**Transportation and Public Space Toolkit for Older Adult Organizations**

**Introduction**

Introduction explaining that this is a community empowerment document – that people have more power than they think, and organizing can have an impact, etc.

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**Navigating the Political System**

**Building Effective Advocacy and Partnerships**

***Effective Advocacy***

## **Clear and simple messages**

A campaign message needs to resonate with your audience, whether its policymakers, the public, or both. Make sure your message is easily communicated and understood. The change that you want to see happen needs to be clear and achievable so the audience believes they can make a difference.

## **Passion and credibility**

Do your research! It is important to have evidence about how the change you want to make will affect people’s lives. Passion without evidence is rarely effective; conversely, evidence alone is insufficient. You need both.

## **Hear from people who are affected**

People who are directly affected by the issue you are working on can be the best advocates for an issue. When elected officials and other decision-makers meet a person who can talk about something they themselves have faced, they are much more likely to listen and feel compelled to act.

## **Focus on issues**

Focus on issues – not your organization. Advocacy that concentrates on the results you want to achieve is more likely to be persuasive when it is not mixed with efforts to build the brand of an organization.

## **Work with partners**

Working with other organizations will make your message stronger. Decision-makers want to hear a loud, clear, and coherent message from all concerned organizations. If a coalition is broad and includes non-governmental organizations, academics and others that are all saying the same thing, government is much more likely to listen.

Do your research

What has worked in other places? What sort of data is available? Is there a story you can tell about why this change is needed?

***Effective Partnerships***

Partnerships are an important component of community advocacy efforts.  Partners can enhance community engagement, increase community awareness of the issues, and establish a framework for the continued support of services for older adults in communities.

* Working in partnerships will help multiply the power of advocacy efforts and build strength in numbers.
* Working in partnerships includes getting other individuals, organizations, alliances, and coalitions involved to accomplish your advocacy goal.
* Getting more individuals and groups involved helps you win on the issues that are important to you.
* Working in partnerships helps you increase the number of people and groups working to improve older adult health and well-being and builds strength.
* When working with others—whether it is an individual or a group—try to understand their motivations and interests.
* Remember that partnerships can include the “usual suspects” as well as unlikely partners.  The only way to know if someone will support your issue is by asking.

Roles That Older Adult Organizations Can Play at the Community Advocacy Level:

* Partner with older adult advocacy organizations in your area, including senior centers, Age Friendly Seattle & King County Coalition, and Aging and Disability Services
* Inform community leaders, decision-makers, and elected officials about issues that are affecting older adults in your community
* Invite decision-makers to visit your professional setting or community project
* Provide testimony and telling your story at community forums, events, and in your local media
* Serve on the board of an organization that supports older adult health and well-being
* Initiate a community project or forming a partnership, alliance, or coalition to address a problem

**Working with Elected Officials**

***How to Find Your Legislator***

ADDRESS LOOKUP

Seattle City Council: <https://www.seattle.gov/council/meet-the-council/find-your-district-and-councilmembers>

King County Council: <https://www.kingcounty.gov/council/councilmembers/find_district.aspx>

State and Federal Legislators: <https://app.leg.wa.gov/districtfinder/>

DISTRICT MAPS

Seattle City Council District Map: <https://www.kingcounty.gov/~/media/depts/elections/elections/maps/seattle-city-council-maps/seattle-city-council-districts.ashx?la=en>

King County Council District Map: <https://www.kingcounty.gov/~/media/depts/elections/elections/maps/county-council-district-maps/county-council-districts-2012.ashx?la=en>

King County Congressional District Map: <https://www.kingcounty.gov/~/media/depts/elections/elections/maps/congressional-district-map/congressional-districts-2012.ashx?la=en>

King County State Legislative District Map: <https://www.kingcounty.gov/~/media/depts/elections/elections/maps/legislative-district-maps/legislative-districts-2012.ashx?la=en>

***Meeting with Your Legislator***

Legislators appreciate meeting with and hearing from their constituents! You can find information on how to schedule a meeting with them on their website. One of their office staff with help find a date, time and location that works for you.

