



# Transportation Toolkit

## Transportation Coordinators

Is there a group of people from your community that want to come to Philadelphia for the **March for a Clean Energy Revolution**? One thing you may want to consider is becoming a Transportation Coordinator and organizing transit to the March. Transportation Coordinators are important in ensuring that everyone coming to the March for a Clean Energy Revolution can do so safely and efficiently.

The Transportation Logistics Chair (Laura Chamberlain, [lchamberlain@fwwlocal.org](mailto:lchamberlain@fwwlocal.org)) will work with coordinators to arrange reserving a bus/identifying a train, getting it listed on the [website](#), and filling the seats/purchasing tickets. In many cases, the coordinator will also serve as Transit Captain (more about this role can be found in the Transit Captain Role, Tasks, & Responsibilities section). The exception is for Transportation Coordinators who choose to attend a [Summit](#) or have other responsibilities the day of the march.

### Transportation Coordinator Responsibilities include:

- Providing up-to-date passenger lists and other info to transit captains.
- Responding to questions of people making reservations.
- Working with The Transportation Logistics Chair to make sure that the ticketing page is kept up to date should you need to add or subtract free seats.
- Making arrangements with proprietor of parking lots for the bus to pick up riders.
- Communicating with riders to introduce them to the Transit Captain, including providing them with pertinent information (e.g. the contact number of the Transit Captain, morning departure time, directions to the departure point, Philly drop-off/pick-up locations, what they should bring along, items they can safely leave on bus, etc.).
- We'll provide a list you can share with your riders closer to the march. (It's good to use Google satellite maps to identify the location where riders should park in a large lot if there's no easy landmark).

You're invited to a special **transportation coordinator's conference call** on **Tuesday, June 28th at 8pm** to go over the information in this packet and discuss your questions or concerns.

**Conference Dial-in number:** 712-775-7085

**Host access code:** 879295

See the “From Here to the March: a Timeline for the Next Several Weeks” section for more information.

## Checklist

Use this checklist to help keep track of the key steps to organizing transportation

- Let the Transportation Committee ([chamberlain@fwwlocal.org](mailto:chamberlain@fwwlocal.org)) know that you're organizing transportation to the March for a Clean Energy Revolution.
- Join the Transportation Coordinator's call on June 28st at 8pm.
- Consider your transportation options.
- Create a transportation plan.
- Coordinate with Transportation Committee to reserve bus or order bulk tickets from Train company.
- Get Transit Listed on our [Website](#).
- Build a Transportation & Outreach Team.
- Make a plan to fill your vehicle.
- Fill your vehicle!
- Sign people up for your vehicle through the transportation webpage.
- Collect contact information for people signing up to come to the MCER.
- Start thinking about what it's actually going to mean for people coming to the MCER.
- Figure out a way to pay for getting to the March for a Clean Energy Revolution.

## Transit Captain

One of the most important roles in making the **March for a Clean Energy Revolution** a success is the **Transit Captain**. The transit captain will be the **point person for a bus, train or carpool stop on the transit day and is responsible for regrouping after the march**. This will be different from the Transit Coordinator and may or may not be the person who organizes the bus, train, or carpool although the Transit Coordinator can also take on this role. Each bus stop or group traveling to the March will need one. All Transportation Coordinators who can't serve as Transit Captain(s) must recruit them by July 8th so we have time to provide them with packets and go over any questions they may have.

The duties of the Transit Captains may vary slightly from, group-to-group, however they all must be good communicators, organized, detail-oriented, and tech savvy (enough to be able to use texting on their cell phones).

## Transit Captain Responsibilities Include:

- Checking people onto the bus, train, or carpool at the local and Philly departure points.
- Communicating with passengers via phone or text who are lost, late, etc.
- Providing information as needed to drivers (buses only).
- General troubleshooting in advance of the March
- Passing the hat during the bus ride to collect a tip from passengers for the bus driver (in some cases).
- Leading discussions (optional).

If you are interested in being a transit captain, contact [lchamberlain@fwlocal.org](mailto:lchamberlain@fwlocal.org) for more information!

## Creating a Transportation Plan

The **Transportation Coordinator** will need to create a plan for getting to the March for a Clean Energy Revolution. There are multiple options available for arriving in Philadelphia: Bus, trains, vans, car pools, biking or even walking! To make your plan consider:

1. The type of transit you will be taking based on the expected size of your group and distance to Philadelphia,
2. The location you will be leaving from
3. The distance and time it takes to get to City Hall, Philadelphia
4. The funds available for paying for the costs of transportation.

