



michigan municipal league

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FOR IMMEDIATE RELEASE:

## **Twitter Talk Communicates Vision for Michigan's Transportation Future**

**LANSING**– Michigan's first-ever Transportation Vision Twitter Talk reached a potential audience of more than 75,000 people this week.

Co-sponsored by the Michigan Municipal League and Let's Save Michigan, the Sept. 13<sup>th</sup> Lansing-based event used Twitter to bring the state's top transportation experts together with policy makers, business leaders and visionaries across the state and nation.

"Putting our event out in the Twitterverse was a new way to talk about a subject that absolutely needs new ideas and new approaches," said Dan Gilmartin, CEO & Executive Director of the Michigan Municipal League and a panelist at the event. "We were blown away to see the powerful impact that social media can have on civic engagement. We would've needed a venue the size of a football stadium to bring this many people into the conversation any other way."

The unique forum brought to the table groups as diverse as the Michigan Environmental Council and the Michigan Chamber of Commerce. More than 60 individuals and groups with a combined network of 76,527 followers participated via the Twitter hashtag #MiTransVision, including the Project for Public Spaces, an international nonprofit; Transport 4 America, a nationwide coalition focused on creating a national transportation program for the 21<sup>st</sup> century; Rustwire, a website focused on the future of the Industrial Midwest; Friends of Transit; and the League of Michigan Bicyclists.

Also speaking at the event were panelists Rich Studley, president and CEO of the Michigan Chamber of Commerce; Robert Puentes, senior fellow with The Brookings Institution; Chris Kolb, executive director of the Michigan Environmental Council; and Rory Neuner, project coordinator for Transportation for Michigan. Concepts included the need for a multimodal transportation system that provides a variety of safe and convenient options, and the role smart technology can play in transportation efficiency and cost-effectiveness. The event was held in advance of Governor Rick Snyder's planned transportation announcement in October.

“More than 75,000 people potentially heard our message. Hopefully, the governor and legislators were listening as well,” said Gilmartin.

More information can be found [at this link](#). View and download photos from the [event here](#).

*Michigan Municipal League advocates on behalf of its member communities in Lansing, Washington D.C., and the courts; provides educational opportunities for elected and appointed municipal officials; and assists municipal leaders in administering services to their communities through League programs and services.*

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