Elected officials are very busy and sometimes things come up. If your legislator is not available during your scheduled meeting, you might meet with their staff. That is okay! They will be sure to communicate everything you discuss in the meeting with your legislator.

It helps to bring a handout that you can leave behind with your legislator. One page with a few clear, succinct points will help them remember your issue. Visual examples or data are also helpful.

***Tips for Talking with Your Legislator***

Talking with your Legislator is one of the best ways to advocate for your cause. Older adults have a lot of power as constituents, and Legislators are eager to hear your perspective on issues. Remember that politics is all about relationship building, so try to maintain your connection with your Legislator over time. A quick email or phone call every now and then will keep your issues on the forefront and ensure that they’ll remember you.

Here are a few tips for maximizing your time with a Legislator:

* **Introduce yourself.** Give the legislator your name and contact information and identify yourself as a constituent in their district.
* **Dress professionally.** For office visits, business attire is always appropriate.
* **Be polite.** Even though you may disagree on certain ideas, it’s important to stay calm and convey your points without becoming negative. You may disagree with a Legislator on one issue but agree later on another. Always keep in mind that relationships matter!
* **Tell a personal story.** Stories about your experiences can have a bigger impact than any facts or figures before a Legislator. Having a clear example of how legislation affects the health of constituents in their district will stick in Legislators’ minds when bills come up for a vote.
* **Have talking points.** You’re not expected to have all the answers on any issue, but you should be prepared with a few talking points about the issues you care about. Be familiar with these before your meeting. **If a Legislator has a question you can’t answer, it’s okay to say you don’t know and will get back to them.**
* **Stay focused & be concise.** Try to focus in on your top two or three issues (maximum!). You will probably only have a short amount of time to talk to your Legislator, so make sure you know in advance which key points you want to get across.
* **DON’T use jargon or acronyms.** Be very clear in the language you use. Assume that your Legislator doesn’t know what your job entails, how your organization works, etc.
* **DON’T get angry or be rude.** There will be times when you disagree with a Legislator, sometimes on controversial or heated issues. It’s okay to disagree and still make your points, but don’t lose your temper. Whether you two have agreed on everything or not, the Legislator should leave the meeting with a positive impression of you.

**Understanding Legislation**

***How a Bill Becomes a Law***

The chart below describes the general process for a bill to become law, at both the local level and at the state and federal levels.

|  |  |  |
| --- | --- | --- |
|  | **City or County Legislation** | **State or Federal Legislation** |
| **1** | A bill is introduced by a city council or county council. | Bills are introduced in the House or Senate. |
| **2** | A committee studies the bill and may hold a public hearing on it. The committee can amend the bill and vote on it. | A committee studies the bill and may hold a public hearing on it. The committee can amend the bill and vote on it. |
| **3** | After committee approval, the bill goes back to the full council. | After committee approval, the bill goes back to the full House or Senate, where it was introduced. |
| **4** | Council debates the bill and may amend it again. The full Council then votes on the bill. | If the House or Senate pass a bill, it is sent to the opposite chamber to start the process over again. For example, bills that were introduced and passed in the House are sent to the Senate. |
| **5** | The County Executive or City Mayor signs the bill into law. Or, the Executive or Mayor can veto part or all of the bill.  It is possible for the council to overturn a veto if two-thirds vote in favor of the bill. | At the state and federal level, the President signs the bill into law, or can veto part or all of the bill.  It is possible for Congress to overturn a veto if two-thirds vote in favor of the bill. |

