



New Congress, New Transportation Bill: Preparing for Lobby Day

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Caron Whitaker
VP Government Relations
caron@bikeleague.org

ADVOCACY ADVANCE | BICYCLE FRIENDLY AMERICA | NATIONAL BIKE SUMMIT
NATIONAL BIKE MONTH | NATIONAL BIKE CHALLENGE | SMART CYCLING | WOMEN BIKE



WHAT TO KNOW BEFORE YOU GO: PREPARING TO LOBBY

- Transportation in the new Congress
- What is Summit lobby day
- How to prepare
- What to expect
- Q&A

Ask webinar
Monday March 4
8:00-9:00 Eastern





NEW CONGRESS AND TRANSPORTATION



WHAT IS NEW IN 2019

Over 70 New Members!

- 24 New members on the House Transportation Committee
- New Leadership

Colliding with:

- A transportation reauthorization due in 2020
- A President that really wants an Infrastructure bill
- The current discussion on climate change



HOUSE TRANSPORTATION COMMITTEE



Chairman DeFazio

- In conversations with White House on Infrastructure Package
- Focused now on creating sustainable funding for transportation
- Already holding hearings



Ranking Member Graves (MO)

H&T Subcommittee
Chair Norton (DC)



H&T Subcommittee
Ranking Member
Davis (IL)

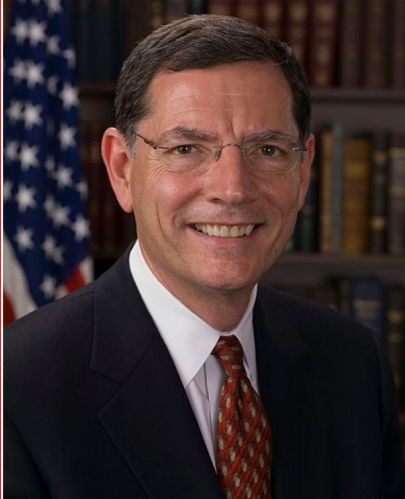




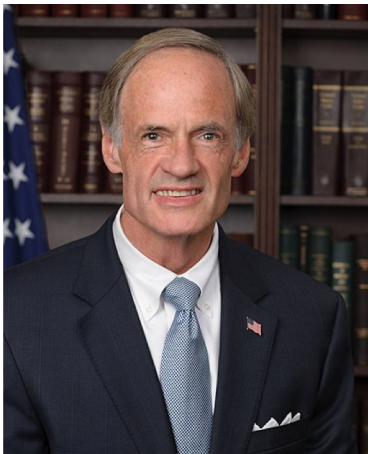
SENATE ENVIRONMENT AND PUBLIC WORKS

Moving Fast- wants to set tone for reauthorization

- Committee members sending priorities now
- All Senate submitting priorities this March/ April



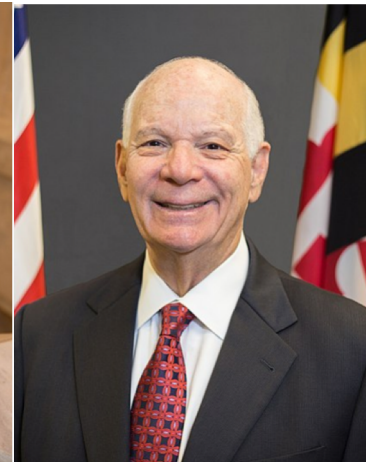
Chair Barrasso (WY)



Ranking Member Carper (DE)



H&T Subcommittee
Chair Capito (WV)



H&T Subcommittee
Ranking Member Cardin (MD)



WHAT IS SUMMIT LOBBY DAY?



SUMMIT LOBBY MEETING

Opportunity for you to meet with your elected officials and advocate for biking

- Meetings will be set up for you (up to 3 meetings)
- You will get your schedule and meet others from your state at the Summit on Monday
- You will be given talking points and handouts to use in your meeting
- There will be another webinar next week to discuss the policy ask



WHO YOU WILL MEET WITH

- Your group will meet with the elected official and/or their transportation staffer

Advocates:

- At the Senator meetings, there will usually be a few to several members with you
- At the Representative meetings— smaller group
- If you don't want to go alone, we will find someone to go with you





IF IT'S “ONLY” THE STAFFER

Staffers are key!

