



Nonprofit Organizations and Safe Routes to School:

Building Capacity and Leadership through an Effective Campaign

Wednesday, October 19th, 1-2PM EDT

Safe Routes to School National Partnership



Agenda, October 19th, 2011

Welcome, Administrative Details and Introduction

Dave Cowan, program manager
Safe Routes to School National Partnership

Nonprofit Organizations and Safe Routes to School

Jeremy Grandstaff, member services firector,
Alliance for Bicycling and Walking

Dan Grunig, executive director,
Bicycle Colorado

Sarah Shipley, marketing and communications director
BikeWalkKC

Question and Answer



Alliance
for
Biking & Walking



Winning Campaigns Training 101

Safe Routes to School Webinar

PeoplePoweredMovement.org

Agenda

Purpose: To provide a brief overview of the Alliance Winning Campaigns Training and relate what we learn to SRTS campaigns.

1. Elements of a successful campaign
—What do we learn in the training
2. Some examples of SRTS campaigns from our trainings
3. Upcoming Winning Campaigns Trainings
4. Quick wrap-up



Issue Selection

1. Aligns with successful model campaigns
2. Is winnable
3. Results in *real improvement* in the community
4. Results in *long-term* community improvement
5. Involves important groups of people
6. Fits organization's mission and culture.
7. Involves current members in a meaningful way
8. Attracts new members
9. Many care, at least a few are passionate
10. Builds your organization's *political* power
11. Leverages positive media attention
12. Has strong income potential



Element 1: Issue Definition

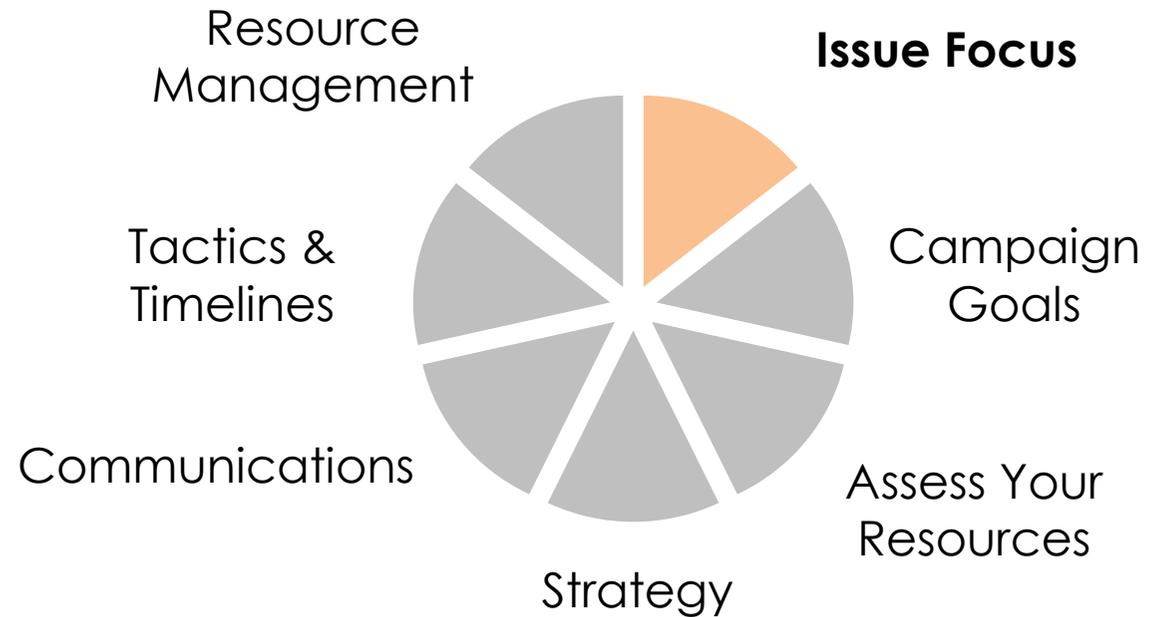
A clear definition of your campaign is critical to your success

