A GREAT IDEA IS NOT ENOUGH.
Organize and advocate
Know your audience

What you want to say.

What they're interested in.

Relevance
PREACHING TO THE CHOIR

YOU ARE
Why we like Complete Streets:
Increased safety for all and better air quality
Why we like Complete Streets:
More walking and bicycling
Why we like Complete Streets:
More available parking for those who only drive and reduced vehicle/bike-ped collisions
Why we like Complete Streets:
Traffic reduction
But really, no one else cares
Why policy makers like Complete Streets:
Economic development (aka more money)
What really matters (to policy makers)
What really matters (to policy makers)
Don’t go it alone

involved

interested

Allies
Recruiting allies

what’s in it for ME?
Recruiting elected allies
Recruiting business allies
Recruiting organizational allies

AARP

Conservation Commission

Sierra Club
Recruiting individual allies (aka voters)
Give participation options

Opinion

IN MY OPINION

Schools need adequate staffing, not silver bullets, to restore quality

By Walt Hellman

H
er long will Oregon be a state that sets ambitious education improvement goals while simultaneously reducing teachers' salaries to below basic education salaries? An average of 85 of 150 high schools and many middle schools begin school year.

Tragically, for these 20 years, Oregon's educational and political leaders have not focused people's attention on the importance of increasing teacher pay and improving teacher retention.
Questions?