

Cycling Advocacy “How-to” Manual

Vancouver Area Cycling Coalition



Adopted by the VACC Board of Directors, December 2005

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1. Introduction

This manual has been created for the use of cycling advocates in the Lower Mainland, although we’d be pleased if it also helped those in other locations or dealing with other issues. Its intention is to provide some concrete tips and pointers specifically with regard to advocating for better cycling facilities and conditions.

It contains tips on approaching politicians and staff at the local and provincial levels (section 11, page 10) as well working with the media. It also offers contact information for municipalities of the Greater Vancouver Regional District (Appendix I) and a glossary of acronyms (Appendix C) commonly used in our local cycling advocacy circles.

2. What is advocacy?

Basically, advocacy is the act of trying to persuade the members of a governing body to enact legislation or policy favourable to your cause or to defeat or repeal legislation or policy unfavourable to your cause. Lots of things are involved, but what it really comes down to is relationship building: relationships with politicians, with staff, with the media, with the business community, and with neighbourhood associations (to name just a few).

All of these groups are stakeholders in cycling-related issues and it’s therefore essential for us to understand their needs and concerns and for them to understand ours. That’s more easily done if we know and respect one another than if we don’t ever communicate. This also exposes the fact that advocacy isn’t an overnight process. It takes time to develop relationships and to determine what people’s views are and who influences what.

3. Why advocate?

1. Change doesn’t happen by itself. Most improvements you see in cycling facilities around the Lower Mainland are the result of advocacy. If we don’t push for more, the best we can hope for is the status quo.
2. It’s exciting and rewarding to make positive change happen.
3. Advocating helps attract new cyclists and cycling advocates.
4. If we do it well, our advocacy will raise the credibility and profile of the VACC as an organisation, which will, in turn, make advocating easier.

4. Integrity in advocacy

- Have the right goal
- Have the support of a large group; this creates vibrant democracy
- Be direct and clear and open
- Be respectful of all those you work with (and against!)
- Be truthful

5. General tips for advocates

- Politicians listen if the public is speaking
- Maintaining a reputation as an informed, logical, well-informed advocacy group goes a long way
- Always keep members informed of our actions; they can provide valuable input as well as support by writing letters and calling politicians
- Use your inside connections as well as outside strategies
- Don't lie
- Try to be the one to frame the issue (e.g. we want to be seen as pro-bike rather than anti-car).
- Listen to the concerns of opponents and provide counter-arguments (without getting caught up in someone else's agenda)
- Focus on the swing vote (don't waste your energy on those who won't be convinced)
- Know who's making what decisions when

6. What barriers might you face?

As a grassroots, volunteer-run organisation, it's important to be realistic about the barriers we face in advocating. While most of them are surmountable, at times we have to accept that we simply can't do everything we want to do and select our priorities carefully.

- *Time* - Most of our work is done by volunteers in their spare time. It's important to be realistic about what we can take on and to pace ourselves to avoid burn-out. On a larger project, it might help to break down bigger jobs into manageable tasks. Ensure that all members are realistic in the time they commit. Sometimes life gets in the way of advocacy and we can't complete tasks as promised. It's not the end of the world, but it is crucial to let your team know in a timely manner if you can't meet your deadline. There's usually another way to make things happen as long as there's time to plan.
- *Leadership* - Oftentimes, the greatest weakness of a campaign can be a lack of people willing to take on leadership roles. Though not an immediate solution, the best answer is probably to welcome newcomers to take on as much as they feel comfortable with and to support them in learning as much as they can about issues and advocating. Over time, they may step forward as leaders.
- *Issue overload* - This is both the overload of issues on local advocates as well as the overload that the general public experiences, making it difficult to make our concerns heard over the crush of other ones.
- *Access to the media* - It's not easy to develop relationships with members of the media (section 15, page). It's a time-consuming exercise but should pay off in the long term.
- *Access to decision makers/politicians* - This isn't generally such a large issue at the local level but is more so when dealing with the provincial government.
- *Public attitude* - There may sometimes be a negative reception to our advocacy work ("a bunch of bike radicals") but it's a good idea to start some conversations to try to find out what the real concerns are. Some people are opposed to our ideas, some are indifferent, while others are just unaware. The indifferent or unaware should be seen as potential allies.

7. Some strategies for effective advocacy

find your niche

- don't duplicate someone else's efforts
- know how your issue fits into the overall landscape
- be sure that you are adding value to your community and be able to articulate what it is
- research what's already been done and know what legislation already exists

inform and involve your membership

- make sure your own members are on the same page and share a common goal

develop an issue-specific coalition

- a wide range of people approaching government in support of a single goal is more effective than an individual "interest group"
- collaborate with allies or other concerned organisations

work with municipal or provincial staff

- staff may be able to make things happen without too much fuss and bother
- give them facts and advise them
- give them a chance to look good

work with politicians

- make them look good
- give them credit
- don't overwhelm them with details

develop a media strategy

- a media strategy should have clear goals (e.g. message X presented in 3 media outlets with the issue presented as framed by us – pro-bike as opposed to anti-car)
- when appropriate, take advantage of other current events to attach your issue to (e.g. health and obesity concerns, active living)
- keep in mind the range of options available to you
 - letters to the editor (section 15, page 13)
 - guest editorials or features
 - news conferences (beware though, the press won't come unless there's a big name present)
 - radio and TV talk shows
 - media interviews (section 16, page 16)
 - news releases (section 15, page 14)
 - newsletter stories to companies, NGOs and unions
 - use controversial stories only as a last resort
 - think seriously about the pros and cons of doing so before proceeding

8. Who's who

Politicians (mayor, councillors, MLAs, ministers, etc.), while perhaps not knowing the details of bicycle infrastructure and programmes, help bring the funding and set the priorities for the bureaucracy. It's usually the task of the advocacy groups (us) and other non-profits to inform politicians on the importance of cycling as a form of sustainable transportation.

Municipal and provincial bureaucrats (generally referred to as "staff") should help make public works projects more bicycle friendly, or at least help minimize the number of bicycle-unfriendly projects implemented. But bureaucracy is generally too big to expect that everyone working on projects that might impact cycling be trained in the needs of cyclists, or that a staff "bicycle specialist" know about every project in the works. The more bicycle-trained staff there are in local government, the more institutionalized good bicycle facility planning and implementation will become.

Bicycle Advisory Committees (BACs) have the authorization to look over the shoulder of staff and press for quality in any project that might affect bicycling. The BAC's main venue of activity is meetings, including presentations by staff, and smaller face-to-face meetings with staff and politicians. Their activities can generate information that can be very useful for the VACC. Ideally, we would like to see VACC representation on all of the municipal BACs.

Non-Profit Organizations (that's us) are free to do more community organizing, press releases, letter-writing campaigns and workshops, and to meet elected officials head-on with regard to the issues (especially at election time), and take stronger positions. While we have to be diplomatic and build and maintain respect for the issues we represents, it's sometimes necessary to push, pull, and pry the other stakeholders along.

9. Developing relationships

(adapted from: www.ibike.org/encouragement/advocacy.htm)

A great deal of government still happens through personal relationships – including the shaping of future laws, policies, projects, and public opinion. Consequently, while working on your issue and contacting people (regardless of whether you agree with them or not), be aware of the need to develop relationships. Whether you are contacting a politician, government employee, coalition partner, or media by phone, mail, or in person, the same advice applies:

- Be rational
- Be logical
- Be constructive
- Be diplomatic

But even more important:

- Don't lie.
- Don't threaten.
- Deliver on any promises that you make.
- Be polite.
- Thank them for things they have done and let their bosses know.

10. Whom to contact

Staff or elected official?

When dealing with specific issues or concerns, you may find that you have a choice between contacting a department employee or an elected official. Whom to contact may depend on what you expect the long range course of events to be, what your relationship is with the various actors in the issue, or other strategic considerations. Certain routes may politicize an issue more than others. It is hard to formulate general rules. The best guidelines usually come from past experience; there is rarely one "right" strategy.

If you don't know any of the players in a situation, your best bet may be to start by contacting staff. You may be pleasantly surprised at how easily some things can be accomplished (but then again maybe not!).

- Things don't necessarily need to be a fight; it might just be that people haven't thought about your issues or concerns. They may be addressed easily.
- You may want to speak to someone from the local BAC (see Appendix I, BAC contacts) to find out who's in charge of a specific project or who might be a sympathetic staff person to talk to.
- Discussions with staff will likely be more technical and detailed in nature than conversations with politicians (see Appendix C, Acronym Dictionary); don't be afraid to ask questions.

