

# Educating Governors and State Agency Leaders

Jeanie Ward-Waller

California Advocacy Organizer, SRTSNP



February 21, 2013

# About the California State Network

---



## Objectives:

- Advance policy for SRTS, Complete Streets, Shared Use
- Support with data and research
- Build, strengthen partnerships

A bit about me

# Role of State Leaders

## Governor

- Many state priorities
- Variety of appeals
- Understand opposing views
- Limits to control
- What issues do they champion?



# Role of State Leaders

## Agency Leaders

- More focused priorities
- Many programs with budget to balance

## Staff and Committees

- Staff are key conduit to Leader
- Advisory or special committees on specific issues



# LEARN

---

- What is your state's record?
- Who makes decisions?
- Subscribe to web updates
- Attend committee meetings, review agendas and minutes



# Review

- State leadership statutes, guiding principles
- Governor's stated priorities and record of decisions
- State Transportation Improvement Program (STIP)
- Strategic Highway Safety Plan (SHSP)
- State Health Improvement Plan (SHIP)
- Safe Routes to School project lists
- State board, committee, and coalition planning documents and reports

## California example:

Identifying SRTS projects and high crash risk areas in a state leader's home city or district can strengthen their interest. I brought a map of crash risk around schools to a meeting with the DOT Director that drew him in to the issues in his home city.



# Connect

---

- Get to know key staff
- Educate on key talking points
- Keep them updated
- Establish partnerships with organizations around shared goals



# Participate

---

- Educate state leaders
- Participate in public meetings
- Meet with staff
- Invite the state leader to events
- Be persistent!





# Talking Points



- Safety

Since 2001, injuries and fatalities to children walking and biking in California have steadily declined as mode share has increased.

- Health

Between 2001 and 2009, the rate of children walking to school in California increased 10 percent.

- Environment

10-14 percent of traffic on the road during the morning commute represents parents driving children to school.

*See Primer to Understanding the Role of Governors and State Agency Leaders for additional talking points*

# Thank you!

---

*Jeanie Ward-Waller*

*California Advocacy Organizer*

*[jeanie@saferoutespartnership.org](mailto:jeanie@saferoutespartnership.org)*

*401.241.8559*

