



SAMPLE TWEETS FOR ACTIONS

(all, this is **your** toolkit, paste in whatever you want amped below)

**** JUST ADDED: ALT-TEXT FOR TAYLOR'S GRAPHICS >>**

Thank you Cassie Steiner (Sierra Club), Denise Jess (Wisconsin Council of the Blind and Visually Impaired), Vera Mendoza (The Ability Center), and others on the Midwest Transit Equity Day planning calls.

[#TransitEquityDay](#) | Tag: @LN4S

[\(RT from live feed\) >>](#)

[Current Social Media Handles \(please add yours!\) >>](#)

[THEME AND TED GRAPHICS >>](#)

[Events Page >>](#)

IN THE NEWS ITEMS TO SHARE >>

National Posts >>

General Sample Tweets

How to use this toolkit:

This toolkit offers an easy way for you or your organization to help Transit Equity day go as far as possible on social media. On February 4th, we want to have a coordinated social media push to amplify our transit equity priorities and the transit equity report. Contributing on social media can be as easy as copying sample posts directly from this toolkit into your twitter or Facebook. For posts with a link (to the report or a Politico article) you don't need a graphic as the link will auto-populate an image. If you'd like to add a graphic, you can copy and paste from our suite of graphics made by Taylor Mayes. You're also more than welcome to use your own tweets and graphics! **The one thing we want to ensure is that any posts include either the hashtag #TransitEquity or #TransitEquityDay.** This will make it more likely that one of our hashtags will trend and will allow us to more easily track and boost everyone's posts. Searching one of those hashtags and then liking and retweeting the posts that come up will really expand our reach, especially if you're liking/retweeting from personal accounts in addition to organizational accounts. **It's also important to tag accounts of our allies when we post. In this toolkit there is a spreadsheet which includes social media handles for all of the organizations involved in Transit Equity Day.** If you don't see yours, feel free to add it—the spreadsheet is public. You can tag up to 10 accounts in each post by clicking on the rightmost icon in the bottom of the window that shows up when you click "tweet."

Finally, feel free to post out of this toolkit at any point, but **please refrain from posting about the Transit Equity Report until 10:00 AM EST as it is embargoed.** Thanks and happy posting!

Sample tweet 1

#TransitEquityDay is February 4th and people all across the country are calling for better transit systems for transit workers and riders. Find an event near you:
<https://www.labor4sustainability.org/transit-equity-2022/ted-2022-events/>

Sample tweet 2

This #TransitEquityDay we're fighting for transit systems that serve everyone—workers, riders, community members.

#TransitEquity means giving transit workers the resources and respect they need to do their jobs.

Investing in the workforce is investing in equity.

Sample tweet 3

When transit funding gets cut, it's not just a bus line that's lost. It's a neighbor's ability to get to work, see a doctor or visit family. Public transit is a lifeline. #TransitEquityDay

Sample tweet 4

Investing in transit workers is an investment in #TransitEquity.

Economic justice, racial justice and climate justice demand policies that protect and empower workers. #1u

Sample tweet 5

#TransitEquityDay takes place on Rosa Parks' birthday for a reason: her example shows us that equitable, accessible public transit is essential to racial justice.

Sample tweet 6

Poorly funded transit systems do not harm us equally—working people and people of color are harmed most of all. Investing in transit is crucial for #TransitEquity.

Sample tweet 7

Transit workers are like the beating heart of a community –keeping buses and trains moving so that people can get where they need to go. They need our support because we need them. #TransitEquityDay

Sample tweet 8

This #TransitEquityDay, let's fight for a future where every transit worker can know that their job offers safe and secure work with family-sustaining wages and benefits. Anything less is an insult. #1u

Sample tweet 9

Low income workers are the backbone of our economy and they rely on public transit more than anyone. If we let our transit systems wither, we are selling out the people who keep our society running. #TransitEquityDay

Investing in transit has huge benefits: better and more reliable service, healthier local economies, expanded opportunity and racial equity. What's good for transit workers is good for all of us. #TransitEquityDay

Sample tweet 10

Every day in the U.S, people take 34 million trips on public transit.