Problem

Solution

Implement

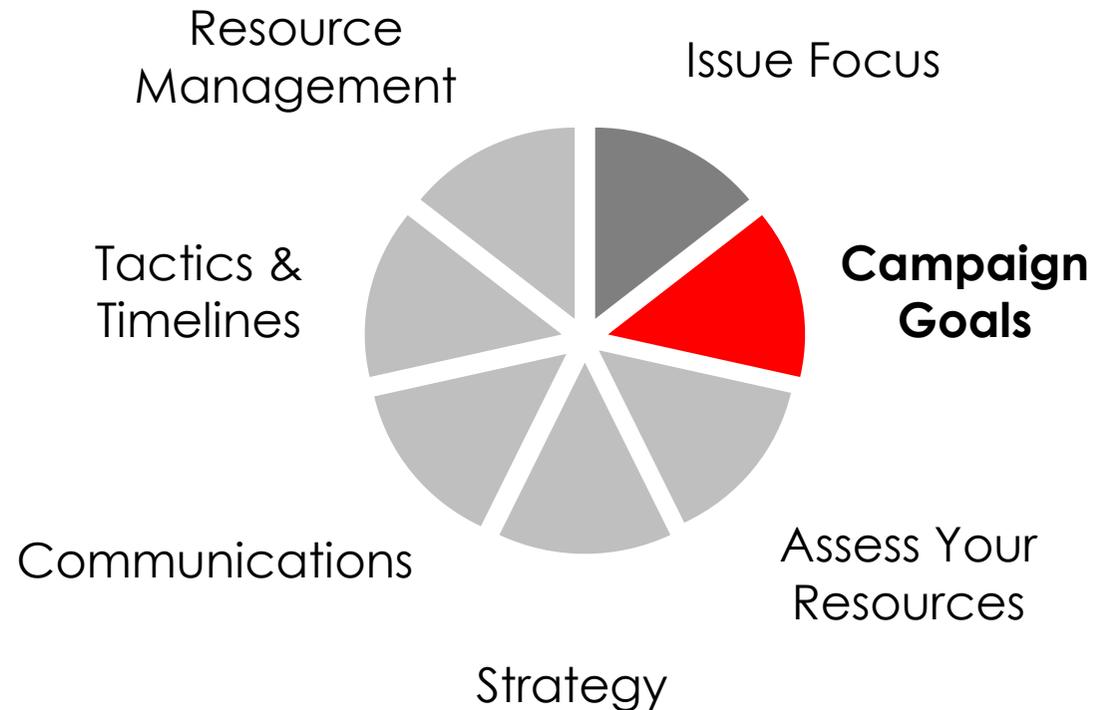
Action



Element 2: Campaign Goals



**Winning campaigns
have goals that are
CLEAR and
MEASUREABLE
for your issue *and* your
organization.**

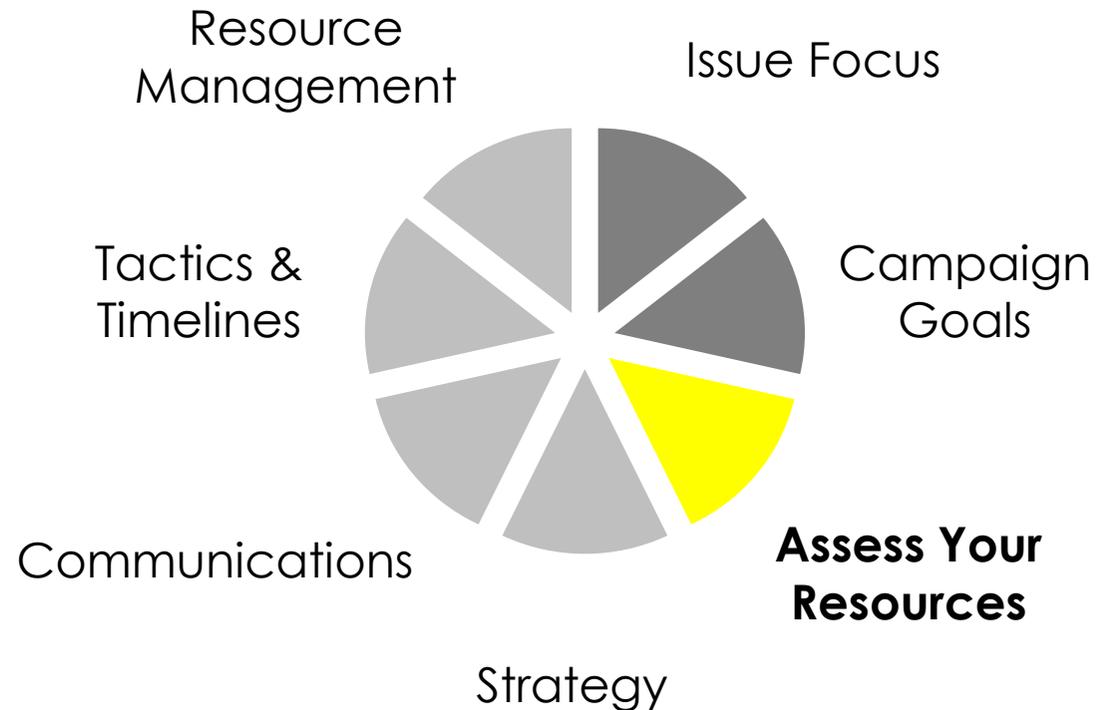


Element 3: Assess Your Resources



Know your:

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**
- **Allies and Opponents**



Element 4: Strategy & Power Mapping



Determine who has the power to make the change you seek.

