



#TransitIsEssential

Digital Amplification Toolkit for Partners & Allies

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ABOUT THE CAMPAIGN

Millions of people who [rely on public transit](#) have been impacted by COVID-19. Since the novel Coronavirus hit the U.S., more than 160 transit workers have died, ridership has plunged along with transit agency budgets, and communities of color have been disproportionately affected by service cuts, insufficient health and safety protections, reduced mobility, delayed implementation of environmental health improvements, and more.

The current pandemic is forcing transit agencies and lawmakers to make decisions that could have both short and long term positive or negative consequences for the future. **Your #TransitIsEssential story is critical to shaping these decisions and ensuring we create a system better than before.**

Join transit workers, riders, and supporters across the country to grow a national conversation about the importance of public transit to our society and keep the issue of safe transit in the public eye. Together, we'll build momentum to generate the needed policy changes and funding to protect people from COVID-19, address historic and systemic racial and economic inequities, and build a better, cleaner transportation future for all.

For more information on why #TransitIsEssential, read our latest info brief: [Securing Safe Transit: Before and After COVID-19](#).

HOW TO PARTICIPATE

Graphics: [HERE](#)

Accounts to tag:

- Facebook and Twitter: @GreenForAll
- Instagram: @GreenForAll_Official

Hashtags: #TransitIsEssential, #TransitMovesTheEconomy



There are multiple ways to contribute your story to the #TransitIsEssential campaign:

1. Use our graphic template to share why public transit is essential to you and your community:
 - a. Download the #TransitIsEssential graphic [here](#)
 - b. Print out the pdf version and physically write in your answer OR digitally write in your answer over the jpg version sharing why public transit is essential to you
 - c. Share your digital graphic or post a selfie with your print-out graphic to Instagram, Facebook, or Twitter with the hashtag #TransitIsEssential or #TransitMovesTheEconomy
 - d. ***Bonus:** Take the Safe Transit Pledge to stay updated on how you can take action to build a safe, equitable public transit system [here](#)
2. Create your own graphic
 - a. Write “#TransitIsEssential Because” at the top of a plain piece of paper
 - b. Fill in why public transit is essential to you
 - c. Post a selfie with your graphic to Instagram, Facebook, or Twitter with the hashtag #TransitIsEssential or #TransitMovesTheEconomy
 - d. ***Bonus:** Take the Safe Transit Pledge to stay updated on how you can take action to build a safe, equitable public transit system [here](#)

SAMPLE ANSWERS

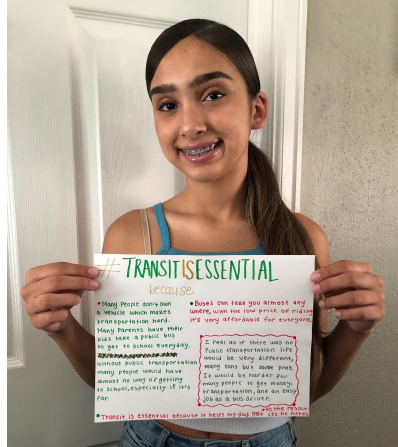
Use one of the answers below, or write in your own answer on your #TransitIsEssential graphic.

#TRANSITISESSENTIAL BECAUSE:

- It connects me with my [family members, grandparents, kids, patients, customers, _____] in need during COVID-19.
- I rely on transit to get to my job as [an essential worker/_____].
- There are no grocery stores within walking distance of my house. I rely on transit to pick up food for my family.
- I live in a city and don't have a car. Without public transportation, I couldn't get to [work/family members/grocery stores/the food bank/the doctor/_____].
- It is central to our fight for racial justice:
 - Nearly one in five Black households lack access to a car
 - 14.9% of households of color lack access to a car
- I rely on the [bus/train/other] to get to _____.
- More than 2.8 million essential workers nationwide rely on public transit.
- It connects us all. We all rely on [nurses, food service workers, grocery clerks etc.] who take public transit.



SAMPLE PHOTOS



SAMPLE CAPTIONS ON INSTAGRAM/FACEBOOK

Share your #TransitIsEssential photo using one of the captions below, or write your own:

- We need a transit system that protects people from COVID-19, addresses systemic racial and economic inequities, and builds a better, cleaner transportation future for all #TransitIsEssential
- My fight for transit equity is essential in my fight for racial equity. Join me in sharing why public transit is important to you. #TransitIsEssential



- #TransitIsEssential to me and my community. [Tag your U.S. senator] - are you committed to @greenforall recommendations on #SafeTransit? We need you to fully fund public transportation through 2021.
<https://www.thedreamcorps.org/our-programs/green-for-all/campaigns/safetransit/>
- I'm a resident of [CITY/STATE] and a regular transit rider. [Tag your U.S. Senator], we need you to speak up for workers and riders and fully fund public transportation through 2021. #TransitMovesTheEconomy #TransitIsEssential
- I'm one of millions of workers who rely on public transit. [Tag your U.S. Senator], we need you to stand up for workers and riders and make sure public transit gets \$32 billion in federal funding.
#TransitMovesTheEconomy #TransitIsEssential

SAMPLE POSTS FOR TWITTER

If posting your #TransitIsEssential photo on Twitter, use one of the sample Tweets below or write your own:

- We need a transit system that protects people from COVID-19, addresses systemic racial and economic inequities, and builds a better, cleaner transportation future for all #TransitIsEssential
- My fight for transit equity is essential in my fight for racial equity. Join me in sharing why public transit is important to you. #TransitIsEssential
- #TransitIsEssential to me and my community. [Tag your lawmaker] - are you committed to @greenforall recommendations on #SafeTransit? We need you to fully fund public transportation through 2021.
<https://www.thedreamcorps.org/our-programs/green-for-all/campaigns/safetransit/> #TransitMovesTheEconomy
- I'm a resident of [CITY/STATE] and a regular transit rider. [Tag your U.S. Senator], we need you to stand up for workers and riders and fully fund public transit through 2021. #TransitMovesTheEconomy #TransitIsEssential
- I'm one of millions of workers who rely on public transit. [Tag your U.S. senator], we need you to stand up for workers and riders and make sure public transit gets \$32 billion in federal funding.
#TransitMovesTheEconomy #TransitIsEssential

Senator Twitter Handles to Tag

- CA Dianne Feinstein: @SenFeinstein
- CA Kamala D. Harris: @SenKamalaHarris
- CT Christopher Murphy: @SenMurphyOffice
- IL Richard J. Durbin: @SenatorDurbin
- IL Tammy Duckworth: @SenDuckworth
- MA Edward J. Markey: @SenMarkey
- MA Elizabeth Warren: @SenWarren
- NJ Cory A. Booker: @SenBooker
- NJ Robert Menendez: @SenatorMenendez
- NY Charles E. Schumer: @SenSchumer
- NY Kirsten E. Gillibrand: @gillibrandny



- OH Sherrod Brown: @SenSherrodBrown
- OR Jeff Merkley: @SenJeffMerkeley
- OR Ron Wyden: @RonWyden
- PA Patrick J. Toomey: @SenToomey
- PA Robert P. Casey, Jr.: @SenBobCasey
- RI Jack Reed: @SenJackReed
- WA Maria Cantwell: @SenatorCantwell
- WA Patty Murray: @PattyMurray