***Finding Local Legislation***

City of Seattle: <https://www.seattle.gov/cityclerk>

<https://seattle.legistar.com/Default.aspx>

King County: <https://www.kingcounty.gov/council/clerk.aspx>

<https://mkcclegisearch.kingcounty.gov/Legislation.aspx>

***Budget Process and Timelines***

**King County Budget Process**

Overview

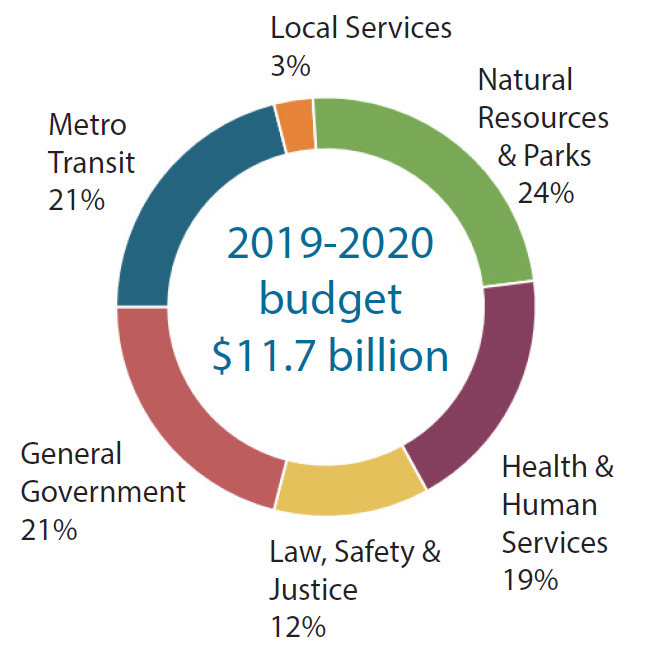
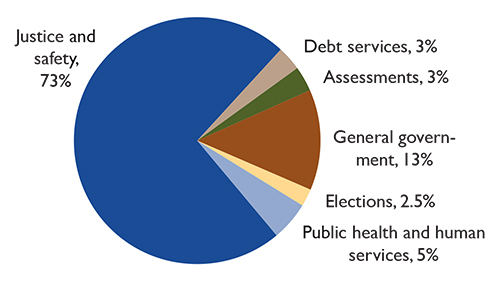
King County’s biennial (two-year) budget sets policy for county government and oversees the delivery of county services. Budgets are adopted in the fall of even‐numbered years (e.g. 2020) and are in effect for the two following calendar years (e.g. 2021-2022).

The county budget is composed of two types of funds: dedicated funds and the General Fund.

* Dedicated funds are the largest portion (about 86%) of the county budget. These funds include contracts for services, fees, and levies that have been collected for specific purposes. For example, bus fares must go towards paying for transit, and the voter-approved EMS property tax levy must go towards funding Emergency Medical Services.
* The General Fund is the only truly flexible funding. The majority of the County’s General Fund budget comes from property and sales taxes.

Figure 1 below shows how the overall King County budget is spent – $11.7 billion for 2019-2020 biennium. Metro Transit is the single largest function, accounting for 21.2 percent of the budget. Figure 2 shows how the General Fund is spent.

#### Overall King County Budget (Figure 1) King County General Fund Expenditures (Figure 2)

Budget Process and Timeline

September: The Executive transmits their proposed budget to the King County Council.

October and November: The King County Council examines the proposed budget. They hold public hearings and receive briefings in the Budget and Fiscal Management Committee.

November (before Thanksgiving): Council makes amendments to the proposed budget and adopts the final budget.

<https://www.kingcounty.gov/council/budget.aspx>

**City of Seattle Budget Process**

Overview

The City of Seattle’s budget is proposed by the Mayor, then amended and passed by the City Council, before returning to the Mayor for their approval and signature.

The budget itself is composed of two main documents: an operating budget and a capital improvement program (CIP) budget. The operating budget is primarily composed of expenditures required by the City to deliver the day-to-day array of City services. The CIP budget consists of large expenditures on infrastructure and other capital projects.

The majority of the City’s budget comes from property, sales, business and utility taxes.

Budget Process and Timeline

The budgeting process begins early each year as departments assess needs and budget forecasters work to estimate revenues and costs. If revenues are not sufficient to cover the cost of current services, the City must identify changes to close the gap – either through service reductions, increased revenues, or a combination of both. If the revenue forecast shows that additional resources are available, then the budget process identifies new or expanded programs to meet the evolving demands for City services. Regardless, the City is required by state law to prepare a balanced budget.

