



What to know before you go: Preparing to Lobby at the National Bike Summit

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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

- What is Summit lobby day
- How to prepare
- What to expect
- Q&A





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 Tuesday
- 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

From the Summit

- 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





WHAT 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





THE “ASK”



FOCUS ON CONNECTIVITY/ ACCESS

House –

- Will you please co-sponsor *HR 4241: The Transportation Access and System Connection Act*?
 - Provides access data to states, metropolitan areas to improve planning

Both House and Senate

- Will you support an infrastructure package that promotes multi modal transportation?



INFRASTRUCTURE PACKAGE

Trump Infrastructure plan

- Funds projects that have funding
- Funding comes at the expense of multimodal programs
- Threatens environmental safeguards

What the League wants

- Safety First!
- Build multimodal networks
- Close networks gaps
- Local Control
- Build resilient infrastructure



**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-

The screenshot shows the website of Congressman Lou Barletta. The browser's address bar displays barletta.house.gov/issues/transportation, which is circled in red. The website header includes a search bar, social media icons for Twitter, Facebook, YouTube, and RSS, and a navigation menu with links: Home, Meet Lou, Contact Lou, 11th District, Serving You, **Legislation & Issues** (circled in red), and Media Center. The main content area is divided into two sections: 'LEGISLATION & ISSUES' on the left and 'TRANSPORTATION' on the right. The 'LEGISLATION & ISSUES' section contains links for 'Legislative Process', 'Issues', 'Voting Record', and 'Sponsored Legislation'. The 'TRANSPORTATION' section features a paragraph about transportation infrastructure in Pennsylvania.

LEGISLATION & ISSUES

- [Legislative Process](#)
- [Issues](#)
- [Voting Record](#)
- [Sponsored Legislation](#)

SIGN-UP FOR THE BARLETTA BULLETIN

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.



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

- Any use data,
- 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**
- [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](#)]

[f](#) [t](#) [in](#) [e](#)

[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>



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



SCHEDULED TIMES

Monday morning: First timers meeting

- Similar information to this webinar

Tuesday afternoon

- “Ask” Plenary
- 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

- Agree on your Angle
- 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 make the “ask”?
- Who will take notes
- Who will follow up
- Who will bring handouts.



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

- A lot of small talk
- A question you can't answer
- A completely unsatisfying answer!





FACT SHEET ON THE ASK



The Vision Zero Act

Vision Zero concept »

More than 33,000 Americans are dying on our roadways each year, and fatalities among our most vulnerable road users — people who bike and walk — make up a growing share of those deaths. Conventional thinking assumes some traffic fatalities are inevitable, and therefore some death on our roads is acceptable.

Vision Zero dramatically shifts this false perception, and states that *all* traffic fatalities are preventable — and therefore the only acceptable level of fatalities is **zero**. The public is ready for this shift: A 2014 survey of almost 10,000 drivers conducted by the AAA Traffic Foundation found that 86% supported their state adopting Vision Zero policies.

Congress can embrace this new approach by supporting The Vision Zero Act. This bill promotes Vision Zero policies and practices that focus engineering, education and enforcement decision-making on eliminating traffic fatalities across all transportation modes — bicyclists, pedestrians and drivers — while also creating an efficient and accessible transportation system.



3 RULES OF LOBBYING

Be Polite

Be Prepared

Be Persistent





WHAT IF...

IF the Representative leaves the meeting early.

“Thank you for your time. I hope you will support biking and walking in any upcoming infrastructure package. I will follow up [staffer].”

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?”*



BIGGEST FRUSTRATIONS

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
- Prepare some questions for the meeting



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 ALWAYS VOTES THE RIGHT WAY

- Without continued support, they may choose a compromise with which you don't agree.
- Sometimes an opportunity comes up outside transportation legislation, and you want to be on their mind.
- You could help move them from supporter to leader.
- Everyone likes to be appreciated
(Publicize the meeting, praise them in public)



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



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)



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





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!



RELATIONSHIP BUILDING

Hi,

Hope you've had a good fall. ...

