



# Biketivist Forum IV

## Growing Local Teams

March 17, 2021

Shiloh Ballard  
Executive Director

Sandhya Laddha  
San Mateo County Advocate

Emma Shlaes  
Deputy Director

John Cordes  
Santa Clara County Advocate

This training will be recorded and shared on SVBC's website.

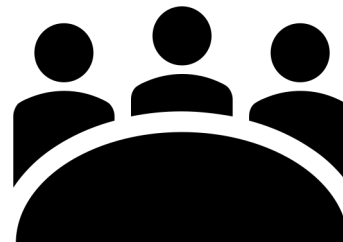
# Agenda

- 5 – 5:10 pm – Introductions
  - Please rename yourselves to include Name, City you live in
  - Introduce yourself in the chat: name, city, and favorite outdoor activity
- 5:10 – 5:50 pm – Presentation & Questions
  - SVBC presentation
  - Guest speakers from SURJ at Sacred Heart
- 5:50-6 pm – Transition to breakouts
- 6:00 – 7:00 pm – Breakout into groups by city
  - ice breaker/intro yourselves
  - assign roles – notetaker
  - Discuss how to grow your local team
  - Other team activities as time allows



# Meeting Guidelines

- Make Space, Take Space ratio: be aware of how much time you are talking vs listening, allow others to speak up
- Be respectful of one another and our differences
- Don't interrupt
- Stay on topic/Focus on topics relevant to people present (take other conversations offline)
- Assume good intent



# Zoom Basics

- Please rename yourself to include your city and preferred pronouns.
- Please ask questions via the chat.
- Please stay muted until the breakout sessions





# SVBC is committed to creating just and equitable access to safe riding

*To do this, we work collaboratively with:*

- multiple voices and communities
- people who walk and take transit
  - housing advocates
  - parents and students
  - social justice advocates

*And proactively in systemically excluded communities.*

## SVBC's Diversity, Equity, and Inclusion Values:

Equity

Access

Community Power

Sustainability

Empathy

<https://bikesiliconvalley.org/diversity-equity-and-inclusion/>



# Why It's Important to Grow Your Team

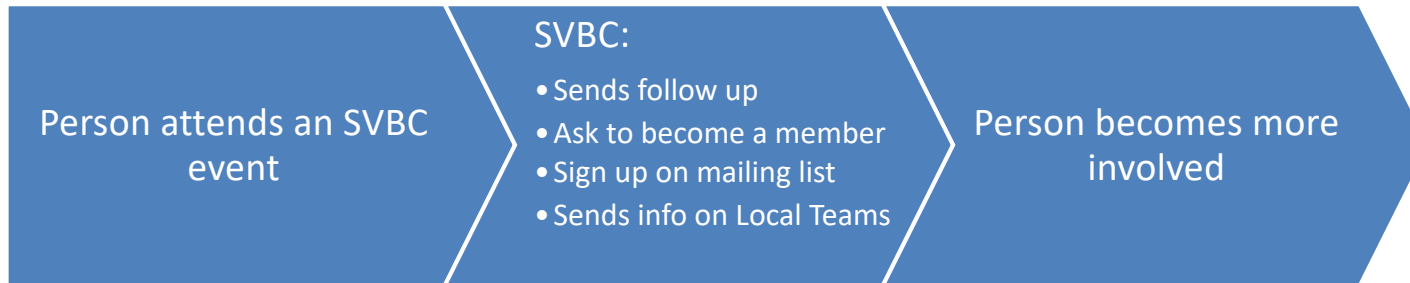
- Clout
- Diversity
- Accountability



# Poll

- How did you hear about SVBC?
- Why did you get involved in the LT?
- What made you stay involved?