Finding the right jurisdiction

At various times, cycling advocates work with agencies, politicians, and staff at the federal, provincial, regional, and local levels, as well as business groups, other non-profits, and the media. It is not always easy to determine who the best person is to approach but it's important to know where the decision-making power rests with each issue you address. The most common possibilities are:

- Municipal government
- Regional government (GVRD or TransLink)
- Provincial government
- Federal government

If you don't know whom to contact, first of all determine who has jurisdiction over the land or structure your issue affects (see Appendix B, Major Facilities in the GVRD). Sometimes other VACC members can be helpful in steering you in the right direction. Friends inside the organization can also be helpful in giving you the inside story. Depending on their positions, they may also be influential as an advocate from within.

Finding the right staff person

Generally, the more specific the project, the easier it is to identify the appropriate government agency and person(s) responsible. If it is a budgeted project, chances are it already has a project manager assigned to it. You might be able to call her/him and provide your input. S/he can then make appropriate revisions to satisfy your concerns and you will be done with it. You will, however, want to follow up to make sure.

If you're starting cold introducing an issue, make your first approach calm, friendly, and well informed. Gather as much information as you can before you call (exact location, specific concern, concrete examples of incidents at that location, etc.). Don't call when you're angry.

If it's an infrastructure-related issue, your best bet is probably to call the Engineering Department. Briefly explain your concern and ask who the best person would be to talk to. Remember that City staff work for your community and a part of their job is to inform and consult with the public.

If you hit a brick wall with staff, try going up a level (to their supervisor). If you still don't receive a satisfactory answer, you'll need to choose another tack – likely a political one.

All municipalities are not created equal

There are differences among local governments. While knowing the structure of the government you are trying to get information from or to influence, can help you be more efficient, it may not tell you all you need to know to be most effective. Power in government can sometimes be independent of structure. Often leadership and the division of power are the product of personalities.

Different municipalities may also have different organizational structures, give different names to departments with essentially the same tasks, and assign similar responsibilities to different departments. Department names to look for with regard to cycling infrastructure will probably be some variation on the following:

- Engineering (or Engineering and Public Works)
- Transportation (or Neighbourhood Transportation)
- Planning (or Planning and Development or Community Planning or Transportation Planning)

If your issue is related to cycling education or promotion, your avenues of approach are less clear. There are very few people and no departments charged with dealing with aspects of cycling apart from infrastructure. A Sustainability or Environment Office or Officer may be a good place to start if your municipality has one, but cycling won't be their main area of expertise, or their sole mandate so it may take a bit of extra work on your part.

If that doesn't take you anywhere, the issue will probably need to be addressed at the policy level by speaking to politicians to advocate for increased cycling staff to work toward more and better cycling promotion. Contacting your local Bicycle Advisory Committee (see Appendix I, BAC Contact List) may give you an idea of the people involved in your municipality and the best way to approach. Depending on the municipality, your BAC may also be able to make a recommendation to Council to develop cycling education- and promotion-related programmes.

11. Approaching politicians

(adapted from www.ibike.org/encouragement/advocacy.htm and *Driven to Action: A Citizen's Toolkit*, David Suzuki Foundation)

It's important to keep in mind the interests of your audience when advocating. As a general rule, you'll want to present your ideas differently when speaking to politicians than to staff. In addressing politicians, keep in mind:

- Politicians need to concern themselves more with the big picture and are interested in how your ideas will affect the larger community (and its voters)
- Be less technical and more anecdotal (this doesn't mean you don't need to have facts at your fingertips; just don't start with them)
- Get to the point and be brief:
 - If you're speaking, keep your presentation under 5 minutes.
 - If you're writing a letter, keep it under a page (use appendices if you really need to add some technical detail).
 - Exceptions are when you are suggesting language for a plan or policy. In these situations, it may be necessary to spell everything out, but these are the exceptions.
- Try to provide something before asking for something in return.
 - For instance, instead of protesting to raise the issue of poor facilities, ask the leader(s) responsible to take a tour of the facilities in question with you. That way, we can incorporate leaders in the solution. Also, if they agree to a tour, you'll have engaged them in the process and begun to hold them accountable.

Letters to (or conversations with) elected officials

The following is a suggested structure for a one page letter or short conversation with an elected official.

1. Confine your letter to a single issue.
2. Express your thoughts and position clearly and concisely. Short words, short sentences, and short paragraphs make for easier reading.
3. Carefully plan your opening sentence; make it short and interesting. Particularly if you are communicating to criticize, it often helps to start a letter or conversation with a note of appreciation or praise for the recipient's past activities.
4. A calm, constructive presentation is more likely to be heard than a violent, angry, or sarcastic one. Be frank and friendly.
5. Focus on the topic and the key points you wish to make. Help supply the truth that may be omitted or slanted in the media or from other sources. If there are a large number of points that can be made about the topic, choose the two or three strongest arguments and have someone else write another letter covering the other points.
6. Relevant (but brief!) personal experiences and anecdotes are very persuasive; include them.
7. If there is a problem that requires remedial action, (if possible) request a specific action from the official and show your own willingness to work for a

solution. Don't merely be critical; close with constructive suggestions and a positive tone.

8. If any follow-up is planned, let them know the time frame.

Timing

Comments must be timely in order to be effective. Knowing meeting, election, construction, budget, or project schedules can be critical to the success of your strategy. To be effective you need to have your input in early enough to be acted upon. Late comments cost money and are often met with a "no" even if the ideas are sound. If the suggestion is late, it won't be included in the budget or the construction drawing. When in doubt, get involved as early as possible.

To find out schedules and deadlines, determine which level of government you're dealing with and try to make contact with someone who either has the information or can find it out for you. Locally, it may be useful to contact the BAC, the cycling coordinator, or a sympathetic staff person in engineering (see Appendix I, Municipal Contact List). At the provincial level, you may be able to work through your local MLA's office to find out what you need to know or offer to work with the BC Cycling Coalition (see www.bccc.bc.ca).

How to contact

Again, there are also no absolute rules. Generally, the choices are telephone, letter, e-mail, or personal meeting. Including letters along with other forms of contacts may be wise because of the permanent record that they create.

Telephone

- The telephone is quick; however, there is no written record. Consider whether this is an advantage or disadvantage on your particular issue.

Writing

- Letters give you the opportunity to carefully build your argument, firmly state your position and select the best language. Perhaps more important, they leave a written record.
- If you are writing to a hierarchical organization, address your letter to the person responsible for the issue. If you want their supervisor or other superiors to be informed, "cc" up to them; it is generally not well received if you "cc" to the subordinate of the addressee. However, when you are writing to politicians, it is appropriate to cc the relevant staff person. This is usually done at the time a decision is being made.

E-mail

- E-mail falls somewhere between phoning and writing. It's quicker than regular mail but gives you the chance to build your argument, state your position, and select the best language.
- Use the same "cc" protocol as for written letters.
- If you have a digital camera, you can also attach images.

Personal Visit

- Face-to-face meetings can give everybody a more human quality, which is important in developing personal relationships with decision makers.

- Even if you don't have a specific issue to discuss, it's sometimes worthwhile to make courtesy calls on public officials to help build rapport. If your visit is a courtesy call, make sure that is understood and limit your stay to ten or fifteen minutes.
- If your visit has a clear purpose:
 - review what you want to talk about beforehand and stay on message
 - visit in a team and divide up the presentation so you cover everything
 - be polite, clear, and brief (anger doesn't help; you won't be asked back)
 - ask them where they stand on your issue; if supportive, ask them if they will take a public position on it
 - get them to agree to do something for you and ask them if they know others that support your issue
 - tell them you will stay in touch (and do so)
 - leave (brief!) information for them to review stating what your want, why it matters, and how they can contact you
 - thank them for their time (maybe even send a letter)

12. Public Meetings

(adapted from www.ibike.org/encouragement/advocacy.htm)

Attending public meetings is rarely enough by itself but it's a necessary step in validating and publicising your position. To make your presentation more effective:

Do

- Sign up for the speakers' list as early as you can. The media sometimes leave before the end of the meeting and you want to make sure they hear you before they write their stories. Get onto the speakers' list by calling City Hall at least a day before the meeting. If you're too late to sign up in advance, arrive at least 30 minutes before the meeting to sign up to speak.
- Always state your position in the first sentence, i.e. "for" or "against."
- Stay within the time limit – usually five minutes. If you have more to say, prepare a written submission and give copies to Councillors (or committee members) when you go up to speak.
- Present solid facts and logical solutions.
- Make concrete suggestions responding to any criticisms you present.

Don't

- Don't rely on emotional arguments, e.g. "Not in my backyard."
- Don't make outbursts.
- As a general rule, don't applaud from the audience.

