BETTER STREETS

Making it Happen

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Workshop Outline

1:00 – 1:05 pm	Introduction
1:05 – 1:15 pm	Framework for change
1:15 – 1:35 pm	Circle of influence and building your coalition
1:35 – 2:00 pm	Empathy map and responses
2:00 – 2:25 pm	Key actions and impact
2:25 – 2:40 pm	Skills and tools
2:40 – 2:50 pm	Pulling it together
2:50 – 3:00 pm	Wrap up

Write down 1 thing you would like to learn today about making it happen on a post-it note.

Vision

- Define your aim and objectives
- Develop key asks.

People

- Identify your stakeholders
- Who are your key allies?
- What is your circle of influence?
- Can I create a coalition?

Actions and Tactics

- Develop actions that support your key asks and vision
- Link tactics to building your influence
- Develop key messages

Action plan

- Create a timeline.
- Match skills and resources.

Deliver

- Engage your community
- Track your progress
- Promote your wins

Vision

We're calling for safe, healthy, people-friendly, climate-friendly streets in New South Wales

- **Safe streets** – with safe space to walk, cycle and cross on busy roads and quiet, low-traffic streets in neighbourhoods
- **Healthy streets** – where walking, wheeling, or riding is the natural choice for short journeys, children can play, get physical, and move easily outdoors and infrastructure is provided equitably
- **People-friendly streets** – with lots of plants and seating, and where motor traffic doesn't dominate – especially in town centres
- **Climate-friendly streets** - that promotes the growth of zero-carbon shared mobility options so that all residents have suitable, sustainable, transport choices on their doorsteps.

Our Asks

75% of students walk, scoot, or take public transport to school daily

Build 1,000 kilometres of connected, safe, and direct cycle and micromobility routes per year

Improve and expand beautiful streetscapes for local business

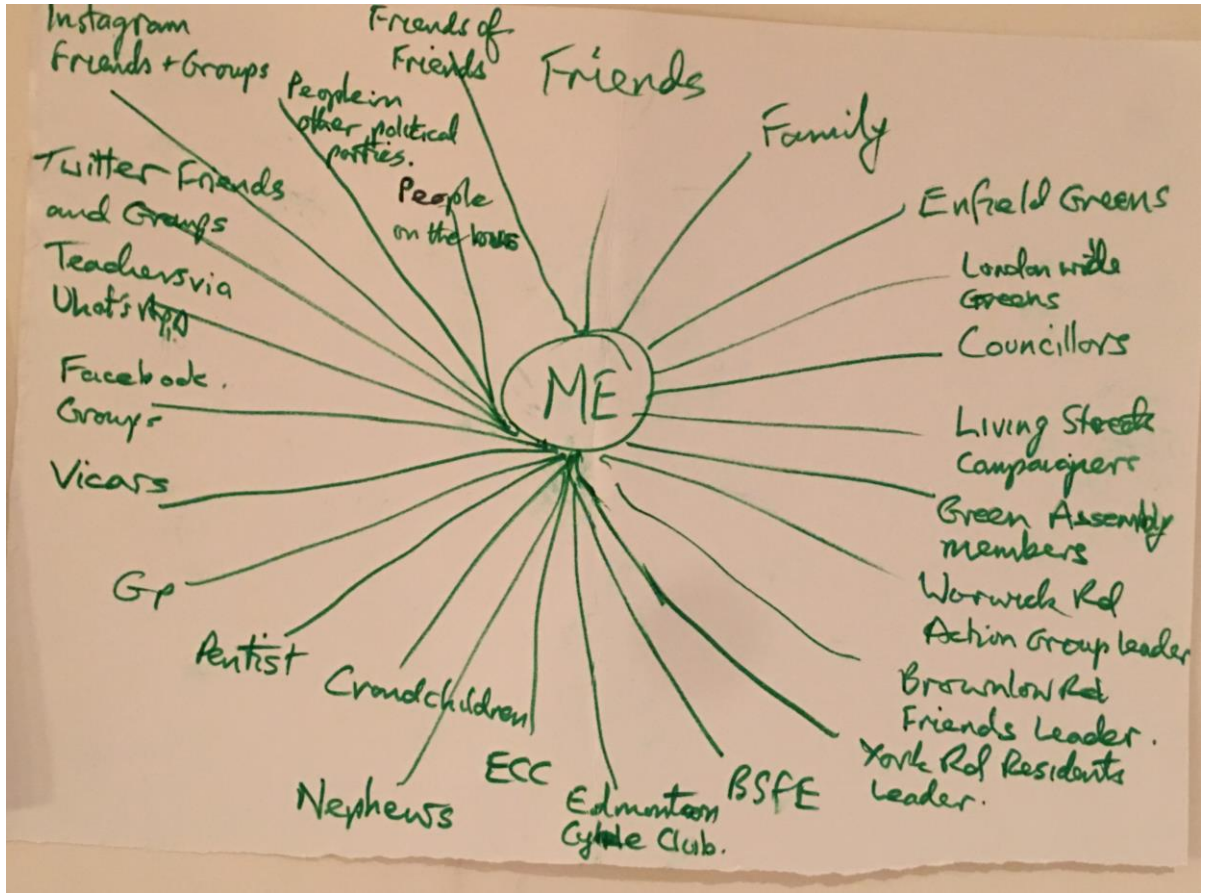
Build or upgrade 2,560 pedestrian crossing

