



### LIST: More ways to participate in Wisconsin Transit Week

INSTRUCTIONS: Below are some suggestions for promotional and outreach activities that could help publicize Wisconsin Transit Week. If you wish, adapt them for your own use in promoting transit in your community as part of Wisconsin Transit Week, May 18-24, 2009.

- 1) Invite elected officials to ride a bus and hold a press conference
  - a. Invite media to cover bus ride and press conference
  - b. Develop and distribute a fact sheet on the importance of your transit system to your community's economy and quality of life. See [www.tdawisconsin.org](http://www.tdawisconsin.org) for helpful facts.
- 2) TDA has partnered with the Wisconsin League of Municipalities to send a sample resolution to cities and villages across the state asking them to include pertinent local information and pass a resolution in support of Wisconsin Transit Week. Contact your municipal leaders and encourage them to introduce a resolution – offer supporting points about the importance of transit in your community.
- 3) Contact your state legislative representatives to inform them of the benefits of transit. Offer them the chance to hold office hours for their constituents on the bus!
- 4) Contact your local radio talk shows and television community-news shows to inform them of Wisconsin Transit Week – offer to go on the air and talk about your community's transit system and the people it serves.
- 5) Visit TDA's Web site at [www.tdawisconsin.org](http://www.tdawisconsin.org) and use the resources there to create a Wisconsin Transit Week page on your Web site.
- 6) Promote Wisconsin Transit Week and your community's bus system and other transit options by writing about Wisconsin Transit Week in your newsletters. Again, feel free to use TDA's Wisconsin Transit Week graphics, statistics and other resources.

Feel free to call TDA at (608) 256-7044 or drop us an email on our Web site at [www.tdawisconsin.org](http://www.tdawisconsin.org), if you need assistance or would like to suggest additions to the list.

Thank you for supporting Wisconsin Transit Week!