13. What's going on in your municipality

Finding out what's going on

It seems almost every proposed change or development has the potential to affect cycling facilities. If we hear about them early enough, we can often make sure the effect is positive, or at least neutral. In order to do that, it's vital to keep up with current and planned developments in and around your municipality.

This becomes easier to do once you develop networks; you begin to hear about plans long before they attract media or public attention. Until then though, one simple

thing you can do is keep an eye on your local paper; that's where municipalities usually announce public open houses. Open houses are good places to begin asking questions and developing relationships with the engineers and planners in your municipality.

Offering input

Comments at open houses

Attending open houses and public events provides you the opportunity to talk to planners, engineers, and consultants. Make sure to ask questions and fill in comment sheets providing a cyclist's perspective to the proposed project.

Meetings with consultants

If you have serious concerns about a proposed project and don't feel they're being addressed appropriately, you may want to request a personal meeting with the consultant to discuss your concerns. It may be helpful to propose meeting at the location of the proposed project to more clearly show the reason for your concern.

Letters to council and/or staff

If you aren't satisfied with the response you receive from the consultant, you may need to contact your local politicians to express your concerns. For more information, see "Approaching Politicians" on page 9. See also Appendix G for some sample letters to council and staff.

More voices

It is often helpful to inform other cyclists or like minded groups about open houses and to encourage them to provide input as well. Also, if you find it necessary to contact your elected officials, it helps to have others do so as well. Concerns are always taken more seriously if they come from several sources.

14. Keeping decision-makers involved/informed

Politicians

You don't necessarily want to be in contact with politicians only when you're advocating for something. You can also help one another (and develop your relationship) by offering them a public venue to speak (and an opportunity to learn more about us and support our work with their presence).

Some ideas include:

- A public event, slide show, presentation, or even the AGM can be great places to invite politicians from various levels of government to come and speak
- If the event isn't really appropriate for speech-making (like a bike festival), you can still invite politicians to be there. If you do, you can:
 - have them hand out prizes or awards
 - offer them photo opportunities
 - be sure to introduce them
- If you don't have any specific events planned, it still helps to make politicians look good. This isn't just a question of stroking egos; if someone has done something we consider positive, we should let them (and others) know.
- It may be worth planning an event if an election is coming up. A public meeting can be a great place to draw attention to cycling issues.

Staff

Staff aren't politically driven the way elected officials are, but they do make important decisions affecting cycling. It helps to get staff involved and passionate about our issues. The best way to do that is to keep them informed. If you come across some useful information or a great idea from another jurisdiction, pass it on. It may help the staff person look good, and it will forward the cause of cycling.

Opponents

Some decision-makers may be opposed to spending money or using road space for cycling facilities. On the other hand, perceived opponents sometimes wouldn't be opposed to our ideas if they understood them better. It's worth developing personal connections to find out what people are concerned about and to see if it's possible to allay those concerns.

15. The media

There are lots of different routes to get your message out to the public. Some are easier than others. It should be relatively easy, for example, to get an article published in a corporate, non-profit, or union newsletter. Likewise, you can always send a letter to the editor. These can be an important medium for getting you message out; surveys show that letters to the editor are amongst the most read features in the newspaper. They reach (for free!) a larger audience than we can normally reach (including politicians and civic leaders), and the readers are a cross section of society (not just the "usual suspects").

Letters to the editor

(adapted from www.ibike.org/encouragement/lettertoeditor.htm)

Here are some suggestions to help you write a letter that has a good chance to be published:

1. Confine every letter to one issue and make it timely and newsworthy.
2. Express your thoughts and positions clearly and concisely using short words, short sentences, and short paragraphs. Editors usually prefer letters of no more than 200 or 250 words. Longer letters are sometimes accepted but shorter is generally better.
3. Carefully plan your first sentence; make it short and interesting. Particularly if you are communicating to criticize, it is often desirable to start with a note of appreciation, agreement or praise about some related issue.
4. Avoid violent, angry, or sarcastic language. A calm, constructive presentation of your thought is more persuasive than ranting and is more likely to be published. Be frank and friendly.
5. Help supply the truth that may be omitted or slanted in news reports or editorials. Focus on the topic and the key points you wish to make. If there are a large number of points that can be made about the topic, choose the two or three strongest arguments and have someone else write another letter addressing the other points.
6. Relevant personal experiences and anecdotes are very persuasive; include them.
7. If there's a problem that requires remedial action, (if possible) request a specific action from specific officials, and show your own willingness to work

- for a solution. Don't merely be critical; end your letter with constructive suggestions and a positive tone.
8. Bring good judgement to bear upon the issue confronting the community, the nation, or the world. Appeal to the reader's sense of fair play and justice.
 9. Make appropriate changes and send your letter to other newspapers as well.
 10. Give your name, address, and phone number. You can use a pen name or initials for publication, but the editor must know the source of the letter.
 11. Don't be discouraged if your letter isn't printed. Try again when it's appropriate.

Relationships with journalists

Getting to know media personnel takes time. Journalists are busy people working on tight deadlines. If you're not sure how to start building those connections (or with whom), try some of the following:

- Read your local newspapers, listen to the radio, watch television and find out who reports on transportation-related issues (or health or others where you see a connection)
- Ask other VACC members or your colleagues for suggestions
- Call local stations and newsrooms and ask

You'll need to be patient and persistent at first; demonstrate that you can provide reliable, newsworthy, and timely information. In time, journalists will begin to call *you* but until that happens, you need to make a concerted effort. This can be done by sending out information and updates (fact sheets) for reporters' files, responding promptly to reporters' calls, and sending media releases when appropriate.

Media releases

Media releases are easy to compose and send, but it's worthwhile considering their timing and relevance before bombarding your local journalists. Overly frequent releases are not helpful; communicate only when you really have something to say.

Also keep in mind the reason for your release. Different types of releases are used for different purposes. It's not important to know the names of the different kinds of release but it does help to clarify your purpose and focus in writing one.

Types of media releases

(adapted from *Working with the Media for Transportation Advocacy, Better Environmentally Sound Transportation*)

- *Public service announcements* (PSAs) are short releases used to announce upcoming events (see Appendix H for a sample PSA). They should:
 - be in BLOCK LETTERS and double spaced to be easy to read on the air.
 - start with PUBLIC SERVICE ANNOUNCEMENT
FOR RELEASE UNTIL (date of event)
 - include only basic information (who, what, when, where, why)
 - include a contact phone number
 - end with -30-
 - offer further information as required after the closing symbol (this won't be printed or read out)

- *Action releases* describe an action you did (see Appendix H for a sample action release).
 - Say what you did and why in the lead paragraph
 - Give lots of specifics (number of participants, slogans, etc.)
 - Include background information to substantiate your position and details of your efforts prior to the event.
 - Offer solutions
- *Reaction releases* respond to an action or announcement by someone else (see Appendix H for a sample reaction release).
 - This can be an effective way to get a mention of your issue in news stories.
 - They need to be done IMMEDIATELY to be effective
 - These are generally very short and intended to provide journalists with balance for their stories
- *Study releases* are straightforward documents that you distribute in conjunction with a report or study (see Appendix H for a sample study release).
 - They should summarise key points of the report so journalists don't need to read the whole report to understand the conclusions.
- *Media advisories* alert the media to upcoming actions or events (see Appendix H for a sample media advisory).
 - When combined with a follow-up phone call the day before the event, these can be an effective way to get media coverage of an event.
 - Include the basics (who, what where, when, why, how)
 - Add a couple of sentences to make the event sound compelling for the reporters to cover.
- *Fact sheets or background releases* provide further information (see Appendix H for a sample background release).
 - These can provide specifics and background information that you don't necessarily want in your release.
 - These are usually one-page information sheets that the reporter can refer to for background on a particular issue.
 - You can include expert contacts and opposition contacts to help the journalist do his/her job.

When writing any type of media release, some general rules apply:

- put all the important information at the top
- use short sentences
- use the past tense
- have one piece of information per paragraph
- don't use jargon or acronyms
- use quotes (with permission)
- keep it to one page

16. Media interviews

If you are contacted for a media interview, put your best face forward. The best spokesperson for an issue is probably someone who:

- lives in the affected area if the issue is local
- is directly affected by the issue
- is articulate and able to give a focussed presentation
- can stick to the issue

The interview

(adapted from www.ibike.org/encouragement/mediainterview.htm)

If a member of the media calls, do all you can to accommodate him/her. If you're the one selected to represent the VACC on a given issue, take every opportunity to deliver your message, to invite people to join us, and/or to promote our work (as the case may be).