Adopt 30km/h speed limits on all local residential streets and town centres

Stakeholders and potential coalition members

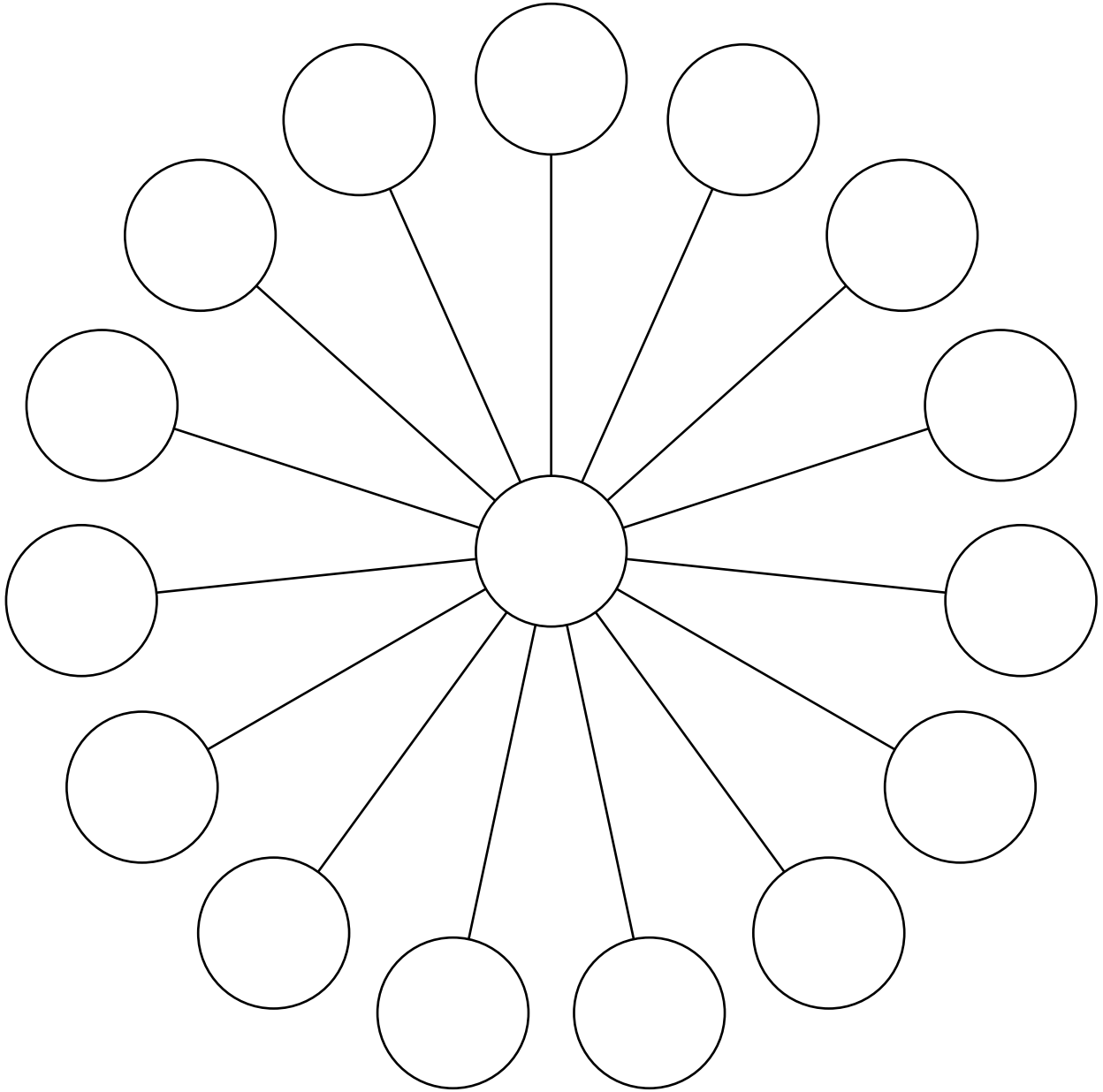
Circle of Influence

Be Specific

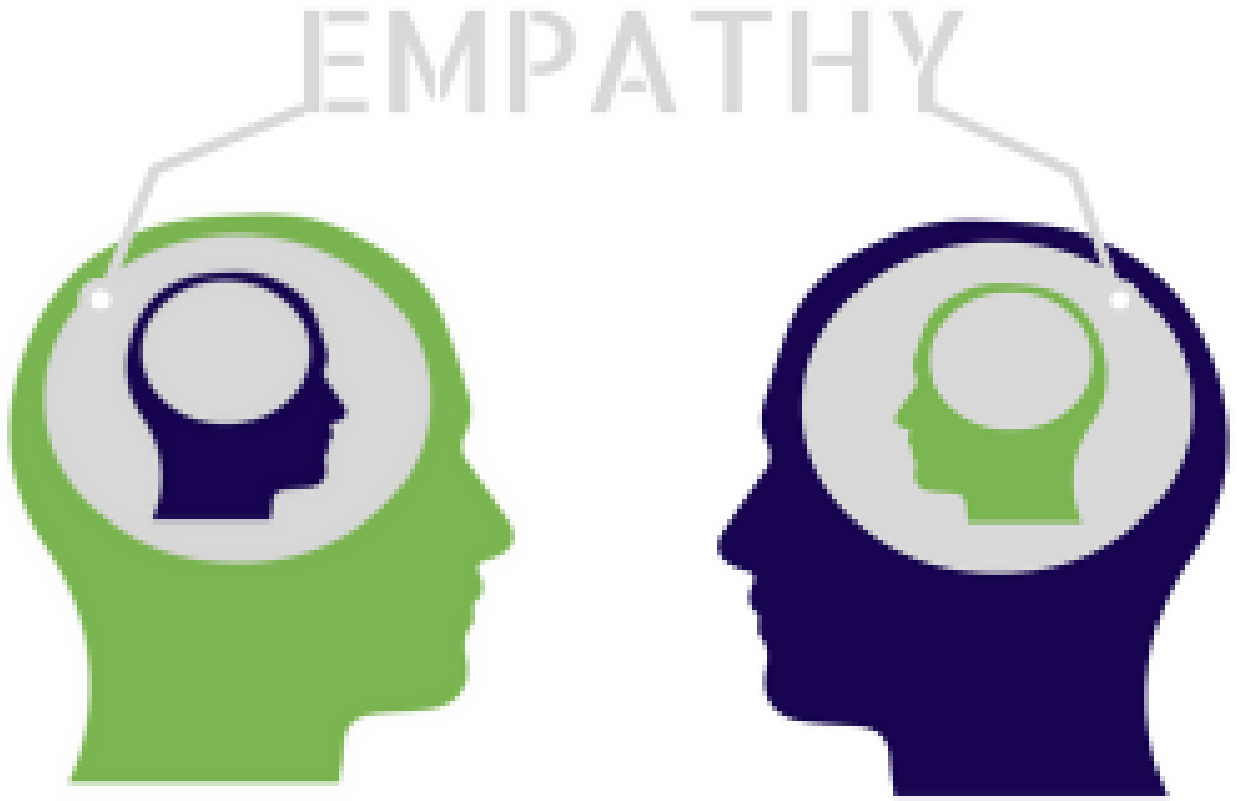


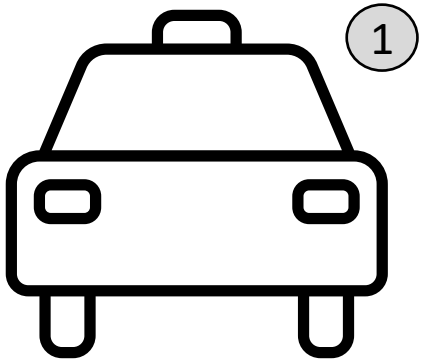
Know your MPs

What issues are their priorities?
What issues are their passion?
Who are their key allies?
What activities do you seem them promoting in the media?
Who do you know that knows them?



Empathy





1

WHO are we empathising with?

Taxi Drivers, Rideshare drivers

What is the situation they are in?
What is role do they play in transport?

2

What do we want them to DO?

3

What do they HEAR?
What are they hearing other say?