How can you influence that decision-maker directly and indirectly?

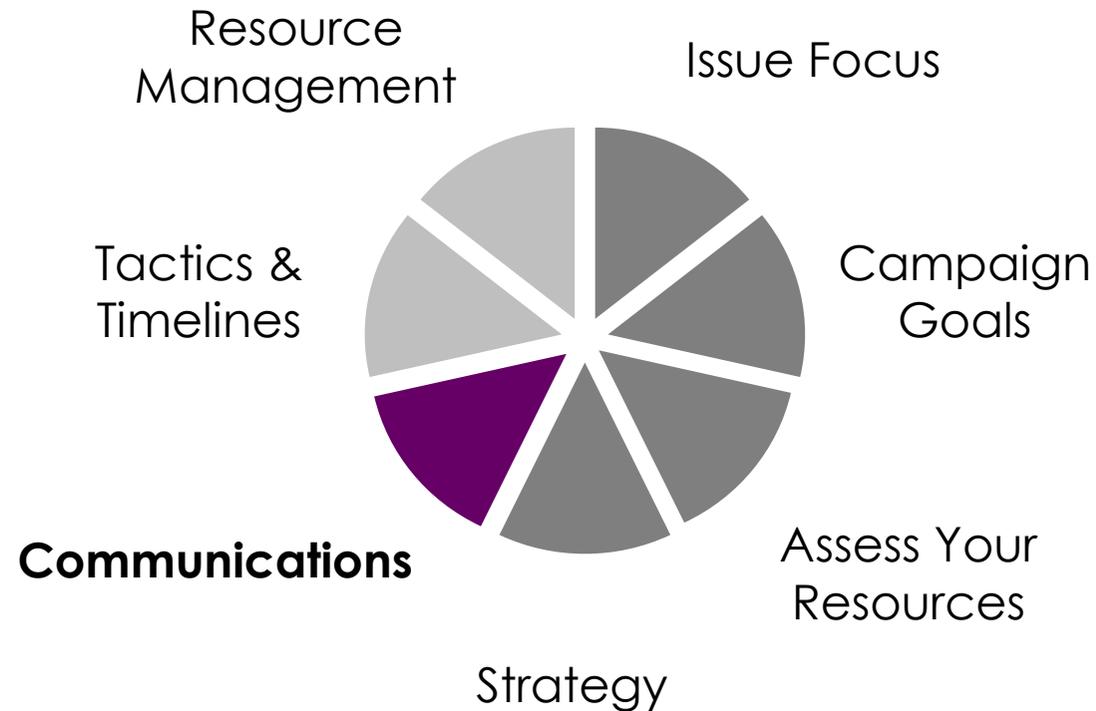


Element 5: Communications



Effective communication depends on the message, as well as the medium

- **Add a Hook**
- **Rehearse your Stair Speech**
- **Know your Story**
- **Have a Slogan**



Hook → Problem → Solution → What to do about it

Element 6: Tactics & Timelines



Choosing tactics comes at the *end* of your campaign planning.

