



Mueller Communications, Inc.

Preliminary Recommendations

In order to maximize support for the statewide transit legislation, we need to re-energize current business, environmental, labor and other transit advocates, and engage in a communications and outreach effort to help the general public understand the business philosophy that transit, like other basic infrastructure services, is critical to them as individuals, even though they may not personally ride it, and to the economic sustainability and growth of this region.

SHORT-TERM GOALS

(to be executed January – April 2010)

GOAL 1: As a board, come to consensus on a solitary, consistent message regarding support for statewide transit funding legislation and deliver that united opinion to Madison through:

- Letters;
- Phone calls/personal visits; and
- Coordinated, unified municipal outreach efforts.

Estimated budget for Goal 1:

\$1,000 per month – Mueller Communications

GOAL 2: Develop broader public understanding, awareness and support for a dedicated funding source for existing mass transit systems in all three counties.

- Provide background and educational materials to the media, civic groups and individuals regarding topics such as:
 - The current financial state of transit and potential solution to the crisis;
 - The impact of proposed transit legislation;
 - Peer metropolitan area success stories; and
 - The impact of fare increases and route cuts in the three-county region.

Estimated budget for Goal 2:

\$2,000 per month – Mueller Communications

\$1,000 per month – Woo Connections

GOAL 3: Develop a communications and outreach campaign for community groups, labor groups, transit advocates and the general public centered around the message of “transit as a lifeline to economic health” and support through the following specific communications tactics:

- Media outreach;
- Direct mail outreach to current and likely transit supporters and users;

- Host community meetings in targeted geographic areas, and secure business or labor community representatives to present the case for supporting transit to members of the community;
- Grassroots advocacy activities: coordinating attendance at meetings and rallies, coordinating visits to Madison, generation of letters, phone calls and other communications with key audiences;
- Supporting advocacy group activities: Coalition for Advancing Transit (CAT), TransitNOW, Independence First, WISPIRG, MICAH, Racine Transit Task Force, Community for Change, Spreenkler, LaunchMilwaukee and other transit advocates groups; and
- Social media outreach to targeted audiences.

Estimated budget for Goal 3:

\$ 8,000 per month – Mueller Communications

\$ 3,000 per month – Woo Connections

\$2,500 per month – Social media consultant

\$ 30,000-40,000 (one-time payment per mailing) – Direct mail consultant

GOAL 4: Develop a communications and outreach campaign for the business community centered around the message of “transit as a lifeline to economic health” and support through the following specific communications tactics:

- Supporting business community activities with GMC, MMAC, RAMAC and KABA as well as the African American and Hispanic chambers, and other smaller municipal chambers of commerce, including:
 - CEO news conferences;
 - Membership events, rallies or meetings with key elected leaders;
 - Engagement in news interviews and other media relations;
 - Coordinating visits to Madison; and
 - Generation of letters, phone calls and other communications with key audiences.

Estimated budget for Goal 4:

\$ 6,000 per month – Mueller Communications

\$ 2,000 per month – Woo Connections and potentially other regional communicators

GOAL 5: Secure a lobbyist to represent SERTA’s interests in Madison and communicate its solitary, uniform message consistently and frequently with key decision-makers in the legislative process. This effort would also aim to involve and coordinate municipal lobbyists and business lobbying efforts in support of transit.

Estimate budget for Goal 5:

\$6,000 per month – Lobbyist TBD