(friends, their companies, colleagues, second-hand?)

4

What do they SEE?
What do they see in their immediate environment?
Social media, website, roads

5

What do they DO?
What are they doing today? What is their attitude?
Appearance? What can we imagine them doing?

6

What do they SAY?
What have we heard them say?
What can we imagine them saying?

7

PAINs
What are their fears, frustrations and obstacles?

What do the THINK and FEEL?

8

GAINs
What are their wants or needs?
Measure of success? Goals?

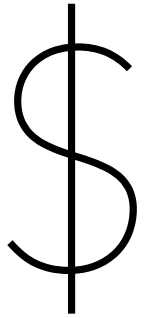
Empathy Responses

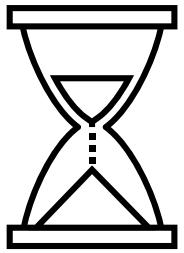
- What could we say that is positive to engage with this group?
- Response must be POSITIVE
- Response should be a personal story with data

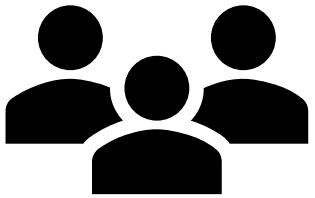
2 options when dealing with opposition

1. Counter
2. Ignore

Actions, tactics, skills and resources







Questions to ask

- Will this action support us in getting new allies or members?
- Will this action teach others about what we are doing?
- Will this action provide positive media coverage?
- What skills do we already have in the group?
- How much time do we have?
- Does it require money and how much?

Action Examples – Advocacy group

- Send a letter to the MP
- Request a meeting with your local MP
- Key people infrastructure rides
- Parklets
- Town hall/Hustings
- School P&C meeting
- Article in local press/press release with interviews with fed up residents

