

Will you stand up  
for transportation?



# STAND UP 4 TRANSPORTATION

Public Transit Champion Toolkit

[VoicesforPublicTransit.org](http://VoicesforPublicTransit.org)  
[StandUp4Transportation.org](http://StandUp4Transportation.org)



April 9<sup>th</sup> is national Stand Up 4 Transportation Day. Transportation advocates will be gathering in Washington, D.C., and online to tell Congress: America needs comprehensive, long-term federal funding for our nation's transportation infrastructure.

We're asking our Champions to take five easy actions to help get the word out. Below are guidelines and tips to help you raise awareness in your local community

### Five Easy Actions to Get the Word Out

- ✓ Put up a posters
- ✓ Hand out fliers in your local area
- ✓ Write a letter to the editor
- ✓ Deliver information to your elected officials
- ✓ Spread the word on social media

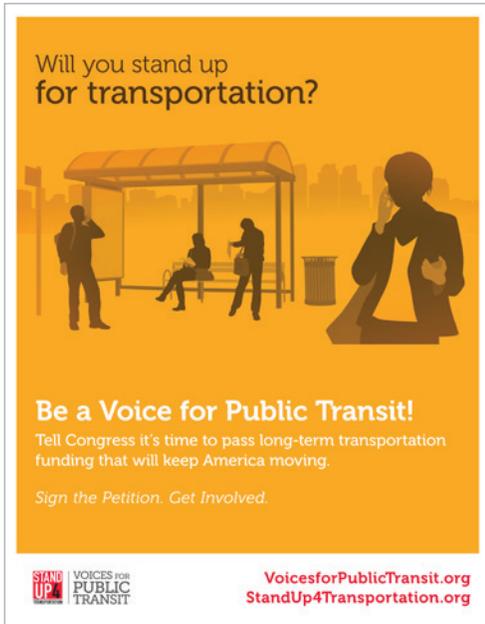
You're the Champion and you know your local community best—feel free to look for other ways to get the word out as well.

Be sure to let us know what you're doing in your community. You can find the Champion Checklist here: <http://voicesforpublictransit.org/content.aspx?page=MakeaDifference>.

Track your progress at <http://bit.ly/1xQddQ9>.

# ACTION 1

## PUT UP A POSTER—or 2 or 3



### Guidelines

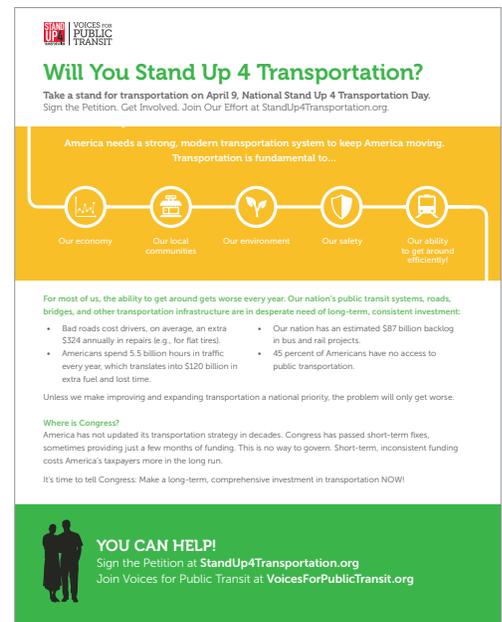
- Print out the attached poster, preferably in color, though black-and-white is okay too.
- Put up a poster anywhere it's likely to be seen by a lot of people in your community, including:
  - » Bulletin boards or permitted wall space in community centers, libraries, churches, bars, grocery stores, at work, and elsewhere
  - » Windows of stores, cafes, restaurants, and other businesses with foot traffic
  - » Public transit stations and bus shelters
- Bring your own tape, pushpins, and stapler.
- Ask for permission!

# ACTION 2

## HAND OUT FLYERS

### Guidelines

- Print a stack of flyers. We've made it easy with a one-page, single-sided flyer. You can also reuse the text, add local information, and make your own flyer.
  - » Seek out suitable places and opportunities to hand out or leave behind flyers, including:
    - » Transit hubs/stations and bus stops
    - » Town squares or parks with lots of foot traffic
    - » Local community events, including sports events and farmers markets
    - » Tables/counters at community centers, churches, libraries, and local stores
- As needed, ask for permission to hand out or leave behind flyers. On public sidewalks, you generally do not need special permission, but if you are attending an event or inside a building, you'll want to get the okay.



## Facts for Your Letter

You won't have space to share all of these facts. Highlight what matters to you most.