# Standard SVBC procedure



# Building Local Teams

- Recruitment

- What SVBC is doing and how to get involved
  - Pop-up's
  - Attend existing events
  - Spring Membership Drive
  - Personal Appeal
- Ideas for further activities
  - Post to social media, nextdoor, other mailing lists/groups you are a part of
  - Create flyers and distribute
  - Go thru google group/fb members and do personal outreach to those not involved
  - Advertise w/partners who have newsletters and reach a broad group of people
  - Attend and network with BPACs members and attendees

- Retention

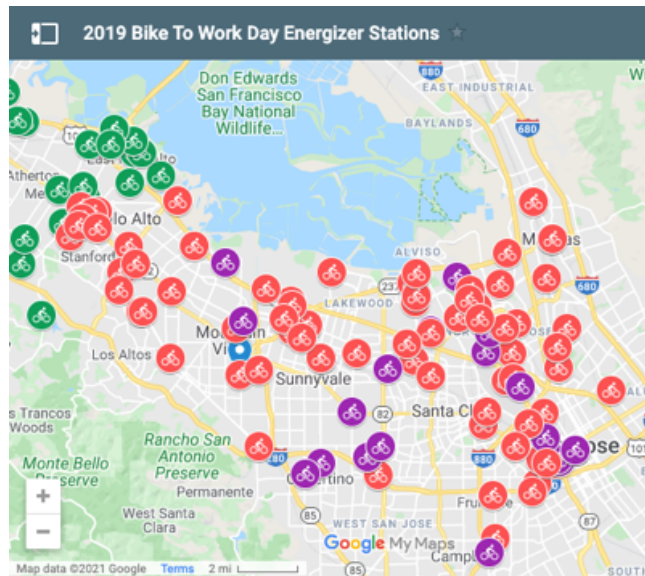
- Create a welcoming environment for new people
  - Don't do things that turn people away
- Keeping people motivated
  - have campaigns
  - tasks to do
  - short and long term wins
- 1:1 relationships
- Run efficient meetings
- Have fun!

# Recruitment: SVBC's strategies: Pop-Ups



# Recruitment: SVBC's strategies

- Energizer Stations – Bike Ambassadors! Set up your own Energizer Station!



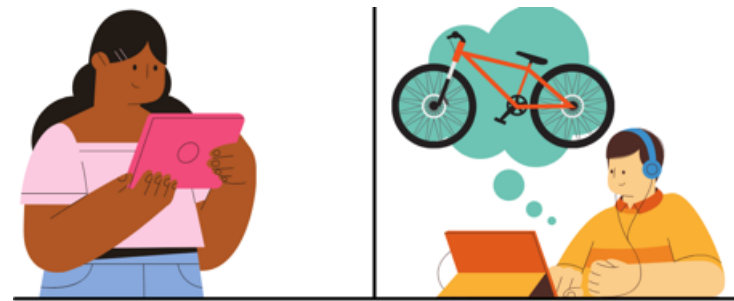
- Spring Membership Drive





# Recruitment: Possible strategies

- Local team volunteers write an appeal letter to potential local team members – Jessica will send to them
- Pass along names of new members to Local Team volunteers who will recruit them





# Recruitment: SVBC's strategies

- Become a Bike Champion
  - Next training April/May
- Show up at other SVBC events and work with staff to get roster by city: Monthly workshops, advocacy trainings, bike valet, fun rides
  - March 16 workshop: Everyday Biking
  - April 27 workshop: Family Biking
  - May/June Advocacy Training



## Other Ideas – Discuss with your team

- Post to social media, nextdoor, other mailing lists/groups you are a part of
- Create flyers and distribute
- Go thru google group/fb members and do personal outreach to those not involved
- Advertise w/organizational partners who have newsletters and reach a broad group of people
- Attend and network with BPACs members and attendees



# Retention



- Personal, 1:1 relationships matter
- Create a welcoming environment for new people
- Keeping people motivated
  - Current workplan and campaign goals
  - Tasks
    - Assign everyone roles for the campaigns
    - General Team Roles: Leader, Note-taker, Greeter, Social chair, Meeting monitor
  - Short- and Long-term wins
- Run efficient meetings
- Have fun!

