



Rebecca Harris  
Director

# Advocacy Tools

7 Steps to Creating an Initiative

# The Seven Steps

1. Build a group.
2. Create a road map.
3. Create an action plan to get to the first destination.
4. Help the group implement the action plan.
5. Measure your progress.
6. Update the action plan as needed by referring to the road map and your metrics.
7. Repeat until the initiative is successful.

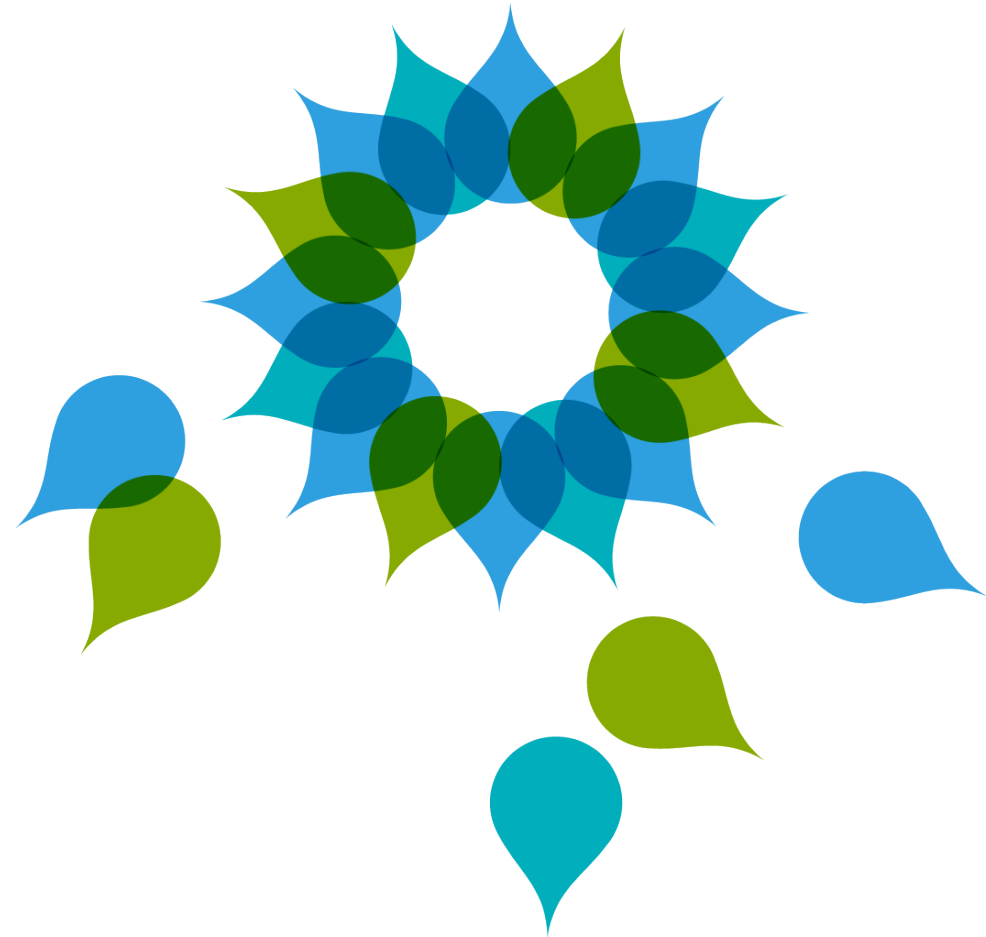
# Build a group

- Advocate for your idea
- Refine your idea
- Collect a list of interested parties



