



**BUILD
THE
ERA**

2022-23

**ANNUAL
REPORT**



Our Mission:

Founded in 2021, Build The Era (BTE) is committed to making the US Department of Transportation's role in American movement understood by citizens, and activating them to engage for smart and equitable investments by USDOT, as well as better multi-modal planning in their communities.


Our Vision and Values:

Our Vision

Knowing that good and equitable infrastructure is something that unites us all, Build The Era will build and grow as an organization. BTE seeks to provide structure and resources at the local, state, regional, and federal levels for our members and partners to successfully champion transportation and transportation-related projects that will have a positive impact on safety, climate, and equity - all with an eye on jobs creation.

Our Values

Build The Era seeks values that broaden our reach and welcomes members. Therefore, we abide by and embrace the spirit of the Rules of the Road (ROTR). The ROTR were created as a framework of values by Pete Buttigieg during his 2020 Presidential Campaign, and represents the values that we intend to honor as an organization.



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Road Tested

Build The Era continued with our regularly held webinars. These educational opportunities brought experts, innovators, and advocates to our membership.

Topics included:

- [USDOT Accessibility Bill of Rights](#)
- [Traffic Gardens and their Role in Educating Children about Traffic Safety](#)
- [How Denver is going Equitably Electric \(E-Bike Program\)](#)
- [Starting a Bike Bus in Your Town](#)
- [Airline Passengers with Disabilities Discussion](#)
- [Advocating for Updated Crash Test Dummies](#)
- [Families for Safe Streets Conversation](#)
- [Conversation about the Current Status of the National Roadway Safety Strategy of the USDOT](#)
- [Conversation with Transportation Trades Department, AFL-CIO President Greg Regan](#)
- [Conversation about Does Standard Time Save Lives?](#)



Advocacy and Action

In the wake of the national attention that shifted to Railway safety, Build The Era held two 'calls to action' encouraging our members to write and ask their Washington, DC elected officials to support Rail Safety action following the East Palestine, OH derailment. These actions resulted in over 250 emails being sent to the US House of Representatives and the US Senate.

Ground Breaking

We leveraged our mascot, Ronda, in the development of our first children's book, *Ronda Loves Roundabouts*, published in April 2023 and authored by board member, and licensed professional engineer, Jonathan French. It is the very first children's book on roundabouts and related road safety. Build The Era held a book launch on May 18, 2023 where transportation experts and community leaders provided kudos for the book and its quality and content. The Friends of Veterans Memorial Circle of Rockford, Illinois, has purchased dozens of copies of the book and is making it a centerpiece of a community project focusing on educating their drivers and passengers on roundabout safety. Engineering firms and other transportation education organizations have also committed to purchasing bulk orders of the book to help in their education efforts about roundabouts in America.

Links & Resources

[Build the Era Website](#)

[Join Us](#)

[Our YouTube Page](#)



Connection

Build The Era has a high quality e-newsletter that is distributed monthly and 'ad hoc' depending on pressing matters. We also have a dedicated social media team that makes us visible on Twitter, Linked In, Facebook, Instagram, Post.news, Threads, and Spoutible. However, Build The Era has seen engagement decline on some established platforms like Twitter, just as other organizations have experienced. It is for this reason that a decision was made to explore the growing number of new social media platforms. We are like many other organizations, who are finding their stride within a changing and shifting social media landscape.

Reinforced Infrastructure

Since its founding, Build The Era has been considering the status of the organization and how it should be recognized. After extensive research, the organization leadership decided to register Build The Era as an LLC in Michigan. This status allows for Build The Era to further our action and provide ourselves with the financial and operational footing required.



Dedicated Team: Board of Directors



Bill Bagnall



Christina Cronin,
MS CFRE



Laura De Veau,
Ed.D.



Jan Dohner,
BA, MA



Jonathan French,
P.E.



Ali Mishke



Julie Parker



Tracy Seelye



Mackenzie Stratton



Ronda Bout



Goals for 2023-24

We are committed to building on the momentum of 2022-23. These are are near and longterm goals for the coming year:

- Further distribution of *Ronda Loves Roundabouts* and expand our media reach for the book.
- Launch our commitment to the ten “Rules of Road Safety” and become part of the Allies in Action to support the National Roadway Safety Strategy of USDOT.
- Expand our partnerships with transportation and transportation-adjacent organizations.
- Solidify and expand our social media presence as newer platforms become available.
- Broaden our advocacy efforts. We have the infrastructure to create effective email and social media campaigns that promote transit advocacy, with the proper leadership, this can be expanded and made more frequent.
- Identify a business operations lead or intern.
- Strategize work and the mission of Build The Era beyond the Secretary Buttigieg Era of the USDOT.



Follow Us

Build the Era is committed to maintaining a robust social media footprint. Follow us @buildtheera on:

- Twitter
- Threads
- Instagram
- Facebook
- Post.news
- Linked In
- Subscribe to our YouTube Channel

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