From the Ground Up: How to be an Advocate
Inclusive Storytelling in Transportation Advocacy

Chris J Johnson – Walk San Jose/California Walks
What does “inclusiveness” mean in storytelling?

ALL People who ride bikes see their identities and values reflected in your work.

People who don’t care about bikes understand how your work relates to and can advance their goals.
Self Evaluation

What is your organization’s comfort level with inclusive communication and storytelling?

We’re Pros

We have a formal plan for EID

We’re still trying to figure out how it applies to us

Not Relevant
Why do we even need to talk about “inclusive” storytelling and not just “storytelling”? 
Rate of increase in cycling among older adults 4 TIMES the national average

Low income Americans TWICE as likely to bicycle regularly as other quartiles

The fatality rate for bicyclists is 23% higher for Hispanic than white bicyclists and 30% higher for African-American than white bicyclists.

Growth in the percent of all trips that are by bike (2001-2009) [

- African American: 100%
- Asian: 80%
- Hispanic: 50%
- Whites: 22%
Equity & Inclusion
Policies, plans, programs

Representation
Recruitment, transformation

Storytelling
Engagement and education
Why does storytelling matter to your work?

- Advocacy
- Education
- Fundraising
- Encouragement
The Hero’s Journey
Teacher/Mentor
Allies
Instruments
Understand who the heroes of the story are.

Center them in the story and images.
Storytelling

Rule Number 1:
Storytelling
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Understand who the heroes of the story are.

Center them in the story and images.

I’m homeless and carless and the bus doesn’t run early enough to get me to work on time.

I want to reduce my carbon footprint and get to know my neighborhood better.

Parking on campus is SO EXPENSIVE, but my classes are too far apart to walk between periods.

Our daughter can’t get to her best friend’s house without a ride!
Understand your role.

When you know who the hero of the story is,
its easier to understand how you fit in the story.
Storytelling
Rule Number 3:

Good stories aren’t about saving the heroes, or protecting them.

They’re about transformation, empowerment and realizing potential.
Don’t speak for folks who aren’t in the room, seek them out and amplify their voices.

Lived experience is expertise
The better you tell your story

the more help you’ll have telling it.
Gilroy, CA

- Santa Clara County
- Caltrain and VTA
- Gavilan Community College
- 55,000 pop. (2017 fastest growing City in County)
- 34 miles of bike facilities, 10 miles added in 2019
Safe Routes to School
Downtown Bike Racks
Bike Share
HWY 152/1\textsuperscript{st} St Striping
BMX Track
Community
Thank You
#GilroyBPAC @hoseman16
Valley Palms Unidos Campaign for Pedestrian Safety

Rosa Alvarado, Youth Representative, Valley Palms Unidos

Aundraya Martinez, Probation Community Worker, Neighborhood Safety/Services Unit, Santa Clara County Juvenile Probation Department
Video

https://www.youtube.com/watch?v=x_0_IB8npNA&feature=youtu.be
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