Before the interview

- Know in advance whether it's a "hard" or a "soft" story
- Anticipate the reporter's needs; bring information to help him/her write the story. Feel free to provide a list of suggested questions to the interviewer but make sure to have a local angle.
- Respect the reporter's deadlines. Return calls or call back as promised.
- Make sure you have the latest facts and figures. Review your information before the interview.
- Prepare 3 or 4 concise points to make in the interview.
- Prepare examples/analogies/anecdotes (get permission to tell people's stories). They are an excellent way to make a point – but don't ramble.
- Have two prepared quotes/sound bites (passionate, colourful, self-contained). They'll have a good chance of getting on the air or in print even if nothing else does.
- Practise role playing questions and answers before your interview. Have friends throw questions at you so you can learn to respond coherently, concisely and quickly. Practice tough questions too. For example: "Why don't cyclists obey the law?" and "Is cycling really a serious transportation option?"

At the interview

Do

Understand who your audience is and speak to them.

Be issue-driven, not question-driven. Answer the questions, but return to your issue. Phrase it differently, provide additional details, evidence, facts, or statistics, but keep focused on your message.

- That's an interesting question but the real issue is...
- Let's look at it from a broader perspective...
- Let me give you a bit of background...

Put the story in context.

Be polite and helpful.

Stick to the facts; offer to find out the answer if you

do NOT

Don't use jargon or acronyms.

Don't bring up side issues.

Don't be sarcastic or a smart-aleck.

Don't lie.

don't know it and explain why if you can't provide information.

Ask the reporter to re-phrase it if a question isn't clear.

Speak clearly. Don't talk too fast or for too long. Take a moment to think before you speak.

If you're on TV, watch your body language.

- Stay relaxed, keep eye contact with the interviewer or fellow guests.
- Nod slightly once in a while to demonstrate you're listening.
- Use hand and arm motions (within reason).

Keep clothes, hair, make-up, and accessories simple and professional.

Don't yawn, look bored, fidget, or show anger.

Don't wear your helmet. It's better to look like their colleague or the guy/woman next door.

Plug the Vancouver Area Cycling Coalition using its full name, not the acronym. Know the VACC's address, phone number, and website by heart.

Have printed information to pass on (business card or equivalent, meeting dates, web address)

After the interview

- Keep track of what you have told reporters
- Update the reporter regularly with new information (a quick e-mail is all this requires).
- Keep files of names of media who have contacted you (the VACC media list is kept by the Communications Committee)
- Keep a clipping file (the VACC clipping file is kept by the Marketing Committee)

What if there are errors in the story?

First, decide if it's a big enough mistake that it needs to be corrected. Don't criticise small errors but if the story is significantly wrong:

- Point out the error to the reporter
- Ask for a correction in the next edition or report
- If unsatisfied, call the editor or executive producer and follow up in writing

If the story is unfair, write a letter to the editor or executive producer; be cool, calm, and professional and stick to the facts. If the story is deliberately misleading and is in a major media outlet, you may consider issuing a press release to the other media outlets to set the record straight.

Whether you expect them to be printed or not, it's important to send corrections; they will be noted by the newspaper so follow-up stories don't include the same errors.

17. Who does what in the media

- A *publisher* (newspaper) or *station manager* (TV or radio) oversees stories and advertising.
- An *assignment editor* (newspaper) or *producer* (TV or radio) decides what will be reported on each day. A producer may want to talk to a potential interviewee to determine whether the potential story is newsworthy. S/he will probably prepare the questions for the on-air interview.
- A *reporter* collects and analyzes information about newsworthy events; receives assignments or evaluates leads and tips to develop a story idea; gathers and verifies facts through interviews, observation, and research; determines slant or emphasis of story.
- A *copy editor* checks stories, usually as the final step before typesetting, to correct errors in grammar, spelling, usage, style, and sometimes fact.
- A *media researcher* collects, verifies and prepares information for television or radio productions. Typically they might research news items, e.g. for an interview with a politician.

Generally for a TV or radio interview, it's a producer you want to talk to. For a newspaper interview, it will likely be a reporter.

18. Appendices

Appendix A – Advocacy worksheet
(see page 21)

Appendix B – Major structures and who’s responsible for them

Facility	Responsible body
Alex Fraser Bridge	Ministry of Transportation
Arthur Laing Bridge	Airport Authority
Dinsmore Bridge	Airport Authority
George Massey (Deas) Tunnel	Ministry of Transportation
Golden Ears Bridge (scheduled completion 2007)	TransLink
Iron Workers’ Memorial (Second Narrows) Bridge	Ministry of Transportation
Knight Street Bridge	TransLink
Lions’ Gate Bridge	Ministry of Transportation
Moray Bridges	Airport Authority
Oak Street Bridge	Ministry of Transportation
Patullo Bridge	TransLink
Pitt River Bridge	Ministry of Transportation
Port Mann Bridge	Ministry of Transportation
Queensborough Bridge	Ministry of Transportation
RAV Line Fraser River Crossing (scheduled completion 2009)	TransLink
Westham Island Bridge	TransLink

Ministry of Transportation bridges in the Lower Mainland are maintained by Mainroad Contracting Ltd. They can be reached 24 hours a day at 604-271-0337.

For maintenance issues on **TransLink bridges**, call (24 hours) Mainroad Contracting at 604-271-0337 or 604-581-3710 (TransLink has an agreement with the Ministry of Transportation to provide this service for TransLink Bridges).

For general inquires related to TransLink's Bridges, or if a response is not obtained at the above numbers, please call TransLink's Roads and Bridges Department.

If you find a maintenance problem on an **Airport Authority bridge**, call the 24-hour General Inquiry number at 604-207-7077. They will send your request to their Operations Department to respond to.

All bridges not listed are the responsibility of the municipality in which they are located.

Appendix C – Commonly used acronyms

Every area of interest develops its own crazy collection of acronyms and cycling advocacy is no exception. But this list has not been compiled so that you can learn a new language. It's here simply to give you a cheat sheet to refer to if you hear some acronyms that are new to you. These are terms that are thrown around commonly and it's helpful to know exactly what people are talking about.

This list is a starting point but if you hear something you don't understand, don't hesitate to ask.

AGM – *Annual General Meeting* - The VACC is a non-profit organisation and, as such, is obliged to hold a meeting of all its members on an annual basis. The AGM usually includes updates on various projects and committees, a financial report and often a speaker or presentation. The VACC AGM generally takes place in March.

ADT or **ADV** – *Average daily traffic/volume* - This is an engineering term referring to the number of vehicles passing a given point in a 24 hour traffic count

BAC - *Bicycle Advisory Committee* – BACs are advisory groups made up of local citizens (often selected by City Council through an application process) who make recommendations to Council (either directly or indirectly) on cycling-related issues in the municipality. Not every municipality in the Lower Mainland has a BAC but many do.

BCCC - *BC Cycling Coalition* – The BCCC is a volunteer-run non-profit organisation similar to the VACC, but its mandate is to represent the interests of cyclists at the provincial level.

BEST - *Better Environmentally Sound Transportation* – BEST is a non-profit organisation based in downtown Vancouver that promotes sustainable transportation and land-use planning, and pedestrian, cycling and transit oriented neighbourhoods. The VACC often works closely with BEST on cycling-related issues.

BLOS – *bicycle level of service* – The term has developed from the term LOS, or level of service, referring to service for motor vehicles on roadways. BLOS is an emerging set of standards for quantifying the bike-friendliness of a roadway. While other "level-of-service" indices relate to traffic capacity, BLOS measures indicate bicyclist comfort level for specific roadway geometries and traffic conditions. Roadways with a better (lower) score are more attractive (and usually safer) for cyclists.

CAC - *Community Amenity Contribution* - see DCC (development cost charge)

CCCTS - *Cross Canada Cycle Touring Society* – The CCCTS is a non-profit organization for retired people and others who enjoy recreational cycling. They specialize in bicycle touring both in BC and elsewhere.

DCC - *development cost charge* – a development cost charge (or levy) or a community amenity contribution is a fee collected by a municipality prior to development approval or the issuance of a building permit. Fees collected are used to fund major capital improvements to the sewer, water, drainage, and road infrastructure (including bike facilities) and the acquisition of parkland/open spaces.

DCL – *development cost levy* – see DCC (development cost charge)

DDL - *directional dividing line* – this is the engineering term for the yellow line down the middle of the road. It's also sometimes called a centre line, but since it's not always in the centre, DDL is the technical term.

