



Advocacy **Advance**



Tools to Increase Biking and Walking

An Advocate's Guide to Elections: Making Campaigns Work for Bicycling & Walking

By Darren Flusche

Policy Director

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This report is a product of Advocacy Advance — a partnership of the League of American Bicyclists and the Alliance for Biking & Walking.



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Making campaigns work for bicycling and walking

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Elections matter. Strong elected leaders, who support bicycling and walking, are critical to the work of advocates and to the lives of everyone who bikes and walks. During the election cycle, campaigns give bicycling and walking advocacy organizations the opportunity to educate candidates on bicycling issues, increase the focus on bicycling and walking issues in campaigns, and ultimately build a more bicycle-friendly America.

These activities make a difference. For instance, Bike Delaware used a candidate survey to gauge support for a funding initiative that resulted in \$20 million in state funds for a statewide bicycling and walking network. This guide includes insight and examples from Bike Delaware's survey — and much more.

To provide clarity and inspiration for bicycle advocates, this publication includes campaign guidelines for nonprofits, and biking- and walking-related examples of:

- Candidate surveys
- Candidate forums
- Legislative score cards
- "Show me" events
- Get Out The Vote efforts (as individuals)
- 501(c)(4) activities, including Political Action Committees



Campaign Guidelines for 501(c)(3) Nonprofits

Please note that this is not legal advice; these are just general guidelines.

Organizations with 501(c)(3) nonprofit status are prohibited from engaging in political activity in support of or in opposition to any particular political candidate. However, 501(c)(3)s can engage in nonpartisan voter education activity and a limited amount of lobbying.

These guidelines relate to the organization itself, and do not prohibit officers, individual members, or employees from participating, as long as they are acting as private citizens and not as spokespersons for the organization or while using the organization's resources. If you choose to identify yourself with the organization, you must make it plain that you are speaking solely for yourself and not for the organization. If members do not identify themselves with the organization, but a media outlet does, the members have done nothing wrong.

Here are some guidelines for how bike clubs and advocacy organizations with 501(c)(3) status can (and cannot) get involved in election activities.

501(c)(3)s CAN:

- Engage in limited lobbying, including work on ballot measures
- Work for the passage of a particular piece of legislation during a political campaign (or any other time)
- Conduct nonpartisan public education and training sessions about participation in the political process
- Invite candidates to meetings or to public forums. The invitation must be extended to "all serious candidates." It is best to write to them all simultaneously and to use identical language in the invitations. It is not necessary that all candidates attend.
- Sponsor candidate debates (*with certain restrictions*)
- Educate candidates on public interest issues
- Publish legislative scorecards (*with certain restrictions*)
- Canvass the public on issues
- Rent, at fair market value, mailing lists and facilities to other organizations, legislators, and candidates. All candidates must be aware of the opportunity and be given the same access.
- Conduct nonpartisan get-out-the-vote and voter registration drives
- Establish a 501(c)(4) organization
- Work with all political parties to get its positions included on the party's platform (*with certain restrictions*)
- Inform candidates of its positions on particular issues and urge them to go on record, pledging support for those positions. Candidates may distribute responses to the nonprofit and to the general public. Nonprofits, however, do not have the same freedom. They may not publish or distribute statements by candidates except as nonpartisan "questionnaires."

501(c)(3)s CANNOT:

- Endorse candidates for public office
- Make any campaign contributions
- Make expenditures on behalf of candidates
- Restrict rental of their mailing lists and facilities to certain candidates
- Ask candidates to sign pledges on any issue (tacit endorsement)
- Increase the volume or amount of incumbent criticism as election time approaches
- Publish or communicate anything that explicitly or implicitly favors or opposes a candidate

Gray Areas for 501(c)(3)s

Typically, 501(c)(3)s may prepare candidate questionnaires and create voter guides. Nonprofits with a broad range of concerns can safely disseminate responses from questionnaires. The questions must:

- Cover a broad range of subjects
- Be framed without bias, and
- Be given to all candidates for office.

