Biketivist Forum IV
Growing Local Teams

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This training will be recorded and shared on SVBC's website.
Agenda

• 5 – 5:10 pm – Introductions
  – Please rename yourselves to include Name, City you live in
  – Introduce yourself in the chat: name, city, and favorite outdoor activity

• 5:10 – 5:50 pm – Presentation & Questions
  – SVBC presentation
  – Guest speakers from SURJ at Sacred Heart

• 5:50-6 pm – Transition to breakouts

• 6:00 – 7:00 pm – Breakout into groups by city
  – ice breaker/intro yourselves
  – assign roles – notetaker
  – Discuss how to grow your local team
  – Other team activities as time allows
Meeting Guidelines

• Make Space, Take Space ratio: be aware of how much time you are talking vs listening, allow others to speak up
• Be respectful of one another and our differences
• Don’t interrupt
• Stay on topic/Focus on topics relevant to people present (take other conversations offline)
• Assume good intent
Zoom Basics

• Please rename yourself to include your city and preferred pronouns.
• Please ask questions via the chat.
• Please stay muted until the breakout sessions
SVBC is committed to creating just and equitable access to safe riding

To do this, we work collaboratively with:
- multiple voices and communities
- people who walk and take transit
  - housing advocates
  - parents and students
  - social justice advocates

And proactively in systemically excluded communities.

SVBC’s Diversity, Equity, and Inclusion Values:
- Equity
- Access
- Community Power
- Sustainability
- Empathy

https://bikesiliconvalley.org/diversity-equity-and-inclusion/
Why It’s Important to Grow Your Team

• Clout
• Diversity
• Accountability

If you want to go far, go together.

- African Proverb
Poll

• How did you hear about SVBC?
• Why did you get involved in the LT?
• What made you stay involved?
Standard SVBC procedure

Person attends an SVBC event

SVBC: • Sends follow up • Ask to become a member • Sign up on mailing list • Sends info on Local Teams

Person becomes more involved

SVBC: • Sends welcome message • Sign up on mailing list • Sends info on Local Teams

Person becomes a member

SVBC staff alert Team greeter

Greeter sends welcome message

Person signs up on Local Team email group

Person becomes more involved
Building Local Teams

• Recruitment
  – What SVBC is doing and how to get involved
    • Pop-up’s
    • Attend existing events
    • Spring Membership Drive
    • Personal Appeal
  – Ideas for further activities
    • Post to social media, nextdoor, other mailing lists/groups you are a part of
    • Create flyers and distribute
    • Go thru google group/fb members and do personal outreach to those not involved
    • Advertise w/partners who have newsletters and reach a broad group of people
    • Attend and network with BPACs members and attendees

• Retention
  – Create a welcoming environment for new people
    • Don't do things that turn people away
  – Keeping people motivated
    • have campaigns
    • tasks to do
    • short and long term wins
  – 1:1 relationships
  – Run efficient meetings
  – Have fun!
Recruitment: SVBC’s strategies: Pop-Ups
Recruitment: SVBC’s strategies

• Energizer Stations – Bike Ambassadors! Set up your own Energizer Station!

• Spring Membership Drive
Recruitment: Possible strategies

• Local team volunteers write an appeal letter to potential local team members – Jessica will send to them

• Pass along names of new members to Local Team volunteers who will recruit them
Recruitment: SVBC’s strategies

- Become a Bike Champion
  - Next training April/May
- Show up at other SVBC events and work with staff to get roster by city: Monthly workshops, advocacy trainings, bike valet, fun rides
  - March 16 workshop: Everyday Biking
  - April 27 workshop: Family Biking
  - May/June Advocacy Training
Other Ideas – Discuss with your team

- Post to social media, nextdoor, other mailing lists/groups you are a part of
- Create flyers and distribute
- Go thru google group/fb members and do personal outreach to those not involved
- Advertise w/organizational partners who have newsletters and reach a broad group of people
- Attend and network with BPACs members and attendees
Retention