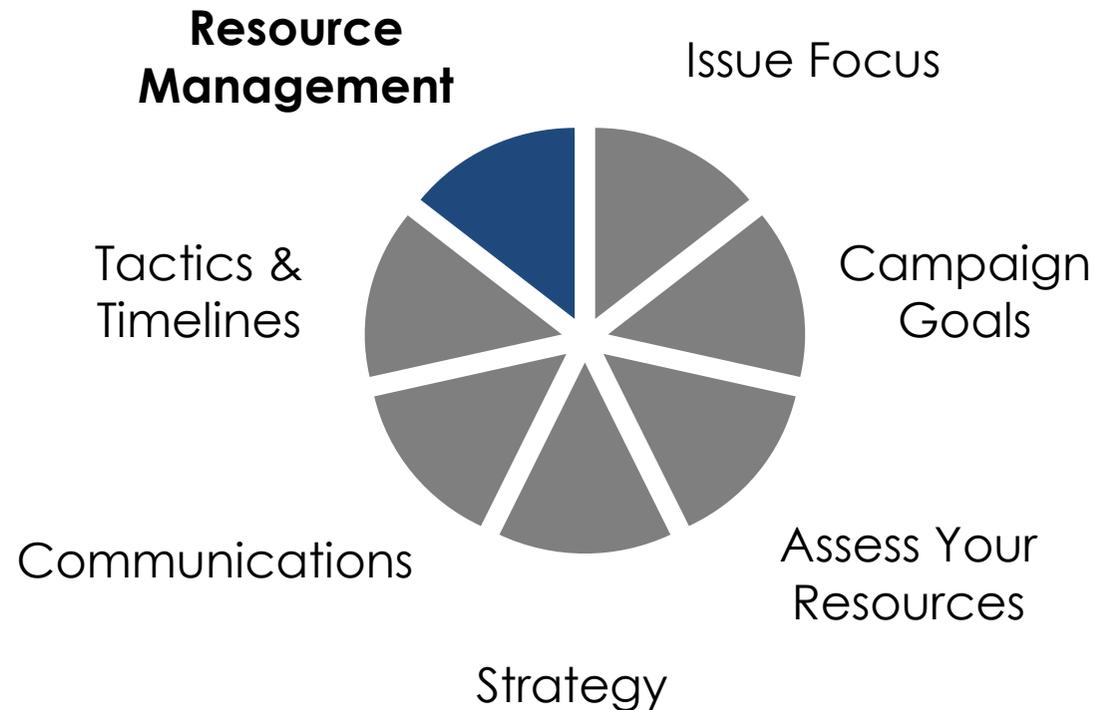


Element 7: Resources



**All campaigns
require and can
acquire money.**

**Have you
estimated the costs
related to your
campaign?**



SRTS Campaigns



End Bike Theft At Schools — Velo Quebec

Safe Route from School Park — Town of Milton (VT)

Revolving Fund for SRTS Non-infrastructure Projects — Bike Easy (LA)

Lower speed limits in school zones — Shasta County (CA)

SF School Kids Bike/Walk to School — San Francisco Bicycle Coalition

Mandatory Crossing Guard Training — Iowa

Middle School Bicycle Safety Education — Florida

Bike Education in High School — TCAT (Toronto)

Glen Rock SRTS — Midland Park, NJ

Safe Routes — Marin County (CA)

SRTS — Feet First (Seattle WA)



Upcoming Trainings



Nov 4-6, 2011: Columbia, SC

Jan 13-15, 2012: Tucson, AZ

Apr 27-29, 2012: Boston, MA

June 8-10, 2012: Houston, TX

Oct 19-21, 2012: Kansas City, MO



**Learn more and register at
www.PeoplePoweredMovement.org/Events**



Learn more:

