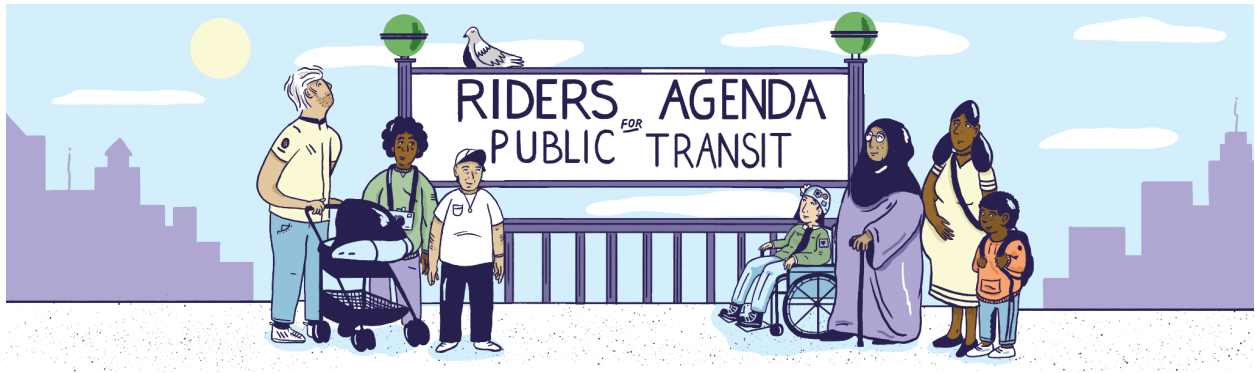




#RidersAgenda Launch Toolkit

Summary

Riders Alliance and allies are launching a #RidersAgenda on January 27 calling on Governor Hochul to make critical investments to support transit service in the 2022 state budget.

Starting on Thursday, we'll collect digitally-signed postcards from riders and supporters and mail them to Gov. Hochul's office leading up our Virtual Lobby day on Feb. 8. Our goal is to send hundreds of postcards to Gov. Hochul in support of the #RidersAgenda!

We're asking partners to share our [postcard campaign](#) 2-3 times on social media starting with our launch on [Thursday, January 27 at 2pm!](#)

What is the #RidersAgenda?

The [#RidersAgenda](#) outlines commitments that Governor Hochul and our state legislature can make in our 2022 state budget to improve transit service, combat climate change, and make our transit system more accessible. The 4 pillars of the agenda:

- No Fare Hikes for 5 Years
- Cut Wait Times for Buses and Trains
- Fulfil the Promise of an Accessible Subway
- Leverage Public Transit to Combat Climate Change

Social Media Toolkit

Suggested Tweets

1: @RidersAlliance has released a #RidersAgenda that calls on @GovKathyHochul to commit to fully funding @MTA and providing riders with affordable, equitable, and accessible transit service in our 2022 state budget!

Send a postcard to @GovKathyHochul! →

<https://action.ridersalliance.org/ridersagenda-postcard-campaign/>

[\[IMAGES\]](#)

2: We're calling on @GovKathyHochul to adopt a #RidersAgenda in the 2022 state budget that delivers:

 No fare hikes for 5 years

 6-minute service on buses and trains

 Fast track to a fully accessible subway

 Make transit our #1 tool in combating climate change

3. Join us and our partners @RidersAlliance in sending @GovKathyHochul a crystal clear message – we need a #RidersAgenda!

Click to sign a postcard addressed to our Governor demanding our 2022 state budget puts riders first! → <https://action.ridersalliance.org/ridersagenda-postcard-campaign/>

[\[POSTCARD IMAGES\]](#)

Suggested Insta/Facebook Posts

1:

@Riders Alliance has released a #RidersAgenda that calls on @Governor Kathy Hochul and our state legislature to commit to fully funding our @MTA and providing riders with affordable, accessible transit service – all without fare hikes or service cuts!

In particular, the #RidersAgenda is calling for a 2022 state budget that:

 Keeps fare hikes off the table for the next 5 years

 Cuts wait times on our buses and trains with 6 minute, all-day frequency

 Puts on a fast track to a fully accessible, ADA compliant subway

 Recognizes and fully utilizes our transit system as our #1 tool in combating the climate crisis

Send a postcard to @Governor Kathy Hochul and support the #RidersAgenda →

<https://action.ridersalliance.org/ridersagenda-postcard-campaign/>

Read the full #RidersAgenda here → <https://www.ridersalliance.org/ridersagenda>

Social Graphics (housed in [folder](#))

- [#RidersAgenda Illustration Square](#)
- [#RidersAgenda Illustration Twitter](#)
- [#RidersAgenda Illustration Banner](#)
- [#RidersAgenda 4-Points Graphics](#)

Additional Resources

Links

- Postcard Campaign Signup Link:
<https://action.ridersalliance.org/ridersagenda-postcard-campaign/>
- #RidersAgenda webpage: <https://www.ridersalliance.org/ridersagenda>

#RidersAgenda Messaging

The pandemic brought the MTA to the brink of catastrophe and has lost the agency billions of dollars in fare and toll revenue that it depends on to operate. Despite that, essential workers still rely on transit everyday to keep society running and deserve a state budget that reflects a commitment to provide them affordable, equitable, and accessible transit service.

Riders Alliance has released a #RidersAgenda, a four-point policy agenda that calls on Governor Hochul and our state legislature to commit to fully funding our transit system and retooling it to properly serve current riders, adapt to the new normal, and combat the climate emergency in our 2022 New York State budget.

The #RidersAgenda has 4 main policy principles:

- 1) No Fare Hikes for 5 Years
- 2) Cut Wait Times on Buses and Trains
- 3) Define Our Path to a Fully Accessible Subway
- 4) Leverage Public Transit to Combat the Climate Emergency