# Sample Campaign Template

SMART Goal: Recruit 20 new people by end of 2021	Who?	Timeline	Strategy	Tactics
Delegate roles: who is going to focus on which tasks	Team leader and team members	March-May	Grassroots	
Help organize and staff pop-up in your community	2-3 people	May-June	Events	<ol style="list-style-type: none"> <li>1. figure out date</li> <li>2. figure out location</li> <li>3. work w/Jessica on materials and supplies</li> <li>4. create shifts</li> <li>5. hold event</li> <li>6. Follow-up with people who came by</li> </ol>
Become Bike Champions	1-3 people	May-Sept.	Events	<ol style="list-style-type: none"> <li>1. Attend SVBC Bike Champion Training</li> <li>2. Decide which upcoming events you can attend</li> <li>3. Attain list of attendees from your city</li> <li>4. Help SVBC staff manage attendees</li> <li>5. Chat w/attendees from your city</li> <li>6. Follow up</li> </ol>
Reach existing and new audiences	1-3 people	May-Sept.	Communications	<ol style="list-style-type: none"> <li>1. Post to social media</li> <li>2. Create flyers and distribute</li> <li>3. Go thru google group/fb members and do personal outreach</li> <li>4. Advertise w/partners</li> <li>4. Attend and network with BPACs members and attendees</li> </ol>
Participate in SVBC's membership drive	Everyone	April-May	Communications	<ol style="list-style-type: none"> <li>1. Set a goal</li> <li>2. Sign up on Click and Pledge</li> <li>3. Plan - who will you ask?</li> <li>4. Get asking</li> <li>5. Say thank you.</li> </ol>

# Speakers

- Sarah Hollingsworth
- Lauren Renaud
- SURJ at Sacred Heart, San José

## What is **SURJ** at Sacred Heart?

↳ **Showing Up for Racial Justice**

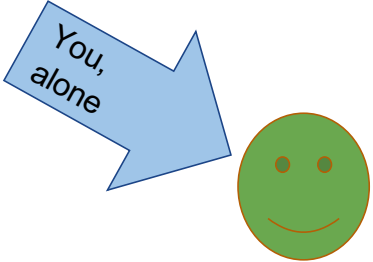
SURJ is based out of Sacred Heart Community Center and was founded in 2016. We are a group of South Bay people who organize, mobilize and educate white folks for racial justice. SURJ believes that white people have a stake in dismantling white supremacy if we want to be whole human beings; if we want a robust and inclusive democracy; and if we want loving and just communities.

We are part of a multiracial movement and the SURJ National Network with over 150 chapters and affiliates in 46 states. We work with People Of Color-led “accountability partners” to show up in the ways they request. We use the reparations model to redistribute generational wealth. Racial justice and economic injustice are intertwined and interconnected, and we believe we cannot fight for racial equity without working toward economic equity.



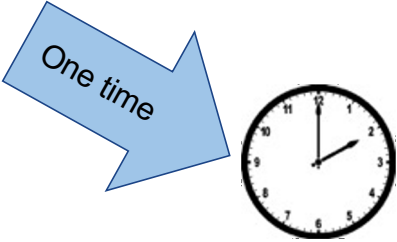


# GETTING CLEAR ON OUR TERMS



**advocacy**

speaking up in favor of a cause or idea; this can include spreading information and awareness publicly about social problems, writing and petitioning your local, state and federal officials about issues that matter to you, delivering testimony at government meetings and lobbying officials face to face