If a nonprofit has a very narrow focus, however, questionnaires may pose a problem. The IRS takes the position that a nonprofit's narrowness of focus implies endorsement of candidates whose replies are favorable to the questions posed. The same applies when candidates are asked to respond to a nonprofit's position paper. Unless you are certain that your organization clearly qualifies as covering a broad range of issues, your organization should avoid disseminating replies from questionnaires. See: <http://www.irs.gov/pub/irs-tege/rr78-248.pdf>

Your involvement in the election process is just one of the things to consider if you are deciding whether to incorporate as a (c)(3) or (c)(4). For example, (c)(3)s are much more likely to be eligible recipients of foundation and government grants and can offer tax deductible giving opportunities to members and donors. **Read more about 501(c)(4)s on pages 16-21.**

For More Information:

Center for Lobbying in the Public Interest,
The Nonprofit Lobbying Guide
www.clpi.org

Alliance for Justice
www.afj.org/nonprofit/

Resources:

- *Election Year Activities for 501(c)(4) Social Welfare Organizations*. Alliance for Justice
http://www.afj.org/nonprofit/electoral_activities_c4.pdf
- *Permissible Election Activities Checklist*. Alliance for Justice
http://www.afj.org/nonprofit/electoral_activities_01.pdf
- Smucker, Bob. *The Nonprofit Lobbying Guide*, 2nd ed. Washington, DC: Independent Sector, 1999. Center for Lobbying in the Public Interest. 7 July 2006
<<http://blue.isoph.com/shared/assetDownload.aspx?id=1066>>.
- *The Restriction of Political Campaign Intervention by Section 501(c)(3) Tax-Exempt Organizations* provides an overview of the law. In addition, the IRS's revenue ruling 2007-41 (found at <http://www.irs.gov/pub/irs-tege/rr2007-41.pdf>) provides a series of examples that will give you an idea of what constitutes partisan activities. Both documents can be found on the IRS's website at www.irs.gov.

Candidate surveys

Candidate questionnaires and surveys can help advocacy groups gauge the level of knowledge and commitment of candidates on bicycling and walking issues. Surveys educate candidates and can inform the activities of advocates after the election.

Before disseminating the results of candidates surveys, please refer to “Gray Areas for 501(c)(3) Bike Clubs and Advocacy Organizations” section, page 3.

Key points for developing your questionnaire

- Select questions that cover a wide variety of issues.
- Select questions that matter to the community in terms of bicycling and walking and related transportation issues.
- Questions that focus on issues of importance to your organization may be included so long as they are not biased, i.e., not worded so as to indicate the “right” response or otherwise reflect your organization’s agenda.
- Consider whether you want the candidate’s responses to be yes/no, support/oppose, multiple choice, or in an open-ended, written format. This will be determined by how you intend to use the information.
- Give all candidates for the office an equal opportunity to participate.
- In general, if you think the question is biased or will elicit a response that will clearly indicate your preference for or against a particular candidate, you probably shouldn’t ask it.

Transportation Alternatives, New York City

Transportation Alternatives (T.A.), New York City's advocacy organization for bicycling, walking, and public transit, conducts an annual candidate survey on transportation issues, including transit, bicycling and walking.

All officially declared candidates running for office in New York City are invited to complete T.A.'s candidate survey. Candidates are notified by physical mail and e-mail, and reminded with extensive phone call follow-ups. Survey questions are written by T.A. staff and tailored to each race. In 2009, 73 candidates for Mayor, Public Advocate, Comptroller, Borough President, Manhattan District Attorney and City Council responded to their seven-question survey.

In 2012, T.A asked all prospective mayoral candidates the following questions:

1. What role does a well-funded public transit system play in New York City's economic growth?
2. What would you do as mayor to address transit deserts, which are locations where riders are faced with hour-plus commutes, multiple transfers or multi-fare rides?
3. If transit fares go up on 1/1/13, it will be the fifth fare hike since 2008. Do you think transit riders are paying their fair share, and is it time for elected officials to seriously consider new sources of revenue for public transit?
4. With the nation's largest bike share program scheduled to open in the city this summer, can you give us your thoughts on bicycling as part of NYC's larger transportation network?

T.A. published the results online and in its magazine, *Reclaim*:

www.transalt.org/newsroom/magazine/2012/Spring/4

Note: Questions about transit service may not be appropriate for your region, but it is a good idea to ask about other important transportation projects or bike initiatives.

Bike Delaware

In 2010, Bike Delaware surveyed all candidates running for the state's General Assembly. The survey included questions related to the appreciation of the benefits of bicycling and ended with direct questions about the candidates' willingness to dedicate state funds to bicycling and walking. The responses indicated widespread support for dedicated state funding for bicycling and walking.

Encouraged by this, Bike Delaware and their health partners launched the successful "Walkable, Bikeable Delaware" campaign. The governor and the General Assembly have since committed over \$20 million dollars of state funds to bicycling and walking projects.