When planning your timeline take into consideration that **we are meeting at 12:00 PM on July 24th at 1401 JFK Boulevard in Philadelphia. The March ends at 5th and Market at 4:00pm.**

When talking to your bus company tell them that you'll be leaving Philadelphia at 5:00pm. That leaves plenty of time for you to get back to your bus (it will be a short walk from the end of the rally) and with time to spare!

For the purposes of planning and communication, please refer to the instructions below regarding your mode of transportation:

### Bus Logistics:

- Identify bus company, number, and the name of the driver.
- Identify the number of passengers and their contact information.

- Calculate and communicate pick-up, drop-off, and return times at home and in Philly. Riders should arrive 15 minutes prior to departure.
- Communicate directions from bus drop-off to City Hall and directions from Independence Hall to the pick-up site.
- Collect money for tickets and give it to whomever paid upfront. This will probably be one of the organizations endorsing the March, but could also be someone in your community. (See the “Paying for Your Bus or Train” Section.)

## Carpool Logistics:

- The number of passengers.
- Passenger contact information.
- Identify number of seats and vehicles needed for number of passengers.
- Identify a pickup, return, and drop-off address.
- Calculate on pickup, return, drop-off times.
- Get your carpool listed on MCER [website](#).

## Train Logistics:

- Identify train station location (arrival station should be Philadelphia Suburban Station, 30th Street Station, or PATCO 13 -14 Sts. & Locust).
- Train departure/arrival time, and meeting time. We recommend setting departure time at least 30 minutes before the train’s departure.
- Find out the cost of transit and number of bulk tickets needed for purchase
- Coordinate pick-up or receiving bulk train tickets with The Transportation Coordinator In-Chief. You may have to pick them up or have them mailed to you in advance and distribute them when people arrive the day of the trip.
- If there is a train transfer, be oriented to the transfer train station
- Here are some resources to help you plan your train:
  - [SEPTA](#) (Southeastern Pennsylvania’s Official Commuter Transit System)
  - [NJ Transit](#) (New Jersey’s Commuter Transit System)
  - [PATCO](#) (Delaware Port Authority’s Subway Line Between Southern New Jersey and Philadelphia)
  - [Amtrak](#) (America’s Official Railway)
- Collect money for tickets and give it to whomever paid upfront. This will probably be one of the organizations endorsing the March, but could also be someone in your community. (See the “Paying for Your Bus or Train” Section.)

# Advertise Your Transportation Plan

The **Transportation Coordinator** should advertise their plan for getting people to the march. If you're considering organizing a bus, you probably already know some people in your area who are interested in going to the March. Here are some tips to advertise the March and your transportation to other potential riders in your area and community:

## cleanenergymarch.org

The first thing you can do to advertise your transportation is to **get the plan listed on the March website**. To do that send an email to the Transportation Logistic Chair (lchamberlain@fwwlocal.org) and **include the following information**:

- ❑ **Departure Location and Address:** We're going to be posting all transportation points on our website's map (the system requires a street address. If this is a highway exit or similar location, please provide either an approximate street address OR an address that Google Maps will recognize.)
- ❑ **Meeting Time:** Please note that we are trying to get everyone to Philly by 12:00 PM.
- ❑ **Time People Will Return:** Note that we are working with a 5:00 PM departure time from Philly.
- ❑ **Standard Ticket Price:** Make sure to consider transfers to and within Philly.
- ❑ **Total Number of Tickets:** This includes the number of scholarship tickets.

After you send this info, the Transportation Committee will send you a registration link about one week later.

## Further Suggestions

- Check out the March [Outreach Tools](#) page. There are flyers you can download, edit, print, and post around town, or take to special events.
- Send an email invitation to your networks.
- Ask members of your group to submit short letters to the editor of your local papers to say why they think it's so important to attend the March.
- Create a public Facebook event page for your bus and post regularly (but be sure to tell people that accepting the invite doesn't count as registering for your bus).
  - Tip: Facebook events have a "tickets" link. Include the Reservation Page link there. This will drive people to register.
- Host a talk, screening, or potluck to discuss the March and get people signed on.

- Host a fundraiser to raise funds to pay for the bus (we also have some support to help with this, see the “Paying for your Bus or Train” section).

## Filling Your Bus, Train, or Carpool

So you’ve set up a bus, train, or carpool by working with the Transportation Logistics Chair (lchamberlain@gmail.com) or your regional organizer. As the **Transportation Coordinator**, you should recruit more people to join! You know you’re coming to be a part of the **March for a Clean Energy Revolution!** But wait, you need other people to come with you, because changing the world is more fun with your friends. When we have more people, we have more power to change the world.

So what can you do to actually get people in your community involved? This [toolkit](#) that we put together has a lot of great ways to help people organize their communities as well as think about the project that you’re embarking on.

