



## **Advocacy Tips\* for Local Ballot Initiatives, for Bike and Walk projects**

- Do your homework
- Stay engaged with other cities
  - to keep a pulse on what does and doesn't work
- Build relationships well before the vote
- What's in it for me?
  - Be able to answer this most important question to voters
- Remember Transit
  - "First mile/last mile" sidewalks and bike lanes that connect to transit stops, are important and create added value for all tax payers and voters
- Consistent campaign themes
  - Headlines
    - Transit, biking, or walking are good for the community
    - We keep our promises
  - Subheadlines
    - Economic health and vitality
    - Mobility and access for all are important (disabilities, students, seniors, minorities, low income)
    - Positive environmental impacts
    - Agency is responsive, well managed, and transparent
    - Build a transportation network so there are choices
- Educational campaign components
  - Advertising
  - Direct mail
  - Events and speakers bureau – talk to people one on one
  - Surveys
  - Social media (more each year)
  - Yard signs
  - Press conferences

\*Alliance for Biking & Walking webinar 2015