Bike Delaware published the results online:

<http://www.bikede.org/2010/10/26/results-of-2010-survey-of-delaware-general-assembly-candidates/>

2010 Bike Delaware Survey

On a scale of 1 to 5, rank your support of the following statements, with one being 'strongly agree' and five being 'strongly disagree':

1. I supported or agreed with the recently passed "Vulnerable Users Bill":
[http://legis.delaware.gov/LIS/lis145.nsf/vwLegislation/SB+269/\\$file/legis.html](http://legis.delaware.gov/LIS/lis145.nsf/vwLegislation/SB+269/$file/legis.html)
2. I believe that increased use of 'active' modes of transportation (i.e. walking and bicycling) improves public health.
3. I believe that investing in bicycle and pedestrian infrastructure saves people money by allowing them to spend a smaller percentage of their household budgets on transportation; and makes Delaware's economy less vulnerable to disruption from oil price shocks.
4. I support greater state transportation spending on walking and bicycling.
5. A minimum percentage of state transportation funding should be dedicated to the development of bicycle and pedestrian infrastructure and facilities.

Please answer the 5 questions and return your answers to Bike Delaware, preferably via email, at survey@bikede.org by Oct. 19.

Lessons learned from the Delaware survey:

- The Delaware survey is short, easy to answer, increasingly pointed without overreaching, and makes the positions of the respondents clear.
- Ask questions related to issue in the legislature. It may not be Vulnerable Road User; it may be safe passing or something else.

BikeWalkLee, Lee County, FL

In 2012, Florida's BikeWalkLee surveyed all candidates for the Lee County Board of County Commissioners. This county-level questionnaire focused on specific plans and projects in the region. <http://bikewalklee.blogspot.com/2012/07/candidates-for-lee-board-of-county.html>

Questions from BikeWalkLee for 2012 Board of County Commissioners candidates

(These are select questions from the larger survey, edited for length and clarity)

1. If you are elected, what will you do to ensure that the county incorporates Complete Streets into the way it does business? How will you measure success?
2. The County Commission recently passed a plan that calls for land use changes that will promote walkable, bikeable, and transit-accessible neighborhoods. If elected, how will you ensure that the plan's vision is incorporated into comprehensive plan amendments? How would you ensure the integration of land use and transportation planning?
3. [Example of a recent road-diet in the county.] How would you go about re-examining road projects to save money and result in roadways that take into account the needs of all users, improve safety, and enhance the livability of the surrounding communities?
4. Lee County's transit ridership percentage increase between 2011 and 2012 was the 2nd highest in the nation (17%).
 - A. How do you see the link between a robust transit system and economic health in Lee County?
 - B. What kind of revenue increases would you support to create a robust transit system?
 - C. Do you believe a county-wide or regional transit authority is wise? If so, why? If not, why not?
5. [Explanation of mobility fees.] What are your views on replacement of the current road impact fee with a mobility fee? How and with what timing would you suggest the county move forward on developing a mobility fee plan?

Lessons learned from Lee County:

- Open-ended questions can give the opportunity for candidates to show their knowledge, but can be difficult to evaluate and compare.
- Open questions may be advantageous in comparing small numbers of candidates, but not as well for large numbers.

Richmond Cycling Federation, Richmond, Va.

In 2008, the Richmond Cycling Federation conducted a candidate survey for all mayoral candidates, representing more than 4,000 active cyclists in the city, the group framed its questions around how the new mayor would work to make “Richmond one of the greenest transportation friendly cities.” The full candidate responses were posted online and a press release was distributed:

<http://www.vabike.org/richmond-mayoral-candidate-responses/>

Questions from the RCF survey:

1. As newly elected Mayor what steps would you take to make Richmond a model for alternative transportation (cycling in particular)?
2. More specifically, how would cycling commuting and cycling livability within the community be enhanced while taking steps to make Richmond one of the greenest transportation friendly cities?
3. City Council recently passed a resolution to allow for more bikeways, trails and greenways. Do you support this type of resolution and why? If yes, how would you help make this happen?
4. Cyclists view Richmond as needing a North/South and East/West bike corridor that begins on the outskirts of the surrounding counties and goes through the city to meet at a central hub. Would you support this initiative for these corridors? If yes, how would you help make this happen? If no, why not?
5. Professional cycling helps raise cycling awareness in the community. How could you help gather city support and business sponsorship of these large cycling oriented events such as the US Cycling Championship, the Cap Tech Classic and the National Duathlon road and off-road events?
6. The recently approved city master plan briefly discussed various options for making the city center more cycle accessible. Do you agree with these findings? Would you be willing to consider alternatives suggested by the cycling community?
7. Many of our progressive peer cities have created positions in City Hall for a "Cycling Liaison." If elected mayor, would you consider such a position a possibility?