DTP - *Downtown Transportation Plan* – this term is specific to Vancouver and describes the plan adopted in 2002 by the City of Vancouver. The goal of the plan is to “improve access to downtown homes and businesses while enhancing the unique attraction of downtown Vancouver”. Strategies to achieve this goal are:

1. Promote a walkable downtown - "Pedestrians First Policy"
2. Create a network of downtown bike lanes
3. Develop an easy-to-use network of downtown transit routes that serve the existing and emerging neighbourhoods
4. Implement safe and sustainable traffic management and goods movement practices.

GNCC - *Greater Nanaimo Cycling Coalition* – The GNCC is the Nanaimo area equivalent of the VACC.

GVCC - *Greater Victoria Cycling Coalition* – The GVCC is the Victoria area equivalent of the VACC.

GVRD - *Greater Vancouver Regional District* – The Greater Vancouver Regional District (GVRD) is a partnership of 21 municipalities and one electoral area that make up the metropolitan area of Greater Vancouver. The GVRD's role is to:

- deliver essential utility services like drinking water, sewage treatment, recycling and garbage disposal that are most economical and effective to provide on a regional basis
- protect and enhance the quality of life in our region by managing and planning growth and development, as well as protecting air quality and green spaces (including greenways).

The GVRD serves as a collective voice and a decision-making body on a variety of issues, and each member municipality has a say in how the GVRD is run. The GVRD's Board of Directors is comprised of mayors and councillors from the member municipalities, on a representation-by-population basis.

GVTA - *Greater Vancouver Transportation Authority* (a.k.a. TransLink) - TransLink is the organization involved with the planning, administration of service contracts, management of capital projects, financial management and planning, public affairs and supporting business functions concerning transportation for the municipalities of the Lower Mainland.

The actual delivery of public transit services takes place through subsidiary companies and contractors while the maintenance and improvement of the Major Road Network is done in partnership with the municipalities.

TransLink's Board of Directors consists of 12 members elected to municipal councils and appointed by the Greater Vancouver Regional District plus three Members of the

Legislative Assembly (not currently appointed). Directors serve one-year terms and choose one member to be Chair.

JBAC - *Joint Bicycle Advisory Committee* – The JBAC is North Vancouver’s version of the Bicycle Advisory Committee (see BAC). It’s called the “joint” BAC because the City and the District of North Van share a single committee.

LOS – *level of service* – Level-of-service indices relate to vehicle traffic capacity. LOS is considered a quantitative measure meant to indicate the operating condition, related to traffic flow or congestion, of a roadway segment or an intersection. Bicycle level-of-service indices have also been developed more recently. See BLOS.

LRSP - *Livable Region Strategic Plan* – The LRSP is Greater Vancouver's regional growth strategy. It was adopted by the GVRD Board with the formal support of all municipalities in 1996. The Province of BC has recognized the plan under the Growth Strategies Act. The primary goal of the plan is to help maintain regional liveability and protect the environment in the face of anticipated growth.

The LRSP is used by all levels of government as the framework for making regional land use and transportation decisions. Other agencies, the private sector and residents also use the plan in order to understand and contribute to Greater Vancouver's vision for its future development.

The four main objectives of the plan are:

- **Protect the Green Zone:** The Green Zone protects Greater Vancouver's natural assets, including major parks, watersheds, ecologically important areas and resource lands such as farmland. It also establishes a long-term growth boundary.
- **Build complete communities:** The plan supports the public's desire for communities with a wider range of opportunities for day-to-day life. Focused on regional and municipal town centres, more complete communities would result in more jobs closer to where people live and accessible by transit, shops and services near home, and a wider choice of housing types.
- **Achieve a compact metropolitan region:** The plan avoids widely dispersed and accommodates a significant proportion of population growth within the "growth concentration area" in central part of the region.
- **Increase transportation choice:** The plan supports the increased use of transit, walking and cycling by minimizing the need to travel (through convenient arrangement of land uses) and by managing transportation supply and demand.

LTO - *Left turn only* – engineering term – self explanatory

MoT - *Ministry of Transportation* – The Ministry of Transportation is the provincial ministry responsible for building and maintaining our highway system and for co-ordinating the provincial transportation network of highways, bridges, regional airports, ferries, buses and rail transit. (They don't mention bike routes on their website). The Ministry of Transportation is the body responsible for some of the structures on which the VACC has advocated for better cycling facilities (e.g. the Lion's Gate Bridge).

MUTCD - *Manual of Uniform Traffic Control Devices* – engineering term – This manual is published and regularly updated by the Transportation Association of Canada (see TAC). It is used by engineers and other professionals involved in traffic management and control and provides standards and preferred methods in the design, dimensions and applications of devices.

OCP - *Official Community Plan* – Designated by the provincial Local Government Act, an official community plan is a comprehensive plan that guides the overall future of a city or municipality and provides a broad framework for managing future change. An OCP stands at the top of a City's hierarchy of land use plans (other plans include Neighbourhood Plans, Greenways Plans, and Transportation Plans). OCPs are generally rewritten about every ten years. The components contained in an OCP are considered official commitments and require that funding be allocated to them.

An official community plan is a statement of objectives and policies to guide decisions on planning and land use management, within the area covered by the plan, respecting the purposes of local government. To the extent that it deals with these matters, an official community plan should work towards, but not be limited to, the following:

1. avoiding urban sprawl and ensuring that development takes place where adequate facilities exist or can be provided in a timely, economic and efficient manner;
2. settlement patterns that minimize the use of automobiles and encourage walking, bicycling and the efficient use of public transit;
3. the efficient movement of goods and people while making effective use of transportation and utility corridors;
4. protecting environmentally sensitive areas;
5. maintaining the integrity of a secure and productive resource base, including the agricultural and forest land reserves;
6. economic development that supports the unique character of communities;
7. reducing and preventing air, land and water pollution;
8. adequate, affordable and appropriate housing;
9. adequate inventories of suitable land and resources for future settlement;
10. protecting the quality and quantity of ground water and surface water;
11. settlement patterns that minimize the risks associated with natural hazards;
12. preserving, creating and linking urban and rural open space including parks and recreation areas;
13. planning for energy supply and promoting efficient use, conservation and alternative forms of energy;
14. good stewardship of land, sites and structures with cultural heritage value"

ODP - *Official Development Plan* - An Official Development Plan under the Vancouver Charter is similar to an Official Community Plan under the provincial Local Government Act but an ODP is specific to a geographic area within a community (e.g. Southeast False Creek) and provides general guidelines regarding the form of future development. The City of Vancouver has various Council approved ODPs at any given time.

PACC – *Provincial Advisory Cycling Committee* – The PACC is the provincial equivalent of a bicycle advisory committee (BAC). While the idea of a provincial advisory committee was a good one, to date, it hasn't been as effective as it could

be. Meetings have been cancelled (minutes not kept is a problem with the SCCC not PACC I believe agreed minutes are not a prpblem, lack of meetings is); this appears to be because current government staffing levels don't allow it. On the bright side, the some ministry representatives involved have been helpful and do make an effort to improve cycling conditions. See <http://www.th.gov.bc.ca/popular-topics/cycling/PACC/PACC.htm> at the bottom of page

ROW - *right-of-way* – engineering term – The ROW is a strip of land of a specific width, which has been legally established for public road purposes. The road right-of-way is typically much wider than the road itself because it includes roadside ditches, roadbed slopes, and cleared space to ensure adequate visibility and safety. The right-of-way lines, on both sides of the roadway, separate the abutting owners' properties from the land available for road construction and maintenance.

RTO - *Right turn only* – engineering term – self-explanatory

SCCC - *South Coast Cycling Committee* – The SCCC is a sub-committee of the Provincial Advisory Cycling Committee (PACC). While both the PACC and the SCCC have been virtually dormant since early 2004, SCCC members have nonetheless affected some positive changes in the Lower Mainland.

TAC - *Transportation Association of Canada* - TAC is a national association whose mission is to promote the provision of safe, efficient, effective and environmentally and financially sustainable transportation services in support of Canada's social and economic goals. It serves as a forum for members to gather or exchange ideas, information and knowledge on technical guidelines and best practices.

In Canada as a whole, TAC has a primary focus on roadways and their strategic linkages and inter-relationships with other components of the transportation system. In urban areas, TAC's primary focus is on the movement of people, goods and services and its relationship with land use patterns.

The most frequent reference to TAC you'll likely hear is "TAC Standards", referring to the national technical transportation guidelines and best practices for the design, construction, maintenance and operation of the road infrastructure in Canada developed and maintained by the Transportation Association of Canada. It should be noted that following TAC guidelines is not mandatory and not all jurisdictions adopt all of the TAC guidelines.

