



Framing: Public Health Crisis

Motor Vehicles are #1 cause of injury death kids, #2 overall ("beat out" by drug overdoses since 2011)
Road death rate in Sweden is ¼ of ours, per capita

See flyers on table or <https://biketarrytown.org/crashes/>

Traffic engineers created the problem. *Every* project moving forward must fix the problem.

Framing: You Get What You Build

Get your officials and engineers to watch "Systematic Safety" <https://youtu.be/5aNtsWvNYKE>
Same with "How the Dutch Got Their Cycle Paths" <https://youtu.be/XuBdf9jYj7o>

Amsterdam, wasn't always Amsterdam!

"People choose to drive." Uhhhh, no. Many are forced to drive.

Vast majority of transportation \$ to roads, parking. Often no sidewalks, bike paths, transit.
Build communities through transportation, not transportation through communities

Framing: Other

"People who bike," "people who walk."

We're regular people, not special interests.

Father wants to get home and see kids. Daughter looking forward to hugging mom.

"People who drive." Each person is making choices on how to behave. Choices matter.

We all make mistakes. What matters is how fast we're driving when we do.

Need speed cameras everywhere. Legislature must remove restrictions; just provide specs on use.

"Crash" not "accident"

Demand Real Infrastructure

Need to build for people who *don't* ride

Means physical improvements: separation, traffic calming, etc

Paint is not infrastructure

~~Sharrows, parking lanes, car door lanes, double parking lanes.~~

Quick Build!

Flexible posts, precast concrete, planters, etc

Get the job done ASAP. Improve on later.



Outflank the Loudest Voices

No matter how good your project is, some people *will* complain

You: "Let's give out free carrots!" Grouch: "No! People could choke!!!!"

Organize ahead of announcements and meetings

People want to bike places, but are #2scared2bike. Illustrate pent up demand.

See booklet on table or <https://biketarrytown.org/broadway-for-everybody/sentiments/>

Mobilize your base

Provide officials the cover, courage, political will to move forward

Go Local

Have a problem or proposal?

Go to municipal Trustee / Board meetings, speak during public comment periods

Can be effective alone. Bringing 5 people is a ground swell!

Delve Into Planning

Get in early

Don't take no for an answer

"That's impossible" = "I lack imagination"

"We can't do that" = "We don't feel like doing that"

LOS is BS:

- Often just delays for short periods on workdays

- Building to improve LOS results in wasted pavement rest of time

- People walking and biking get LOS of F: unusable by most, dangerous for the courageous

The DOT works for us

Not getting desired outcomes? Organize public support, force the issue.

Include proposals in municipality's Comprehensive Plan. Shows State DOT that locals are serious.

The review process for new developments is *broken*

- Traffic engineering formulas assume everyone drives

- Outputs how much road space and parking needs to get built

- No parking fees (or cash out)

- No sidewalks, bike paths, transit

- Result: everyone drives (Surprise!)

Abolish parking minimums. Guaranteed parking = Guaranteed driving.

Organizing

Advocacy vs Mobilizing vs Organizing

Everything we have is a matter of public policy

Need to build public support

Persistence

Projects can take a long time

Need to stay on top things

Don't give up