Lessons learned from Richmond:

- Ask questions that will result in the answers you are will use. Phrase questions to make clear where the candidate stands to create accountability after the election.
- Define terminology, or avoid it, so the respondent and the general public understand the substance of the question.

Candidate forums

What better way to get to know your candidates than to hear from them directly? Inviting candidates to public forums builds relationships and demonstrates the importance of transportation issues, while also allowing candidates to their expertise on transportation issues. In addition, candidate forums are an opportunity for advocacy organizations to generate press coverage.

Transportation Alternatives, NYC

Transportation Alternatives has held candidate forums for many different races.

For example, in 2009, T.A. and the Criminal Justice Society of the Benjamin Cardozo Law School held a round table debate on traffic justice for candidates running for Manhattan District Attorney.



To attract media attention and public participation, T.A. distributed a press release about its candidate survey and forums:

- <http://transalt.org/newsroom/releases/3395>

And the result was a wealth of media coverage:

- transalt.org/files/newsroom/streetbeat/2009/Aug/0827.html

Photo: 2009 Candidates for City Council District 25. Photo by Transportation Alternatives

Legislative score cards

Legislative scorecards allow advocacy groups and the public to track the voting record of elected officials on the issues that matter to them. This draws attention to the issues that are important to bicyclists and holds elected officials accountable.

Georgia Bikes!

In 2011, the Georgia state legislature took up a statewide three-foot passing law. There were two votes: an unsuccessful initial vote and a successful second vote. The state advocacy group, Georgia Bikes!, compiled a tally sheet for both.

“We posted the tally sheet on our website for locals to review and thank their legislators,” said Brent Buice, Executive Director of Georgia Bikes!



Adapted excerpt from GeorgiaBikes' tally from the state's Three-foot Passing Law vote					
Name	District	HB101 1st vote	HB101 2nd vote	Committee	Email
Paul Battles	15	Y	Y		p.battles@yahoo.com
Rick Crawford	16		Y		rick.crawford@house.ga.gov
Howard Maxwell	17	Y	N		howard.maxwell@house.ga.gov
Kevin Cooke	18	Y	Y	Public Safety and Homeland Security	kevin.cooke@house.ga.gov
Paulette Braddock	19	Y	Y		Paulettehouserep@gmail.com
Charlice Byrd	20	N	N		charlice.byrd@house.ga.gov
Calvin Hill	21	N	Y		chill@gilainc.com
Sean Jerguson	22	N	Y		sean@electsean.com
Mark Hamilton	23	Y	Y	Transportation	mark.hamilton@house.ga.gov
Mike Dudgeon	24	Y	Y		mike.dudgeon@house.ga.gov
James Mills	25	Y	Y		james.mills@house.ga.gov
Carl Rogers	26	Y	Y	Transportation	carl.rogers@house.ga.gov

National score cards

America Bikes has compiled the voting record of U.S. Senators and Representatives on key recent votes on bicycling and walking issues. The tally tracks co-sponsorship of legislation that didn't make it to a vote and the voting record for those bills that did. The legislative record for the Senate and the House of Representatives is on the America Bikes website.

State: http://www.americabikes.org/state_data_index

District: http://www.americabikes.org/district_data_index

Member Profile	
Sen. Scott Brown (REP)	
Relevant Committees: None Bicycle Caucus Member: Yes	
HAS THE SENATOR CO-SPONSORED BICYCLE FRIENDLY LEGISLATION?	COSPONSORED?
Complete Streets (S. 1056) A bill to ensure the safety of all users of the transportation system on federally funded streets	-
2010 Safe Routes to School (S. 800) An bill to reauthorize and improve the Safe Routes to School program	
2012 Cardin Cochran Amendment An amendment to the Senate transportation bill to give cities & counties a voice in transportation decisions	
HAS THE SENATOR VOTED IN FAVOR OF BIKING AND WALKING?	SUPPORTED?
2009 Coburn Amendment to Defund Transportation Enhancements Failed amendment to defund Transportation Enhancements by making it optional	n/a
2011 Paul Amendment (S. Amendment 821 to H.R. 2112) Failed amendment to prevent TIGER funds from paying for local biking & walking projects	
2012 Transportation Bill in Transportation Conference Committee Members of the transportation conference committee signed the new transportation bill before it was considered by the full House and Senate. Many lawmakers who support multi-modal transportation chose not to endorse the report to show their protest to a bill that cut biking and walking funds by 33%. A bike signifies a committee member who chose not to sign; a crossed-out bike signifies a committee member who chose to sign.	n/a

Show Me Events

If a picture is worth 1,000 words, then a bike ride with a candidate or elected official may be priceless. America Bikes has assembled a list of tips (below) for getting your Member of Congress to attend an event when they are in their home district.

