

# Associations - They Work For You!

MN/WI Public Transportation Conference  
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# There Is An Association for Everyone!!

## Why? - Because They Work!

- Just for Transportation in Minnesota:
  - MAPA, CPAM, ARM
  - AGC of MN, ACEC of MN, AWC
  - MPTA, Move MN, STA
  - APWA, ASCE
  - Local Government: AMC, LMC, MICA, Metro Cities, Rural County Caucus



# Associations Bring Colleagues Together

- Everyone wants to share experiences and learn from colleagues who are doing the same kind of work.
- Associations provide training opportunities and events that help people do their jobs well.
- Associations provide Updates and important information.

# Associations Can Speak Out For You

- Associations are independent, non-profit organizations.
- They are not beholden to certain administration or political party
- They work for you - not anyone else



# Associations Help Develop Effective Strategies

- Many people don't realize how much transit service exists.
- Misperceptions about who can use smaller systems
- Associations can help systems develop communication plans

# Political Challenges

- People equate transit with Metro Area - Greater MN Transit is often overlooked.
- Politicians use LRT as a political weapon and that translates into less support for transit overall.
- Advocates have been focusing more on Bus Service



# Cultivate Political Champions and Allies

- Even a few elected officials in the right position can make a huge difference
- MPTA helps transit professionals meet with local officials as well as state and federal law makers
- Community leaders can be important champions

# Develop a Relationship - Stay in Touch

- Get to know 'em before you need 'em
- Stay in touch with elected officials: visits, emails, calls, letters
- Education is not the same as lobbying
- Thank them when good things happen
- Give them opportunities to look good.



# Associations Multiply Support

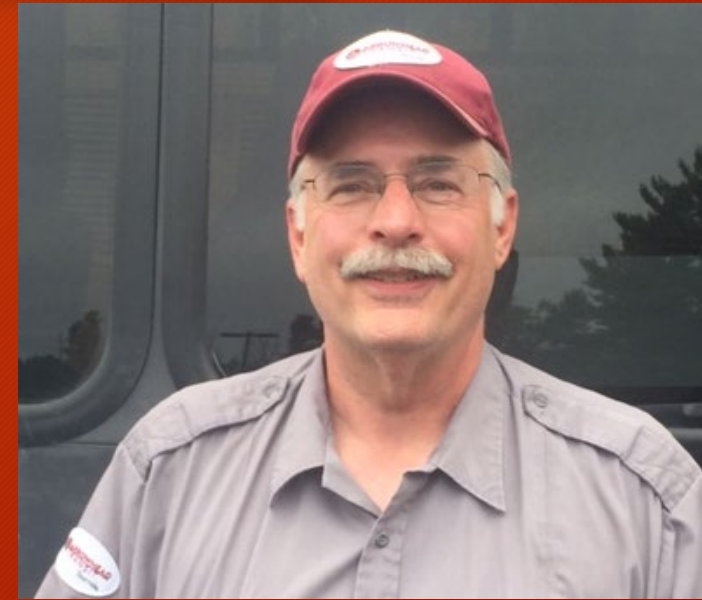
- You don't have to advocate on your own.
- By bringing groups together, associations make your voice one of many and make the overall effort stronger

# Stories - Of Course!

- Find compelling stories and capture them - photo and text, interview, incorporate in testimony.
- Get the stories out to: local news media, local legislators and officials, potential riders and advocates



- “I greet every passenger. I know most of them by name. I make them feel welcome. They appreciate consistency. Many of my senior riders still have their own cars but they like the bus better. With the bus they don’t have to find a parking spot. They can look around without having to be concerned about driving. Recently I was about to drop off a couple of my riders at their stops and they told me they just weren’t ready to get off the bus yet. It’s a really good service. It helps a lot of people.”





Brett Ostby sees members of his Greater Minnesota community struggling with limited transportation options—and he knows something has to change. “I have little trouble traversing Rochester by bike, but I’m a healthy, able bodied man. I can choose to bike or drive. My fellow citizens are not all so lucky.

Infrastructure barriers and poor public transit options limit their freedom, ability to stay healthy with regular exercise, and build wealth. Public transit is limited in

Rochester so people can’t use it in most parts of the city or later at night. Those late night and early morning shifts are critical for people who work at Rochester’s well-known clinic and other employers. Bike and pedestrian networks are incomplete, lacking in connectivity and safety infrastructure. More funding for public transit, biking, and pedestrian infrastructure is needed to allow all Minnesotans to thrive.”







# Technology Can Help

- Social Media - let's you get your message out beyond riders to anyone interested with a small budget
- New ways to mobilize people like Phone2Action: text “transportation” to 52886
- Ask supporters to “like” and follow legislators



# Coalition Action

- Rallies and Events with allies can get attention
- Reach out to groups that may seem non-traditional
- Share expenses for things like paid advertising
- Share lobbying work
- Present a United Front

# How Can We Help You?

- What would you like your association to do for you?
- We're here to listen and be a resource for you.



- [www.mpta-transit.org](http://www.mpta-transit.org)

- Like us on Facebook, Follow us on Twitter