- Other ideas
-
-
-
-
-
-
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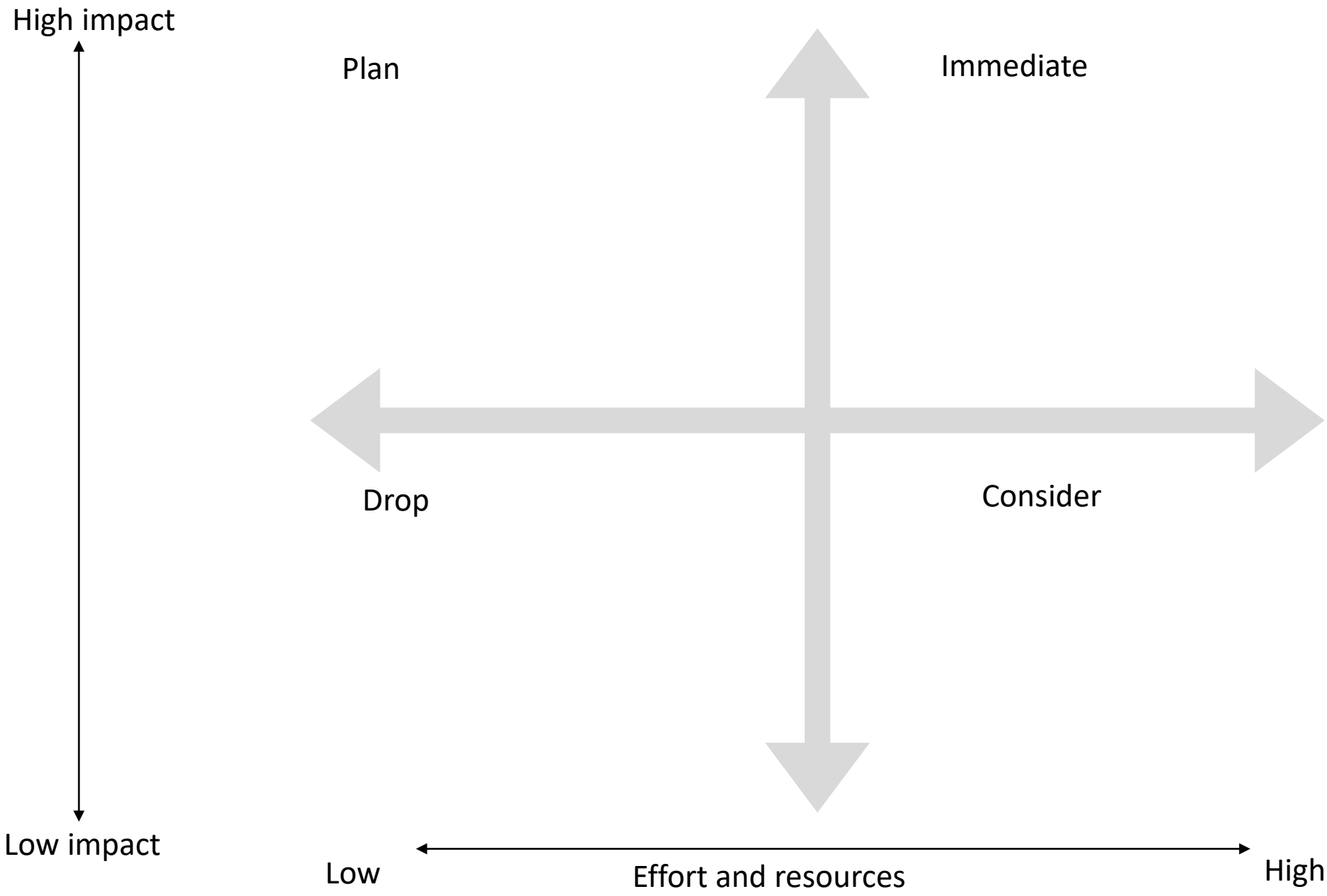
Example Action: Securing a meeting with an MP

