

Winning Trail Campaigns



How to apply lessons from successful bicycle and pedestrian advocacy to win new trails

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About the Alliance



Mission to **Create, Strengthen, & Unite** State and Local Bike & Pedestrian **Organizations** across North America

Over **170 Member Organizations** in 49 States & 3 Provinces

Resource Library with **Nearly 900 Resources**

Offer **Trainings**, Mutual Aid Calls, **Coaching**, Retreats, etc.

New Advocacy Advance **Partnership with the League**

Advocacy Advance Grants = awarded over \$350,000+ in 2009-2010, \$125,000 in 2011

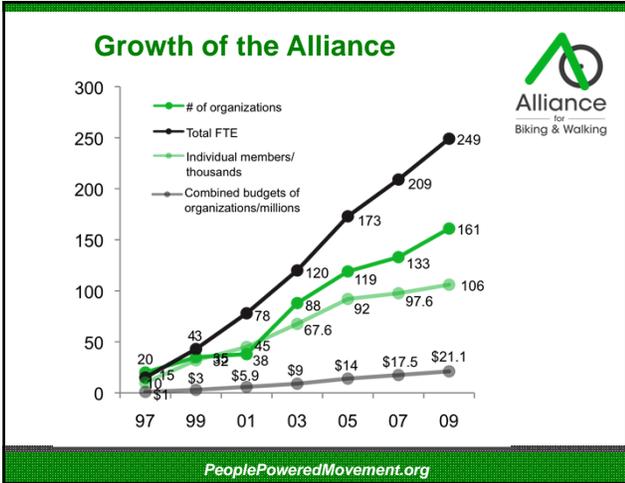
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People Power



- o Membership
- o Professionalize
- o Build Capacity
- o Be Strategic & Effective
- o Focus through Campaigns
- o Have Fun!

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Winning Campaigns®

*Model for
Trail
Success!*

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Reality

- Important Issue
- Limited Time & Resources
- Many Opportunities to Seize

Goal

- Achieve Some Success
- Build Experience & Resources
- Grow the Movement for More Success!

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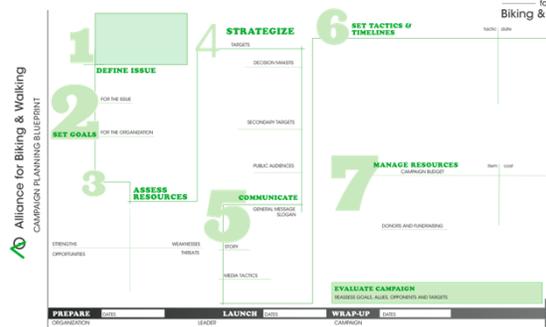
Winning Campaign Components



1. Select & Define the Issue
2. Set Goals
3. Assess Your Resources
4. Strategize
5. Communicate Effectively
6. Set Tactics & Timelines
7. Manage Resources

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Campaign Planning Blueprint



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1. Issue Selection



Trail Campaigns Work!

1. Aligns with successful model campaigns
2. Is winnable
3. Results in *real improvement* – increases bicycling and walking and/or reduces crashes
4. Results in *long-term* improvement in the community
5. Enlists involvement of important groups of people
6. Fits organization's mission and culture – Unites!

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Issue Selection



7. Involves members in meaningful way
8. Will attract new members
9. Many care about the issue, and at least a few are very passionate about it
10. Builds your organization's *political* power
11. Leverages positive media attention and promotion for your organization
12. Has strong income potential

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Alliance Take Home Tip



The best campaigners not only win, but build their organization and movement for bigger victories later.

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Campaign Example

San Francisco Bicycle Coalition



Issue Definition

- Identify problem:** Traffic is bad and getting worse making streets hostile for people wanting to bike, walk, and recreate.
- Solution:** Close some streets to cars so people will have places to bike and walk safely.
- How to implement:** Make Golden Gate Park for people on Saturdays.
- Ask:** Please call your City Supervisor today and tell them you support Healthy Saturdays in Golden Gate Park

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2. Goals



Winning campaigns have clear, measurable goals for your issue *and* your campaign

Short-term	Medium-term	Long-term
Get the local supervisor to sign on to champion this issue	Build a coalition of at least 12 citizen groups and organizations who will show up at hearings	Pass a resolution making Golden Gate Park Car-Free on Saturdays

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Organization Goals



	Today	After Campaign
Members	8,500	10,000
Budget	\$750,000	\$1,000,000
Other goals	Not worked much with local supervisor for Golden Gate Park	Local supervisor supportive of SFBC's goals

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3. Assess Your Resources



<p>Strengths (internal)</p> <ul style="list-style-type: none"> • Volunteer staff all have experience teaching in schools and are trained in bike & pedestrian safety 	<p>Weaknesses (internal)</p> <ul style="list-style-type: none"> • Poor internal communication • Poor database maintenance
<p>Opportunities (external)</p> <ul style="list-style-type: none"> • Safe Routes to School contract money available with the state 	<p>Threats (external)</p> <ul style="list-style-type: none"> • Anti-biking parent chairs the PTA

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4. Strategize



Who has the power to make the change you seek?

