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civic academy

# A connected multimodal region

Civic Academy: week 6  
November 4, 2025

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# Agenda

|           |                                                                                                                                                                                                                                                                           |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6:00 p.m. | Greetings and dinner served                                                                                                                                                                                                                                               |
| 6:15 p.m. | Speaker panel: Removing barriers in transportation <ul style="list-style-type: none"><li>• Stuart Anderson, Transportation Solutions</li><li>• Jill Locantore, Denver Streets Partnership</li><li>• Angie Rivera-Malpiede, Northeast Transportation Connections</li></ul> |
| 7:15 p.m. | Questions and answers                                                                                                                                                                                                                                                     |
| 7:30 p.m. | Break                                                                                                                                                                                                                                                                     |
| 7:40 p.m. | Effective elevator pitches                                                                                                                                                                                                                                                |
| 8:10 p.m. | Individual action plan Q&A                                                                                                                                                                                                                                                |
| 8:25 p.m. | Move forward and final thoughts                                                                                                                                                                                                                                           |



**Removing barriers in transportation**



5 minutes

**Break**

A black and white photograph of four people in a professional setting, likely a workshop or meeting. Three women are visible in the foreground, looking towards the right. One woman in the center has a name tag that reads "Emily Jane Zahradnik". They are holding papers and looking at each other, suggesting a collaborative discussion.

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Steve Erickson, DRCOG

## Elevator pitch

# What is it? Why is it important?

- **Origin of the term** – elevator ride (less than a minute)
- **Purpose**
  - **Personal** introductions
  - Introduction of **products/services, organizations, projects, initiatives**
- **Key elements**
  - Captivate – make a connection and generate interest
  - Communicate – clearly and concisely convey information
  - Convince – motivate audience to take action



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# What is it? Why is it important?

## A good elevator pitch is...

**Short**



30-45 seconds  
or 75-100 words

**Personalized**



Catered to what is most  
important to the audience

**Interesting**



Storytelling, emotion, or  
compelling data

**Confident**



But not arrogant!



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# Not JUST about verbal communications

- Advertising Copy
- Outreach
- Landing page on website
- Social profiles
- Emails
- Mission Statements
- **Individual Action Plans**

**Anywhere you need to distill your business, project, product, initiative, service, **VALUE** in order to get people to act**



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# Basic Template

First – identify your audience and ask what will appeal to their self interest? What do you want them to understand, and what do you want to accomplish?

- Short Introduction
- Establish the problem (or opportunity)
- Introduce the solution
- Share the benefit
- Call to Action

## Example – private sector

Hi, I'm Steve Erickson and I have an innovative marketing firm (intro) that helps retail businesses like yours open entirely new markets (opportunity) by using online advertising and websites (solution).

We've helped brick and mortar stores grow sales exponentially and even saved a few from closing their doors. (benefit)

Would you be interested in learning more? (call to action)



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## Example – public sector

Hi, I'm Steve Erickson and I work with the Way to Go program (intro). We use federal funding to reduce traffic congestion and improve air quality in Denver, (problem) and we provide free services to companies like yours, setting up commute choice programs and educating your staff (solution).

Companies we work with find they're better able to attract and retain the best employees, and position themselves as eco-friendly. (benefit)

By the way, all of our services are free. Would you be okay if I emailed you some information to consider? (Call to action)

## Example – initiative

Hi, I'm Steve Erickson and I'm one of your neighbors, having lived in the community for the last 20 years (intro). I'm sure you've noticed the increasing problem with black bears getting into our trash on pickup days? It's not only creating huge messes on our streets, but it's of course also a safety issue, as once bears become conditioned to our trash being a food source, and being in close proximity to humans, they're emboldened to interact more with all of us. Including our kids! (problem)

I'm working to petition neighbors to require "bear-proof" trash cans at all houses in Juneau. If I get enough signatures, we'll then work to get this on the ballot this spring (solution)

This will not only improve our neighborhood's appearance and safety, but will keep bears from being euthanized. (benefit)

Will you sign my petition to get this important issue before voters? (Call to action)

# Developing your elevator pitch for your action plan

## Before you write it out, consider the following

- Who is your audience for this particular message? – neighbor, lawmaker, investor, government official, community partner?
- For each audience, what might appeal to their direct self-interest? What's in it for them? Why should they care?
- What do you want your audience to think or understand about the issue?
- How do you want them to feel about what you've said? Inspired, worried, hopeful?
- What do you want your listener to do after they hear your message?

# Start writing!

- **Short Introduction**
- **Establish the problem (or opportunity)**
- **Introduce the solution**
- **Share the benefit**
- **Call to Action**
- **Finally**
  - It's okay, even advisable, to create several versions - :30, :60, :90
  - For multiple audiences
  - For multiple formats – written (ad copy, web page), verbal

A black and white photograph of a group of people sitting at a table in a workshop or meeting. A woman with glasses and a textured sweater is in the foreground, looking towards the right. Behind her, a man is also looking in the same direction. To the left, another woman is partially visible, and to the right, a woman with her arms crossed is looking towards the camera. A laptop and a can are on the table.

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**Individual action plan logistics and work time**

# Presentation Requirements

- Your presentation should answer the following questions:
  1. What is your broader objective or vision for your action plan?
  2. Who will be involved in and/or affected by the project?
  3. What tactics/deliverables will you use to achieve your objective?
  4. What is the timeline for the implementation of these tactics/deliverables?
  5. How will you know when the project is complete?
  6. Using stated goals or measures of success, how will you know if your project is successful?

# Presentation Logistics

- Presentation template can be found under in the portal
- Please consider the accessibility and copyright guideline sheet available on the portal
- Presentations should be five minutes or less
  - Presentations will be timed
- Please send final presentation to Angie Shelbourn ([ashelbourn@drcog.org](mailto:ashelbourn@drcog.org)) by 5 p.m. Monday, Nov. 10



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**Wrap up**