

# Successful Community-Based Campaigns

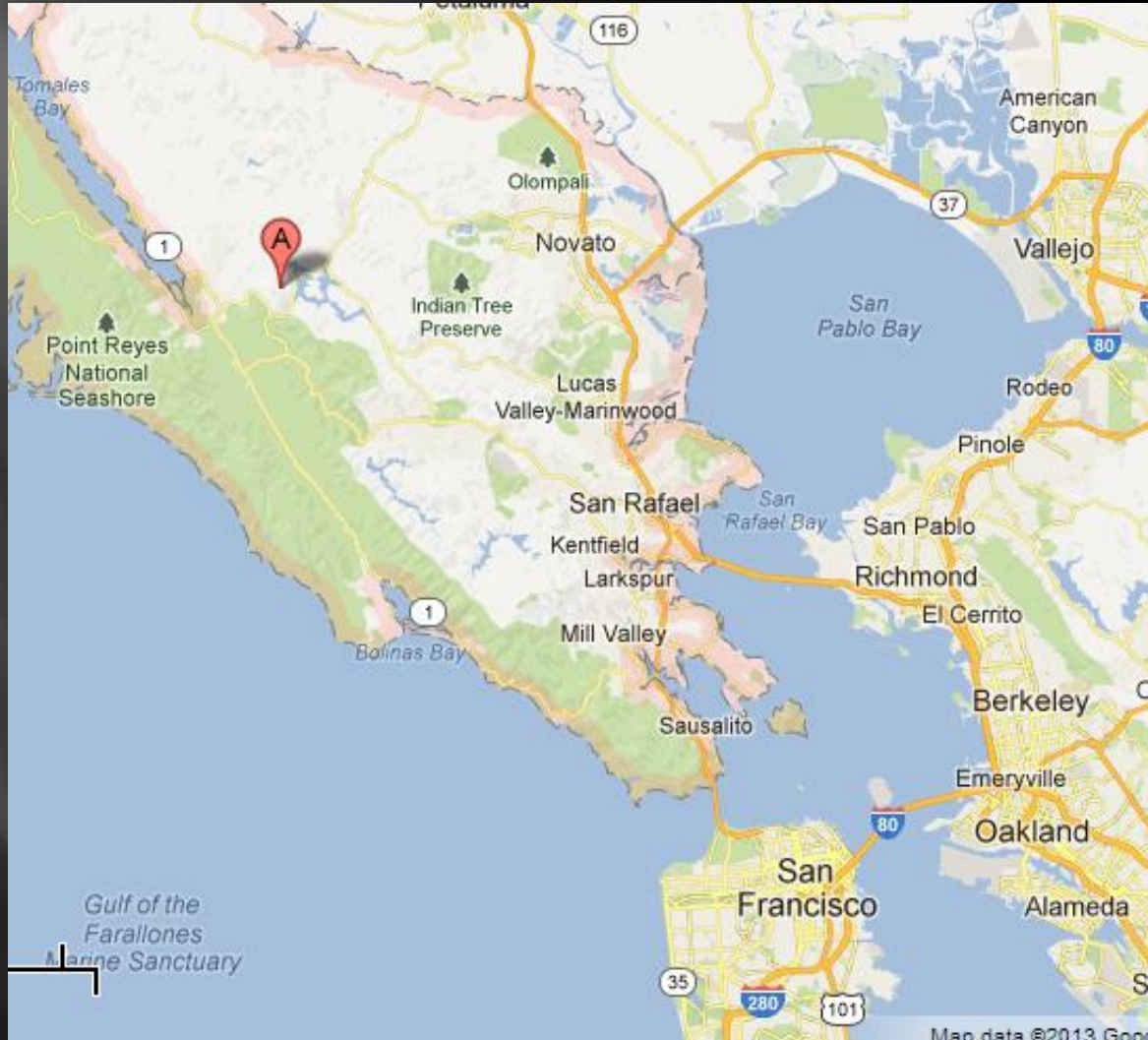
*Andy Peri  
Advocacy Director*

*Marin County Bicycle Coalition*



**Marin County Bicycle Coalition**  
**[www.marinbike.org](http://www.marinbike.org)**

# Marin County, CA



**Marin County Bicycle Coalition**  
**[www.marinbike.org](http://www.marinbike.org)**

# Clearly Defining the Need:

- Accessibility
- Safety
- Traffic Congestion
- Health- Active Transportation
- Mode Shift
- Air Quality/GHG Reduction



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Cal Park Tunnel



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# SMART Train and Pathway



**Marin County Bicycle Coalition**  
[www.marinbike.org](http://www.marinbike.org)

# Lincoln Hill Pathway



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Central Marin Ferry Connection Project 2014