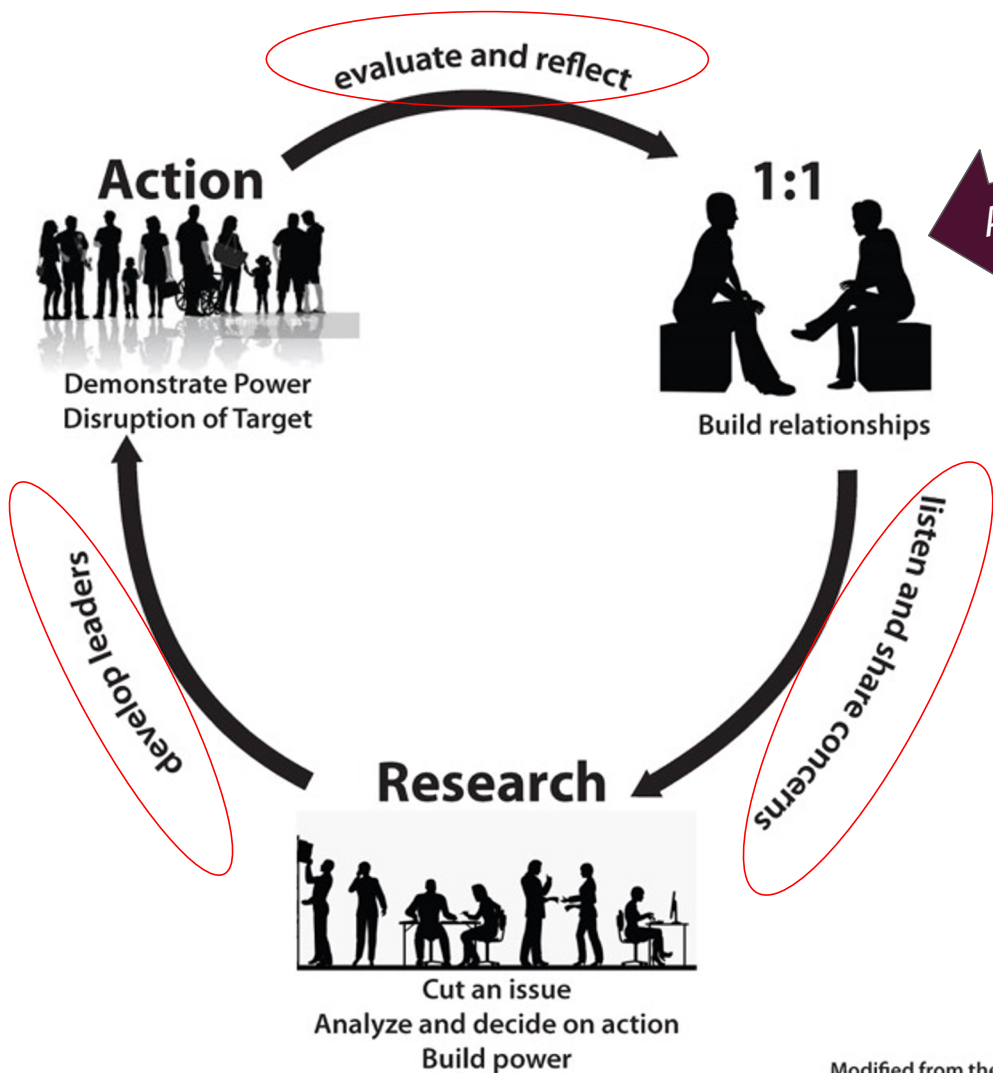
**mobilizing**

turning people out to a particular action, whether a rally, protest, vigil or some other kind of direct action

**organizing**

the process of developing a culture of solidarity, of bringing people together to identify and study the problems that affect them and then work together to find solutions to those problems; it is a process of building relationships first and foremost





# The Organizing Cycle of a Campaign

It's a circle,  
 so it never  
 stops!

