

## Why Mayors?

Power downward  
Moral authority upward  
Express local needs in political circles

### Specific Goal (Step 2)

Opportunities  
Crashes? Broken arms? → Mayors are people, too/Bicycles equalize  
Ciclovias  
Appeal to ego – they can set the tone/Ownership  
Rooted in local community  
Emblem of community  
Readily available to target/visible  
Control appointees – give directives  
Mayors compete with other mayors/connected  
Mayors are accessible

### What does a Mayor-focused campaign look like?

ID and create a mayor's club  
Platform that mayors/candidates sign on to (BFC?)  
PR campaign that plays off of competition  
Conference of mayors create a bicycle caucus  
Create a bicyclist charter that cities/towns can sign off on (UCF as example)  
Invite to a one-day workshop with CBC

### Pros

Power base  
Allies generated  
Mainstreaming  
Aid local groups  
Good PR for CBC/name recognition  
Legitimize

### Cons

Failure – too high a goal  
Green washing  
Too top-down from CBC to local groups  
Agreement on platform  
Big commitment from CBC

### CBC Recognition (1 year)

50 mayors California  
Active Transportation Charter for California cities  
    Unveil at pro-walk/pro-bike  
    Sign at conference  
California charter for active transportation  
    50 mayors sign by September 2012

### How to Increase Bicycling?

Sell message of health  
Increase resources  
Create model for nation  
Legitimize/mainstream bicycling

Trickle down to local events  
Vision/policy change culture  
Jump start local infrastructure projects  
50 new bicyclists  
Commitment that leads to action/specific goals, ex. Mode share  
Economic benefits/tourism  
Increase power base

#### Allies

Bike friendly mayors:

Los Angeles – V.A.  
Davis – J.C.  
Long Beach – Foster  
Glendale  
San Luis Obispo  
Santa Barbara – Schneider  
West Sacramento – Cabaldon

Full councils

Public health agency

Local advocates

Business owners/chambers

BFCs

Social Justice

#### Opponents

AAA/Drivers

#### Tactics

Inventory mayors

Asks mayors

Get mayors on bikes

Develop the charter

Get local buy-in

Publicity: 2-5 min. video with launch of 3? Mayors

Initiations come from key mayors (Villaraigosa? Davis?)

Photo opportunities – materials

Strategic framing

Slogan