

# Changing State Laws to Improve Bicycling

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# Changing State Laws

- λ Why
  - λ Why Not
  - λ When: Key Ingredients for Launching Campaign
  - λ How
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# Why Change State Laws?

- λ Can help solve a statewide problem
  - λ Can provide basis for stronger education, engineering, enforcement, or equity
  - λ Can build your organization's membership and clout
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# Why *Not* Change State Laws?

- λ Requires legal research resources
  - λ Process may will get out of your control
  - λ Potential for perverse consequences
  - λ Can deplete your organization's resources
  - λ Can reduce your organization's credibility
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# When: Necessary Ingredients

- λ Problem: clearly defined
  - λ Passion
  - λ Proposal
  - λ People: Leaders, Strategists, Supporters, Connections
  - λ Patience & Persistence
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# How: Selecting & Defining Goal

- λ Gather statistics
  - λ Gather compelling personal stories
  - λ Research existing law & its shortcomings
  - λ Research good laws elsewhere
  - λ Consider non-legislative options
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# How: Anticipating Opposition

- λ How might the proposed legislation affect people working in the affected fields? Ask them!
  - λ What do lawyers think of the proposed legislation?
  - λ Who stands to lose if the bill passes?
  - λ Who might feel offended if you don't consult them?
  - λ Who opposes “this sort of bill”?
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# How: Building Support

- λ Recruit cyclists: LAB, advocacy groups, clubs, shops
  - λ Find non-cycling allies: environmental, health, planning, traffic safety, civil rights, youth advocacy groups. etc.
  - λ Find support in business groups & professions
  - λ Make your case to the general public
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# How: Learn from the Experts

- λ LAB, Alliance for Biking & Walking: “Winning Campaigns” training
  - λ Successful cycling advocates in nearby states
  - λ Non-cycling advocacy groups with strong citizen advocacy programs
  - λ Legislators, Staffers, Lobbyists
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# How: Finding Legislators

- λ “Legislator X”
  - λ Bill sponsor and cosponsors
  - λ Honest brokers and weather vanes
  - λ Legislative staffers and bill drafters
  - λ **Build relationships!**
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# How: Involving Citizens

- λ Follow advice from Legislator X, sponsor, staffer
  - λ Time for maximum effect
  - λ Target specific legislators
  - λ Give citizens specific instructions
  - λ Thank volunteers and share credit with them!
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# Learning from the Experts

- λ LAB: National Bike Summit
  - λ Alliance for Bicycling & Walking: Winning Campaigns
  - λ Neighboring bicycle advocacy groups
  - λ Non-cycling advocacy groups with strong citizen lobbying programs
  - λ Legislators, staffers, lobbyists
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