Bicycle Advocacy 101

What I learned from Joe Simitian and a few other people
Build Relationships

- BEFORE you arrive with a problem
- Get to know your audience
  - Understand their values/motivations
  - Be courteous throughout the process
- Work to *elect people who share your values*
Understand What Is Possible (and what is not)

- Study policy documents that inform/guide transportation decision-making
- Understand city’s resources
- Offer feasible solutions that decision-makers can approve
  - They want to say “yes”.
Be Collaborative

- Define the problem
- Work with staff to identify feasible solutions
- Be open to alternative solutions
  - The one you think should work, might not
- Build consensus
Offer Solutions

- Offer feasible solutions, not just problems
  - With interest group consensus
- Find a Floor Manager
- Explain what you want & why they care
More Tips for Successful Advocacy

● Be ORGANIZED.
  ○ Know the process
  ○ Watch meeting agendas
  ○ Create contact lists to encourage and demonstrate consensus.

● Understand less is more.

● Persistence pays off.

● Serve on commissions committees, join advocacy groups.