Show me events are great for state and local officials as well. “In my community there are often projects being completed in, for example, county supervisor districts that the supervisors may not be tracking closely,” says Andy Peri, Advocacy Director of Marin County Bicycle Coalition. “Even if they are aware of projects, I meet with them one or more times per year to update them on progress and to discuss issues in their districts. By doing so, I am showing the elected officials successes or areas of need in a concentrated way. This can be connected with requests for support, at the local level, including requesting support for bike/ped funds.”

The recommendations below can and should be adapted for local circumstances.

10 Tips for a Successful ‘Show Congress’ Event

1. Choose a high-traffic facility near your official's home office.
2. Time your event to align with your official's schedule.
3. Be ready to work with your Congressperson's district staff.
4. Pitch a full package and supply everything the Congressperson will need to participate.
5. Be flexible with dates and locations, and prepare for last-minute changes.
6. Make sure lots of people attend.
7. Keep it positive and focus on building a good relationship.
8. Engage press and media, and coordinate publicity with the Congressperson's office.
9. Leverage the business angle.
10. Follow up with thank-you notes and calls.

For more on Show Me events, visit America Bikes:

http://www.americabikes.org/how_to_plan_show_congress_events

Show me event invitation letter

You can use this sample letter to create a meeting request or invitation for your Member of Congress. Fill in any bracketed areas with information specific to your project. Try to keep the letter to one page, and put it on letterhead if possible. As noted, try to get a prominent community member (mayor, principal, local business leader, or local nonprofit leader) to sign the letter. Fax or email your letter directly to the scheduler for the Member of Congress. Each office generally has a preference for how requests should be submitted, so it is important to call first and ask how they would like to receive the invite.

[Date]

The Honorable [Member's First and Last Name]
 [U.S. House of Representatives OR U.S. Senate]
 ATTN: [Scheduler Name, obtained by calling the Congressional office]
 [Mailing address (obtained through the CongressMerge website)]
 [Fax Number or Email address (depending on how you are sending the request)]

Dear [Representative or Senator] [Member's Last Name]:

I write to you on behalf of [your organization, *or if applicable*: a coalition of organizations and individuals in your district that are working to make it safer to walk and bicycle]. We would like to invite you to a celebration of [your project], a [short project description].

We would appreciate the opportunity to show you more about this exciting project. We will be holding an event on [proposed date and time] at [location]. The event will [brief description of type of event]. The event will last approximately [length of time] and we would be honored if you would agree to [speak/observe/participate – whatever role you want the legislator to play]. As this is a community event, you will have the opportunity to interact with a number of community leaders, including [list names and organizations of some key participants and attendees]. Assuming you are able to join us, we would also be pleased to work with your press secretary to invite local media to cover the event.

I greatly appreciate your consideration of this request. You or your staff can reach me at [insert phone number and email address] to follow up.

Sincerely,

[Your Name]
 [Your Organization]

cc: [list individuals and organizations who are mentioned in the letter as attending/participating in your event or meeting. *Make sure to send these individuals a copy of the letter via email.*]

Get Out the Vote (GOTV)

Please note that GOTV activities may be more suited for individuals as opposed to an advocacy organization. We point this out because these efforts, for the most part, are specifically designed to persuade and motivate voters to vote for a specific candidate. Therefore, we suggest that participating in GOTV activities might be something undertaken, as an individual, once you have identified a candidate you want to support.

Examples of GOTV type campaign activities:

- Door-to-door visits
- Phone calls
- Direct mail
- Literature drop / door hangers
- Election Day - (poll worker)

501(C)(4)s

501(c)(4) organizations have more flexibility than (c)3s to get directly involved in elections. There are no restrictions on how much time they can spend lobbying and they can endorse and campaign for particular candidates. Commonly, a 501(c)(4) lobbying organization will establish a 501(c)(3) organization to receive tax-deductible donations for activities like bicycling education. The reverse order may take place as well.

The California Bicycle Coalition, Cascade Bicycle Club, Missouri Bicycle and Pedestrian Federation,, San Francisco Bicycle Coalition and Bike Texas have 501(c)(4) and 501(c)(3) entities to allow them to do different activities under each one.