- Staffers will be in all meetings, even if the Senator or Representative is there
- Staffers understand the issues (often know more details than the member)
- Members of Congress rely on Staff
- We have as strong a success record from staff meetings as members meetings



WHAT WILL HAPPEN IN THE MEETING

- You will meet the staffer/ member
- Introductions
- Tell story about why biking is important to your community/ ask for theirs
- Make the policy “ask”
- Plan to follow up





**PREPARING FOR
YOUR MEETING
(BEFORE YOU COME)**



FIND YOUR DISTRICT

Go to:

<https://www.house.gov/representatives/find-your-representative>



UNITED STATES
HOUSE of
REPRESENTATIVES

FIND YOUR REPRESENTATIVE

Enter your zip code

LOOK UP



115th Congress, 2nd Session · The House is not in session.

REPRESENTATIVES

LEADERSHIP

COMMITTEES

LEGISLATIVE ACTIVITY

THE HOUSE EXPLAINED

Resources

- [Directory of Representatives](#)
- [Leadership](#)
- [Committees](#)
- [Advanced Search](#)
- [Site Map](#)

Technical Difficulties?

Send comments about the Find Your

Find Your Representative

Not sure of your congressional district or who your member is? This service will assist you by matching your ZIP code to your congressional district, with links to your member's website and contact page.

Please review the frequently asked questions if you have problems using this service.

Enter your ZIP code:

FIND YOUR REP BY ZIP



RESEARCH

Go to their website-

- What committees are they on
- What issues do they care about

barletta.house.gov/issues/transportation

Blackboard SS KB L... UIS Staging Site Login BB KB-Submit Tkts... Lynda.com | Georg... InDesign | Adobe TV Academic Calenda...

 **Congressman LOU BARLETTA**
Pennsylvania's 11th Congressional District

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LEGISLATION & ISSUES

- Legislative Process
- Issues
- Voting Record
- Sponsored Legislation

TRANSPORTATION

Roads, bridges, and other transportation infrastructure in Pennsylvania, and across the country, not only connect our communities, but also create the economic engines that transport the goods and services produced by our U.S. businesses, farms, and factories. U.S. products have long benefitted from transportation cost advantages that give our goods and services a competitive edge in the global marketplace. However, Pennsylvania currently has more than 5,000 structurally deficient bridges, the highest amount in the country. Additionally, Pennsylvania residents pay billions annually for additional vehicle operating expenses because of lost time and wasted fuel due to traffic congestion and crashes on inadequate roadways. We need to invest in our roads, bridges, railways, and waterways.

SIGN-UP FOR THE BARLETTA BULLETIN



RESEARCH

Try Votesmart.org

- Look up any speeches that mention transportation or infrastructure

Try the local newspaper

- Positions from their campaign

What's their top issue?





FIND YOUR ANGLE

Find something to thank them for

- Did they vote with us, cosponsor a bike friendly bill?
- Did you find something in a speech, media coverage you agree with?

What do they care about that relates to biking?

- Health? Climate? Equity?
- Infrastructure and Transportation?
- Economy (everyone cares about the economy...)
- Be creative

Who on your team has a local story that makes that connection?



LOCAL CASE/ LOCAL PROJECT

Existing project

- Positive media
- Quotes from Mayor or local business
- Safety benefits

New Project (in plan)

- Why it's valuable/ benefits
- **Check out your state's TA report from 2016 and 2017**
- [https://www.fhwa.dot.gov/environment/transportation alternatives/annual reports/](https://www.fhwa.dot.gov/environment/transportation_alternatives/annual_reports/)



NEWS ARTICLES

lanes-may-be-the-most-cost-effective-way-to-improve-public-health

SUSTAINABILITY | SCIENCE | IDEAS | CITIES | **TRANSPORTATION**

2 MINUTE READ

Bike Lanes May Be The Most Cost-Effective Way To Improve Public Health

Build bike lanes, get healthy citizens.