Modified from the PICO Community Organizing Model



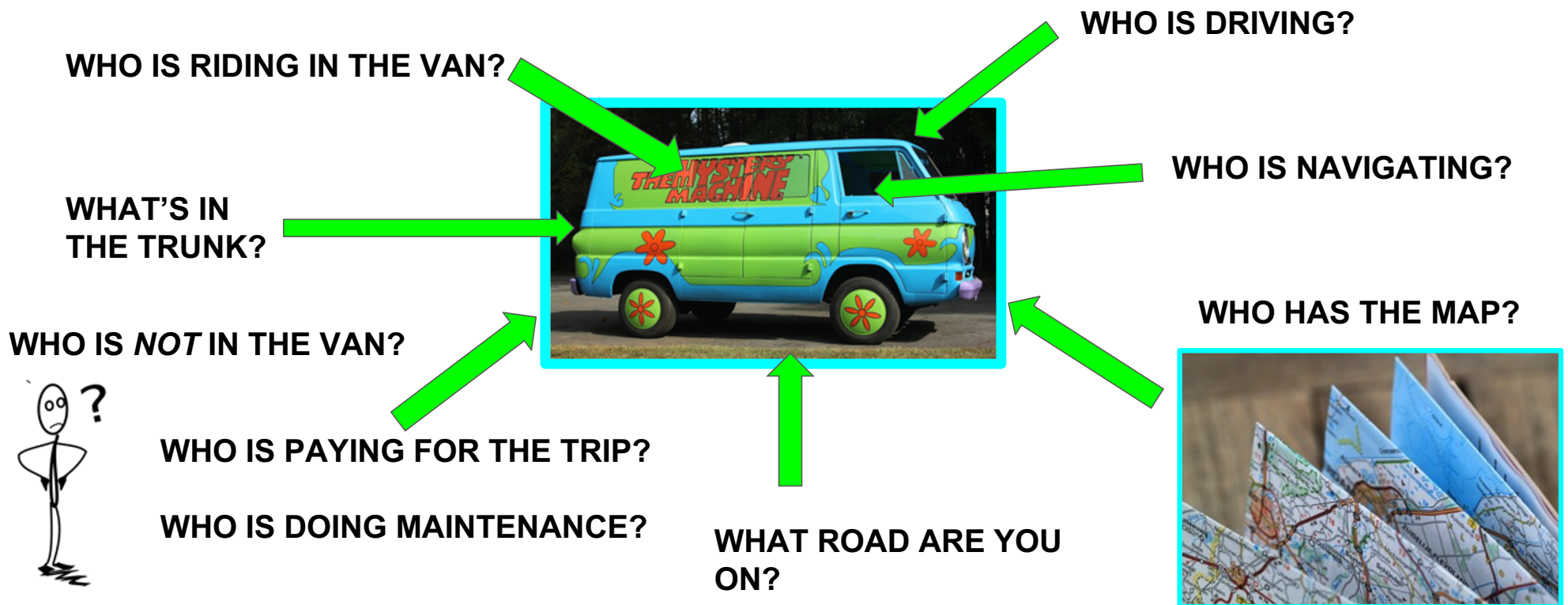
*Think like an organizer!*

People won't  
do things  
unless we  
invite them to  
do things :)

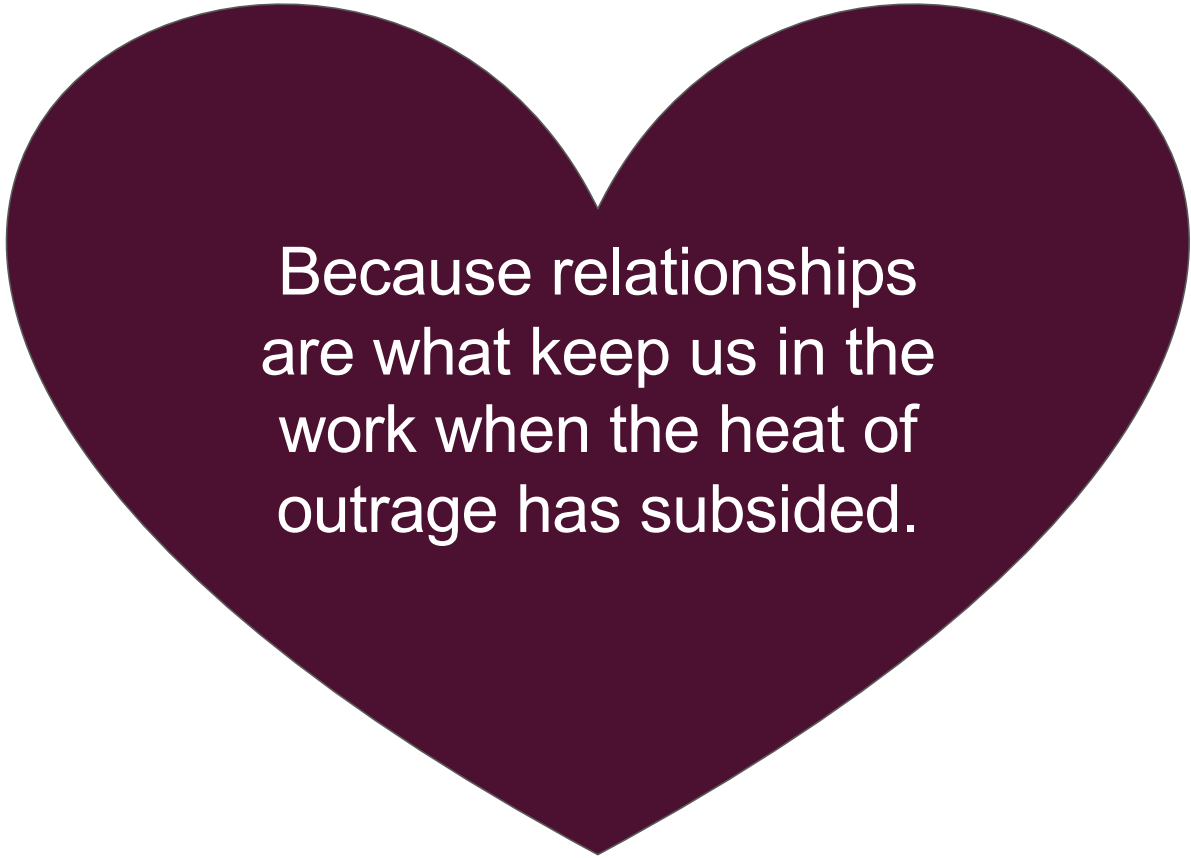
Thinking Like A Participant	Thinking Like An Organizer
Jump into convo/ group discussion any time you've got a thought	Who hasn't jumped in? Draw them out Follow up w/ people who spoke to connect to action Create space → WAIT "X shared in our small group"
Talking to your friends only	Introduce yourself to 2 new people/sit next to a newbie at a meeting
Showing up to every event, on your own	Bring friends Bring another SURJ member
Showing up + carrying a sign	Carrying a clipboard to sign up new people at an action

