

## Scenario 1: Making the case to your respective community

### Group 1

**Context:** You work for Mt. Auburn Hospital, and as a member of the Transit Advisory Committee you have an opportunity to influence your peers and garner their support for bus priority on Mt. Auburn St. A few of your coworkers have heard that a project is being planned, but most are unaware and unfamiliar with the benefits of bus priority.

**Please work with the members of your team to answer the following questions:**

- 1. Review the project one-pager and answer the following questions:**
  - a. In relation to this project, what do you think would be your audience's primary concern (i.e. parking loss, congestion, bus vs. bike conflicts, etc.)?
  - b. Based on this concern, what's one pro-transit argument you could make to address this concern and support the project? Please include any facts included on project one-pager.
- 2. Beyond making the case, what is one thing you could recommend to your peers to allow them to support the project if they're interested?**
  - a. Some examples of action-based support include:
    - i. Attending an upcoming public meeting and making a statement in support.
    - ii. Writing or signing onto a letter of support on-behalf of hospital staff.
    - iii. Helping spread the word on their own.
    - iv. Other:
- 3. Review the appendix of potential printed communication materials. Which one would be most helpful for you in making the case for this project to this audience? Please explain your decision and what you would want it to stress in terms of content (messaging, photos, design, maps, etc.).**
- 4. Are there any other background materials you wish you had for talking points for this scenario? Please keep in mind your audience's needs and what information might best resonate with them.**

## Scenario 2: Making the case to a local business owner

### Group 2

**Context:** A merchant whose store is located on the corridor is opposed to the project on the grounds that it is “bad for business”. You live nearby and patronize this business often. As a member of the Transit Advisory Committee you have an opportunity to address this merchants’ concerns and possibly change his/her/their mind when it comes to bus priority on Mt. Auburn.

**Please work with the members of your team to answer the following questions:**

- 1. Review the project one-pager and answer the following questions:**
  - a. In relation to this project, what do you think would be your audience’s primary concern (i.e. parking loss, congestion, bus vs. bike conflicts, etc.)?
  - b. Based on this concern, what’s one pro-transit argument you could make to address this concern and support the project? Please include any facts included on project one-pager that you think would be convincing and effective.
- 2. Beyond making the case personally, what is one way you could mobilize your peers (neighbors, friends, family, etc.) to also address this business owner’s concerns?**
  - a. Some examples of action-based support include:
    - i. Encourage peers to patronize business and share their support with the business owner and manager.
    - ii. Other:
- 3. Review the appendix of potential printed communication materials. Which one would be most helpful for you in making the case for this project to this audience? Please explain your decision and what you would want it to stress in terms of content (messaging, photos, design, maps, etc.).**
- 4. Are there any other background materials you wish you had for talking points for this scenario? Please keep in mind your audience’s needs and what information might best resonate with them.**

## Scenario 3: Making the case at a public meeting

### Group 3

**Context:** Some residents are expected to voice opposition for bus priority on Mt. Auburn Street at an upcoming public meeting. As a resident and a member of the Transit Advisory Committee you have an opportunity to express why this project is important to you and the rest of the city.

**Please work with the members of your team to answer the following questions:**

- 1. Review the project one-pager and answer the following questions:**
  - a. In relation to this project, what do you think would be your audience's primary concern (i.e. parking loss, congestion, bus vs. bike conflicts, Watertown vs. Cambridge traffic, etc.)?
  - b. Based on this concern, what's one pro-transit argument you could make to address this concern and support the project? Please include any facts included on project one-pager that you think would be convincing and effective.
- 2. Beyond making the case personally, what is one way you could mobilize your peers (neighbors, friends, family, etc.) to also communicate their support?**
  - a. Some examples of action-based support include:
    - i. Encourage other advocates to attend public meetings and speak up in support
    - ii. Writing or signing comments of support on-behalf of your respective community / network (institution, neighborhood, etc.) to share at the meeting.
    - iii. Other:
- 3. Review the appendix of potential printed communication materials. Which one would be most helpful for you in making the case for this project to this audience? Please explain your decision and what you would want it to stress in terms of content (messaging, photos, design, maps, etc.).**
- 4. Are there any other background materials you wish you had for talking points for this scenario? Please keep in mind your audience's needs and what information might best resonate with them.**

## Talking Points Tips

- Always keep your audience in mind and try to think about where they're coming from.
- Practice active listening and show the person with your body language that you're interested in what they have to say.
- When confronted with vehement opposition, try to have a conversation about the issues by asking questions that draw out this person's specific concerns?