From drafting a measure and getting it on the ballot, to turning out the votes on Election Day, to defending your win against the inevitable challenges, strong, diverse, and inclusive coalitions are vital to your city’s transit future. In this workshop we learn how to evaluate our existing coalitions for diversity and inclusiveness, how to expand and strengthen them, and transform them into long-term transit community movements.</p> |
| 4:15pm – 4:30pm | <b>Break</b>   |
| 4:30pm – 5:45pm | <p><b>What to Expect When You’re Expecting</b></p> <p><b>Workshop #1</b><br/> <b>Win or Lose – What Next?</b><br/> Win or lose, our work isn’t over on Election Day. The incredible success of transit ballot measures has drawn the attention of the opposition. No longer enough to just win once, we have to be prepared to defend our wins and plan for the future. In this workshop you will learn how find out how to come back from a defeat, protect your win through legal challenges and the opposition’s own ballot measures. You will learn how to perform a post-election analysis to assess your vulnerabilities, how to keep your transit coalition engaged after Election Day, and be able to ask questions of people who’ve been there.</p> <p><b>Workshop #2</b><br/> <b>The Role of Transit Agencies in Ballot Transit Measure: Building a Firm Foundation</b></p>  |

|              |  |
|--------------|--|
|              | <p>When it comes to transit ballot measures, the stakes are high for transit agencies, but in many states, campaign finance laws preclude agencies from taking part in campaign activities. How can transit agencies create an environment in which transit ballot measures succeed, while staying well within the bounds of the law? In this session, geared specifically to transit agency leaders and staff, we'll look at the key ways agencies can create high levels of community support for transit. Creating programs for meaningful community engagement, external communications programs, and, innovative service changes are vital to communities hoping to pass transit ballot measures. Hear from agency leaders and staff, and campaign pros about innovative ways they have created a firm foundation for transit community movements in their communities.</p>   |
| 6 pm - 7pm   | <p><b>Monday Evening Reception hosted by HNTB</b></p>  |
|              | <p><b>Tuesday, December 17</b></p>   |
| 7am          | <p><b>Breakfast – Registration Opens</b></p>   |
| 8am – 9:45am | <p><b>CFTE Resources: How We Can Help</b></p> <p><b>8:00 – 8:15</b><br/> <b>Introduction –How CFTE Can Support Your Campaign</b><br/>         APTA created the Center for Transportation Excellence to serve as a resource in helping communities run successful campaign measures. What exactly does that mean? In this session we will highlight some of the ways CFTE can provide the support to ballot measure initiatives, including messaging resources, research products, industry connections, and strategic guidance.</p> <p><b>8:15 – 9:15</b><br/> <b>Understanding the Koch Network</b><br/>         Right now, the Koch Network represents the greatest threats to transit funding at the state and local level. We'll do a deeper dive into CFTE's Koch Network opposition research and hear from two of the leading experts on the Koch Brothers and their ongoing attacks on transit funding. Learn how they operate, what to look for and your best chance at neutralizing their attack on your transit ballot measures.</p> <p><b>9:15 – 9:45</b><br/> <b>Political Briefing: What's Happening Right Now and What Does It Mean</b><br/>         Hear from a Veteran political operative who gives their hot take of the moment. From Congress up Pennsylvania Avenue to the White House and onto the 2020 campaign trail, what's happening and what does it all mean.</p> |

|                    |  |
|--------------------|--|
| 9:45am – 10:00am   | <b>Break</b>   |
| 10:00 am - 11:00am | <p><b>What’s Your Plan to Win?</b></p> <p><b>Workshop #1</b><br/> <b>Bringing It Home: Mobilizing Your Voters to Win</b><br/> Your campaign is rolling, you’re getting good press, and everybody loves your Facebook memes, but none of that matters if you aren’t moving people to vote. The difference between winning and losing hinges on having a comprehensive, disciplined field operation to organize and engage your base and then get out the vote on Election Day. Learn about tried and tested organizing and GOTV techniques, as well as the latest tools that will expand your reach and amplify the work of your team. Find out what you need to do now to make sure you aren’t out-organized by the opposition.</p> <p><b>Workshop #2</b><br/> <b>Non-Transit, Transit: How to Address Environmental, Gentrification, Equity, and Business Issues</b><br/> Public transportation is one of the most intersectional issues in public policy. Often in transit-industry circles, issues of gentrification, environmental conservation, and social equity create tension with more traditional economic issues. In this session, we’ll hear from experts in each of these areas as well as engage in a conversation to help navigate the sometimes-tricky dynamics when these issues collide in effected communities.</p> |
| 11:00am – 11:15am  | <b>Break</b>   |
| 11:15am – 12:30pm  | <p><b>Double Workshop Block: Campaign Ask-Me-Anything/Hack-A-Thon</b></p> <p>This is speed-dating meets campaign consulting. Got a problem you want to workshop? Join this high-energy, participatory session staffed by smart, campaign vets to workshop a problem you’re having back home. Come ready to introduce your problem (2-3 minutes), answer questions about your situation, and give these operatives an opportunity to help you break through. DON’T expect to solve all your problems, but DO expect to get expert feedback, new approaches to solving your problem, and an opportunity to follow-up afterward. Each “case” should be limited to 15 minutes.<br/> *This session will include coffee and snacks.</p>  |
| 12:30pm – 1:30pm   | <b>Box Lunch – Networking/Free Meeting Time</b>  |

