

Advocacy Planning

To make your idea a reality, follow these steps to map out a plan and take action!

This worksheet will help you/ your group, map a course for addressing your issue or concern. Start with brainstorming and outlining some baseline information:

Advocacy Approach	Details/Notes
<p>STEP 1: Collect the initial information to get started: <i>What do you already know about the issue? What is there to find out? What do you need to know to better understand the problem? Has this issue been in the media? Or are other individuals or groups working on this issue you can check in with? Who makes decisions about this issues or who has authority over the roadway/land/ area of concern?</i></p>	
<p>STEP 2: Define the Problem(s) <i>Use conversations with stakeholders to shape the problem. Define the problem as clearly and concisely as possible. Identify a problem statements that will gain tractions based on your research and conversations in STEP 1.</i></p> <p><i>For example, if you are concerned about truck traffic in your neighborhood, and there is a lot of support around reducing greenhouse gasses, consider approaching the problem from an air quality perspective. If there is traction or public support for corporate accountability, perhaps you approach the problem from a “truck industry needs to play by the same rules as others” approach. Different audiences may require different “framing” of the same issue to gain their support.</i></p>	
<p>STEP 3: Building a case: <i>Use available data, studies, observations, testimonies to demonstrate to others that this is a</i></p>	

real problem they should care about and act on.

For transportation and traffic safety issues: look for records of collision or fatality counts, air quality surveys, etc.; for all issues review existing state, local transportation and land use plans to understand citywide priorities, goals, and proposed projects in the pipeline; conduct local observations of the roadway of interest (e.g. walk the area and document what you see, do traffic count); do a survey of neighbors; take photos or videos of the issue; collect personal stories or testimonies from those affected by the problem.

You may decide to tweak your problem statement based on information you discover.

STEP 4: Stakeholders/Partners* *Identify other individuals, groups, or organization(s) that are affected by this problem, who may be working on a solution, who have influence or power over the outcome, who can support you in finding a solution.*

For example, a zoning policy issue may be created by Bureau of Planning and Sustainability, but City Council is the final decision-making body for the bureau. Both are stakeholders with different powers.

STEP 5: Potential Solution(s): *There may be many solutions to a problem. Some may be long term while others could happen more quickly. Brainstorm as many potential solutions you can think of, and discuss what solutions different stakeholders have control over. Some solutions you may be uncertain about and will require conversations with*

stakeholders.

For example, you may know you need a policy solution, but not sure what that is. That's OK – often bureaus of agencies have a better perspective and ideas for solutions, they may just need community to support those ideas/solutions as they are typically prohibited from advocating for policy change or funding allocation.

Great work! Now, map out your next steps. Who is doing what when to move this issue forward? This is a living document and should be updated as you go through the process and collect more information.

Action Plan <i>Identify and outline your next steps. Identify who is in charge and the activity's due date.</i>	
What is my next step(s)?	Who/When will do this?

Connect with Leah Fisher, SE Uplift, if you have questions or need additional support completing this.