www.PeoplePoweredMovement.org

Winning Campaigns Sponsors



Alliance
for
Biking & Walking



Building Safe Routes and Advocacy



Dan Grunig
Executive Director



www.BicycleColorado.org

www.ColoradoSafeRoutes.org





Bicycle Colorado- THEN

 1,000 individual members

 45 business and organizations

 9th Year in Business



Bicycle Colorado- NOW



7,000 individual members



200 business and organizations



35,000+ bicycle safety students

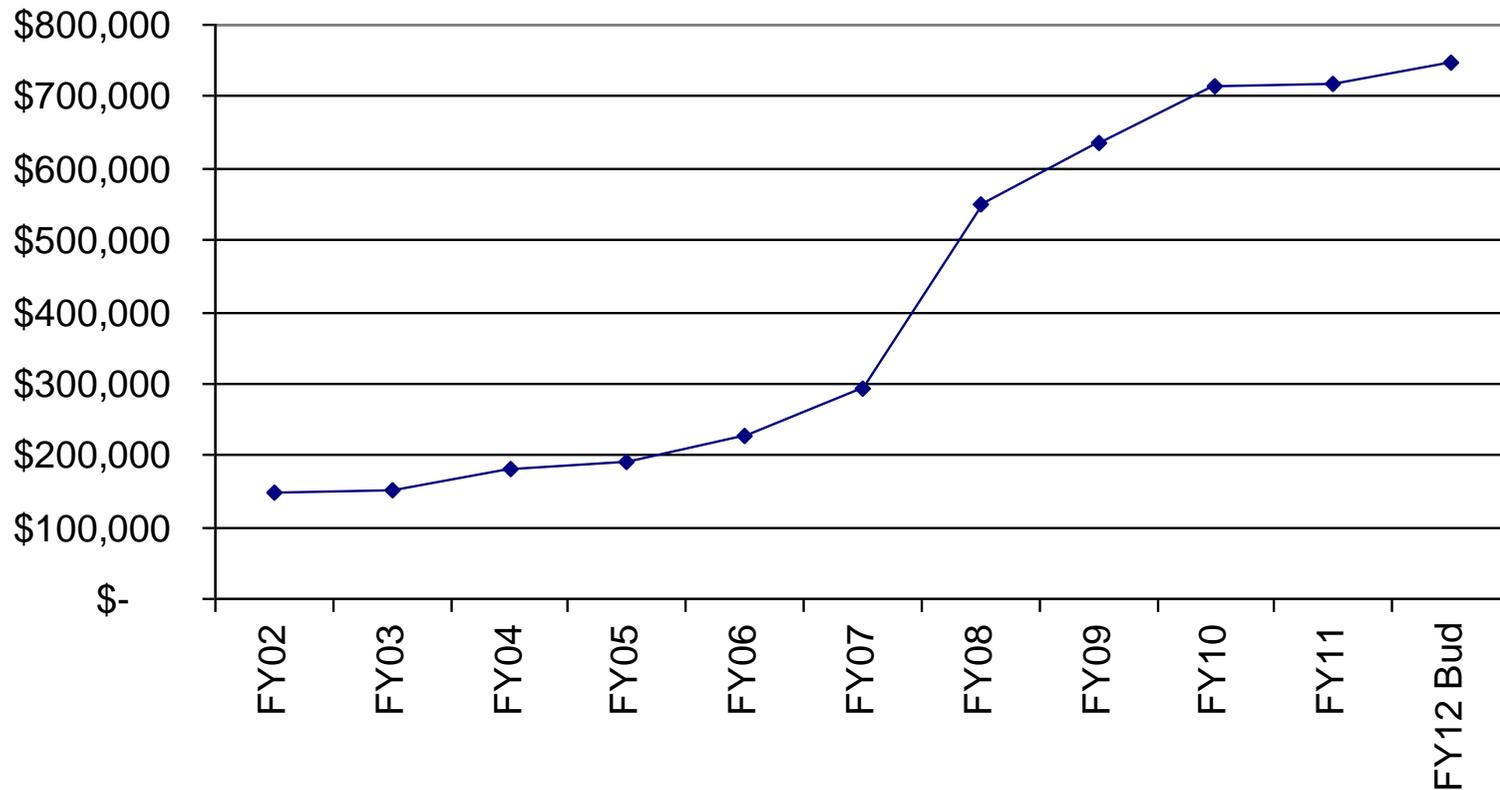


19th Year in Business



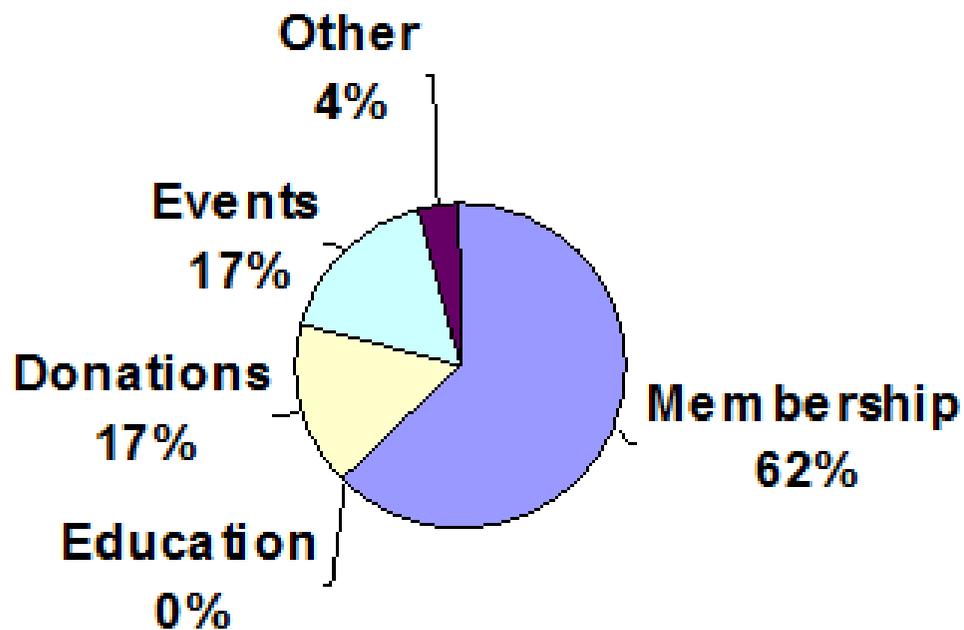
Annual Growth

Bicycle Colorado- Income

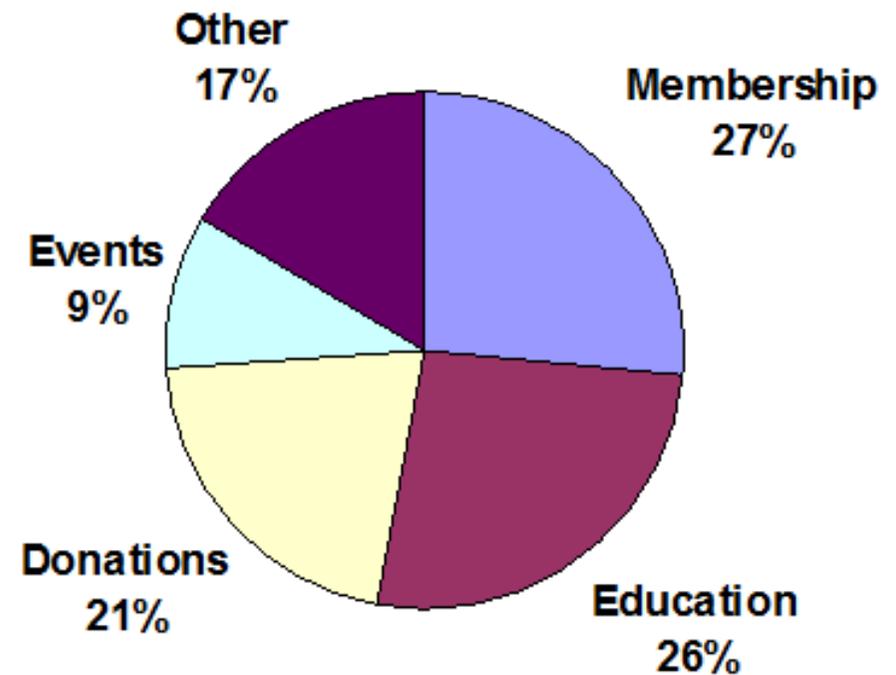


Diversified Revenue

Income - Fiscal Year 2002



Income - Fiscal Year 2012



Building a Bicycle Friendly Colorado

 Share the Road

 Complete Streets

 Trail Pros

 **Safe Routes to School**



Winning Campaign Outline



Issue= Start a Safe Routes to School Program at Colorado Department of Transportation



2003 Issue- 2004 Legislation

Goal- Pass State Legislation



Public Selection
Committee



Create Multiple
Funding
Sources



Make Education
Eligible



Org Goal- Increase Size and Power



Build
Membership



Identify New
Fundors



Display
Effectiveness



Bill Sponsors



Rep. Greg
Brophy (R)



Sen. Ron
Tupa (D)



Controversy



Bill Opposed by
CDOT



Showdown on
Senate Floor



Governor
Doesn't Support



Results



House Bill
1309 Passed



Safe Routes
Program

Created



Respect



Organization Results



Membership
Growth



Increased
Publicity



Education in
Spotlight





BICYCLE COLORADO'S
Safe ROUTES
to **SCH**ool

LEARN • WALK • RIDE • HAVE FUN





BICYCLE COLORADO'S
Safe ROUTES
to **SCH**ool

LEARN • WALK • RIDE • HAVE FUN



Bicycle Education for Adults



BICYCLE
COMMUTER SERVICES

CONFIDENT
CYCLING
SKILLS
FOR COMMUTERS



BUILDING A BICYCLE FRIENDLY COLORADO

Presented by:
ABC Company, Inc.
123 Somewhere Street
Somewhere, USA 12345

A program of:



BICYCLE
COLORADO



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www.BicycleColorado.org



Nonprofit Advocacy Organizations and Safe Routes to School: Building Capacity and Leadership through an Effective Campaign