501(c)(4)s CAN:

1. Engage in all of the nonpartisan voter education activity that a 501(c)(3) can engage in
2. Engage in unlimited lobbying, including work on ballot measures
3. Endorse federal candidates for office to the organization's membership and share the endorsement with the organization's press list
4. Expressly advocate for a federal candidate's election or defeat when communicating with the organization's membership
5. In some states, make cash or in-kind contributions to state or local candidates
6. Create an affiliated 527 organization (more commonly known as a political action committee or PAC)

501(c)(4)s CANNOT:

- Make communications to the general public that include express advocacy for a federal candidate
- Make cash or in-kind contributions to federal candidates
- Coordinate communications with a federal candidate or party
- Engage in electoral activity as the organization's primary activity

For more information on 501(c)(4) status, read the notes from the Alliance for Biking & Walking's Mutual Aid Call on the topic:

http://www.peoplepoweredmovement.org/site/images/uploads/Lobbying_and_Elections_501c3s_and_c4s.pdf

The following pages include examples of political activities by 501(c)(4) bicycling and walking organizations.

Cascade Bicycle Club, Seattle, WA

Seattle's Cascade Bicycle Club has a 501(c)4 and a 501(c)3 designation, as well as a political action committee (PAC). "We looked at Cascade's mission and we realized we can't achieve it without power politics," said Chuck Ayers, executive director of Cascade Bicycle Club. The (c)4 and the PAC allow the club to participate freely and directly in campaigns.

Cascade's 2012 Legislative Scorecard publication:

- Lists the Club's legislative priorities
- Charts State House and Senate vote tallies
- Awards House and Senate "Legislator of the Year" designations, and
- Categorizes legislators according to their commitment to the Club's priorities as:
 - Champions
 - Honorable Mentions
 - Training Wheels, or
 - Broken Chains

2012 Legislative scorecard: <http://blog.cascade.org/2012/07/champions-to-broken-chains/>

Cascade ranks legislators in categories according to their support of the club's priorities:

House Training Wheels

While these Representatives did not always vote in support of bicycling, they took steps in the right direction and we're hopeful that we can work with them to increase their support for bicycling.

MIKE ARMSTRONG (12TH – CHELAN COUNTY, DOUGLAS COUNTY, OKANAGAN COUNTY) SCORE 44%

As the ranking minority member on the Transportation committee Rep. Armstrong, while good-natured in his approach, has regularly acted as a foil to policies that would move bicycling into the mainstream of transportation policy and planning. He took a positive step in signing onto a letter supporting the Bicycle and Pedestrian Safety Program and clarifying the Main Street proviso in the Complete Streets Grant Program. We hope to work with Rep. Armstrong on even more positive steps in the future.

ANN RIVERS (18TH – CLARK COUNTY, COWLITZ COUNTY) SCORE 33%

Despite being a bicycle rider herself, Rep. Rivers has done little to help make it safe and convenient for others to ride and has expressed interest in policies that serve to discourage bicycling. Even with her disappointing record, we're still hopeful that Rep. Rivers will recognize the many benefits of bicycling and begin working to provide more Washingtonians with the opportunity to ride.

HANS ZEIGER (25TH – FIFE, MILTON, PUYALLUP) SCORE 44%

Rep. Zeiger has shown strong support for recreational trails and other bicycle improvements in his district. He voted to move HB 2370, including health in the state transportation system policy goals, out of committee, though he ultimately voted against it on the House floor. We look forward to continuing a promising dialogue with Rep. Zeiger regarding how we can work together to create a better community through bicycling.

House Broken Chains

Unlike our list of champions, these Representatives consistently demonstrated opposition to creating a better community through bicycling through their votes and actions. Despite their disappointing records, we're holding out hope that we can work with them to start riding in the right direction.

JASON OVERSTREET (42ND – WHATCOM COUNTY) SCORE 11%

Rep. Overstreet has unfailingly voted against providing people with the freedom and independence to safely ride their bicycle. We're disappointed that Rep. Overstreet has yet to recognize that bicycling provides people with self-reliance, improves local economies and reduces health care costs – all virtues he claims to support.

JAY RODNE (5TH – ISSAQUAH, NORTH BEND, SNOQUALMIE) SCORE 11%

Rep. Rodne does not appear to understand the benefits bicycling and smart land use planning bring to communities. It's unacceptable for a legislator representing a district home to tens of thousands of people who enjoy riding their bicycle to consistently vote against the values and interests of his constituents.