# Build a group

- Convene the interested parties
- Clarify your idea

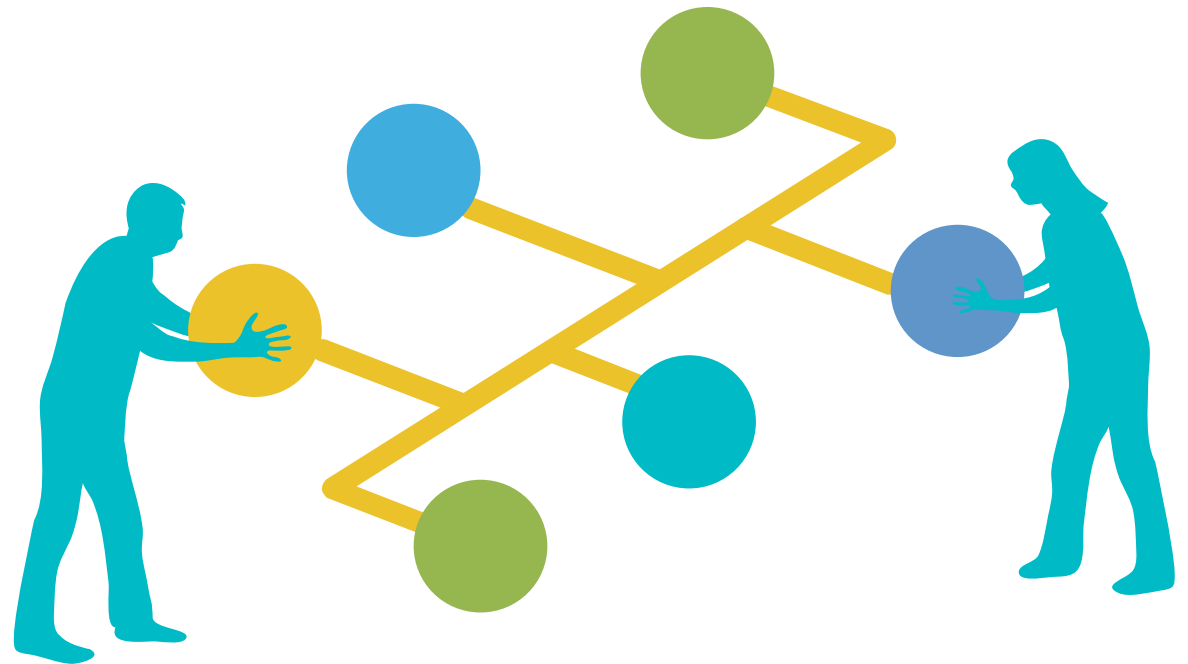


# To What End?



# Build a group

- What would success look like?
- Get buy-in



# Create a road map.

- Has your idea been developed elsewhere?
- Or are you the first?
- Find the necessary elements for success
- Map them in the right order



# Create an action plan to get to the first destination

- Can be one element or a set of elements
- What do you need to get started?
- How do you deliver each element?
- When do you need to advocate?





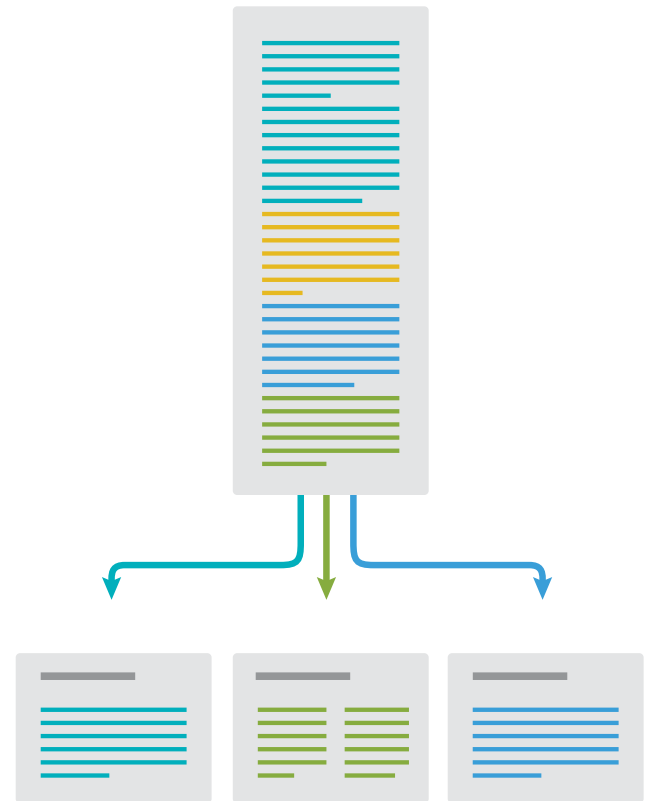
# Advocacy

- For active transportation initiatives, try Venues & Voices



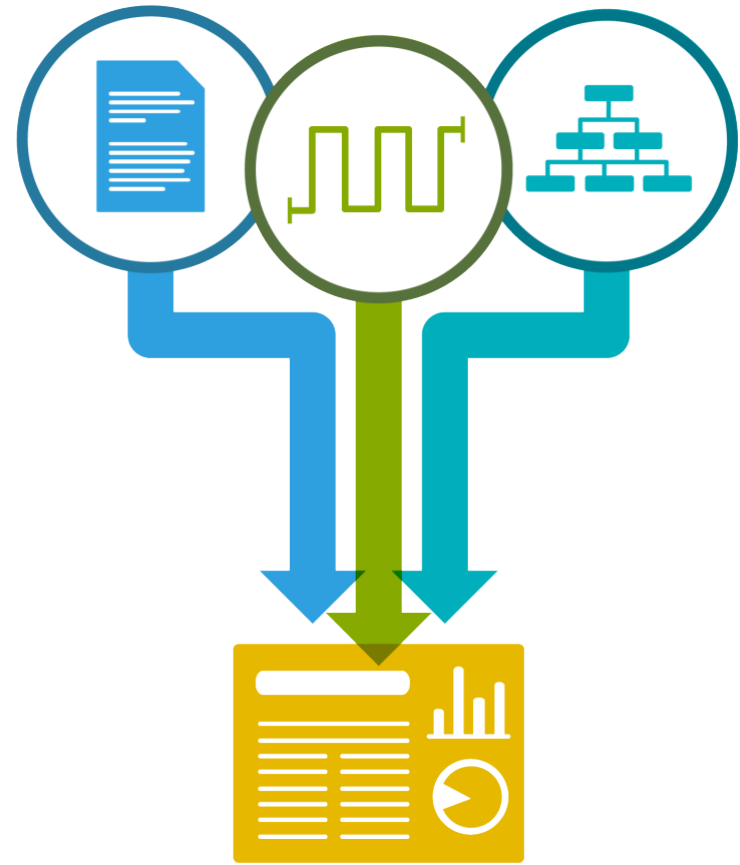
# Help the network implement the action plan

- Track progress
- Communicate often
- Small tasks
- Celebrate!



# Measure your success

- Encourage the group
- Stay on course



# Update the action plan as needed

- Remove completed actions
- Change strategies to reflect conditions
- Still on course?



# Repeat until the initiative is successful





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Questions?

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