[Photo: Flickr user [Green Lane Project](#)]

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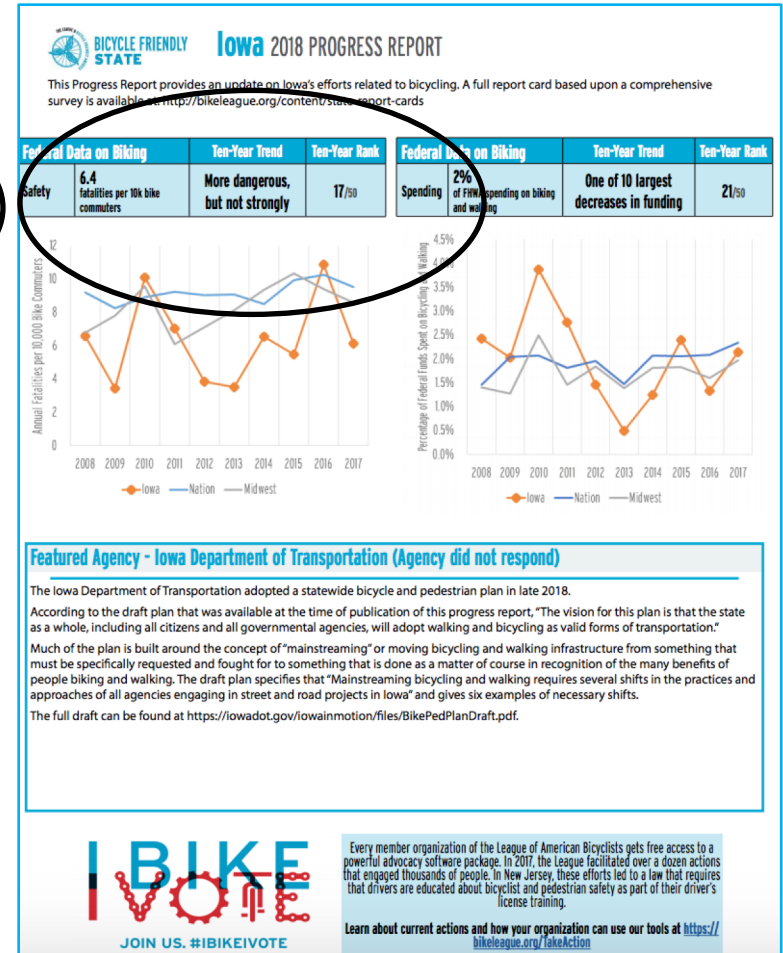
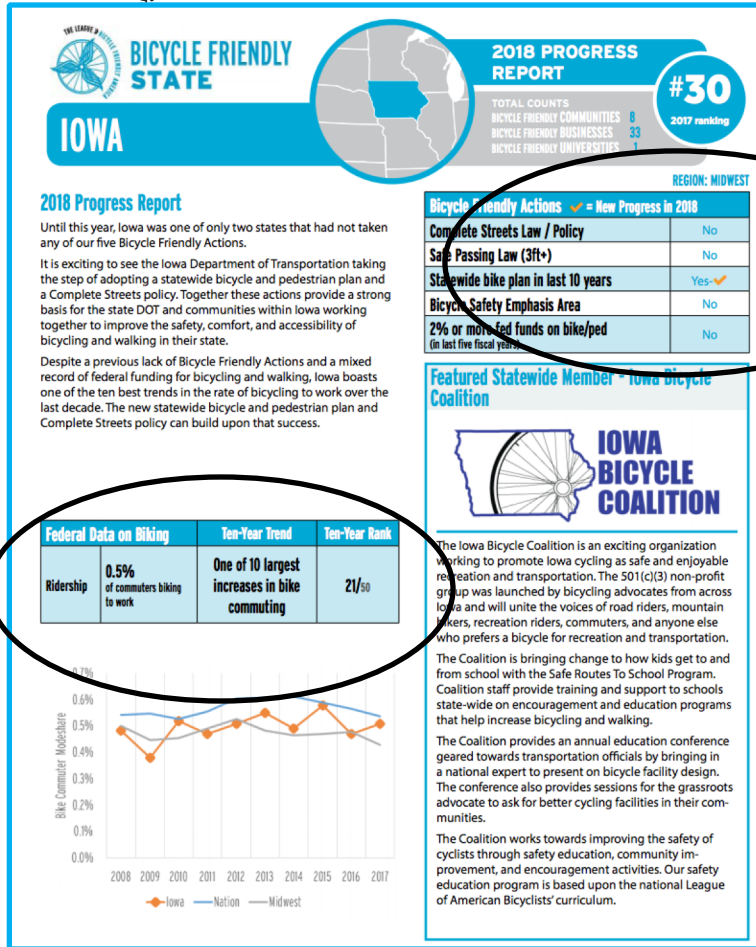
[CHARLIE SORREL](#) | 11.14.16 | 10:40 AM