But right now our transit agencies and the workers that make them run are being sold out—along with the millions of people they serve. This #TransitEquityDay let's call for the transit investment that we all deserve

Sample tweet 11

60% of all public transit riders are Black and almost 20% are Hispanic.

Decreased support for public transit and transit workers is very much a matter of racial equity. #TransitEquityDay

Sample tweet 12

Just investing in transit isn't enough. Agencies need to partner with transit unions, to guide workforce investment and ensure that transit workers are part of every aspect of the decision making process

Sample tweet 13

Transit brings customers into local businesses, gives new life to business districts, and boosts startups. Investment in high-quality transit jobs leads to more quality local jobs that can't be sent off-shore.. We need deep transit investment now. #TransitEquityDay

Sample tweet 14

@ForAJustSociety Dir. @LeeAnn_Hall said it best: "Too many people are experiencing service cuts because we don't have sufficient transit [investment]. We have to invest in robust public transit, including our public transit workforce, if we want to build economically resilient and racially equitable communities."

Sample tweets for the report—embargoed until Feb. 4, 10:00 AM EST. Links to the report will be added when it's released.

Sample tweet 1

Listen up transit agencies. Read this Report: investing in transit equity means investing in transit workers. #TransitequityDay

<https://transitjustice.org/report-invest-in-transit-workers/>

Sample tweet 2

Our most comprehensive #TransitEquityDay report ever is here and the findings are obvious: Investing in transit has huge benefits.

Better and more reliable service, healthier local economies, expanded opportunity and racial equity. What's good for transit workers is good for all of us.

<https://transitjustice.org/report-invest-in-transit-workers/>

Sample tweet 3

Ever since we started #TransitEquityDay in 2018 it's increased in scope and power. Now our latest report on #TransitEquity is out, and it calls on transit agencies to make the bold investments that transit workers and our communities deserve. Check it out:

<https://transitjustice.org/report-invest-in-transit-workers/>

-
- [California](#)
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 - [Indiana](#)
 - [Massachusetts](#)
 - [Michigan](#)
 - [Minnesota](#)
 - [New York](#)
 - [New Mexico](#)

- [Pennsylvania](#)
- [South Carolina](#)
- Virginia
- [Wisconsin](#)

CALIFORNIA

Bay Area

Bay Area transit riders, climate justice advocates and transit workers! On Feb. 4, Rosa Parks' birthday, join @GenesisCali for its #TransitEquityDay Online Rally starting at Noon Pacific! Register now! <https://bit.ly/Transitequity>

[Tweet this >>](#)

Sacramento

Graphic: (right click to copy and paste into Twitter)

To Celebrate Transit Equity Day 2022
The Sacramento Transit Rider's Union
Presents:

THE
GOOD
THE
BAD
& THE
UGLY

**Sacramento Transit Stop
Photo Contest**
Submit your pics: Feb 4th-Mar 4th

A winner will be selected in each of 3 categories!
(The Good, the Bad & the Ugly.)

Prize: 1/2 month Regional Transit Pass (\$50 Value)

If you live in Sacramento, what does your transit stop look like? For #TransitEquityDay, share photos with @Sac_TRU as part of its Good, Bad & Ugly photo contest. Starts Feb. 4 & ends March 4. Upload pics here.

<https://forms.gle/BmHyjqS4T3EmguZK8> There will be prizes!

[Tweet this >>](#)

San Bernardino

Graphic: (right click to copy and paste into Twitter)



If you take transit in San Bernardino County, CA you get to ride free on Feb. 4, #TransitEquityDay! The 5 transit systems will be represented in Victor Valley, Morongo Basin and San Bernardino. @gosbcta

[Tweet this >>](#)

CONNECTICUT

On Feb. 4, #TransitEquityDay, join @SierraClubCT for a conversation about the ongoing equity issues that need to be addressed in the state. Noon - 1 p.m. ET, sign up today!