TDM - *Transportation Demand Management* - TDM is a general term for strategies that result in more efficient use of transportation resources. It refers to various strategies that change travel behaviour (how, when, and where people travel) in order to increase transport system efficiency and achieve specific objectives such as reduced traffic congestion, road and parking cost savings, increased safety, improved mobility for non-drivers, energy conservation and pollution emission reductions. There are many different TDM strategies with a variety of impacts. Some improve the transportation options available to consumers, while others provide an incentive to change travel mode, time or destination. Some reduce the need for physical travel through mobility substitutes or more efficient land use.

VBC – *Vancouver Bicycle Club* – The VBC is a recreational and social cycling club serving Vancouver and the Lower Mainland. They offer local group rides and tours to their members.

Appendix D – Media contact list

Greater Vancouver Media Outlets

Municipality	Outlet	Journalists
Abbotsford	The Abbotsford News Tel: 604-853-1144 Editor: Rick Rake editor@abbynews.com www.abbynews.com/	
	Abbotsford Times Tel: 604-854-5244 Fax: 604-854-1140 Editor: Cale Cowan Cowan@abbotsfordtimes.com www.abbotsfordtimes.com/	
Aldergrove	Aldergrove Star Phone: 604-856-8303 Editor: Kurt Langmann newsroom@aldergrovestar.com www.aldergrovestar.com/	
Burnaby	Burnaby News Leader Phone: 604-438-6397 Editor: Greg Knill newsroom@burnabynewsleader.com www.burnabynewsleader.com/	
	Burnaby Now Tel: 604-444-3007 Fax: 604-444-3460 Editor: Pat Tracy editorial@burnabynow.com www.burnabynow.com/	
	The Peak (SFU) Phone: (604) 291-3597 Fax: 604-291-3786 news2@mail.peak.sfu.ca www.peak.sfu.ca/	
Chilliwack	Chilliwack Progress Tel: 604-702-5550 Editor: Rick Collins editor@theprogress.com www.theprogress.com/	
	Chilliwack Times Tel: 604-792-9117 Fax: 604-792-9300 Editor: Ken Doudswaard editorial@chilliwacktimes.com www.chilliwacktimes.com/	
Delta	Delta Optimist Tel: 604-946-4451 Fax: 604-946-5680 Editor: Ted Murphy editor@delta-optimist.com www.delta-optimist.com/	

	<p>South Delta Leader Tel: 604-948-3640 Fax: 604-943-8619 Editor: Therese Hadley newsroom@southdeltaleader.com www.southdeltaleader.com/</p>	
Langley	<p>Langley Advance Tel: 604-534-8641 Editor: Bob Groeneveld editorial@langleyadvance.com www.langleyadvance.com/</p>	
	<p>Langley Times Tel: 604-533-4157 Editor: Frank Bucholtz newsroom@langleytimes.com www.langleytimes.com/</p>	
Maple Ridge/Pitt Meadows	<p>Maple Ridge/Pitt Meadows News Tel: 604-467-1122 Editor: Tom Fletcher editor@mapleridgenews.com www.mapleridgenews.com/</p>	
	<p>Maple Ridge/Pitt Meadows Times Tel: 604-463-2281 Fax: 604-463-9943 Editor: Chris Campbell editorial@mrtimes.com www.mrtimes.com/</p>	
Mission	<p>The Mission City Record Tel: 604-826-6221 Editor: Jason Roessle news@missioncityrecord.com www.missioncityrecord.com/</p>	
New Westminister	<p>New Westminister News Leader Phone: 604-438-6397 Editor: David Weir newsroom@newwestnewsleader.com mwww.newwestnewsleader.com</p>	
	<p>New Westminister Record Tel: 604-444-3007 Fax: 604-444-3460 www.royalcityrecord.com/</p>	
North Shore	<p>North Shore News Tel: 604-985-2131 (newsroom) Fax: 604-985-2104 (newsroom) Editor: Terry Peters tpeters@nsnews.com www.nsnews.com/</p>	
	<p>North Shore Outlook Tel: 604-903-1000 Editor: Andrew McCredie newsroom@northshoreoutlook.com www.northshoreoutlook.com/</p>	
Richmond	<p>Ming Pao Daily News Phone: 604-231-8991 Fax: 604-231-9881 y-newsdesk@mingpaoexpress.com</p>	

	Richmond News Tel: 604-270-8032 (newsroom) Fax: 604-270-2248 Editor: Dean Broughton dbroughton@richmond-news.com www.richmond-news.com/	
	Richmond Review Tel: 604-247-3700 Editor: Bhreandain Clugston news@richmondreview.com www.richmondreview.com/	
Surrey	Surrey Leader Tel: 604-575-2744 Editor: Andrew Holota newsroom@surreyleader.com www.surreyleader.com/	
	Surrey Now Tel: 604-572-0064 Editor: Corry Anderson canderson@thenownewspaper.com www.thenownewspaper.com/	
Tri-Cities	Coquitlam Now Tel: 604-942-4192 Editor: Pat Cooper editorial@thenownews.com www.thenownews.com/	
	Tri-City News Tel: 604-525-6397 Editor: Richard Dal Monte newsroom@tricitynews.com www.tricitynews.com/	
Vancouver	Sing Tao News Phone: 604-321-1111 Fax: 604-321-1170 vanadmin@singtao.ca	
	Ubysey (UBC) Phone: 604- 822-2301 Fax: 604- 822-9279 news@ubyssey.bc.ca www.ubyssey.bc.ca/	
	Vancouver Chinese News Phone: 604-872-6968 Fax: 604-872-1608	
	Vancouver Courier Tel: 604-738-1411 Editor: Mick Maloney mmaloney@vancourier.com www.vancourier.com/	Scott Deveau sdeveau@vancourier.com David Carrigg, Staff writer Mike Howell, Staff writer Naoibh O'Connor, Staff writer Sandra Thomas, Staff writer
	Westender Tel: 604-742-8686 Editor: Carlyn Yandle editor@westender.com www.westender.com/	Matt Burrows reporter@westender.com
White Rock	The Peace Arch News Tel: 604-531-1711 Editor: Rob DeMone editorial@peacearchnews.com www.peacearchnews.com/	

Region-wide	BC Business Magazine Phone: 604-299-7311 Fax: 604-299-9188 www.bcbusinessmagazine.com	
	BC CTV Phone: 604-609-5800 Fax: 604-609-5894 bcnews@ctv.ca www.bcctv.ca/	
	BC Woman Phone: 604-540-8448 Fax: 604-524-0041 www.bcwoman.com	
	Business in Vancouver Phone: 604-688-2398 Fax: 604-688-1963 www.biv.com	Peter Ladner, Vice President and columnist - pladner@biv.com
	CBC Radio 1 phone (general): 604-662-6000 fax: 604-662-6878 www.cbc.ca/bc	Paul Grant – not a transportation journalist but a cycling advocate Stephen Quinn – civic affairs reporter in Vancouver
	CBC TV Phone: 604-662-6000 Fax: 604-662-6878 www.cbc.ca/bc	
	China Journal Phone: 604- 321-5586 Fax: 604-321-5581	
	Citytv Phone: 604-876-1344 Fax: 604-876-3100 http://vancouver.citytv.com/	
	CKNW (radio) Phone: 604-331-2711 Fax: 604-331-2722 www.cknw.com	
	Georgia Straight Phone: 604-730-7000 Fax: 730-7010 News editor: Ian Hanington www.straight.com	Charlie Smith, News Editor charlie@straight.com Phone: 604-730-7043 (direct) does much of the (limited) transportation issue reporting at the Straight
	Momentum Magazine Phone: 604-255-9689 Editor: Amy Walker www.momentumplanet.ca	Amy Walker, Editor self-propelled@telus.net
	The Province News editor (news desk) - Alan Ferguson Phone: 604-605-2097 Fax: 604-605-2720 E-mail: aferguson@png.canwest.com	John Birmingham jbirmingham@png.canwest.com Ethan Baron ebaron@png.canwest.com
	The Tye Phone: 604-689-7489 Editor: David Beers editor@thetye.ca www.thetye.ca	Barbara McLintock, Contributing Editor

	<p>Vancouver Magazine Phone: 604-877-7732 Fax: 604-877-4823 www.vanmag.com</p>	
	<p>Vancouver Sun Phone: 604-605-2180 (newsroom) Fax: 604-605-2323 (newsroom) Assignment Editor: Paul Bucci pbucci@png.canwest.com www.vancouver.sun.com</p>	<p>Kevin Griffin kevingriffin@png.canwest.com 604-605-2136 William Boei, Transportation Reporter bboei@png.canwest.com writes most of the good transportation articles in the Sun</p>

Appendix E – Representing the VACC (Communications policies)

I.1. Speaking on behalf of the VACC

Rationale:

As an advocacy organisation, it is essential that the VACC speak, and be seen to speak, with a unified voice. It is also vital that the policies and opinions expressed be those agreed upon by the organisation and not simply those of individual members.