Amazing things happen to a city once people are encouraged to switch to bike commuting: the air quality improves throughout the city, which benefits

<http://www.fastcoexist.com/3065591/bike-lanes-may-be-the-most-cost-effective-way-to-improve-public-health>



BIKING IN YOUR STATE



<https://bikeleague.org/content/progress-reports>



BICYCLE FRIENDLY AWARDS



TENNESSEE Bicycle Friendly America Awards League of American Bicyclists

Bicycle Friendly Community	Award Level	Population	Jurisdiction	Congressional District
Knoxville	Bronze	178,874	Town/City/Municipality	2
Chattanooga	Silver	171,279	Town/City/Municipality	3
Nashville-Davidson County	Bronze	634,464	County	5
Memphis	Bronze	657,457	Town/City/Municipality	9

Total: 4 BFCs 1,642,074 Residents

Bicycle Friendly Business	Award Level	Number of Employees	Industry	City	Congressional District
Mast General Store - Knoxville	Silver	40	Hospitality/Food/Retail	Knoxville	2
Bike Chattanooga	Bronze	5	Non-Profit/Government	Chattanooga	3
HUB Endurance	Bronze	6	Bicycle Industry	Chattanooga	3
Outdoor Chattanooga	Gold	6	Non-Profit/Government	Chattanooga	3
The Crash Pad	Bronze	5	Hospitality/Food/Retail	Chattanooga	3
Trek Store Chattanooga	Bronze	6	Sales/Retail	Chattanooga	3
Volkswagen Group of America, Chattanooga Operations LLC.	Bronze	2,600	Manufacturing/Research	Chattanooga	3
Scott's Bicycle Centre	Silver	8	Bicycle Industry	Cleveland	4
Cumberland River Compact	Bronze	8	Non-Profit/Government	Nashville	5

<https://bikeleague.org/bfa/awards>



**PREPARING FOR
YOUR MEETINGS
(AT THE SUMMIT)**



SCHEDULED TIMES

Sunday Breakfast: The “Asks” Session

Monday afternoon

- How to lobby session
- State Delegation meetings

Look for Ken McLeod or me!





STATE COORDINATORS

Most states have a state coordinator

- They will run the state delegation meeting
- Have your schedule
- Have information packets
- Be your local connector!

If you don't have a SC

- League staff will help!





WITHIN YOUR TEAM

Talk beforehand

- Arrive outside the office 10 minutes early
- Agree on your angle for bicycling in your district
- Everyone should have 1-2 sentence introduction about who you are and why biking is important to you.

Assign Roles

- Who will lead the meeting
- Who will talk through the issue and make the “ask”?
- Who will take notes
- Who will bring handouts.
- Who will follow up



WHAT TO EXPECT ON THE HILL



WHAT YOU SHOULD EXPECT

A 15-30 minute friendly meeting

- Staff will be in the room the whole time
- (The Representative may not)
- Business attire

It may even be in the hallway

Conversation

- Small talk
- A question you can't answer
- A completely unsatisfying answer!





YOU'LL MAKE A POLICY ASK



Bicycle Commuter Benefit Act of 2019

What it is »

The Bicycle Commuter Benefit Act of 2019 extends commuter benefits to employees who choose to bike to work, similar to parking or transit benefits. The bill improves on the former bike commuter benefit originally passed in 2009, and suspended in the Tax Cut and Jobs Bill Act of 2018. The benefit was suspended in 2018 as part of a list of benefits deemed too small to keep.

The changes in the Bicycle Commuter Benefit Act of 2019 will make the benefit easier to use and more attractive for both employers and employees. An increased use of the benefit will both reduce transportation costs for employees and employers, and for the federal treasury.

What it does »

The Bicycle Commuter Benefit Act of 2019 will:

- » Reinstates the bike commuter benefit and extends that benefit to commuters using bikeshare and electric bikes.