• Personal, 1:1 relationships matter
• Create a welcoming environment for new people
• Keeping people motivated
  – Current workplan and campaign goals
  – Tasks
    • Assign everyone roles for the campaigns
    • General Team Roles: Leader, Note-taker, Greeter, Social chair, Meeting monitor
  – Short- and Long-term wins
• Run efficient meetings
• Have fun!
## Sample Campaign Template

<table>
<thead>
<tr>
<th>SMART Goal: Recruit 20 new people by end of 2021</th>
<th>Who?</th>
<th>Timeline</th>
<th>Strategy</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate roles: who is going to focus on which tasks</td>
<td>Team leader and team members</td>
<td>March-May</td>
<td>Grassroots</td>
<td></td>
</tr>
</tbody>
</table>
| Help organize and staff pop-up in your community | 2-3 people | May-June | Events | 1. figure out date  
2. figure out location  
3. work w/Jessica on materials and supplies  
4. create shifts  
5. hold event  
6. Follow-up with people who came by |
| Become Bike Champions | 1-3 people | May-Sept. | Events | 1. Attend SVBC Bike Champion Training  
2. Decide which upcoming events you can attend  
3. Attain list of attendees from your city  
4. Help SVBC staff manage attendees  
5. Chat w/attendees from your city  
6. Follow up |
| Reach existing and new audiences | 1-3 people | May-Sept. | Communications | 1. Post to social media  
2. Create flyers and distribute  
3. Go thru google group/fb members and do personal outreach  
4. Advertise w/partners  
4. Attend and network with BPACs members and attendees |
| Participate in SVBC’s membership drive | Everyone | April-May | Communications | 1. Set a goal  
2. Sign up on Click and Pledge  
3. Plan - who will you ask?  
4. Get asking  
5. Say thank you. |
Speakers

• Sarah Hollingsworth
• Lauren Renaud
• SURJ at Sacred Heart, San José
What is **SURJ at Sacred Heart?**

**Showing Up for Racial Justice**

SURJ is based out of Sacred Heart Community Center and was founded in 2016. We are a group of South Bay people who organize, mobilize and educate white folks for racial justice. SURJ believes that white people have a stake in dismantling white supremacy if we want to be whole human beings; if we want a robust and inclusive democracy; and if we want loving and just communities.

We are part of a multiracial movement and the SURJ National Network with over 150 chapters and affiliates in 46 states. We work with People Of Color-led “accountability partners” to show up in the ways they request. We use the reparations model to redistribute generational wealth. Racial justice and economic injustice are intertwined and interconnected, and we believe we cannot fight for racial equity without working toward economic equity.
GETTING CLEAR ON OUR TERMS

advocacy
speaking up in favor of a cause or idea; this can include spreading information and awareness publicly about social problems, writing and petitioning your local, state and federal officials about issues that matter to you, delivering testimony at government meetings and lobbying officials face to face.

mobilizing
turning people out to a particular action, whether a rally, protest, vigil or some other kind of direct action.

organizing
the process of developing a culture of solidarity, of bringing people together to identify and study the problems that affect them and then work together to find solutions to those problems; it is a process of building relationships first and foremost.
The Organizing Cycle of a Campaign

Also called basebuilding

The cycle never stops!

Action

- Demonstrate Power
- Disruption of Target

1:1

Build relationships

Research

- Cut an issue
- Analyze and decide on action
- Build power

Develop Leaders

Listen and share concerns

Evaluate and reflect

Modified from the PICO Community Organizing Model

It's a circle, so it never stops!
**Think like an organizer!**

People won’t do things unless we invite them to do things :)