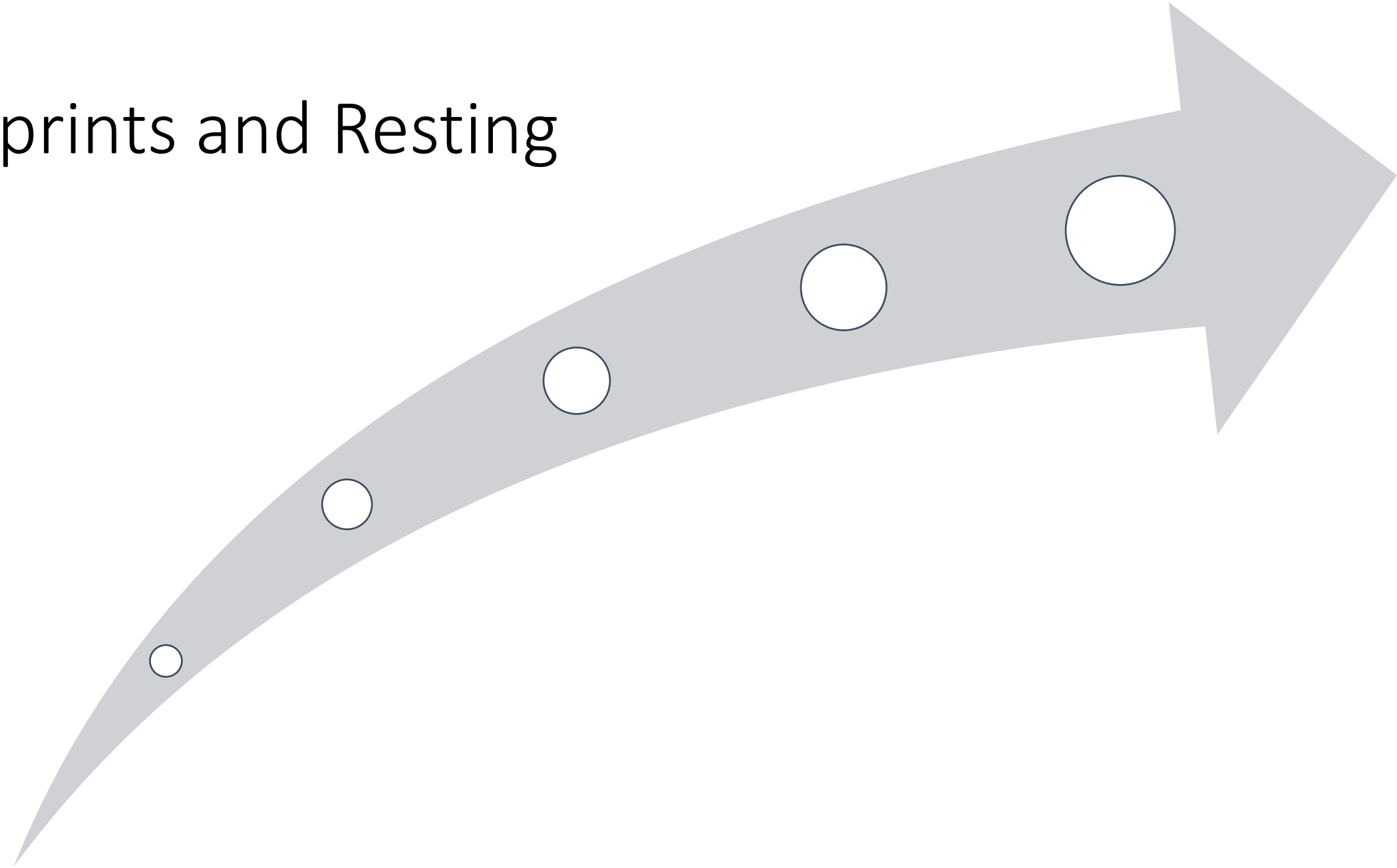
- Put in writing
- Make it stand out
- Be persistent (but polite)
- Know your MP
- Know your issue
- Work to establish a relationship
- Know what you want – something they can actually do. Make it brief and to the point.
- Secure a commitment – next meeting, response to issue, or full support!

- Know your issue
  - Keep it brief and concise
  - Example
    - 2 pages and laminate
    - report – bind the report
- Team up (2 to 4 is ideal, no more)
- Be organised
- Make a good first impression (be polite!)
- Listen (they may be new to this issue)
- Leave a lasting impact – thank them for their time, ask for a photo, ask for a business card of their advisor present


High impact
Plan
Immediate
Drop
Consider
Low impact
Low
Effort and resources
High

Ready, Sprint, Rest

Sprints and Resting



BETTER STREETS

Together we will make Better Streets