Will you co-sponsor the Bicycle Commuter Act of 2019?



3 RULES OF LOBBYING

Be Polite

Be Prepared

Be Persistent





BIGGEST PITFALLS

The discussion veers off topic

Avoid it by:

- Stay on bicycling
- Be supportive of their biking experience
- Try to bring it back to the legislative ask at hand.

“Given your experience on the bike, you can understand that safe infrastructure can make a big difference!”

“We really appreciate your time and want to make sure we get to why we are here”



BIGGEST PITFALLS

Meeting ends before you get to make the ask.

Avoid it by

- Have team prepared to do short introductions
- Be prepared to take initiative and make the “ask”

You make the case but leave not knowing the Representatives position

Avoid it by

- Be prepared to listen! Listening can be more important than making your case
- Assign someone to listen and take notes.
- Be prepared to make the “ask”



WHAT IF...

IF you are asked a question and you can't answer.

"I don't know. Let me find out and get back to you on that."

And make sure to follow up.

IF you don't get an answer.

"I appreciate that you'll need to learn more. How can I help?"

"Will you check in with the Representative and let me know?"

"When should I follow up with you?"

The Senator / Representative leaves before you get to make the ask

"Thank you so much for meeting with us. We'll talk through our asks with [staffer] and look forward to hearing your position."



YOU GET FRUSTRATED

You get frustrated (argumentative)

Avoid it by

- Slow down the conversation. Show you are listening by repeating their question/ statement

“So you are saying that we shouldn’t invest in bicycling because bicyclist don’t pay gas tax. I disagree, and here is why....”

- Ask

“What other information could I supply that could possibly change your mind?”

Who else could come talk with you that might make a difference?”

- Politely end the debate

“We can agree to disagree. However this issues is important to me, and I want to express that to my elected officials.”



IF ANY OF THESE HAPPEN

Address it in your follow up email

Let Caron or Ken know

Consider writing a blog/ newsletter / Letter to the editor (and share it with the staffer)

Remember- Polite, Prepared, and Persistent



MY MEMBER NEVER VOTES THE RIGHT WAY

- Look for common ground
- Stay in touch with the staffer
- Invite them to local events.
- **POLITELY** Share their voting record and / or meeting results with fellow constituents



FOLLOW UP



FOLLOW UP (PLEASE!)

Short term goal:

Get an answer –

- Get them on record
(and pls let the League know)

Longer term Goal

- Continue that relationship
- Clarify any questions you have
- Answer any questions they had
- Make the ask again





BUILDING THAT RELATIONSHIP

Consider inviting them to local event.....



From left: Rep. Eleanor Holmes-Norton (blue dress) (D.C.) at a trail ground-breaking (photo courtesy of Washington Area Bicyclist Association) and Darlene Werfel at a cycling event with Congressman Larry Bucshon (IN-08)



GET IT ON THE RECORD (NEWSLETTER/ BLOG, ETC.)

➤ **If they are supportive**

“We thank Rep XXX for her time and steadfast support of bicycling as part of a multi-modal transportation system.”

➤ **If they were non-committal**

“We appreciated the time Rep XXX spent with us and look forward to learning more about her position on multi-modal transportation.”

➤ **If they disagree**

“We appreciate the time Rep XXX spent with us and look forward to continuing the debate on why bicycle infrastructure is an important transportation investment, and one that helps our local economy.”

Send it to their Staffer!



KEEP IT GOING

Stay in contact – Become a resource

- Once every month or so
- Ask about Current issues related to bicycling
- Keep them abreast of local progress
 - Events
 - New infrastructure
 - State or local policy wins
- Invite them to other local events

If there is a policy alert

- Write a personal email

Come back to the Bike Summit!



WHAT ARE THE LOBBY ASKS?

Join me for a second webinar

Monday March 4

8:00-9:00 pm Eastern

<https://attendee.gotowebinar.com/register/4160884448640791555>



Caron Whitaker
VP Government Relations
caron@bikeleague.org

Thank you.

1612 K STREET NW, SUITE 510

WASHINGTON, DC 20006

202.822.1333 | 202.822.1334 *fax*

WWW.BIKELEAGUE.ORG