One thing that we think is a really good idea is to have a team of people working together to make your plan happen. This can alleviate stress, plus give you practice working together for the future. The [toolkit](#) we mentioned before has a lot of advice about building a team in it.

Here are some quick points from it:

- Ask people you trust!
- It’s better to get an honest “no” than a dishonest “yes”; you need people who are actually going to do what they say they’re going to do.
- Think in terms of specific tasks that need to be done: are there tasks so big that they need one person to pay attention only to them? Are there similar small tasks that can be lumped together? What are these tasks and what teams do you want to work on them?
- Some tasks you may want to assign someone to take care of:
  - Registration & Check-In.
  - Directing people.
  - Phone Bank Organizer
  - Timekeeper.
  - Recruitment.
  - Coordinating with Food & Water Watch to purchase bulk train/bus tickets.
  - Organizing speakers for a small rally before the train/bus arrives/departs.

## Start building support in your community before the March

- Hold a **potluck, group event, or community meeting** for people to get together and think about what filling a bus, train, or carpool might look like.

- **Art Build!** We'd love people to show up with some awesome signs, posters, banners, or flags to show our joy and resolve. Art building can be an awesome way to build relationships in your community and find people who would be willing to talk to more people about coming to Philly for the March for a Clean Energy Revolution.
- Asking organizations, community groups, and faith communities to **endorse the March**. It not only provides a great way to build relationships within a community, but it also lets you find more people who are also excited about building a clean energy revolution.
- **Flying in major public spaces**. Is there somewhere you could hand out fliers about the March as a way to spread the word about this work, especially to those who are not as involved? Try farmers' markets in your community, a Supermarket, or other space where you can reliably see people on a weekend or during the week. Also think about places that you might not go to but one of your friends might (e.g. a bar or a VFW post).

If this work feels really hard or daunting, don't worry. There are experienced organizers available to help you. Feel free to reach out to a regional Food & Water Watch organizer or someone else you know with a lot of experience in organizing for ideas or problem solving.

Also, don't forget about our **Coordinated Phonebank nights**. These will occur on:

- June 21st
- July 7th
- July 19th
- July 21st

They'll all be starting at 6:00pm. These are an awesome opportunity to hold an event in your community to build excitement and camaraderie around the March, and also a way to give people who cannot come to the March a way to be involved. Don't forget to use these as an opportunity to develop relationships and leadership in your community. Sign up here to let us know you're organizing a phonebank: <http://fwwat.ch/callsforcleanenergy>

For more information about what these coordinated phonebanks are and how to take part, contact Katy Kiefer at [katy@fwwatch.org](mailto:katy@fwwatch.org).

## What to Bring

It's not too early to be talking about what to bring to bring to the March. There are a number of things that we already know we need people to bring:

- A Cell Phone (in case there's an emergency you need to be able to reach everyone on the bus).
- Comfortable Shoes (we'll be on our feet all afternoon)

- Art! Posters, banners, etc.
- A Water Bottle (we will be providing water but it will be in large tanks for people to fill their containers with. There will not be cups or bottles available during the March)!
- Food (your bus trip will be long and so will the march, having food in your belly is as important as having water to keep you going on a hot day).
- Heat supplies (e.g.: a big hat, sunscreen, lightweight and breathable clothing; Philly is a hot place in July).

## What Not to Bring:

The March will be a safe, accessible, and family-friendly event, any and all of these items/substances will hinder this:

- Weapons
- Illegal drugs
- Alcohol

## Communicating With Your Bus, Train, or Carpool

**This is really important. Please pay attention when reading this section (seriously).**

It's important to get contact information for everyone. The **Transportation Coordinator should help acquire this information for the Transit Captain** for the day of the march. As a Transit Captain, you're going to be a communication hub during the March and the days leading up to it.

When you're recruiting people for your bus, make sure that you collect the best way to stay in touch with them. This will probably be a phone number, although an email will be helpful too. Text messaging and emailing allow you to copy one message to send out to everyone. You should keep all of this information all in one spot (a Microsoft, Google, or paper spreadsheet is a great way). In the week before the march the Transportation Logistics Chair will also share with you the names of people who have registered for your transportation through the website.

During the March itself, you will need to make sure that everyone gets back to the right spot on time and that no one gets left behind. Again, because you will need to communicate with your group while in Philadelphia, *please remember* to get everyone's cell phone number. As we get closer to the March, we're going to send out more information about specific logistics that you need to know and that you will distribute to the people coming with you.



## Paying for Your Bus or Train

So how can you do this? As the **Transportation Coordinator**, you can work with **Americans Against Fracking** (the convening organization for the March for a Clean Energy Revolution) and the **Steering Committee** to help support some upfront costs; you should contact the Transportation Logistics Chair [lchamberlain@fwwlocal.org](mailto:lchamberlain@fwwlocal.org) who can let you know what kind of resources we can provide.