*PHASE I: Budget Submittal Preparation*

* February – April: Mayor’s Office provides departments with general structure and schedule for the next budget, including revenue predictions.
* March – June: Mayor’s Office and departments work together on a draft budget

*PHASE II: Proposed Budget Preparation*

* July – August: Mayor’s Office reviews the draft budget
* September: Mayor’s Office presents the proposed budget to City Council

*PHASE III: Adopted Budget Preparation*

* September – October: City Council develops budget priorities, holds public hearings and committee meetings to discuss the budget for each department
* October – November: City Council reviews and revises the Mayor’s Proposed Budget
* November – December: City Council adopts the final city budget; the Mayor approves or vetoes it

During the year, the City may have a need to change the adopted budget to respond to evolving needs. The City makes such changes through supplemental budget appropriation ordinances. Absent such changes, departments are legally required to stay within their annual budget appropriation.

<http://www.seattle.gov/Documents/Departments/FinanceDepartment/20proposedbudget/Budget_Process_Diagram.pdf>

***Budget Process for Other Cities in King County***

The [Sound Cities Association](http://soundcities.org/member-cities/) is a good central location to find out more about the 38 cities in King County other than the City of Seattle.

Each city’s website contains more information about their budget process and local services, as well as elected officials.

***Advocacy during the Budget Process***

* While departments are preparing and submitting budgets – early in the year
  + Who to talk to? Department staff, electeds
* During Council budget hearings in the fall

**Navigating the Government System**

**Local Government Agencies**

***Seattle***

[**Seattle Department of Transportation**](https://www.seattle.gov/transportation)

Our portfolio of work is vast. From filling potholes to paving streets, tweaking traffic signals and helping buses and freight deliveries run on time, creating enjoyable public spaces and building out a network of bike lanes and sidewalks to serve all ages and abilities. And that’s just a snapshot. In our quickly growing city, how we get around – how safe it is, how much it costs, how much time it takes, and how reliable it is – is top of mind for most of us just about every day.

SDOT's annual budget for 2017 is approximately $450 million and comes from a range of sources, including taxes, fees and charges for service, the City’s general fund, grants, and bonds.

[**Aging and Disability Services**](https://www.agingkingcounty.org/)

Aging and Disability Services provides a key link between federal and state funding for services for older residents and family caregivers in the Seattle-King County area and the community-based organizations that deliver the services. We administer federal Older Americans Act funding, partnering with community-based organizations to provide adult day services, caregiver support, case management, elder abuse prevention, health maintenance, health promotion, information and assistance, legal support, nutrition, senior center, and transportation services. The majority of these services are access by contacting [Community Living Connections](https://www.communitylivingconnections.org/). Most services are provided by a network of community-based services located throughout King County who subcontract with ADS to serve over 48,000 seniors, adults with disabilities and family caregivers.

2018 annual budget of $48,075,792.

[**Age Friendly Seattle**](https://www.seattle.gov/agefriendly)

Age Friendly Seattle is a program of the Seattle Human Services Department and Aging and Disability Services. This initiative aims to help the region support the positive contributions of older adults and enable people of all ages and abilities to achieve their potential.

In 2016, the City of Seattle joined the [AARP Network of Age-Friendly Communities](http://www.aarp.org/livable-communities/network-age-friendly-communities/), which provides access to resources and information on age-friendly best practices, assessment and implementation models, and experiences of towns and cities around the world.

Through its [Action Plan](https://www.seattle.gov/Documents/Departments/AgeFriendly/AgeFriendlySeattleACTIONPlan2018-2021.pdf) and [Coalition](https://www.agingkingcounty.org/age-friendly-coalition/), Age Friendly Seattle aims to make improvements in eight areas defined by the WHO—[The 8 Domains of Livability](http://www.aarp.org/livable-communities/network-age-friendly-communities/info-2015/8-domains-of-livability-resources.html)—that influence health and quality of life for older adults: Outdoor Spaces and Buildings; Transportation; Housing; Social Participation; Respect and Social Inclusion; Civic Participation and Employment; Communication and Information; and Community and Health Services.