HOUSE TRAINING WHEELS ■ HOUSE BROKEN CHAINS

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Cascade also compiles and publishes legislative votes on bicycling issues:


HOUSE VOTES TALLY

District	LEGISLATOR	Score	1217 House Floor	1700 House Floor	2370 House Floor	2190 House Conference	2660 House Floor	6455 House Conference	2751 House Transportation Committee	6582 House Floor	6074 House Floor	Total Points	Out of
1	Moscoso, Luis	100%	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	9	9
1	Stanford, Derek	100%	ex	🚲	🚲	🚲	🚲	🚲		🚲	🚲	7	7
2	McCune, Jim	25%	🚲	ex	✗	🚲	✗	✗	✗	✗	✗	2	8
2	Wilcox, J.T.	38%	🚲	✗	✗	🚲	✗	✗		✗	🚲	3	8
3	Billig, Andy	100%	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	9	9
3	Ormsby, Timm	100%	🚲	🚲	🚲	🚲	🚲	🚲		🚲	🚲	8	8
4	Crouse, Larry	29%	🚲	ex	✗	✗	✗	✗		✗	🚲	2	7
4	Shea, Matt	22%	🚲	✗	✗	✗	✗	✗	✗	✗	🚲	2	9
5	Anderson, Glenn	25%	🚲	✗	✗	🚲	✗	✗		✗	✗	2	8
5	Rodne, Jay	11%	🚲	✗	✗	✗	✗	✗	✗	✗	✗	1	9
6	Ahern, John	29%	🚲	✗	✗	✗	✗	✗		ex	🚲	2	7
6	Parker, Kevin	25%	🚲	✗	✗	✗	✗	✗		✗	🚲	2	8
7	Kretz, Joel	13%	🚲	✗	✗	✗	✗	✗		✗	✗	1	8
7	Short, Shelly	14%	ex	✗	✗	✗	🚲	✗		✗	✗	1	7
8	Haler, Larry	38%	🚲	✗	✗	🚲	✗	✗		✗	🚲	3	8
8	Klippert, Brad	38%	🚲	✗	✗	🚲	✗	✗	✗	ex	🚲	3	8
9	Fagan, Susan	38%	🚲	✗	✗	🚲	✗	✗		✗	🚲	3	8
9	Schmick, Joe	38%	🚲	✗	✗	🚲	✗	✗		✗	🚲	3	8
10	Bailey, Barbara	38%	🚲	✗	✗	🚲	✗	✗		✗	🚲	3	8
10	Smith, Norma	38%	🚲	✗	✗	🚲	✗	✗		✗	🚲	3	8
11	Hasegawa, Bob	100%	🚲	🚲	🚲	🚲	🚲	🚲		🚲	🚲	8	8
11	Hudgins, Zack	100%	🚲	🚲	🚲	🚲	🚲	🚲		🚲	🚲	8	8
12	Armstrong, Mike	44%	🚲	🚲	✗	🚲	✗	✗	✗	✗	🚲	4	9
12	Condotta, Cary	13%	🚲	✗	✗	✗	✗	✗		✗	✗	1	8
13	Hinkle, Bill	25%	🚲	✗	✗	🚲	✗	✗		✗	✗	2	8

San Francisco Bicycle Coalition

501(c)4 organizations can endorse candidates for elected office. Below is a press release and flyer announcing the candidates the San Francisco Bicycle Coalition endorsed in 2008.

For more visit: <http://www.sfbike.org/?vote08>



**September 17, 2008
NEWS**

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**Coalition Endorses Bike-Friendly Candidates, Measures
Bicyclists Mobilize for Nov. 4th Election with Grassroots Energy**

San Francisco — One of the city's largest and most active grassroots membership organizations, the 9,500-member San Francisco Bicycle Coalition (SFBC), announced its endorsements for November's heated elections. In the local Board of Supervisors' and BART Board of Directors' races, the SFBC supports the following candidates:

District 1: Eric Mar
District 3: David Chiu
District 5: Ross Mirkarimi
District 7: Sean Elsbernd
District 9: Mark Sanchez
District 11: John Avalos
BART Board of Directors, District 9: Tom Radulovich

The SFBC is making no endorsement in the Board of Supervisors race in District 4.

"These candidates have shown their support for the SFBC's mission of significantly increasing and improving bicycling for transportation through their past work and their public commitment toward a healthier and more sustainable city," says Leah Shahum, the SFBC's Executive Director. "We look forward to putting our considerable grassroots energy toward helping to win these races and to strengthen the bike-friendly majority on the Board of Supervisors and keeping sustainable transportation voices on the BART Board of Directors."