+ We are BikeWalkKC



The unified voice for active living, promoting a healthy, safe and accessible outdoor experience for all in a vibrant, engaged community.



Put Paint to Pavement

Ask the Mayor for more bike lanes and crosswalks.



Take a Bike Class

Learn to ride safely and comfortably for transportation, recreation, or fitness.



Take the Car Free Challenge

A friendly competition of carbon savings and calorie burning.



Join BikeWalkKC

Join today for better bicycling and walking tomorrow. We need your help to transform Kansas City.



+ Who we are



+ Leverage SRTS

- Leverage SRTS/Reframe your message/Go Forth



The screenshot shows the website for Bike Walk KC. At the top is a navigation bar with links for Home, About, Education, Programs, Join/Donate, and Shop. Below the navigation bar, the page title is "Walk and Bike to School". To the left of the main text is a circular logo with a house in the center, a bicycle on the left, and a person on the right. The text "Bike it." is above the bicycle, "I like it!" is above the person, and "Hike it." is to the left of the house. Below the logo is the text "Walk & Bike to School". To the right of the logo, the text reads "October is International Walk/Bike to School Month." followed by a link: "Sign the petition for walking & bicycling to school." Below this is another link: "See photos of International Walk to School Day 2011 in Greater Kansas City." To the right of the text is a photograph of a group of children in yellow shirts walking on a sidewalk. Below the photograph is the caption "Walk to School Day Press Packet".



+ What we we did

- Created a IWTSD/SRTS region wide committee supported by our local MPO. BikeWalkKC is the chair of these meetings.
- We invited everyone --use power mapping.
- Held monthly meetings starting in February to promote IWTSD and SRTS.
- We became a regional resource.
- We created a network of professionals, parents, health professional, teachers, and school district officials and it is still meeting and going strong.