Email: [agefriendly@seattle.gov](mailto:agefriendly@seattle.gov)

***King County***

[**King County Metro Transit**](https://www.kingcounty.gov/depts/transportation/metro.aspx)

King County Metro provides a wide range of transportation options and choices for King County. Metro Transit is the region’s largest public transportation agency delivering 3.9 million hours of fixed route bus service and more than 130 million rides each year across all products and services. Our choices include buses, vanpools, paratransit services, water taxis, streetcars and many new forms of transportation. Metro works with a variety of community, technical and special advisory groups to ensure we deliver the very best services possible. Metro also analyzes its transit system annually, and its efforts are guided by a long-range strategic plan.

2019-2020 Budget: $1.9 billion operating budget; $2.0 billion capital budget

[**King County Department of Local Services**](https://www.kingcounty.gov/depts/local-services.aspx)

If you live or do business in King County and outside a city or town, King County is your local government. The county maintains county roads and bridges, issues permits, manages land-use planning, and provides many other services to unincorporated areas—which are grouped into seven Community Service Areas.

**The** [Community Service Areas](https://www.kingcounty.gov/depts/local-services/community-service-areas.aspx) **program informs, involves, and empowers people and communities in unincorporated King County by…**

* **Expanding outreach and communication** to a wide range of community organizations.
* Identifying a county employee who will serve as a **liaison, ombudsman, and information clearinghouse** for each Community Service Area.
* **Providing a work plan** for each Community Service Area that lays out the county’s goals, services, and projects for that area as well as issues identified by area residents and/or businesses.
* **Holding meetings** in each Community Service Area to introduce the area’s work plan, give residents opportunities to meet with King County leaders, and address issues as needed.
* Providing resources to communities in unincorporated areas through the **Community Service Area Grant Program,** which offers matching funds for community-led projects through a yearly grant application process for community organizations.

This new King County department is here to help connect you with these services. Our goal is to make it easy for you to find what you need, do what you need to do, and tell us what you think.

[**Public Health - Seattle & King County**](https://www.kingcounty.gov/depts/health.aspx)

Public Health — Seattle & King County (Public Health) works to protect and improve the health and well-being of all people in King County. Public Health is the one of the largest metropolitan health departments in the United States, with 1,400 employees, 40 sites. The department serves a resident population of nearly 2.2 million people in an environment of great complexity and scale, with 19 acute care hospitals and over 7,000 medical professionals. Over 100 languages are spoken here, and King County is an international destination welcoming nearly 40 million visitors annually.

Something about how we like active living…also we are a great data source.

We have an annual budget of $343 million.

Include Department of Community and Human Services?

**Agency Budgets**

How to read them?

**Funding Opportunities**

**Grants**

The City of Seattle has several grant sources that are useful for community groups.

It is also useful to know how much projects cost!

* + Seattle Department of Transportation has a cost-estimate guide to commonly requested street improvements. Link??

**Neighborhood Matching Fund**: Small Sparks, Small & Simple grants and Large Project Funds. All require extensive community participation.

* [Small Sparks](http://www.seattle.gov/neighborhoods/nmf/smallsparks.htm) are up to $5,000 and can fund group development, special events, celebrations, and networking at the local level. You can apply for Small Sparks any time during the year.
* [Small & Simple Matching Fund Grants](http://www.seattle.gov/neighborhoods/nmf/smallandsimple.htm) are more involved to apply for and administer and have two annual application periods in the spring and fall for grants of up to $20,000. Beacon BIKES received a Small & Simple grant to fund their greenways circulation plan.
* [Large Project Fund Matching Fund Grants](http://www.seattle.gov/neighborhoods/nmf/largeproject.htm) have one annual application for grants of up to $100,000 and require pre-scoping meetings.

**Other City of Seattle Grants**

* [Neighborhood Project Fund](http://www.seattle.gov/neighborhoods/btgnsfcrf/) awards grants for locally-requested improvements to public streets and parks. The first segment of the Wallingford Greenway was funded through a Neighborhood Project Fund.
* Tree planting assistance grants offered through several City of Seattle departments. Beacon BIKES has proudly planted 400 trees through the [SDOT Community Tree Program](http://www.seattle.gov/transportation/btg_streettrees.htm).
* [Business district beautification grants](http://www.seattle.gov/economicDevelopment/biz_district_guide/clean_green.htm) may be applicable to fund greenways.
* Seattle Department of Transportation offers [free bicycle racks](http://www.seattle.gov/transportation/bikeracks.htm) in business districts.