- » 65 percent of American roads are in less than good condition, 25 percent of bridges require significant repair, and 45 percent of Americans lack access to public transit.
- » Deteriorated roads cost drivers, on average, an extra \$324 annually in repairs (e.g., for flat tires).
- » Americans spend 5.5 billion hours in traffic every year. This translates into a cost for American families of \$120 billion in extra fuel and lost time.
- » The U.S. Department of Transportation estimates that the nation has an \$87 billion backlog of bus and rail projects.
- » Congress's failure to commit to long-term, comprehensive funding for transportation is costing taxpayers more in the long run.

# ACTION 3

## WRITE YOUR LOCAL PAPER

### Guidelines

- **Send a letter to the editor** of your local media outlets.
- **We've made it easy.** Simply use the **letter to the editor tool on the Voices for Public Transit website: <http://bit.ly/1MpXBtb>**. We've even provided a sample letter to get you started.
- **Keep your letter short**—under 200 words or, even better, under 150 words.
- **Add local details specific to your community**—such as the need for expanded bus service or traffic congestion on a specific road or highway.
- **Share facts.**

### Sample Letter

Dear Editor:

For nearly six years, America has had no long-term transportation plan. We lurch from one transportation funding crisis to the next. Congress needs to do better by passing a long-term transportation bill before short-term funding runs out again in May.

Without stable, consistent funding, state and local transportation officials cannot adequately plan for the long term—or even address immediate maintenance needs. As a result, 65 percent of American roads are in less than good condition, and 25 percent of bridges require significant repair. We also need strong public transportation more than ever, yet 45 percent of Americans have no access to public transit.

On April 9, thousands of transportation supporters will be participating in national Stand Up 4 Transportation Day. We should all join this effort, including signing the petition ([StandUp4Transportation.org](http://StandUp4Transportation.org)) calling on Congress to pass a long-term transportation bill.

Sincerely,

## America Needs Long-Term Transportation Funding

For too many years, Congress has done too little—far too little—to support America's transportation network. The last long-term transportation plan expired in 2009.

### As a result of inadequate transportation planning and funding, we are all paying the price:

- Americans spend 5.5 billion hours in traffic every year. This translates into a cost for American families of \$120 billion in extra fuel and lost time.
- Deteriorated roads cost drivers, on average, an extra \$324 annually in repairs (e.g., for flat tires).

Instead of providing sensible policies and funding for transportation, Congress has only passed short-term, patchwork fixes since 2009. This pattern of inconsistent funding cannot support important, large-scale projects, and it costs America's taxpayers in the long run.

### An Insufficient and Broken Transportation Infrastructure

How does our national transportation infrastructure measure up? Shamefully!

- 65 percent of American roads are in less than good condition.
- 45 percent of Americans lack access to public transit.
- The American Society of Civil Engineers gives our nation's infrastructure a grade of D+.
- 25 percent of bridges require significant repair.

We are stuck in traffic—and we are traveling on unsafe roads and bridges. Congressional inaction is jeopardizing Americans' safety when we travel.

### National Stand Up 4 Transportation Day

On April 9<sup>th</sup>, transportation advocates all around the nation will be uniting in Washington and online for National Stand Up 4 Transportation Day. Every single American needs to be mobile—to reach work, connect with family and community, and access education, health care, and other services. We will be demanding that Congress take action to keep American moving.

### What Congress Must Do

Simply put, Congress must pass a long-term, comprehensive transportation bill that will enable us to repair, maintain, and expand our public transportation, roads, bridges, ports, and rail systems. Transportation is a national priority. We need a great transportation network that serves all of our nation.



# ACTION 4

## EDUCATE GOVERNMENT OFFICIALS

### Guidelines

- If possible, **try to meet with your members of Congress or staff at district offices.** You can find district office locations by visiting members' websites. Call in advance to schedule a meeting.
- If you can't schedule a meeting, simply drop off the provided issue brief.** You can also mail it, though mail screening may slow delivery.
- If you schedule a meeting, **consider bringing other public transportation supporters with you.** Let the

office know in advance who will be coming and what you will be discussing.

- If you meet with legislators or staff, **you may have only 15 minutes.** Get quickly to your main point: America needs long-term transportation funding.
- Consider sharing the issue brief with other officials,** such as state legislators and city council members.

# ACTION 5

## SPREAD THE WORD ON SOCIAL MEDIA

### Guidelines

- Highlight Stand Up 4 Transportation Day on the major networks you use,** such as Facebook, Twitter, LinkedIn, Instagram, and Pinterest. We've provided sample posts for Facebook and Twitter below.
- Post regularly about Stand Up 4 Transportation Day as April 9 approaches.** For tweets, be sure to hit the hashtag #SUFTD.
- Share information.** Include a transportation fact, such as Americans spend 5.5 billion hours in traffic every year.
- Share a photo: Images earn attention on social media.** Snap a picture of a rusty bridge or potholed road. Or show your public transit system in action.
- Include a call to action: Tell others to visit [StandUp4Transportation.org](http://StandUp4Transportation.org).**