+ SRTS/IWTSD



Walk to School Day Press Packet

[Download a packet](#) (zipped) with sample press release, talking points, city resolutions, and more.

Contact Sarah Shipley

at sarah.shipley@bikewalkkc.org

Walk to School Day Press Packet

[Download a packet](#) (zipped) with sample press release, talking points, city resolutions, and more.

Contact Sarah Shipley

at sarah.shipley@bikewalkkc.org

to learn more and get involved!

[International Walk to School Day](#)

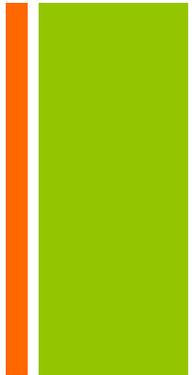
[Resources and Services for Families from BikeWalkKC](#)

[Missouri Safe Routes to School Network](#)

[KDOT Safe Routes to School program.](#)

[Webinar: Starting a Safe Routes to School program in your school.](#)

+ SRTS - Education



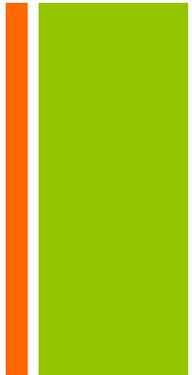
A little of this...



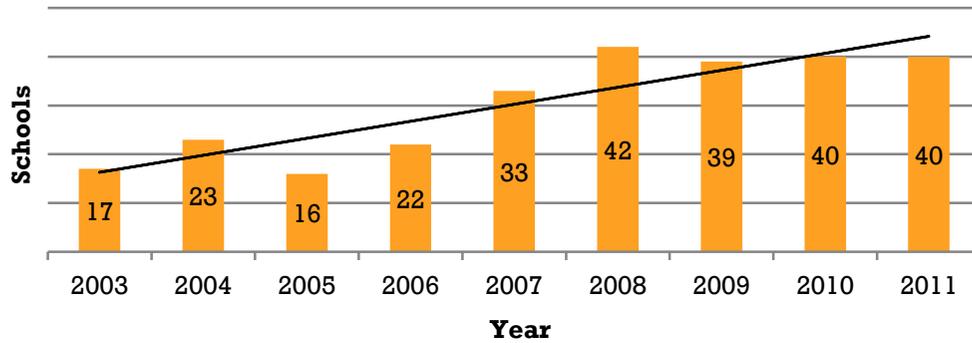
A lot of this...



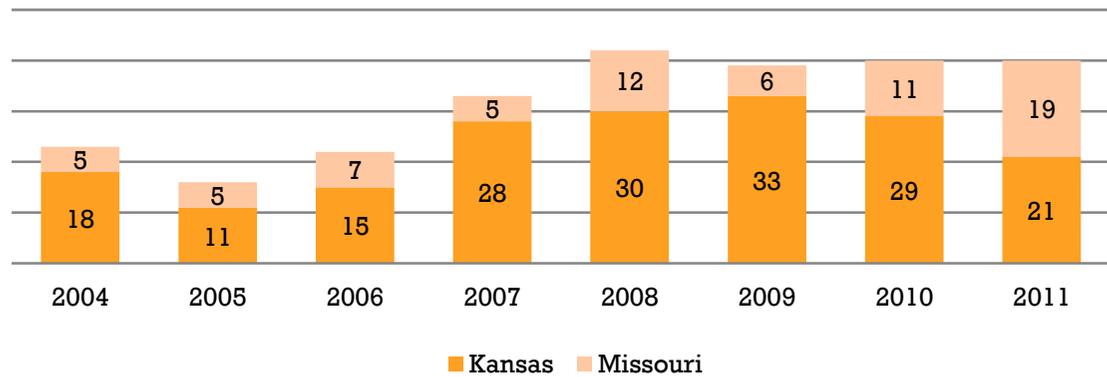
+ SRTS – The numbers



Great KC Schools Enrolled By Year



Greater KC Schools Enrolled By Year



+ Car Free Challenge & SRTS



Work

School

Errands

Groceries

Library

Brunch

+ Car Free Challenge - Website



[Home](#) [Leaderboard](#) [My Log](#) [My Account](#) [Help](#) [Admin Site](#) [Captains](#) [Sign Out](#)

sarah shipley
5.00 miles, 2 trips
from July 18th to August 18th

Your Savings
Calories: 115
Carbon Dioxide: 5 pounds
Carbon Monoxide: 0.14 pounds
Nitrogen Oxides: 0.01 pounds

Everyone
495 trips
6,055 pounds of CO2
281,216 calories

[Leaderboards](#)

[Your Log](#)

[Your Team](#)

[Edit your info](#)

Date:
(e.g. 05/01/2009)

Type:

Miles:

Notes:

Upcoming bicycle education classes

Learn to ride safely and comfortably. [Find a class from BikeWalkKC.](#)

Car Free Lunch and Learns

We now offer on-site classes and presentations to help your coworkers, employees, etc. learn to commute by bike or bus. Contact sarah.shipley@bikewalkkc.org for details.

