



Since our inception, nonprofits have served as the bridge between government and community – a role that has ultimately defined America. As a reliable and trusted source of information, you are the best messenger to educate your nonprofit network and the communities within your service areas about the role clean and equitable transportation plays in creating a civil society where everyone can reach their full potential.

The Issue

State of Play: Public transportation ensures access to vital components of daily life that enable cities, rural areas and communities at-large to operate independently and efficiently. Equitable transportation investments yield a significant return by producing income for local communities and the businesses and employees that comprise them.

Throughout history, strategic investments in our nation’s transportation infrastructure—the railroads in the 19th century, the interstates in the 20th—turbocharged historic growth that generated economic benefits that are enjoyed in local economies today.

What Can I Do To Help?

This toolkit is designed to support your advocacy and mobilization efforts. Curated content and resources included are as follows:

- Talking points and context to support the enclosed policy solutions
- An email template with sample language to support outreach efforts to advocates and stakeholders
- A letter template to support advocacy efforts to Congressional lawmakers
- Social media graphics and sample text to support digital advocacy and engagement

Talking Points & Context

Nonprofit Services Require Clean & Equitable Public Transportation

Use the following talking points and context to engage policymakers, constituents, and nonprofit advocates:

Transportation Investments Drive Economic Growth & Vitality

Effective delivery of nonprofit services requires clean, healthy and equitable transit infrastructure. As a sector committed to uplifting communities of color, charitable nonprofits must promote enshrining public transit as valuable infrastructure to enhance the quality of life through equitable access to mobility economic opportunity.

- We support significant investment in upgrading public transit for underserved communities and vehicle electrification through a broad range of infrastructure projects and tax incentives, like those included in H.R. 2, the Moving Forward Act.
- Past transportation investments divided communities or excluded those most in need of affordable transportation options. We support investing \$20 billion in a new program that will reconnect neighborhoods cut off by historic investments and ensure new projects increase opportunity, advance racial equity and environmental justice, and promote affordable access.

Public Transportation Prioritizes Community Needs & Protects Public Health

The time is long past due for transportation solutions that dismantle barriers to access. The ongoing pandemic has disproportionately impacted marginalized communities in every domain of life, in part, because of a historic lack of attention to the environmental conditions in which they live.

- Ensuring equitable access to mobility allows the charitable nonprofit sector to meet the needs our most vulnerable residents, including, but not limited to, people who are disabled or elderly.
- A significant investment of federal resources must be allocated to provide underserved communities with the assets needed to increase environmental sustainability, economic prosperity, and opportunities for social mobility.
- Investing in public transportation advances public health in underserved communities by abating transportation-related health impacts through electrification of transportation infrastructure, reduction in car dependency, and

better land use practices. To achieve this, Congress must invest in cleaner, public transportation options that support low-income and communities of color.

- Transit is the conduit to many nonprofit providers, and a valuable partner to our sector across the country. Though mobility is often identified as a primarily public-sector function, transit and public transportation have proven to be the backbone of the multimodal, on-demand economy that nonprofit innovation is driving today.
- During such unprecedented times when the nation desperately needs transformative transportation policies that connect communities, address the climate and environmental crisis, and expands access to essential resources nonprofit voices have remained powerful challenge to the status quo.

Nonprofits Are Trusted Sources of Information — Our Collective Advocacy is More Important Now than Ever

Research indicates that nonprofit roots and trust within communities provide ample opportunity to increase civic engagement among those who are regularly excluded from the democratic process.

- Our natural engagement assets and unparalleled reach make us particularly well suited to encourage active civic participation.
- As the nation's third largest employer, nonprofits are able to organize 12.3 million employees and mobilize networks of donors, volunteers, and constituents across 1.5 million organizations.

Email & Letter Templates

Urge Support For Transportation Infrastructure Investments

Take Action Today

Tell Congress to take immediate action to implement a new federal transportation program that keeps pace with today's economic, social, and environmental demands.

- Submit a [letter](#) to your Representative and Senators today to urge their support for transportation infrastructure investments.
- Use our [Nonprofit Infrastructure](#) Investment Advocacy [Toolkit](#) to encourage your nonprofit network to take action.

Use the following email templates to support your outreach efforts to organizations in your network and policymakers:

Call-to-Action Email to Advocates

Issue Summary: Clean, healthy and equitable transit allows everyone to access the vital services nonprofits provide. Take action today to urge legislators to support funding for public transit as they craft infrastructure legislation.

Subject Line: Ask Your Legislator: Make Clean, Healthy and Equitable Transit an Infrastructure Priority

Dear {Name},

Infrastructure is a competitive workforce, because America's workers power a growing economy. If we want a society where every person can thrive, all of us need to work for it. That means all of us need to have the opportunity to work. We need to invest in a local, state, and national infrastructure that supports and trains those with barriers to employment.

The nonprofit sector plays a unique role as the third largest private workforce employer, but also as the vehicle to help individuals develop the necessary skills to get back to work. As a sector committed to uplifting communities of color, charitable nonprofits must promote enshrining public transit as valuable infrastructure to enhance the quality of life through equitable access to mobility economic opportunity. Contact your Congressional Representative and Senators today to ensure that they make workforce development an infrastructure priority.

Sincerely,

{Organization}

Thank You:

Thank you {{contact_first_name}} for supporting our efforts to implement a new federal transportation program that keeps pace with today's economic, social, and environmental demands. We urge you to share this information with your personal and professional networks to urge their support.

Letter to Congress

Dear {{target_appropriate_greeting}},

The COVID-19 pandemic disproportionately impacted communities served by nonprofits, in part, because of a historic lack of attention to the environmental and public health conditions in which they live. Rebuilding after COVID-19 to improve public health and help communities build their physical and economic resilience requires significant investment in cleaner transportation, including public transportation targeting communities of greatest need.

Cleaner air means greater resilience to future pandemics. At a more fundamental level, effective delivery of core nonprofit services requires clean, healthy, and equitable transit infrastructure.

I urge you to support significant investment in upgrading public transit for underserved communities and vehicle electrification through a broad range of infrastructure projects and tax incentives, like those included in H.R. 2, the Moving Forward Act. Finally, some past transportation investments divided communities or left out the people most in need of affordable transportation options. I also urge you to support investing \$20 billion in a new program that will reconnect neighborhoods cut off by historic investments and ensure new projects increase opportunity, advance racial equity and environmental justice, and promote affordable access.

In addition to being a critical priority in its own right, this request also aligns with the agenda of the Nonprofit Infrastructure Investment Advocacy Group. This diverse coalition advocates for investments in and through nonprofit organizations that strengthen civic bonds across the country, put people back to work rebuilding our communities, and provide – at a national scale — the critical resources and services nonprofits need to accomplish their missions. I hope you will see more about this coalition’s policy agenda: independentsector.org/infrastructure_agenda

Sincerely,

{{contact_full_name}}

Social Media Graphics & Sample Messaging

Use the following messages and graphics to engage in digital advocacy across your organizational platforms:

Graphic: Infrastructure is clean and accessible public transportation. Because getting around should be the easy part of moving forward.

Tweet/Facebook Post: What do you find when you can easily move from place to place? More job options. More businesses to support. A bigger community of support. An expansive society filled with diverse ideas & opportunities. That's why clean, accessible public transportation is #civicinfrastructure

Tweet/Facebook Post: The world is changing fast. We need to be ready. Environmental crises destroy communities, take lives, and cost our nation huge sums of money. We're committed to investing in #civicinfrastructure that supports healthy, resilient communities and preserves public lands and water.



Additional digital advocacy resources can be accessed [here](#)