<https://act.sierraclub.org/events/details?formcampaignid=7013q000002GRMvAAQ>

[Tweet this >>](#)

DISTRICT OF COLUMBIA

#DC transit riders, make your voices heard on #TransitEquityDay join @CCL-DC for a letter to the editor party Feb. 1, 7-8:30 ET. Advocate for a cleaner, more equitable future! Sign up

<https://www.eventbrite.com/e/transit-equity-day-letter-to-the-editor-party-tickets-242392812427>

[Tweet this >>](#)

GEORGIA

Atlanta

Atlanta: Save the date as @MARTAArmy hosts its annual #TransitEquityDay rally honoring Rosa Parks on her birthday & lifting up transit riders' rights. Noon - 1p ET on Feb. 4. Stay tuned.

[Tweet this >>](#)

ILLINOIS

Chicago

Chicago transit riders! Save the date for a Transit Equity Day of Action on Feb. 4, Rosa Parks' birthday. The event will take place at 8-8:30am CT. Follow @ChicagoJWJ for more details.

[Tweet this >>](#)

INDIANA

Fort Wayne

Fort Wayne, IN! Join the Pilgrim Baptist Church Green Team on #TransitEquityDay, Feb. 4, Noon - 2 p.m. ET. w/ special guest Chief Condra Ridley as Rosa Parks & remarks from a 3rd gen transit worker & elected officials.

www.pilgrimbcfw.org @raydixjr

[Tweet this >>](#)

Terre Haute

Terre Haute, IN! Join @isuNAACP for “A Rose for Rosa: A #TransitEquityDay Celebration.” Feb. 4, 9 a.m. - 4:30 p.m. ET at The Terre Haute Transit Station.

[Tweet this >>](#)

MASSACHUSETTS

Boston



BOSTON! In Feb., join #TransitEquityDay actions with @tridersunion, @ECJNAACP, @LN4S & @ACEEJ for “The Rosa Parks Story,” a virtual screening Feb. 18 6p-8p ET. Panel discussion. Feb. 28 6p-8p ET.

[Tweet this >>](#)

MICHIGAN

Ann Arbor

Are you a transit rider or worker in Ann Arbor? Join @GEO3550 for MI #TransitEquityDay, 9a-7p ET, Feb. 4. Taking place @ Blake Transit Center, this action includes organizers from local unions and community groups.

[Tweet this >>](#)

MINNESOTA

Minneapolis/Saint Paul

@GovTimWalz & @LtGovFlanagan proclaim February 4 #TransitEquityDay in Minnesota! Safe, reliable, convenient, and affordable transit should be accessible to all. #FundTransitNow #MNleg



STATE of MINNESOTA

Proclamation

- WHEREAS: Transit systems throughout Minnesota have provided hundreds of thousands of daily rides to essential workers and others who depend on their services throughout the COVID-19 pandemic; and
- WHEREAS: Minnesotans are grateful for the service of our transit workers, who have bravely and tirelessly operated and maintained our transit system to keep it functioning under extraordinary circumstances; and
- WHEREAS: Minnesota buses and trains not only connect our communities but move us towards a more inclusive Minnesota that affirms shared opportunity for people of every race, ability, age, income, gender, and zip code; and
- WHEREAS: Transit advances equity by enhancing mobility and providing access to jobs, health care, education, social services, and all the needs of daily life in Minnesota; and
- WHEREAS: February 4 marks the birthday of Rosa Parks, a civil rights pioneer whose refusal to give up her seat on a bus in Montgomery, Alabama eventually led to the desegregation of transit systems across America; and
- WHEREAS: Transit access is critical to addressing long-standing inequities and ensuring needs in communities of color are fully and fairly met,
- WHEREAS: While the State of Minnesota has made great strides in transit equity, we are committed to the continued improvement of transit accessibility and equity.

NOW, THEREFORE, I, TIM WALZ, Governor of Minnesota, do hereby proclaim Friday, February 4, 2022, as:

TRANSIT EQUITY DAY

in the State of Minnesota.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 29th day of January.