[twitter](#) [facebook](#)

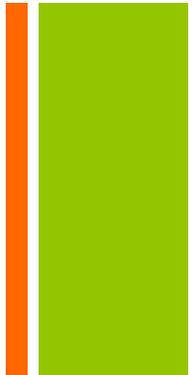
Team captains: [Register a Team](#)

[Captains' page](#)
View/edit team members' miles.





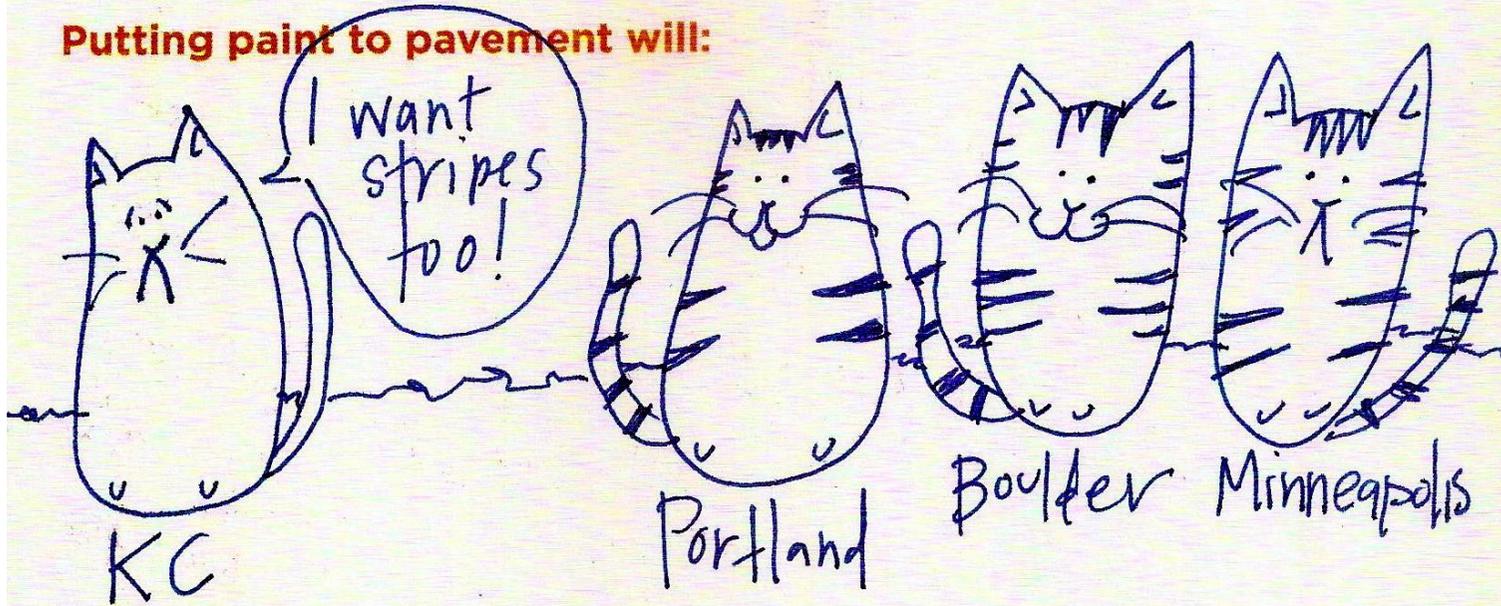
Paint on the Pavement - Postcard



Dear Mayor,

I think it's time we start painting more bike lanes and crosswalks for our city's health, safety, economy, and environment.

Putting paint to pavement will:



Name: _____
 City: Kansas City State: MO ZIP: _____
 Email: _____ Phone: _____



+ Our Next Steps – Marketing SRTS

- We are currently working on a interactive marketing and membership campaign. It will be a series of stories about children walking and biking to school. It is unreleased as of now.

Control your Media

Crisis Management

Know your Audience

Time your message

Wait it out...

+ BikeWalkKC



- Leverage
- Build Relationships
- Work smarter
- If the time is not right – WAIT.





Q & A

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Sarah Shipley, director of marketing and communications
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Robert Ping, state network director
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Closing

- Tip sheet “Nonprofit Organizations and Safe Routes to School”
- Webinar recording
- PDF of PowerPoint slides
- Questions and answers from the webinar

<http://www.saferoutespartnership.org/mediacenter/SRAM-Bicycling-Webinars/SRAM-Bicycling-Webinar5>

Thank you to the SRAM Cycling Fund for sponsoring this webinar series!