Taken from: <http://seattlegreenways.org/resources/funding-ideas/>

**Green Sheets (Diane to help write)**

<http://clerk.seattle.gov/budgetdocs/budgetsearch/budget.html> - search “green sheet”

Green sheets are a way for Seattle City Council to make adjustments in the city’s budget (Mayor’s proposed budget?). A green sheet can:

* Increase or decrease revenues
* Increase or decrease expenditures for specific programs or services
* Increase or decrease staff positions
* Add or delete a Capital Improvement Program (CIP) project
* Increase or decrease funding for a CIP project
* Amend (if necessary) and vote on budget legislation

Green sheets are presented in the City’s budget committee.

**Other Resources**

**City of Seattle**

* [**Department of Neighborhood’s Community Resource page**](https://www.seattle.gov/resourcehub)
* [**SDOT’s Communities Realized page for funding opportunities**](https://www.seattle.gov/Documents/Departments/SDOT/Projects/CityofSeattle_CommunitiesRealized_121318_v3.pdf)

**Puget Sound Regional Council**

* [**Planning for Whole Communities Toolkit**](https://www.psrc.org/planning-whole-communities-toolkit), includes:
  + [**Complete Streets**](https://www.psrc.org/sites/default/files/complete_streets.pdf)and
  + [**Pedestrian-Oriented Design**](https://www.psrc.org/sites/default/files/pedestrian_oriented_design.pdf)Toolkits

**Washington State Department of Transportation**

* [**Public Transportation - First Mile / Last Mile Connections Grants**](https://www.wsdot.wa.gov/transit/grants/public-transportation-first-mile-last-mile-connections-grants)
* During its 2019 session, the Washington State Legislature provided $1 million to develop a first mile/last mile connections grant program. WSDOT's Public Transportation is now working with stakeholders, including the Transportation Demand Management Technical Committee (Washington State Commute Trip Reduction Board), to develop the parameters for this grant program. WSDOT is currently working with stakeholders to develop this program. For more information, contact Ricardo Gotla, [gotlar@wsdot.wa.gov](mailto:gotlar@wsdot.wa.gov) or 206-716-1114.

**AARP**

* [**AARP Walk Audit Toolkit**](https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2016/Walk-Audit-Tool-Kit/AARP-Walk-Audit-Leader-Guide-100416.pdf)**, pages 10 and 13**
* <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2014/stakeholders.html>

**MISC**

* [https://www.ncoa.org/public-policy-action/advocacy-toolkit/](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ncoa.org%2Fpublic-policy-action%2Fadvocacy-toolkit%2F&data=02%7C01%7CMary.Snodgrass%40kingcounty.gov%7C84ca67a1753e4fc5f37408d741d197e5%7Cbae5059a76f049d7999672dfe95d69c7%7C0%7C0%7C637050240757789287&sdata=QHXJAtH5AUVeZSFKtljNBWtToNBbfQGp7%2Fql5wOBC9I%3D&reserved=0)
* [https://frameworksinstitute.org/toolkits/aging/](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fframeworksinstitute.org%2Ftoolkits%2Faging%2F&data=02%7C01%7CMary.Snodgrass%40kingcounty.gov%7C84ca67a1753e4fc5f37408d741d197e5%7Cbae5059a76f049d7999672dfe95d69c7%7C0%7C0%7C637050240757789287&sdata=rL8id4lL72dNd6MPJhayxhE6jAnn3r4GsYvdvZS3Uww%3D&reserved=0)
* <https://www.johnahartford.org/dissemination-center/view/toolkit-state-strategies-to-support-older-adults-aging-in-place-in-rural-areas>
* <https://www.agewisekingcounty.org/publications/agewisekingcounty/november-2019/advocacy-101-every-voice-makes-a-difference/>