GOVERNOR

[Tweet this >>](#)

RT

<https://twitter.com/SierraClubMN/status/1488944582566072323>

<https://twitter.com/MoveMinnesota/status/1488935202319650823>

NEW YORK

Brooklyn

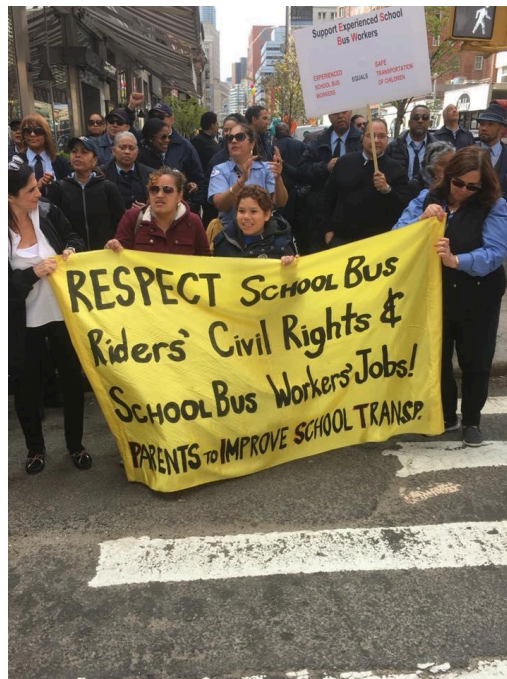
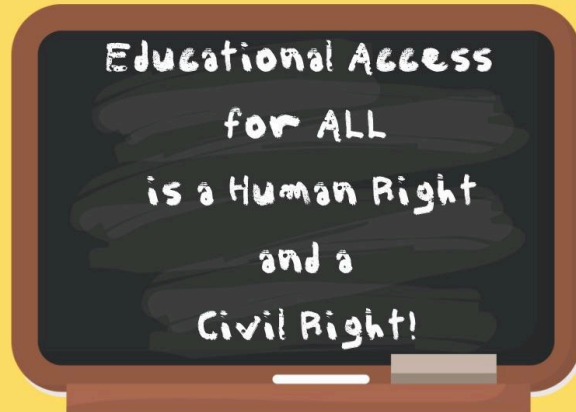
Graphic: (right click to copy and paste either into Twitter)

Transit Equity Day Feb 4th



#WeArePIST

Parents to Improve School
Transportation



#NYC! This #TransitEquityDay, Feb. 4, Birthday of #RosaParks, let's keep #SchoolBus riders & workers in mind. Virtual Press conference to kick off 2022 School Bus Bill of Rights Campaign. Follow @PISTNYC to learn more and RT.

[Tweet this >>](#)

Buffalo:

Graphic: (right click to copy and paste into Twitter)



This year, @CEJBuffalo is honoring Transit Equity Week by “Shoveling Snow Our City Leaves Behind.” This action is part of the national #TransitEquityDay actions taking place Jan. 29 from 5:30a-9p ET. Learn more <https://fb.me/e/UNaBjKQo>

[Tweet this >>](#)

NEW MEXICO

Albuquerque

Albuquerque! Join #Together4Brothers for a #TransitEquityDay Livestream & Town Hall online at www.together4brothers.org. Feb. 4, Livestream starts at 9a MT. Town Hall starts at 4:30p to collect stories from bus riders about zero fares and a call to action for the FY23 budget

[Tweet this >>](#)

NORTH CAROLINA

Charlotte



PENNSYLVANIA

Philadelphia

[Transit Forward Philadelphia](#)

[Our Social Media Kit](#)

In honor of #TransitEquityDay we at TFP want to thank every operator who risked their lives every day to keep SEPTA moving during the pandemic and recognize heroes like Octavius Catto and Rosa Parks who helped make public transit a civil right #TransitEquityDayPHL2022 @LN4S



