Maintaining Momentum through changing Political Leadership

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AARP - Vermont
Leveraging Relationships & Partnerships

• Internal Assessment
• Campaign Goals & Organizational Goals
• Power-mapping: identify your primary and secondary targets, the decision-makers with power
• Determine Stakeholders: Allies & Opponents
• Tactics & Actions: education, information sharing, movement building, and persuasion through advocacy
Media – Telling your Story

• Paid Media

• Social Media:
  • Facebook
  • Twitter
  • Website

• Earned Media:
  • Editorial Board Meetings
  • Press Conferences (hook)
  • Op/eds and LTEs
  • Proactive Pitches to Editors and Radio and News Stations
  • Build Relationships with the Media, always follow-up calls after press releases and for press conferences
Invest in Local Capacity & Capabilities

The Burlington Livable Community Project’s Community Action Sponsorship Program: mini-grants provided by AARP that support grassroots policy solutions defined by the Burlington Community
The Power of Grassroots Advocacy

*Burlington Community Action Sponsorship (CAS)*

- Resulted in AARP identifying, and training local solvers and community leaders on livable community policy.
- The CAS grants have increased intergenerational activity and social connectivity. We are expanding them to Newport, VT.
- Encouraged local action on issues that may have remained unaddressed.
- Creates positive visibility for AARP in the community.
- Provided concrete examples of livability in action.
CAS Grantee Spotlight: Protect the King Street Neighborhood

In 2012 Neil Mickenberg formed an AdHoc Committee to protect the King Street Neighborhood, whose goal is to advocate both changes to and re-routing of part of the proposed Champlain Parkway so that it does not go through the King Street Neighborhood, which is one of the poorest and most ethnically diverse neighborhoods in Vermont.

• If approved the Parkway would result in 30% increase in auto/truck traffic with a 46% increase during peak hours.
• CAS grant supports advocacy efforts primarily focused on grassroots organizing
Progress

- Grassroots Organizing 101 – who you know
- Neil has successfully organized a group of committed citizens on issues of safety and mobility for the Burlington Community.
- City Council has passed resolutions asking the Mayor to consider alternatives to the design of the Parkway.
- Neil has opened the door to the Administration for AARP - we are now embarking on a collaborative relationship to improve accessibility of Pine Street, the Railyard Enterprise, and the North Avenue Corridor.