# Organizing

*“the process of developing a culture of solidarity, of bringing people together to identify and study the problems that affect them and then work together to find solutions to those problems; it is a process of building relationships first and foremost”*



**WHY** is it so crucial to build relationships?



Because relationships  
are what keep us in the  
work when the heat of  
outrage has subsided.

## Icebreaker

One of the ways we build our community is by always creating space for people to get to know each other and make personal connections.

*Show up for the cause and stay for the people!*



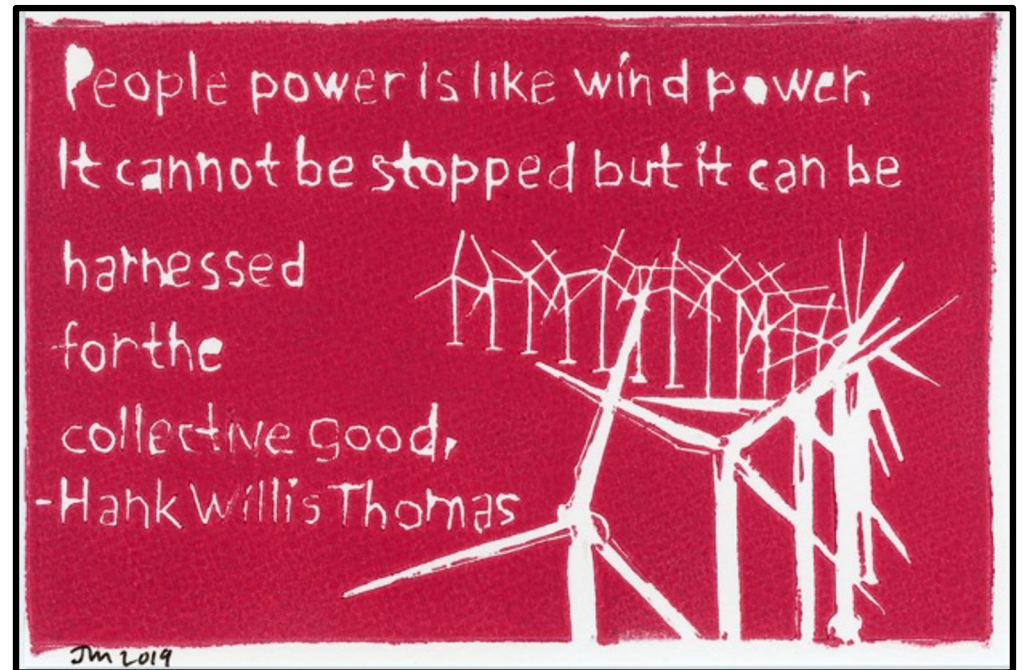
### IN BREAKOUT ROOMS...

