April 8, 2020

California Transit Association Members,

We know and appreciate that you and your staff are working around the clock to ensure that your agency can continue to provide vital services to your community.

Similarly, your Association's staff is working hard to ensure we support our member agencies through this unprecedented crisis. The recently-passed federal stimulus package provides a lifeline to transit agencies, but it's vital that we continue to communicate the true size of the crisis and the future assistance needed to the media and the public – these messages must be clear and direct for state support.

The Association has prepared several tools to make it easier to share that information, for you to tailor to your own agency's experiences. Please find links to the following documents, on our website, for use by your communications and public information teams:

- **Talking Points** to guide your agency's communications around COVID-19's impacts on your local community and the challenges to come. Please customize these talking points to reflect your unique local story and depending on the audience with which you're communicating.

- **A Template Press Release** that you should customize and send to local media, and federal, state and local elected officials.

- **Social Media Posts** to share widely through your agency’s digital channels.

The Association has also put together an educational fact sheet hosted on our website that gives an overview of the pandemic’s impacts on transit statewide.

We will continue to provide weekly updates on the impacts transit agencies across the state face as part of our continued advocacy for relief transit funding at every level of government. If your agency is issuing a press release or regular updates to your community, please email a copy to Kyle Griffith (kgriffith@bcfpa.com) so we can relay the information you provide to key stakeholders.

For further assistance, please contact Association Deputy Executive Director Michael Pimentel at (323) 594-6342 or michael@caltransit.org.

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