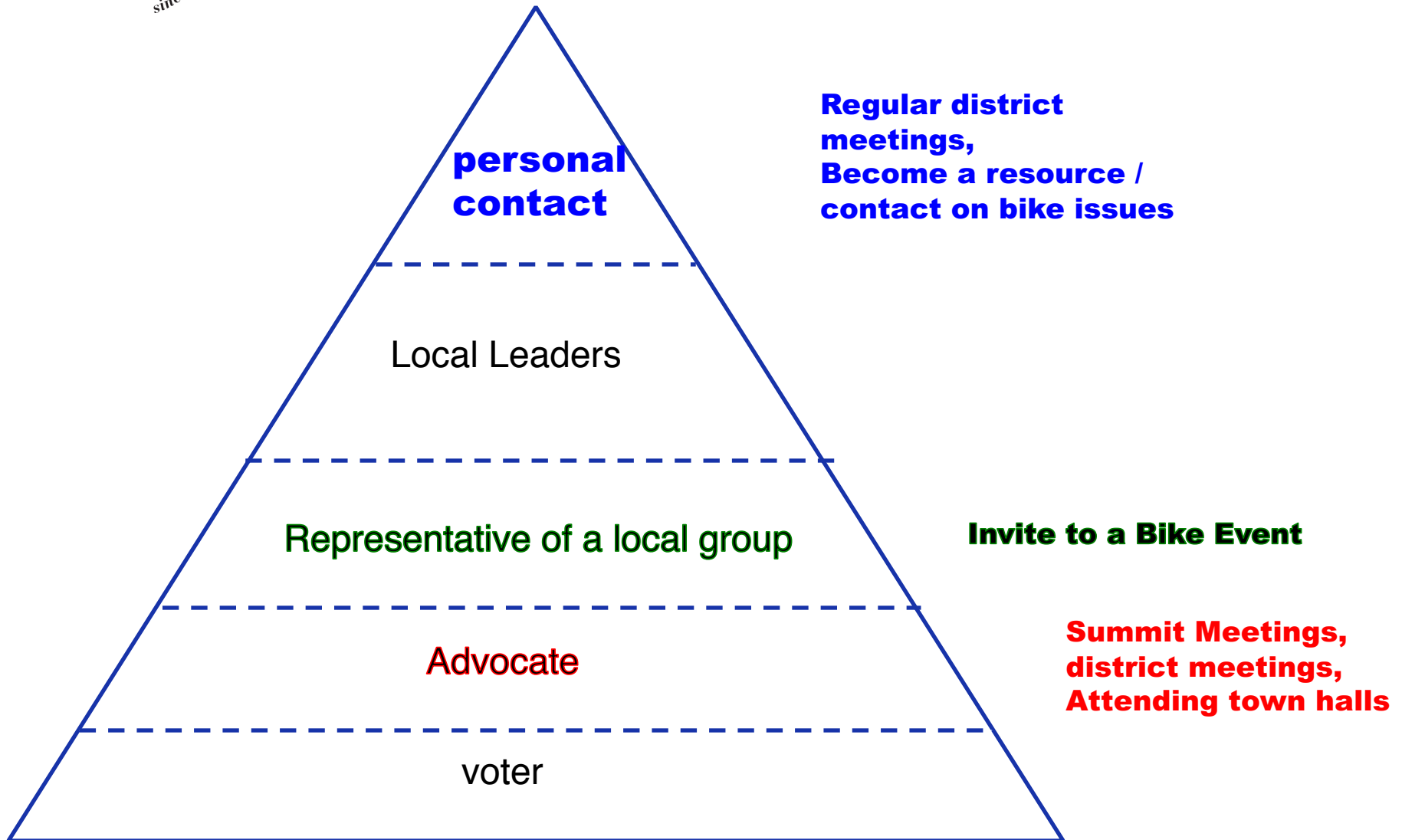
I subscribe to The Economist, and thus came across the attached article. As you'll see, it's remarkably consistent with our discussions in the last couple of years about cycling safety and the importance of USDOT keeping bike/ped safety metrics, not just automobile metrics. It's nice to see that a publication as savvy as The Economist "gets it". I continue to be grateful for the Senator's support of measures along these lines.

Speaking of support, albeit on a separate front, maintaining a cycling and transit commuter tax benefits is wise (particularly in comparison to parking benefits!), so I would ask that you take a look at co-sponsoring S.1116 — The Commuter Benefits Equity Act.

And speaking of appreciation, please commend your boss for her recent assistance with land protection in the state, and her remarks at Crotched Mountain. It seems as though she is crafting a superb solid path in the model of her predecessor — staying staunchly conservative, and especially so when it comes to conserving local environmental quality!



ADVOCACY PYRAMID





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Thank you.

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