- What is a happy memory of you and your [first] bike?
- What is a fav spot to ride?
- Make your own question and share it in the chat when we all return!

# POWER

“So what is power?  
In general terms, it’s  
the **ability to make  
happen** what you  
want to make  
happen, even in the  
face of resistance.”

Michael Schwalbe paraphrasing Max Weber



# THE 2 KINDS OF POWER EVERYONE HAS:

How do you  
get masses?  
By  
**organizing!!**

How do you  
get willing  
disruptors?  
By  
**organizing!!**



DISRUPTION



# JOSEPH LUDER'S THEORY OF POWER

## BASED ON CIVIL RIGHTS ORGANIZING

### **ideological resistance**

how hostile those in  
power are to the  
changes you are  
asking for

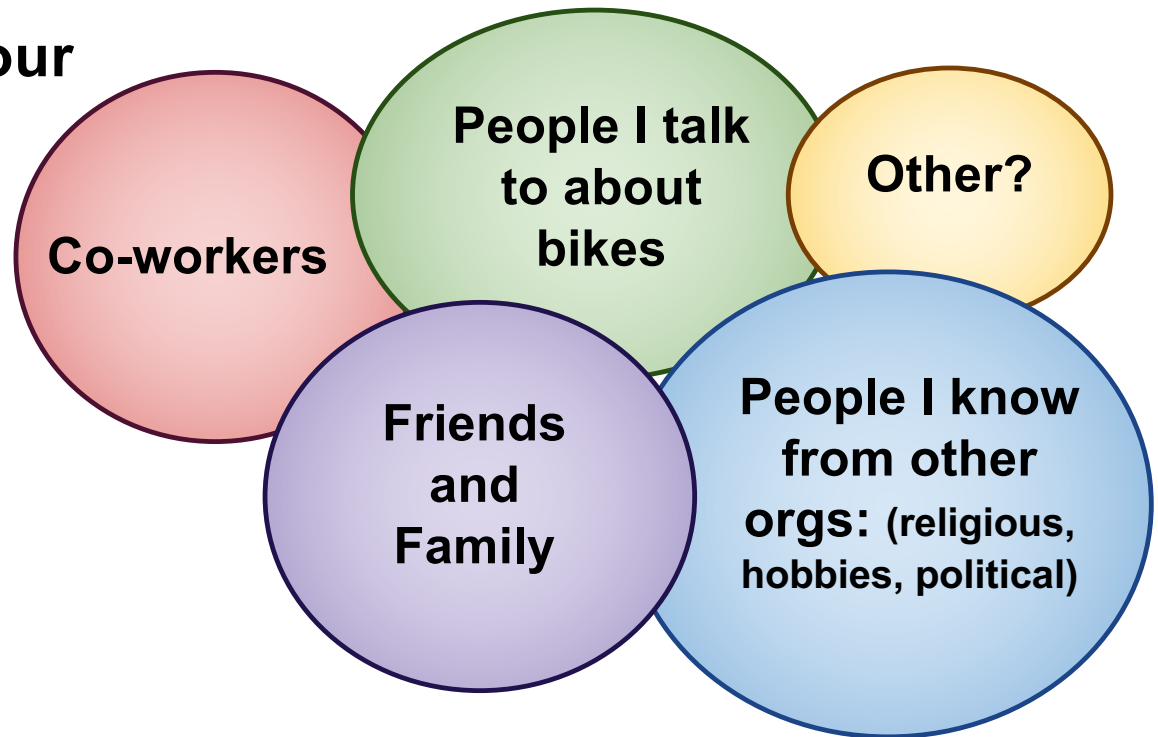
### **concession costs**

how much it will  
cost those in  
power to agree to  
the movement's  
demands

### **disruption costs**

the ability of the  
movement to create  
highly effective  
actions against the  
target

## Identify 2-3 people from your social circles



- What will you **say** about SVBC?  
*(Your homework for later)*
- What would be the **right kind** of SVBC **activity** to invite each person to (the thing that would be the best fit for that person) and why?

