



Pedaling to Victory: Advocacy Strategy for Bicycle Leaders

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Today's Agenda



- ▶ What is advocacy, anyway?
- ▶ Advocacy Case Studies
- ▶ Elements of Advocacy
 - ▶ Strategy
 - ▶ Tactics
- ▶ Resources and Tools

What is advocacy?



What is advocacy?

Advocacy is a political process by an individual or group which aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions.



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A few things I've noticed...

Advocacy is complex:

- ▶ Many causes, many effects, all happening simultaneously.
- ▶ We only contribute to winning.
- ▶ If there were a secret recipe to success, we wouldn't live in a world with so many challenges.



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Bike Advocacy Case Studies

Save Kinzie Bike Lane!



Bikes on South Shore Line



Issue Advocacy 101

- Impact
- Policy Goals
- Audience/Targets
- Context
- Activities
- Inputs
- Benchmarks



Impact

- What big changes do we want to see in the world? How does this campaign help us get there?
 - Improved services and systems (NICTD)
 - Positive social and physical conditions (Kinzie Bike Lane)

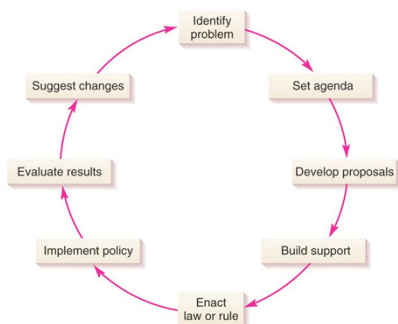


Policy Goals

- What are we trying to get done?
- Law, regulation, practice, project to be designed, implemented, blocked



Figure 15_04



Audience/Targets

- Primary Targets
 - Who decides? Who has the power to give us what we want?
- Secondary Targets
 - Has influence over primary target
 - Often more readily accessible
- Get to know your target:
 - What are their priorities and values?
 - What do they think and feel?
 - Who do they hang out with?
 - Who funds their campaigns?



Context

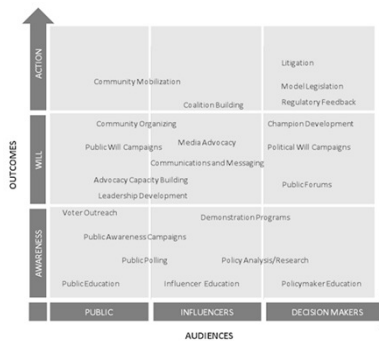
- ▶ What else is going in the world that might impact our campaign?
- ▶ We like to think our issue is the most important, but for other people it may not be.
- ▶ Think about the good and the bad.



Activities

- ▶ How will you get it done? How will you influence your audiences/targets in support of your goal?
- ▶ Two main types:
 - ▶ Communications and Outreach
 - ▶ Policy and Politics

Visual Framework of Public Policy Strategies



Inputs

- ▶ What do you have to work with?
- ▶ What do you need?
- ▶ Think about:
 - ▶ Organizational Capacity
 - ▶ Planning & preparation



Benchmarks

- ▶ What will success look like?
- ▶ What are the interim steps that will get you there?
- ▶ Don't just think about the end game, think about building the power to win.
 - ▶ Key events
 - ▶ New champions
 - ▶ Media coverage
 - ▶ New allies
 - ▶ More grassroots supporters



Advocacy Resources

- ▶ Advocacy Planning and Evaluation
 - ▶ Advocacy Progress Planner: <http://planning.continuousprogress.org/>
 - ▶ A User's Guide to Advocacy Evaluation Planning by Julia Coffman: <http://www.hfcp.org/evaluation/publications-resources/a-user-s-guide-to-advocacy-evaluation-planning>
- ▶ National Bike Advocacy Groups
 - ▶ Alliance for Biking and Walking: <http://www.bikewalkalliance.org/>
 - ▶ Advocacy Advance: <http://www.advocacyadvance.org/>
 - ▶ People for Bikes: <http://www.peopleforbikes.org/>
- ▶ State/Local Advocacy Groups
 - ▶ League of Illinois Bicyclists: <http://www.bikelib.org/>
 - ▶ Active Trans: <http://activetrans.org/>
- ▶ And many more!

Thank You!



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