



**Pittsburghers for  
Public Transit**

# 2025 Strategic Plan



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Public Transit**

*Maria M.*

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## Organizational Development

Pittsburghers for Public Transit is building a people-powered movement to fight for public transit as a human right. Our 2025 Strategic Plan's first set of Organizational Development goals are internally focused, because we know strong movements can only grow from a strong core of people organized around a shared vision. We define clear strategies for growing our community across race, nationality, class and ability. We lay out strategies to build our skills, pool our resources, and mobilize to flex our collective power.



### Expand our Outreach and Membership

- Grow the total number of PPT members by 20%
- Develop a Household and Organizational Membership program to increase support for PPT's work
- Organize for a minimum of 50% PPT membership participation in the PPT Board Elections and Strategic Plan vote
- Expand outreach events promoting and supporting the use of transit as an entry into PPT: through Transit Tours, PPT Transit Ambassadors giving presentations to other organizations, and tabling events
- Put additional resources towards growing the PPT community in the Mon Valley and among transit workers through paid fellowship programs, with a goal of having an active Mon Valley organizing community and a standing PPT transit worker committee.

## Strengthen the Ties Within our Community



- Celebrate together at our Summer and Year-End parties
- Host regular social events to build relationships across the membership



## Develop Strong, Engaged Member Leadership

- Develop a clear picture of our membership demographics, interests and skill sets through a PPT member survey
- Implement the PPT leadership development ladder, providing clear opportunities for skill development and growth in PPT through the Organizing, Research, Communications and Accessibility committees.
- Host and grow the national Transit Rider and Transit Worker “Spring Training” conference with peer-learning workshops.
- Integrate ongoing Board, staff and member trainings on equity, inclusion, justice and anti-oppression into our work

## Accessibility for all Disability, Language, and Community Care



Establish a comprehensive organizing strategy for Spanish speakers and for members of the Disabled community - including outreach tactics, website improvements, Spanish-language resources, and data management



## Campaigns

### Win Affordable Fares:



The high cost of fares and draconian transit fare enforcement policies are barriers for the availability and safety of transit usage for all communities. In 2025, PPT will organize for more affordable fares, the adoption of transit incentive programs, and humane fare enforcement processes so that all communities can safely benefit from all that transit has to offer.

In order to win more affordable fares, PPT will:

- Win the transition of Allegheny Go from a half-fare to a zero fare program, with access to Allegheny Go smart-cards, not just the Ready2Ride app
- Organize for legislation at the City and County levels that would incentivize employers and developers to buy the new PRTner pass for employees and renters
- Decriminalize transit: Ensure that fare checking on the University Line, Busways and T are not done by armed police officers, and that fare evasion penalties do not result in criminal charges
- Win Countywide Free Fare days funded by the Clean Air Fund



## Secure Equitable Infrastructure

Our built environment - the availability of affordable, accessible housing by transit, connected and maintained sidewalks, bus shelters, bus-only lanes - determine whether transit is accessible, effective, safe and a dignified means of transportation. Local and state governments play a key role in making decisions around streets, development and infrastructure.

This year, PPT wants to expand equitable infrastructure to benefit by:

- Advocating for Complete Streets for All Users
  - ◇ Publish resources to help PPT members advocate for more City and County infrastructure improvements, including bus shelters and bus stop amenities, benches, sidewalks and curb cuts
  - ◇ Organize for publicly-available, transparent, streamlined processes at PRT and the City of Pittsburgh to install more bus shelters and maintain connected and accessible sidewalks around transit stops.
- Securing investments in Equitable Transit-Oriented Development
  - ◇ Win more accessible and affordable housing by quality transit through the passage of Pittsburgh's housing amendments and Transit-Oriented Development zoning maps
  - ◇ Support the passage of an equitable Transit-Oriented Development policy at PRT and at the County so agencies are acting in alignment to support dense, affordable, amenity-rich communities by transit.

## Reliable and Expanded Service



What good are shiny new buses or awesome bus shelters if we don't have robust and reliable transit service? We cannot also win improved transit without a strong and fully-staffed transit workforce. Over the coming year, we will use the opportunity of the PRT Busline Redesign and our Visionary Transit Service demand to ensure that all Allegheny County communities have the transit service that they need and deserve.

In 2025, PPT will organize for expanded reliable service by:

- Winning a Bus Line Redesign that's focused on expansion, not austerity
- Ensuring a meaningful, representative Bus Line Redesign public process by organizing for PRT to set and meet engagement goals
- Identifying and organizing along impacted communities to prevent the worst harms proposed by the Bus Line Redesign, and as well as elevating the highest needs and opportunities

PPT will continue to support & grow the Transit Workforce by:

- Publishing PRT's hiring/retention goals, tactics, and progress
- Creating a standing PPT transit worker committee to inform PPT campaigns around workforce needs
- Organizing around the root causes of schedule unreliability alongside transit workers, particularly around unrealistic and harmful scheduling

## Fund Transit for All PA!



Robust, dedicated funding at the federal, state and local levels is critical for ensuring that our transit agencies can run the quality, expansive transit service that we deserve. PPT has been organizing the Transit for All PA! campaign with transit workers, transit riders and other organizations across the state for years, and we won hundreds of millions of dollars to save our systems in 2024. In 2025 we will grow our statewide power and secure a dedicated, expanded transit funding solution to restore and expand transit service across the Commonwealth.

In 2025, PPT will Fund Transit for all PA (and the whole country!) by:

- Growing the grassroots base of Transit for All PA!, riders and workers across the Commonwealth, and organizing 2 statewide all-member Transit for All PA! Calls to educate riders on the importance of transit funding
- Using the PPT Visionary Service framework and costs to bottomline our state and federal transit funding demands for expanded service
- Organizing for increased PRT operating funding (to support more transit workers and expanded transit service) through a new, dedicated funding source based on Transit for All PA! Funding principles
- Winning enabling legislation for PA counties to be able to raise money for transit infrastructure improvements (ie. bus-only lanes, nice bus shelters, a new bus garage), and unlock local matching funds for federal infrastructure bill dollars





## #VoteTransit

We must elect transit champions to hold office at our local, state, and federal levels. Every elected official has a role to play in improving life for public transit riders. We use our #VoteTransit campaign to mobilize transit riders around elections so that leaders know they need to stand up for transit as a human right.

In 2025, PPT will use the Vote Transit campaign to:

- Lead voter and candidate education on transit around the Pittsburgh Mayoral Race
- Develop and implement an outreach program for Allegheny County municipal elected officials outside of the City of Pittsburgh, to educate them on policy and advocacy opportunities to support transit rider needs