You should also think about ways you could use relationships that exist in your communities to fund your bus; are there organizations that you could approach to give a small donation? Are there people who cannot go but who support your work who you could ask to sponsor a seat?

Of course, you're going to have to ask for people to pay for their seats at some price. The movement for clean energy spans across people from all social and economic spectrums. The full transportation cost will be a financial burden for some. We recommend setting a reduced price for a portion of your tickets. For some people the It might be a good idea to provide some seats at a reduced price for some people.

If people are going to pay for tickets to you personally, you have to make sure you fully collect the money and give it to whomever paid upfront. (This will probably be one of the organizations endorsing the March but also could be someone in your community).

When purchasing bulk tickets for trains, contact The Transportation Logistics Chair ([lchamberlain@fwwlocal.org](mailto:lchamberlain@fwwlocal.org)). We have established accounts with the transportation agencies in the Philadelphia area and can work with you for purchasing.

## Thinking About Organizing While Traveling

Start thinking about how the **Transit Captain** can use their time while traveling. One thing that they should do is use the time to talk through logistical March details so that people are prepared. These details will be sent out in the weeks preceding the March (see the "From here to the March!" section).

This time together is also a great way to build an organization that can continue the Clean Energy Revolution beyond July 24th in your community. How can you use the time to build relationships and think about what comes next for your community and the organizing that's happening there? Is there a local issue that you want to address, are there forums, workshops or actions coming up to plug people into.

Is there anyone in your community that has experience as a trainer (to help structure your time on the bus/train)? This could be another role that you recruit.

### A Quick List of Ideas of Things to Do on the Trip to/from Philly:

- Have people find a stranger near them and introduce themselves.
- Have people form small groups and tell stories about why they're a part of the Clean Energy Revolution.
- Have people form small groups and tell stories about what their lives might look like if the fossil fuel economy gets its way in their community.
- Practice Chants and songs for the march
- Write a letter to the editor, journal entry, or blog entry about your experience on the March

Do you have a [project for Clean Energy Revolution](#)? This would be a good time to practice implementing it, whether it's working on communication skills or helping people understand themselves as sources of knowledge about the world. Remember, we are the ones who write history and we are the ones who get to decide what the future looks like.

Here are some really incredible training ideas from Training for Change that might help you come up with things to talk about on your trip: <https://www.trainingforchange.org/tools>. Training for Change is a Philadelphia-based organization that works to nurture trainers, organizers, and activists of all stripes. I would pay attention to the "Team Building" and "Organizing & Strategy" sections of this page. Be careful with these tools! They can be really powerful and can lead a group to reveal a lot of really powerful and volatile emotions. If you're not careful, these emotions can cause a lot of rifts in an organization.

## From Here to the March: a Timeline for the Next Several Weeks

So what's next? Here's a picture of the timeline we have for transportation logistics right now. It might change (if it does, we'll let you know).

- **June 28th at 8:00pm EST:** a conference call to talk through this packet, get in touch with the community, and answer any questions you might have. If you have a landline phone or a cell phone with limited minutes, contact Karen Feridun at [karen.feridun@gmail.com](mailto:karen.feridun@gmail.com) to request free calling card minutes. Also contact Karen for more information.

**Conference Dial-in number:** 712-775-7085

**Host access code:** 879295

- **July 8th:** This is the final day to order bulk train tickets. Please submit your total registrants by this day
- **Early July (TBA):** a final logistics packet will go out with all of the details that you need to get ready for the March for a Clean Energy Revolution.
- **Early July (TBA):** a conference call for all Transit Captains to answer any questions, talk through the agenda for the day of the March for a Clean Energy Revolution, and what we'll expect from you.
- **July 24th:** March for a Clean Energy Revolution!
- **Before that:** Build power in your community and make sure that we're ready to push a Clean Energy future onto the national stage and keep the energy going in our communities!

We're also going to have **Coordinated Phonebank nights** to help drive turnout for the March; they will be

- **June 21st**
- **July 7th**
- **July 19th**
- **July 21st**

These are another great opportunity to do some organizing in your local community and can be a way to both build excitement for the March but also give people who can't come a way to contribute. For more information contact your local organizer or Katy Kiefer at [katy@fwwatch.org](mailto:katy@fwwatch.org). You can also read more about them in the "Filling Your Bus, Train, or Carpool" Section of this packet.

## Further Questions

What other information do you need? What problems are you having? Feel free to reach out to [karen.feridun@gmail.com](mailto:karen.feridun@gmail.com) or [lchamberlain@fwlocal.com](mailto:lchamberlain@fwlocal.com) with questions and needs.