<p>Primary Targets (Decision-makers)</p> <p>Specific people (name names) who have the power to make the change you seek.</p>	<p>Secondary Targets</p> <p>People who have influence on the primary targets.</p>
<p>Public Audiences</p> <p>Groups -- or types of people -- who have influence on secondary or primary targets.</p>	

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Power Mapping:



Helps you determine exactly where and how you should focus your strategy and outreach



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5. Communication



Effective, consistent communication always has the same elements:

- Hook
- Problem
- Solution
- What to do about it!

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Campaign Example

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Issue Definition

1. **Identify problem:** Traffic is bad and getting worse making streets hostile for people wanting to bike, walk, and recreate.
2. **Solution:** Close some streets to cars so people will have places to bike and walk safely.
3. **How to implement:** Make Golden Gate Park for people on Saturdays.
4. **Ask:** Please call your City Supervisor today and tell them you support Healthy Saturdays in Golden Gate Park

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The Battle for Healthy Saturdays in Golden Gate Park



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Healthy Saturdays
IN GOLDEN GATE PARK

GOLDEN GATE PARK
Year Round Car-Free Area on Sundays
NEW! Healthy Saturdays Area
Enjoy new car-free, recreational space in the Park every Saturday from May 26 to September 26, 2009 on JFK Dr. between Tax Garden Dr. (near 6th Ave.) and Transverse Dr.

www.goldengatepark.org Bikes Belong

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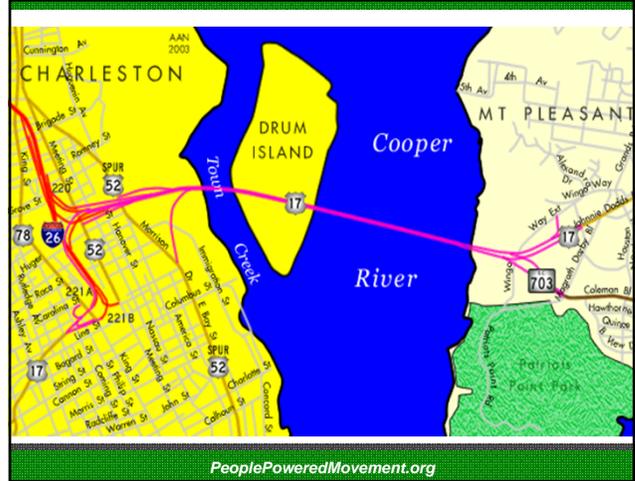
Getting Media



1. Stay on message
2. Develop relationships
3. Develop a database
4. Become the expert
5. Make it newsworthy
6. Decide strategy
Event, press conference, features, interviews, letter to the editor, editorial board, announcements?
7. Think pictures
8. Make follow up calls
9. Involve members

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An old bridge destined to be replaced.



Advocacy to the Rescue



- Charleston Bicycle Advocacy Group (CBAG)
- Organized coalition for bike/ped facilities on the bridge
- Participated in over 75 meetings during the next year
- "Can't wait to bike/walk the new bridge!"
- Campaign included thousands of post cards, T-shirts, bumper stickers, etc.

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Can't wait to bike and WALK the new bridge!

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Success!

- East Coast Greenway held their national meeting in Charleston
- CBAG recognized as advocate of the year
- SCDOT came on board supporting bicycle & pedestrian facilities on the bridge
- Final plans included a 12 foot, two-directional, shared facility

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6. Tactics Criteria



1. Achieves campaign goals
2. Will strengthen and unite, not divide or alienate your own "troops."
3. Addresses a target (primary or secondary)
4. Fun, not too daunting
5. Achievable & Realistic (time, money, etc.)
6. Easy for us, surprising for our opponents.

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7. Resource Management



- Every effort imposes COSTS on your organization
- Every effort can also garner INCOME for your organization
- It's always easier to raise money in support of a campaign instead of for general support.



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And Remember...



Keep It FUN!

Thank Everyone You Can!

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Upcoming "Winning Campaigns Trainings"



Baltimore, MD May 13-15

Seattle, WA June 3-5

Lansing, MI (Tapping Federal Funding) August 26-28

Los Angeles, CA (Tapping Federal Funding) October 14-16

+ Many Mutual Aid Teleconference Calls!

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for Your Work!



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