RHODE ISLAND

Providence

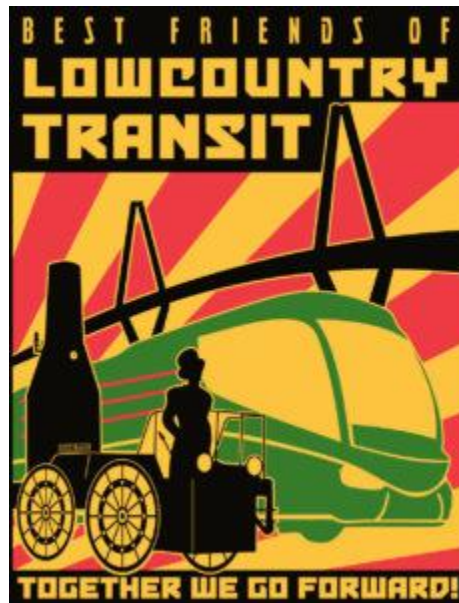
Providence RI. On Feb. 4, #TransitEquityDay, head on down to the State House on Smith St. to celebrate the addition of the Rosa Parks Bus Shelter! Press conference starts at 3 p.m. Support the effort with an Op-Ed to the local paper. Stay tuned for more! @RITransitRiders

[Tweet this >>](#)

SOUTH CAROLINA

Charleston

Graphic: (right click to copy and paste into Twitter)

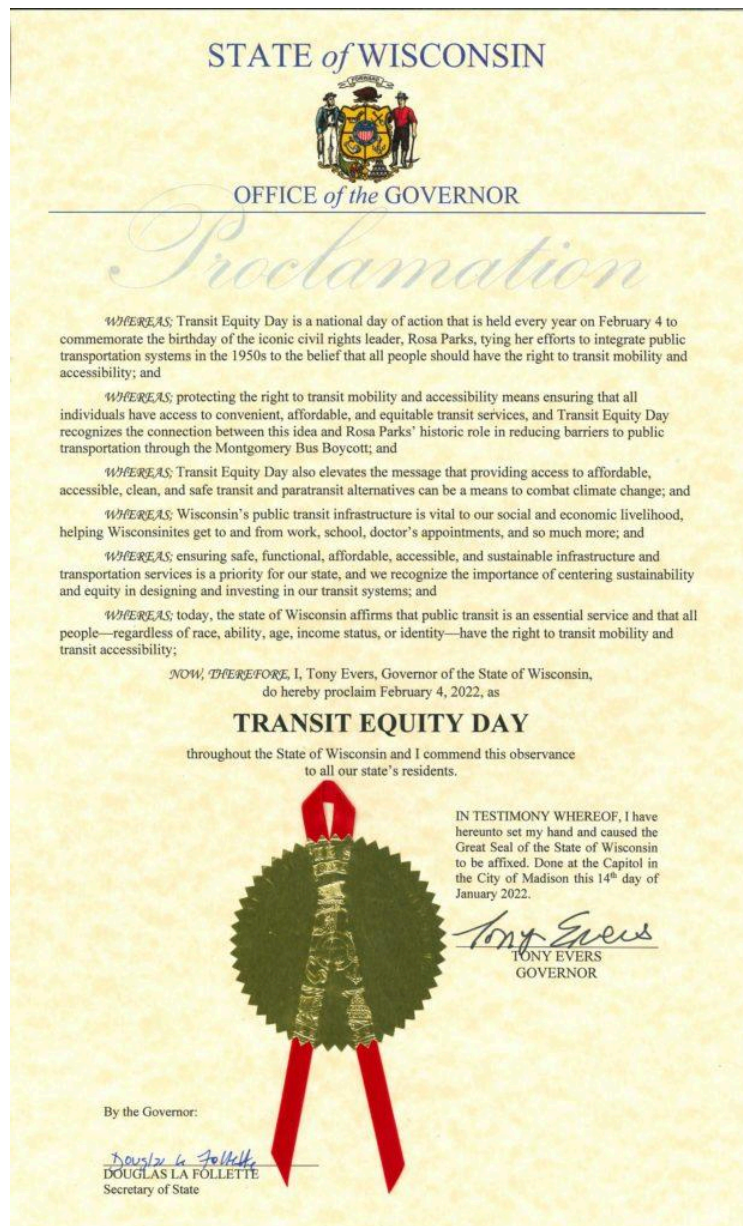


#TransitEquityDay in Charleston, SC will have a flavorful twist honoring Rosa Parks. On Feb. 4, 7-10a ET, join Best Friends of Low Country Transit for a socially distanced breakfast featuring Ms. Parks' Featherlight Peanut Butter Pancakes. facebook.com/events/1294197547727122