<table>
<thead>
<tr>
<th>Thinking Like A Participant</th>
<th>Thinking Like An Organizer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jump into convo/group discussion any time you’ve got a thought</td>
<td>Who hasn’t jumped in? Draw them in!</td>
</tr>
<tr>
<td>Who hasn’t jumped in? Draw them in!</td>
<td>Follow up w/ people who spoke to connect to action</td>
</tr>
<tr>
<td>Talking to your friends only</td>
<td>Create space → WAIT “x shared in our small group”</td>
</tr>
<tr>
<td>Introduce yourself to 2 new people/sit next to a newbie at a meeting</td>
<td></td>
</tr>
<tr>
<td>Showing up to every event, on your own</td>
<td>Bring friends</td>
</tr>
<tr>
<td>Bring another SURJ member</td>
<td></td>
</tr>
<tr>
<td>Showing up + carrying a sign</td>
<td>Carrying a clipboard to sign up new people at an action</td>
</tr>
</tbody>
</table>
Organizing
“the process of developing a culture of solidarity, of bringing people together to identify and study the problems that affect them and then work together to find solutions to those problems; it is a process of building relationships first and foremost”
**WHY** is it so crucial to build relationships?

Because relationships are what keep us in the work when the heat of outrage has subsided.
Icebreaker

One of the ways we build our community is by always creating space for people to get to know each other and make personal connections.

*Show up for the cause and stay for the people!*

**IN BREAKOUT ROOMS...**

- What is a happy memory of you and your [first] bike?
- What is a fav spot to ride?
- Make your own question and share it in the chat when we all return!
POWER

“So what is power? In general terms, it’s the ability to make happen what you want to make happen, even in the face of resistance.”

Michael Schwalbe paraphrasing Max Weber
THE 2 KINDS OF POWER EVERYONE HAS:

- How do you get masses? By organizing!!
- How do you get willing disruptors? By organizing!!

MASSSES

DISRUPTION
JOSEPH LUDER’S THEORY OF POWER
BASED ON CIVIL RIGHTS ORGANIZING

disruption costs
the ability of the movement to create highly effective actions against the target

ideological resistance
how hostile those in power are to the changes you are asking for

concession costs
how much it will cost those in power to agree to the movement’s demands
Identify 2-3 people from your social circles

- What will you say about SVBC?
  
  *(Your homework for later)*

- What would be the right kind of SVBC activity to invite each person to (the thing that would be the best fit for that person) and why?

- How would you make your invitation to each person?

- How will you respond to excuses?
Intentional Recruitment…
What are the intentions?
What makes a good 1:1?

- **Relationship building**
- **Figuring out what members care about**
  Find out about them (their experience, their motivations, their capacity)
  Tell them about the org (our structure, how are decisions made, what are our core values and political beliefs)
- **Empowering**
  Your person should leave the 1-1 with the knowledge of how to engage, and feeling invested
- **Plugging your person into the work your org is doing**
- **Developing new leaders**
Join us for a training or a meeting!

Or just come and see what SURJ is all about
Biketivist Forum V: April 21 5-7 pm

Mark your Calendar

• Wednesday, April 21
  – Topic: Vision Zero
• Wednesday, May 19
• Wednesday, June 16
• Wednesday, July 21
• Silicon Valley Bike Summit, August 12
• Wednesday, August 18 – no speakers, just meeting time
SVBC needs members like you. Join today!

www.bikesiliconvalley.org/donate
Breakout Instructions

6 pm – 7pm - please contact SVBC staff if you need more time

• Introductions
• Review agenda
• Work on strategies to grow your team
• Other team business
• Announcements

Look for the city team room

- North SMC (Daly City, South City, Brisbane, San Bruno)
- City of San Mateo
- Peninsula Team (elsewhere in SMC)
- Palo Alto
- Mountain View
- Sunnyvale
- Santa Clara
- Central San José
- South San José
How to join a breakout room:

• Click on the “Breakout Rooms” icon in the lower right of your Zoom window next to “Reactions”

• A list of breakout rooms will open-up. **Click on the number** next to the room you want to join to enter that room

• If you are unable to do so - change your name to include your team of choice, and you will be automatically moved and/or ask the host to move you to the breakout room of your choice.