I.1.a. Policy	All directors or committee chairs may speak for their respective jurisdictions on behalf of the VACC on positions that the VACC Board or local committee have agreed upon.	December 2005 BLF
I.1.b. Policy	No one shall speak publicly on behalf of the VACC unless s/he has been specifically requested to do so by the Board of Directors or by the relevant committee chair.	December 2005 BLF
I.1.b. Procedure	<ul style="list-style-type: none"> ○ If a member of the media asks a VACC member or volunteer for comment, the member or volunteer shall refer him/her to the VACC Board President (or Vice President) or relevant committee chair. The President or committee chair may speak for the VACC or refer the person to an appropriate spokesperson. ○ If a VACC member wishes to speak to the media and has not been authorised by the Board or relevant committee chair to speak on behalf of the VACC, s/he shall not identify him/herself as a VACC member. 	
I.1.c. Policy	Anyone speaking on behalf of the VACC must be a VACC member in good standing.	December 2005 BLF
I.1.d. Policy	Any VACC representative asked to speak publicly on behalf of the VACC shall limit his/her comments to points relevant to the topic s/he has been authorised to speak about.	December 2005 BLF

I.2. Relations with elected officials

Rationale:

As an advocacy organisation, it is important for the VACC to establish and maintain effective working relationships with elected officials.

I.2.a. Policy	When a new government is elected at the municipal or provincial level, the VACC Board or relevant local committee shall make a reasonable effort to create awareness of the VACC and its mission with the newly elected officials.	December 2005 BLF
I.2.a.	<ul style="list-style-type: none"> • Provincially, the Board will write letters congratulating 	

Procedure	<p>new MLAs on their election and provide a summary of VACC work within their constituency. The Board will do the same for each newly-appointed Transportation Minister, Minister of Health, Ministry of the Environment, and Minister of Education.</p> <ul style="list-style-type: none"> • Municipally, VACC local committees shall write to the newly-elected mayor and council members congratulating them and describing VACC efforts in that municipality. • The VACC Board will make a reasonable effort to contact newly-elected mayors and council members in municipalities where no active local VACC committee exists. • The Board or appropriate local committee shall write a similar letter when a municipality establishes a Bicycle Advisory Committee and/or a new BAC chair is selected. 	
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I.3. Correspondence (letters to the editor, politicians, and/or government employees) policies

Rationale:

It is essential that the VACC speak with a unified voice and present itself in a professional manner so as to be, and be seen to be, credible and knowledgeable on the issues we address.

I.3.a. Policy	For issues of a regional nature, letters and press releases shall be sent by the Board of Directors; such letters shall and releases require the approval of a majority of the Board of Directors.	December 2005 BLF
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I.3.b. Policy	At the local committee level, approval shall be required from a majority of those present at the committee meeting in which the issue is discussed before sending out a letter or press release; the majority must include both the committee chair and the Board liaison.	December 2005 BLF
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I.3.c. Policy	Unless there is a compelling reason to do otherwise, VACC letters shall be signed by the Board President, the relevant local committee chair, or, in cases where the VACC has no local committee, by a Board-approved representative. Where appropriate, other Board or committee members (who are members in good standing of the VACC) may be listed as the contact person for a given issue.	December 2005 BLF
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I.3.d. Policy	In the case of inter-municipal issues, the Board President shall sign letters, or shall delegate this authority to an appropriate VACC member.	December 2005 BLF
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I.3.e.	Non-members of the VACC shall neither act as VACC	December
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Policy	contact people nor represent the VACC in any way.	2005 BLF
I.3.e. Procedure	<ul style="list-style-type: none"> • All written communications from the VACC shall be timely, shall be sent on VACC letterhead, and shall include the current VACC “about statement”, VACC contact information, and contact information for the local committee chair (or appointed contact person for the issue) in the case of correspondence sent by a local committee. • Letters sent on behalf of the VACC shall be signed by the President of the Board, the relevant committee chair or, where no active local committee exists, an appropriate VACC member as appointed by the President. • Copies of all correspondence sent (and received) shall be posted to the relevant VACC listserv(s) for the information of members, and should be sent to the Co-ordinators’ listserv and to the Board Secretary for records. 	

Signing letters

A.15.d. Policy	Unless there is a compelling reason to do otherwise, VACC letters shall be signed by the Board President, the relevant local committee chair, or, in cases where the VACC has no local committee, by a Board-approved representative. Where appropriate, other Board or local committee members (who are members in good standing of the VACC) may be listed as the contact person for a given issue. Please refer to PP or Board manual for previous comments	December 2005 BLF
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Appendix F – MLA contact list

Go to the provincial government website at <http://www.legis.gov.bc.ca/mla/3-1-1.htm> to find the MLA responsible for any given BC riding.

Appendix G – sample letters to staff and council

- Appendix G1 – letter to council re: infrastructure (see page 36)
- Appendix G2 – letter to staff re: infrastructure (see page 37)
- Appendix G3 – letter to staff re: proposed bike route (see page 39)
- Appendix G4 – letter to council re: funding (see page 42)
- Appendix G5 – thank you letter to council (see page 43)

Appendix H – sample media releases

- Appendix H1 – public service announcement (see page 44)
- Appendix H2 – sample action release (see page 45)
- Appendix H3 – sample reaction release (see page 46)
- Appendix H4 – sample study release (see page 47)
- Appendix H5 – sample media advisory (see page 48)
- Appendix H6 – sample fact sheets/background releases (see page 49)

You might wish to include a letter recommending a community be approved for a grant for a cycling facility such as the recent ones to Langley and Burnaby for CIPP (Talk about a form letter)

Appendix I – Municipality and BAC contact list

Municipality and BAC contact information (updated November 2005)

Municipality	Address to:	Address	Phone/fax	E-mail	Website	BAC?	BAC reporting structure	BAC contact	Rep to TransLink's Bicycle Working Group
<i>Village of Anmore</i>	Mayor Hal Weinberg and Council	2697 Sunnyside Rd. Anmore, BC V3H 3C8	Ph: 604-469-9877 F: 604-469-0537	hweinber@sfu.ca	www.anmore.com	No			
<i>Municipality of Bowen Island</i>	Mayor Bob Turner and Council	981 Artisan Lane, Box 279, Bowen Island, BC V0N 1G0	Ph: 604-947-4255 F: 604-947-0193	Bob Turner, lbarrett@vcn.bc.ca , pfrinton@shaw.ca , dhocking@shaw.ca , almorse@direct.ca , wolfsong@telus.net , ldwrinch@shaw.ca	www.bimbc.ca	No			
<i>City of Burnaby</i>	Mayor Derek Corrigan and Council	4949 Canada Way Burnaby, BC V5G 1M2	Ph: 604-294-7340 F: 604-294-7724	postmaster@city.burnaby.bc.ca , mayor.corrigan@city.burnaby.bc.ca	www.city.burnaby.bc.ca	Bicycle Advisory Group (not committee)	It is basically an advisory group to the C of Bby's Transportation Cte. Group members attends every second Transpo Cte meeting and are non-voting members. The Transpo Cte consists of 3 Councillors and 5 Citizen Reps. Cyclists are welcome to apply to be Citizen Reps (but there are none at present).	no contact information for the BAG specifically For political input, contact the Transpo Cte through Clerk's Dept. For technical issues, contact Stuart Ramsey.	Stuart Ramsey Stuart.Ramsey@city.burnaby.bc.ca 604-294-7413
<i>City of Coquitlam</i>	Mayor Maxine Wilson and Council	3000 Guildford Way Coquitlam, BC V3B 7N2	Ph: 604-927-3001	feedback@coquitlam.ca , mwilson@coquitlam.ca	www.coquitlam.ca	No	Good contact is: Mark Zaborniak, Traffic Operations Engineer mzaborniak@coquitlam.ca		Fan Jin fjin@coquitlam.ca 604-927-3414