[Tweet this >>](#)

WISCONSIN

Graphic: (right click to copy and paste into Twitter)



On Feb. 4, 1000 Friends of Wisconsin will honor the historic statewide #TransitEquityDay proclamation by @GovEvers + actions around the state: 10-11a CT. Also w/ Coalition for Responsible Transportation. Join at: us06web.zoom.us/j/82264865230?pwd=Y1lnZmF6aGQxNTU1ZzFmVnZCsm5SUT09

[Tweet this >>](#)

Eau Claire

.@ATU_Comm Local 1310 is on board for #TransitEquityDay! The local union is honoring Rosa Parks' birthday by placing a rose on every bus and paratransit vehicle + working with the county to proclaim Feb. 4 #TransitEquityDay.

[Tweet this >>](#)

Lacrosse

Graphic: (right click to copy and paste into Twitter)



Join us for Transit Equity Days!

January 31– February 4, 2022

Transit Equity Day is a nation-wide event held February 4th, Rosa Parks' birthday, to highlight the need for public transit to be safe, sustainable, and equitable for everyone, everywhere.

- Ride MTU for free January 31 thru February 4! Masks are required.
- "Ride With a Rep"— See when and where elected officials will be riding by going to our event page at: tinyurl.com/LaXTED2022

- Share your transit experience! Fill out our online survey at: tinyurl.com/LaXTEDStory



Or at one of our displays

- Visit displays at the La Crosse MTU Transit Center and the La Crosse Public Library January 31 thru February 4, featuring local transit history, info and schedules, books to check out, stickers, and more!



LaCrosseTransitAdvocates.org











#Lacrosse Ready for #TransitEquityDay? How about days? Participate in actions Jan. 31 - Feb. 4, 6 p. Ride MTU for free or “ride w/ a rep.” Visit displays at the libraries & learn about transit history from labor leader & author Terry Hicks! Learn more tinyurl.com/LaXTED2022

[Tweet this >>](#)

Oshkosh

Shoutout to Oshkosh, #WI. This past week, its City Council recognized Feb. 4 as #TransitEquityDay. Join our livestream on Feb. 4 highlighting this year's national events—what we're still fighting for, what we've achieved. Noon-2p ET
youtube.com/c/labornetworkforsustainability

[Tweet this >>](#)

Transit Equity Day in the News

- [CA: In honor of Rosa Parks, ride VVTA buses for free on Transit Equity Day \(Mass Transit Mag\)](#)
- [Metrolink to provide free rides on Feb. 4 for Transit Equity Day \(Spectrum News\)](#)
- [In honor of Rosa Parks, ride VVTA buses for free on Transit Equity Day \(Daily Press\)](#)
- [FEB 4: Transit Equity Day in Charleston and the SC Lowcountry \(Grow Purpose\)](#)
- [Snow Roll's Transit Equity Ride \(Buffalo Rising\)](#)
- [Cathy Van Maren: A week to think about transit equity \(LaCrosse Tribune\)](#)
- [Transit Equity Day Letter Writing Party \(Greater Greater Washington\)](#)
- [More Taxpayer Paid "Free" Stuff: Metrolink Providing Free Rides This Friday \(KABC LA\)](#)
- [Opinion: Transit Equity for New York City Starts in The Bronx \(Amanda Farias for City Limits\)](#)
- [How the U.S. Transportation System Fuels Inequality \(Basav Sen for Inequality\)](#)
- [When will median work on Butterfield Stage Road in Temecula be complete? \(Press Enterprise--Free Rides announcement\)](#)
- [Advocates to challenge Houston Metro board members to ride public transit \(Laredo MT\)](#)