LOCAL ADVOCACY ALERT PROGRAM

peopleforbikes.org/localengagement

PEOPLEFORBIKES WANTS TO MAKE IT EASY FOR LOCAL GROUPS TO ACCESS OUR 1.2 MILLION MEMBERS WHEN THERE’S A LOCAL OPPORTUNITY FOR, OR THREAT TO, BICYCLING.

Our Advocacy Alert Program is a simple submission form that allows state and local bicycle advocacy organizations to request that PeopleForBikes send a geographically targeted email (and in many cases create a letter-sending advocacy campaign) to our members about a bike-related legislative issue.

We can ask elected officials to support bike funding, master plans, improvements to safety and infrastructure, or request that they reject a bill that may be harmful to bicycling.

PeopleForBikes will list the state or local advocacy organization as a partner on the alert and link back to that website for more information as appropriate. We know that 65% of our members don’t belong to any other advocacy organization—this is a chance to engage new people in your community.

OUTREACH

WE’VE SENT MORE THAN 100 LOCAL ALERTS SINCE 2015

62% HAVE LED TO POSITIVE OUTCOMES

WE’VE REACHED OUT TO MEMBERS IN 29 STATES

155K LETTERS HAVE BEEN GENERATED THROUGH THE LEP

WHAT YOU NEED TO CREATE A GOOD APPLICATION

» Detailed information about the issue
» At least two high-quality photos of the geographic area
» Two-week lead time

PLEASE NO

» Event announcements
» Membership requests
» Fundraising drives

TESTIMONIALS

“PeopleForBikes helped the cyclists of Tempe, Arizona, save a major bike lane by sending an email to their members who in turn emailed and called city council members. Thanks to our partnership with PFB, the McClintock bike lane was not removed.”
- Jackie Martin
Vice President, Tempe Bicycle Action Group

“An anti-bicycling, anti-road-diet section was added to a bill and we needed help getting advocates to contact their legislators. PeopleForBikes made it very easy. The impact carried over to the following year when the legislators passed only bills we supported because of the perceived bicycle movement.”
- Lisa Riegel
Executive Director, BikeWalk NC

“Effective advocacy and winning outcomes are so often about reaching and mobilizing your networks and getting them to take action. PeopleForBikes is a great partner on this front to not only get the word out but to spark outreach to decision makers when it really counts.”
- Ted Heyd
Policy Director, Bicycle Colorado