<i>Corporation of Delta</i>	Mayor Lois Jackson and Council	4500 Clarence Taylor Cres. Delta, BC V4K 3E2	Ph: 604-946-3210 F: 604-946-6055	mayor@corp.delta.bc.ca	www.corp.delta.bc.ca	No			Alan Evans AEvans@corp.delta.bc.ca 604-946-3270
<i>City of Langley</i>	Mayor Peter Fassbender and Council	20399 Douglas Cres. Langley, BC V3A 4B3	Ph: 604-514-2801 F: 604-530-4371	E-mails can be sent to Mayor and Council through the following link: www.city.langley.bc.ca/contact.htm	www.city.langley.bc.ca	No			Bob Hummel, Manager of Engineering Services bobh@city.langley.bc.ca 604-514-2827
<i>Langley Township</i>	Mayor Kurt Alberts and Council	4914-221 St. Langley, BC V3A 3Z8	Ph: 604-533-6116 F: 604-533-6052	dtaylor@tol.bc.ca	www.tol.bc.ca	No			Birk Madsen bmadsen@tol.bc.ca 604-533-6069
<i>Village of Lions Bay</i>	Mayor Max Wyman and Council	400 Centre Road, P.O. Box 141 Lions Bay, BC V0N 2E0	Ph: 604-921-9333 F: 604-921-6643		www.village.lions-bay.bc.ca	No			Lori Pilon admin@village.lions-bay.bc.ca 604-921-9333
<i>District of Maple Ridge</i>	Mayor Gordon Robson and Council	11995 Haney Place Maple Ridge, BC V2X 6A9	Ph: 604-463-5221 F: 604-467-7329	mayorandcouncil@mapleridge.org	www.mapleridge.org	Yes, joint BAC with Pitt Meadows (including 1 seat reserved for a VACC rep)	Committee answers directly to Council	Lorne Walton, Chair: Walton@telus.net 604-463-4102 Russ Carmichael, Municipal Contact 604-467-7363	Michael Eng meng@mapleridge.org 604-467-7473
<i>City of New Westminister</i>	Mayor Wayne Wright and Council	511 Royal Avenue New Westminister, BC V3L 1H9	Ph: 604-527-4522 F: 604-527-4594	wwright@city.new-westminster.bc.ca	www.city.new-westminster.bc.ca	Yes	sub-committee of the transportation committee		Mark Allison mallison@city.new-westminster.bc.ca 604-527-4654
<i>City of North Vancouver</i>	Mayor Darrell Mussatto and Council	141 West 14th Street North Vancouver, BC V7M 1H9	Phone: 604-985-7761	dmussatto@cnv.org	www.cnv.org	Yes – Joint BAC with the DNV	JBAC reports directly to both councils. CNV and DNV each appoints a councillor to attend as a non voting member. JBAC currently has 11 voting members: CNV-5 , DNV-5, VACC-1.	DNV thinks all voting members should be residents appointed by CNV & DNV. They want to make the VACC non-voting. (Mar 2005)	Adrienne Mairs amairs@cnv.org 604-983-7395

<i>District of North Vancouver</i>	Mayor Richard Walton and Council	355 West Queens Road, P.O. Box 86218 North Vancouver, BC V7N 4N5	Ph: 604-990-2208 F: 604-990-2403	dnvcouncil@dnv.org	www.dnv.org	Yes – Joint BAC with the CNV	JBAC reports directly to both councils. CNV and DNV each appoints a councillor to attend as a non voting member. JBAC currently has 11 voting members: CNV-5 , DNV-5, VACC-1.	District JBAC co-chair: Trent Appelbe DNV thinks all voting members should be residents appointed by CNV & DNV. They want to make the VACC member non-voting. (Mar 2005)	Ken Krueger kkruieger@dnv.org 604-990-2349
<i>District of Pitt Meadows</i>	Mayor Don MacLean and Council	12007 Harris Road Pitt Meadows, BC V3Y 2B5	Ph: 604-465-2414 F: 604-465-2450	lkelly@pittmeadows.bc.ca	www.pittmeadows.bc.ca	Yes, joint BAC with Maple Ridge (including 1 seat reserved for a VACC rep)	The BAC is a sub committee with Council liaisons who sit on the committee and report back to their group as required.	Lorne Walton, Chair: walton@telus.net	Ike DeBoer Ideboer@PittMeadows.bc.ca 604-465-2425
<i>City of Port Coquitlam</i>	Mayor Scott Young and Council	2580 Shaughnessy Street Port Coquitlam BC V3C 2A8	Ph: 604-927-5410 F: 604-927-5331	youngs@portcoquitlam.ca , bowenm@portcoquitlam.ca crowea@portcoquitlam.ca , forrestm@portcoquitlam.ca mooreg@portcoquitlam.ca , pennerd@portcoquitlam.ca wrightm@portcoquitlam.ca	www.portcoquitlam.ca	No			Paul Lee LeeP@portcoquitlam.ca 604-927-5205 Anne Pynenburg PynenburgA@portcoquitlam.ca 604-927-5284 Francis Cheung CheungF@portcoquitlam.ca 604-927-5453

<i>City of Port Moody</i>	Mayor Joe Trasolini and Council	100 Newport Drive, Box 36 Port Moody, BC V3H 3E1	Ph: 604-469-4501	diane.hardie@cityofportmoody.com	www.cityofportmoody.com	No. Port Moody has a traffic safety committee that covers cycling issues.	Good contacts: Julie Pavey, Mgr of Enviro Svcs (604-469-4570 julie.pavey@cityofportmoody.com). She's involved with some of the new planned bike routes. Also: Eugene Wat (604-469-4543), Director of Engineering, Parks and Operations. He's spearheading the master transpo plan.		Henry Pelzer henry_pelzer@cityofportmoody.com 604-469-4610
<i>City of Richmond</i>	Mayor Malcolm Brodie and Council	6911 No. 3 Road Richmond, BC V6Y 2C1	Ph: 604-276-4123 F: 604-278-5139	mayorandcouncillors@richmond.ca	www.richmond.ca	Richmond Community Cycling Committee	Informal advisory Committee to Council (informal in that the members are not appointed by Council).	Larry Pamer Cte Chair, pamer@vcn.bc.ca or 604-241-7703. Joan Caravan, City of Richmond Transportation Dept, 604-276-4035 or joan.caravan@richmond.ca	Joan Caravan jcaravan@richmond.ca 604 276-4035
<i>City of Surrey</i>	Mayor Dianne Watts and Council	14245-56 th Ave. Surrey, BC V3X 3A2	Ph: 604-591-4126 F: 604-591-8731	e-mails can be sent to all councillors through the following link: www.surrey.ca/ Utility/contact.asp	www.surrey.ca	No. The Surrey BAC was disbanded in 1999.	(used to report to the General Mgr of Engineering) Now, Surrey Engineering (mainly Brad Fisher) consults with the VACC-Surrey on a regular basis on everything from policy to project design details and standards.	Ian Stephen, Chair, VACC-Surrey ianstepn@shaw.ca	Brad Fisher BRFisher@surrey.ca 604-591-4214

<i>City of Vancouver</i>	Mayor Sam Sullivan and Council	453 West 12 th Avenue Vancouver, BC V5Y 1V4	Ph: 604-873-7273 F: 604-873-7750	mayorandcouncil@vancouver.ca	www.vancouver.ca	yes	The Vancouver BAC is an 11-person advisory committee made up of local cyclists (including 1 seat reserved for a VACC rep). The cte makes recommendations directly to Council.	Meeting Co-ordinator (City Clerk's Office): Nicole Ludwig at nicole.ludwig@vancouver.ca or 604-871-6399	Peter Stary peter.stary@vancouver.ca 604-871-6437
<i>District of West Vancouver</i>	Mayor Pamela Goldsmith-Jones and Council	750 - 17th Street West Vancouver, BC V7V 3T3	Ph: 604-925-7001 F: 604-925-7006	MayorandCouncil@westvancouver.ca	www.westvancouver.ca	Cycling committee	reports to municipal executive (Council and Directors)	Chair: Brent Dozzi, Mgr, Road and Transportation badozzi@westvancouver.ca or 604-925-7157	Brent Dozzi badozzi@westvancouver.ca 604-925-7157
<i>City of White Rock</i>	Mayor Judy Forster and Council	15322 Buena Vista Ave. White Rock, BC V4B 1Y6	Ph: 604-541-2100 F: 604-541-2118	jforster@city.whiterock.bc.ca , mwade-anderson@city.whiterock.bc.ca , dmclean@city.whiterock.bc.ca , speddemors@city.whiterock.bc.ca , mtodd@city.whiterock.bc.ca , cferguson@city.whiterock.bc.ca , jcoleridge@city.whiterock.bc.ca	www.city.whiterock.bc.ca				David Pollock dpollock@city.whiterock.bc.ca 604-541-2188
<i>UBC</i>	President Martha Piper	6328 Memorial Rd. Vancouver, BC V6T 1Z2	Ph: 604-822-2121 F: 604-822-5055	martha.piper@ubc.ca	www.ubc.ca	No	Cycling comes under the umbrella of the TREK Programme at UBC. TREK covers all areas of TDM on campus.		Carole Jolly carole.jolly@ubc.ca