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

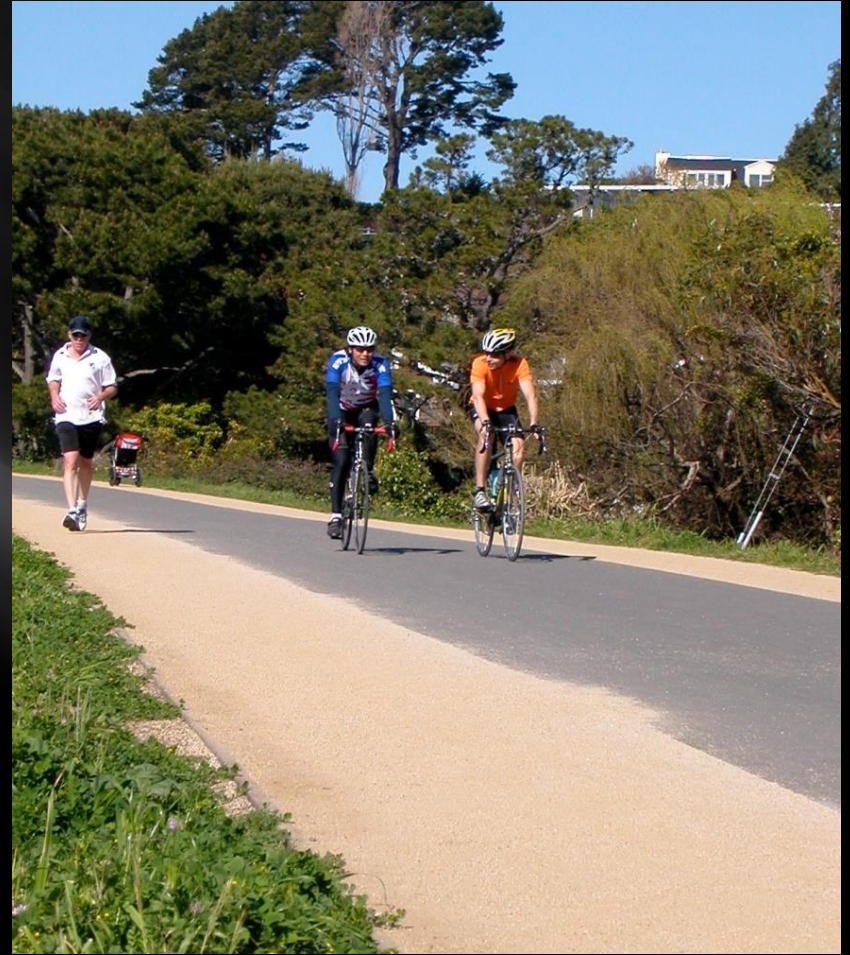
# Alto Tunnel



**Marin County Bicycle Coalition**  
[www.marinbike.org](http://www.marinbike.org)



# “Smaller” Important Projects



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Developing/Executing Strategy

- Familiarity with “Playing Field”
- Brainstorming coworkers
- Community Members
- Elected Official Supporters
- Agency Staff Supporters
- Other Partners



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Elected Officials

- Relationship Building
- Finding a champion
- Site visits (National Bike Summit)



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# The Public Meeting

- Respect
  - Organizing / Turning out Supporters
  - Communicating/ RSVP's/Talking Points
- Staying on Message
- Making a Compelling Case
  - Personal Stories- Always



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Staff Angle

- Staff Recommendations to Electeds
  - Departments of Public Works
  - Planning Departments
  - School Maintenance Department
  - Crossing Guards



# Policies that Support Safety

- Complete Streets / AB 1358 (California)
- Project Tracking (“Riding” Staff and Elected Officials)



National Complete Streets Coalition



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Show Me the Money: Funding Projects

Knowing where it is,  
where it's going and  
how to get it....

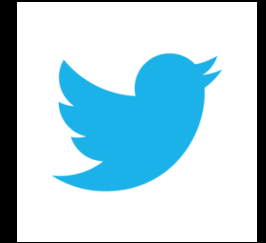
- Federal
- State
- Regional
- County
- Local



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Database and Communications

- Existing Database
- Expanding Support
- Finding supporters / Maintaining Communications
- Social Media
- Phone- (Still Key for Local Efforts)



SurveyMonkey®

Constant Contact®



Free Online Surveys



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)



# Media

- Elected Officials are educated/informed by the media
- Letters to the Editor
- Opinion Editorial (Op-ed) Pieces
- Editorial Board
- Combating Misinformation



Marin County Bicycle Coalition  
[www.marinbike.org](http://www.marinbike.org)

# Serious Commitment to Future Generations



**Marin County Bicycle Coalition**  
[www.marinbike.org](http://www.marinbike.org)

*Andy Peri*  
*Advocacy Director*

**Marin County Bicycle Coalition**  
**[www.marinbike.org](http://www.marinbike.org)**  
**Fairfax, CA**  
**415.457.0802**



**Marin County Bicycle Coalition**  
**[www.marinbike.org](http://www.marinbike.org)**