

Update from the LWV of Bay Area—November 2007

LWVBA President's Message

An historic joint meeting of the Association of Bay Area Governments and the Metropolitan Transportation Commission, "Forum: Bay Area on the Move", attended by 800 people, was held on Friday, October 26, 2007 in Oakland. Major themes of the future needs of the region dealt with the cost of housing, cost of transportation improvements, addressing goals for climate change, and how to have the most impact and reduce CO2 emissions (but not be burdensome on lower income people who depend on transit or use of their cars for work). An audiocast of the meeting and the meeting's presentations can be found on www.mtc.ca.gov <<http://www.mtc.ca.gov>> .

The Transportation and Land Use Coalition, of which the LWVBA is a member, celebrated its 10th Anniversary in October. Their Platform for the Transportation 2035 Plan can be seen at their website www.transcoalition.org <<http://www.transcoalition.org>> . The LWVBA participated in the development of the Platform, but has not yet provided endorsement, due to timing of the required decision.

Our Bay Area League Day on February 22, 2008, at the Niles Hall in Preservation Park, Oakland, will address transportation issues from several aspects including how we can curtail greenhouse gas emissions, 50% of which are caused by transportation sources in the Bay Area, how transit and highways are funded, and possible sub-regional solutions, and other topics.

Bay Area LWV Program Planning should be on your agendas for December or January. We will provide a refresher of our Bay Area positions and welcome your comments for future priorities.

Our Survey of Land Use Policy Near Transit Hubs has finally been completed and is posted on our webpage www.lwvbayarea.org <<http://www.lwvbayarea.org>> . Electronic copies have also been provided to local League presidents.

Linda Craig, President
League of Women Voters of the Bay Area
President@lwvbayarea.org

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Regional Training for Bay Area Leagues

The **LWVC Regional Workshop** was held in Oakland on Sept. 29th with about 60 League members in attendance. First, we listened to our new LWVC president Janis Hirohama explain her vision of the "21st Century League". Janis outlined how we can grow as Leagues by using strength through diversity, by taking advantage of coalitions, embracing technology, and above all by being flexible - ready for the changes ahead. After Janis, we heard from LWVC Advocacy Director Linda Craig on "How to Do a Study". Linda shared the basics of why we study, the mechanics of the study process and reaching consensus, and finally how we can take action. During lunch, we had round table discussions on a variety of topics. After lunch, we heard from our LWVC Voter Service Director Sharon Wallace, who suggested ways that we can use "Voter Service to attract Membership and Raise Community Visibility". Finally, before every one left, they were asked to fill out evaluations. The Oakland and Piedmont Leagues, the co-hosts, were delighted with the positive feedback on the logistics.

On Sunday, October 7, from 9 am to 4 pm, LWVUS staff conducted a **Membership Recruitment Initiative Northern CA training** at an Oakland airport hotel. This in-state training was for local leagues who wanted to participate in the second year of the pilot program, the management training advisors that agreed to be membership coaches for the pilot leagues, and members of the LWVC board. On Monday morning, the membership coaches received additional three-hour training on "How to Coach Effectively." One of the most important features of this pilot program for growing and retaining membership is to use a consistent message in every email, written communication such as invitation or press releases or activities such as pro/con presentations or candidates forums.

Nikki Harris
LWVC Membership Growth Coach
LWV is where hands-on work to safeguard democracy leads to civic improvement

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From LWVUS:

- Messages and Values

Outreach is done to get the League membership message to the target demographic. LWVUS and Spitfire Strategies worked together to craft messages that relate to three main values held by the membership recruitment initiative target demographic. These messages are to be weaved into every League activity, publication, and statement along with the ask to join. Leagues should select which message they'll use in a given situation based on the audience. It is important that all participating local Leagues consistently communicate a message and that League leaders feel comfortable and confident delivering it in all of their forms of outreach.

Message #1 – Value to tap: Want communities to be strong, safe and healthy

- The community needs everyone to participate in order to be a strong, safe, fair and vibrant place to live.
- LWV is where hands-on work to safeguard democracy leads to civic improvement.
- Join LWV and be directly involved in shaping the important issues to keep our community strong.
- As an LWV member, you are a part of an organization where smart, active leaders work to create change in their communities.

Message #2 – Value to tap: Want to have an impact outside the home after retirement

- As you well know, retirement doesn't mean the end of productivity, it means getting to choose what to work on and when. Retirement affords you the time you never had before to change your community for the better.
- LWV is the organization where your hands-on work to safeguard democracy leads to tangible civic improvement.
- Join LWV where citizens like you are actively engaged in effecting change on the local, state and national level.
- As an LWV member, you are a part of an organization where smart, active leaders create lasting change in their communities.

Message #3 – Value to tap: Want to continue to have opportunities to serve as a leader

- Retirement opens a whole new world of opportunities to apply the skills and smarts you've accumulated during a successful career.
- LWV is the organization where your hands-on work to safeguard democracy leads to civic improvement.
- Join LWV where new members just like you are taking advantage of leadership opportunities and making an impact.
- As an LWV member, you have the opportunity to contribute in a leadership role through the organization that has a great impact on local, state and even national issues.

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Save these Dates – Put them on your Calendar

LWVBA Meetings Dates 2007-2008

Bay Area League Day—Friday, February 22, 2008

LWV Bay Area Convention —Saturday, May 31, 2008

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Web Sites:

Bay Area Monitor: <http://www.bayareamonitor.org>

LWVC: <http://www.ca.lwv.org>

LWVBA: <http://www.lwvbayarea.org>

LWVUS: <http://www.lwv.org>

Smart Voter: <http://www.smartvoter.org>

Barbara Boxer: <http://boxer.senate.gov/>

Dianne Feinstein: <http://feinstein.senate.gov/>

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