

CAMPAIGN ACTION PLAN

Bringing about the change your community needs in order to promote biking and walking takes a lot of hard work and persistence. It can be easy to get discouraged when your efforts run into barriers, like a lack of local funding or political will. That's why it is so important to have a clear roadmap for reaching your goals, so you'll be able to keep track of your progress and stay focused on your goals.

Creating a Campaign Action Plan is imperative to your success. Without a clear and specific plan, achieving your goals will be more challenging. Below is a six-step guide to establishing your campaign action plan, which includes definitions of campaign fundamentals and space for you to brainstorm your own plan.

Objectives

- Define your policy goal(s)
- Create your campaign action plan
- Document next steps in your campaign

Campaign Action Plan Steps

- **Step 1:** Define your goals
- **Step 2:** Who is your target?
- **Step 3:** Who is your base?
- **Step 4:** Assess your capacity
- **Step 5:** Plan your tactics
- **Step 6:** Create your action plan benchmarks

STEP ONE: Define your goals

What are your policy goals?

- Your goal is what you seek to achieve with your campaign. Every step forward in the campaign must be taken with the achievement of your goal in mind. Limiting your campaign to **one or two policy goals** will allow for a more focused and powerful effort.
- Active Transportation Alliance needs your help to improve biking, walking and public transit in Chicago's suburbs—below are our suggested policy goals:
 - A. Develop & adopt the Bike Walk Every Town Resolution:** Your community is starting from scratch. There is an outdated Active Transportation Plan and no Complete Streets Policy. Develop a resolution your community can adopt that outlines your biking and walking policy priorities. The resolution can act as a mission statement explaining what your city or village plans to accomplish. Use the Bike Walk Every Town Model Resolution as a guide for your messaging and policy priorities. Set the bar high in advocating for the full docket of policies.
 - B. Create or update an Active Transportation Plan:** An Active Transportation Plan is a comprehensive set of strategies that includes recommendations for prioritizing infrastructure improvements and policies to ensure better options for biking, walking and transit. Advocate for the creation of an Active Transportation Plan for your city or village. If a plan already exists, make sure that it is less than 5 years old.
 - C. Create a Complete Streets Policy:** Complete Streets are designed to support users of all modes of transportation. Advocate for the creation and approval of a Complete Streets Policy for your city or village.
 - D. Advocate for Dedicated Funding:** Your community already has an Active Transportation Plan and a Complete Streets Policy, but implementation is delayed due to funding constraints. Advocate for the dedication of a minimum amount of funding towards biking and walking priorities.
 - E. Prioritize & Implement Projects:** Your community already has an Active Transportation Plan and a Complete Streets Policy, but implementation is delayed due to lack of project prioritization and accountability. Advocate for the implementation of your community's plan and policy through the prioritization of projects.
 - F. Form a Bicycle and Pedestrian Advisory Committee:** Advocate for the creation of a city or village-led Bicycle and Pedestrian Advisory Committee made up of both resident advocates and public officials. If the city or village is unwilling to create a committee, advocate for the hiring of a Bike and Pedestrian Manager or increasing the time that city staff dedicate towards active transportation planning and implementation.
 - G. Advocate for Vision Zero:** Vision Zero is a commitment to eliminating all traffic fatalities and creating safe streets for everyone. Advocate that your municipality commit to incorporating this goal into existing plans and policies or adopting it as a stand-alone plan.

My policy goal(s) are (choose your top one to two goals):

1.

2.

What are your priority projects?

- The policy goals you selected above are important for creating long-term change and your campaign action plan should focus on those goals.
- However, in addition to your policy goals, a specific project such as improving a dangerous road or intersection, building a new bike lane, or creating a connected trail network may offer your campaign something tangible that can help you and your base push forward your policy goals.
- When selecting project priorities, make sure they relate to your policy goals. How will your policy goals help make these projects more achievable?

My top project-specific priorities are (choose your top one to two projects):

1.

2.

STEP TWO: Who is your target?

- Perhaps the greatest challenge to an advocacy campaign is narrowing down your target. Your target is the person or persons who can give you what you want.
- Your target(s) have a name and a face. For example, the target isn't the City Council, it is Chairman of the City Council John Smith and council member Lisa Rodriguez. All of your tactics will be focused, in some way, on affecting your target(s) and getting them to move.
- A target can be a champion (someone who is a strong supporter), challenger (someone who may block your efforts), or something in between. You can build up your champion to take a stand on your goal, or you can convince your challenger that your goal is worth supporting. Note below if your target is a champion, challenger, in-between, or unknown.

My primary target/targets (decision makers) include(s):

1.

2.

3.

4.

STEP THREE: Who is your base?

- Your base is the group of people who stand to benefit from your goal. If your goal is to develop a Bike and Trail Plan and your project priority is to expand a trail, your base is the people who use and benefit from that trail.
- Furthermore, organizations or businesses can be part of your base if your goal is in their self-interest. For example, a restaurant along the trail can be a helpful ally in moving your target to act on your goal.
- For more information and a list of strategy ideas, see our Base Building Tip Sheet.

My base (influential residents, organizations, and businesses) includes:

Influential residents:

Organizations:

Businesses:

Other:

Pick two ways that you will reach out to your base:

- Hold regular meetings
- Host an event
- Create a flyer
- Develop a fact sheet
- Write a petition around a project of interest
- Produce a short video
- Present your goal(s) to a business or organization
- Other (please explain) _____

STEP FOUR: Assess your capacity

- How much time do you have to dedicate to this campaign?
- What are your strengths? What experience do you bring to the table?
- Are there skills that you would like to develop like writing, public speaking, or making videos?
- Ask yourself what else you might need to make your campaign a success. Think about additional capacity you may need to build.

What is your capacity for this campaign?

Availability:

Strengths:

Skill Development:

Needs:

STEP FIVE: Plan your tactics

- Based on your capacity, plan actionable tactics.
- Ask yourself: What is it going to take to move your target to enact your policy goal(s)?
- For more information and a list of tactic ideas, see our Outreach and Communications Tip Sheet as well as our Target Engagement Tip Sheet.

Pick two outreach and communications tactics:

- Traditional media
- Social media
- Email/e-newsletter
- Active Trans blog or newsletter
- Press conference
- Other (please explain): _____

Pick two target engagement tactics:

- Write a petition
- Write, email, or call your elected official
- Meet your elected official
- Testify before elected officials
- Other (please explain): _____

STEP SIX: Create your action plan benchmarks

- An action plan needs benchmarks. Benchmarks are the major mileposts along the road to your policy goal. Making a timeline and planning benchmarks can help you celebrate your achievements, or re-calibrate strategy, along the way. Make sure that your benchmarks are meaningful and important to your policy goal. Make sure to choose benchmarks that are measurable and within your budget and capacity.
- Your short, medium, and long-term benchmarks are connected and do not stand alone. Your short-term benchmarks should lead to achieving your medium-term benchmarks, which should lead to achieving your long-term benchmarks and your overall policy goal.
- Ask yourself: What does success look like to you? Are your benchmarks SMART - Specific, Measurable, Ambitious, Realistic, and Time-limited (e.g. I will collect email addresses of 100 supporters within one month)?

What is/are your overall policy goal(s)? (See Step One)

What are your short-term, medium-term, and long-term benchmarks that will help you track your progress toward your overall goal?

Short-term: What do you want to complete within a week to 2 months?

Medium-term: What do you want to complete within 3 wvmonths to 8 months?

Long-term: What do you want to complete within 8 months to over a year?