The SFBC has taken the following positions on local and state measures:


Yes on A, a bond measure to re-build General Hospital.

No on P, a misleading effort to end the independence of the S.F. County Transportation Authority and weaken oversight of transportation projects.

Yes on 1A, the state bond measure to fund high-speed rail between L.A. and S.F.

(contd.)

San Francisco Bicycle Coalition flyer supporting the slate of endorsed candidates, 2008:




Let's make sure the bike voice is heard on November 4th. The SFBC's bike-friendly endorsements are:

BOARD OF SUPERVISORS	LOCAL AND STATE MEASURES
District 1: Eric Mar	Yes on Prop. A
District 3: David Chiu	to rebuild General Hospital
District 5: Ross Mirkarimi	No on Prop. P
District 7: Sean Elsbernd	a misleading effort to end the independence of the Transportation Authority and weaken oversight of transportation projects.
District 9: Mark Sanchez	Yes on State Measure 1A
District 11: John Avalos	to fund high-speed rail between Los Angeles and San Francisco.
BART BOARD OF DIRECTORS	
Tom Radulovich	

GET INVOLVED IN BIKEVOTE 2008!

1. Please take an hour or two and volunteer for a bike-friendly campaign before Election Day—it makes a real difference! See sfbike.org/vote for ways to get involved.
2. Vote Tuesday, Nov. 4th!



sfbike.org/vote

Ballot Measures

The District of Columbia, 24 states and many local governments, allow for public policy decision-making through direct vote by means of ballot measures.¹ Frequently, revenue increases for transportation funding are determined in this way.

Marin County Bicycle Coalition, Marin County, CA

The Marin County Bicycle Coalition was closely involved in three successful efforts:

- 2004: Measure A ½ cent transportation sales tax over 20 years: Included \$10M for a bike/ped pathway, 11% for Safe Routes to School (about \$36M), and a Complete Streets policy for all roads projects funded.
- 2008: Sonoma Marin Area Rail Transit (SMART) train and pathway: Measure Q ¼ cent sales tax over 20 years: Includes \$91M for a bike/ped pathway parallel to the train
- 2010: Measure B – vehicle registration fee – includes 5% for pathway maintenance, Safe Routes to School funding, and requires a complete streets policy for cities to get capital funds for roads

How did they do it? Advocates in Marin County kept track of possible new revenue channels through sales taxes and ballot measures through attending all transportation authority meetings. When opportunities arose, the Marin Country Bicycle was at the table from the beginning to shape the measures and made sure bicyclists, pedestrians and Safe Routes to School advocates attended all of the key meetings during which these issues were discussed. Marin County Bicycle Coalition staff also maintained relationships with government agency staff, elected officials and the media to shape the language and priorities of the initiatives, and showed how including bicycle and pedestrian measures in a meaningful way could make the difference in the measures actually passing voter approval.

There are other things advocates can do. It can be useful to have public opinion poll data on including bicycling and walking in included in spending plans (many agencies will do this before finalizing the expenditure plan). Advocates can help shape the ballot language to include bicycling, walking, Safe Routes to School, and Complete Streets investments and advocates can ensure that the campaign features active transportation prominently.

Deb Hubsmith, the director of the Safe Routes to School National Partnership, suggests that advocates wait until the ballot measure is final before endorsing it – and then run a campaign to help get it passed. “In Marin, the bicycle coalition even got contract funding to run the grassroots campaign on SMART,” she says.

¹ http://www.iandrinstitute.org/statewide_i%26r.htm

Political Action Committees (PAC)

Bicycling and walking advocates are increasingly turning to Political Action Committees (PACs) to participate in the political system through endorsements and direct campaign donations.

Advocates involved with PACs say bringing money to the table gets the attention of politicians. The funds help build relationships with legislators. They are a way to thank allies and reward support for important legislation.

“Money makes it worth elected officials time [to meet and work with you],” one advocate says. “It’s about respecting the game and this is how the game is played.”

Many PACs decide who to support based on the field of declared candidates. Sophisticated PACs engage in candidate recruitment to draft bicycle-supportive elected officials.

Examples of bicycling and walking related PACs include:

Oregon’s Bike Walk Vote
<http://bikewalkvote.org/>

Washington State’s Bike PAC
<http://cascade.org/Advocacy/BikePAC.cfm>

Federal BikesPAC
<http://www.bikesbelong.org/what-we-do/federal-policy-funding/bikespac/>