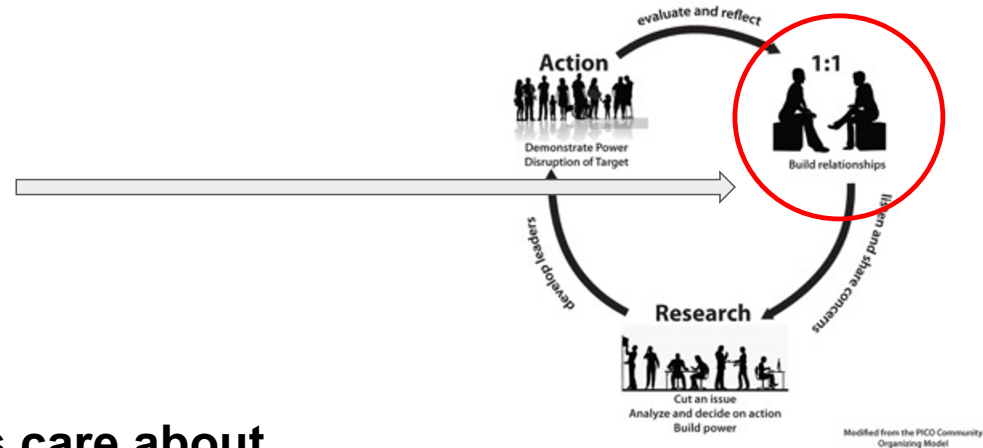
- How would you make your **invitation** to each person?
- How will you respond to **excuses**?



## Intentional Recruitment...

What are the intentions?

What makes a good 1:1?



- **Relationship building**
- **Figuring out what members care about**
  - Find out about them (their experience, their motivations, their capacity)
  - Tell them about the org (our structure, how are decisions made, what are our core values and political beliefs)
- **Empowering**
  - Your person should leave the 1-1 with the knowledge of how to engage, and feeling invested
- **Plugging your person into the work your org is doing**
- **Developing new leaders**

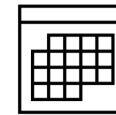
**Join us for a training or a meeting!**

*Or just come and see what SURJ is all about*



# Biketivist Forum V: April 21 5-7 pm

Mark your Calendar



- Wednesday, April 21  
– Topic: Vision Zero
- Wednesday, May 19
- Wednesday, June 16
- Wednesday, July 21
- Silicon Valley Bike Summit, August 12
- Wednesday, August 18 – no speakers, just meeting time



SVBC needs  
members like you.  
Join today!

[www.bikesiliconvalley.org/donate](http://www.bikesiliconvalley.org/donate)

# Breakout Instructions

**6 pm – 7pm** - please contact SVBC staff if you need more time

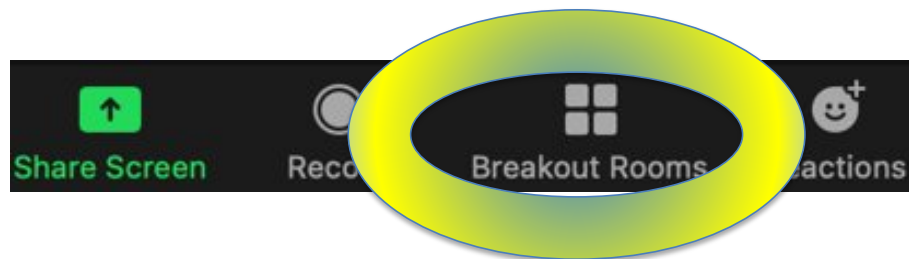
- Introductions
- Review agenda
- Work on strategies to grow your team
- Other team business
- Announcements

Look for the city team room

- North SMC (Daly City, South City, Brisbane, San Bruno)
- City of San Mateo
- Peninsula Team (elsewhere in SMC)
- Palo Alto
- Mountain View
- Sunnyvale
- Santa Clara
- Central San José
- South San José

# How to join a breakout room:

- Click on the “Breakout Rooms” icon in the lower right of your Zoom window next to “Reactions”



- A list of breakout rooms will open-up. Click on the number next to the room you want to join to enter that room
- If you are unable to do so - change your name to include your team of choice, and you will be automatically moved and/or ask the host to move you to the breakout room of your choice.