

Storytelling
will save our
streets!
@peatonito

AMERICA
WALKS



The Power of Storytelling

- Persuade neighbors and politicians
- Community engagement planning
- Raise funds for our organizations
- First step of every public policy



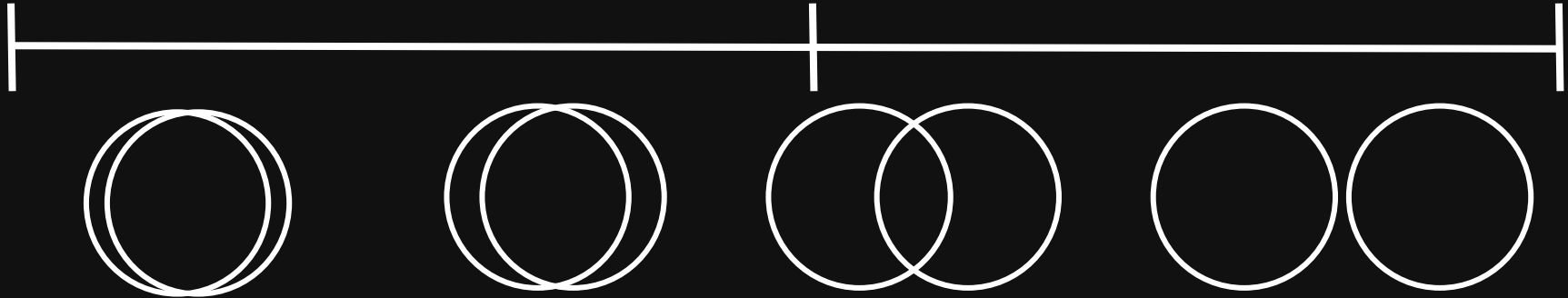
“Not TV or illegal drugs
but the automobile has
been the chief destroyer
of American communities”

- Jane Jacobs

Rule Number One:

**Know your
audience**

Audience Spectrum for Effective Persuasion



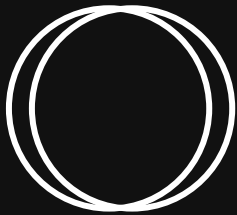
Preaching to the choir

Potential Allies

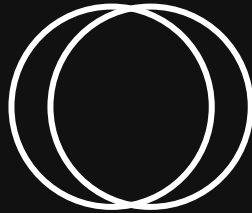
Don't waste your time here



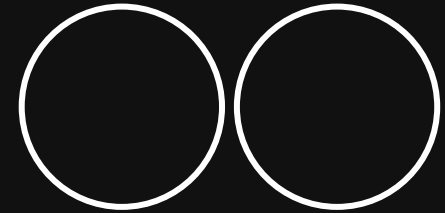
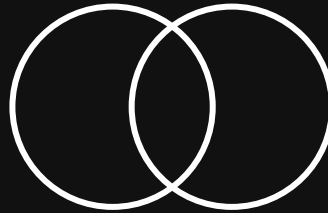
Audience Spectrum for Effective Persuasion



Preaching to the
choir



Potential Allies



Don't waste your time
here

Rule Number Two:

Your audience is
always smarter
than you



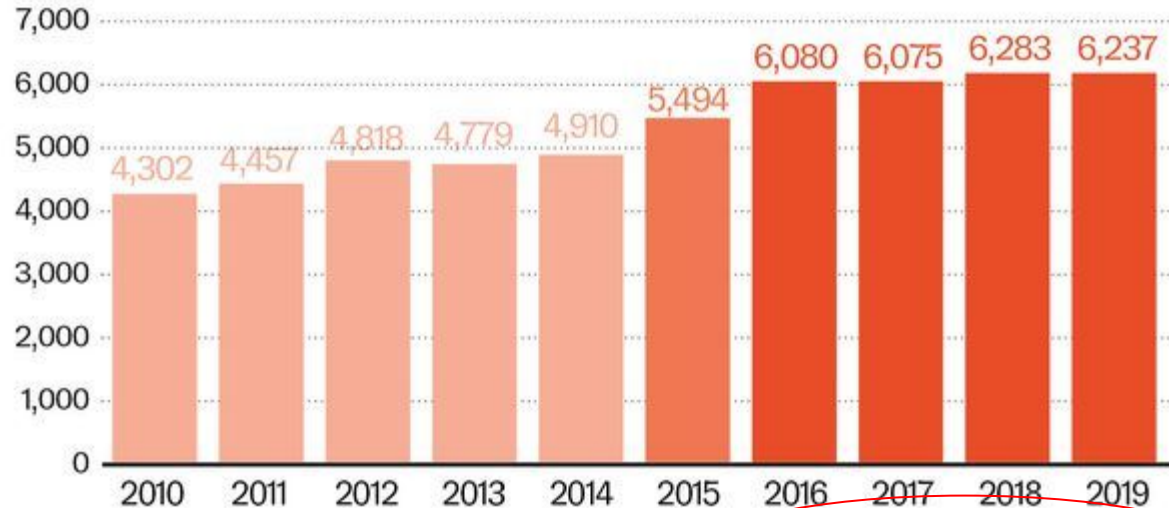
Rule Number Three:

Prepare arguments
with data and
reliable source



Drivers killed 53,435 pedestrians in a decade

Drivers kill more than 14 pedestrians a day on average in the United States.



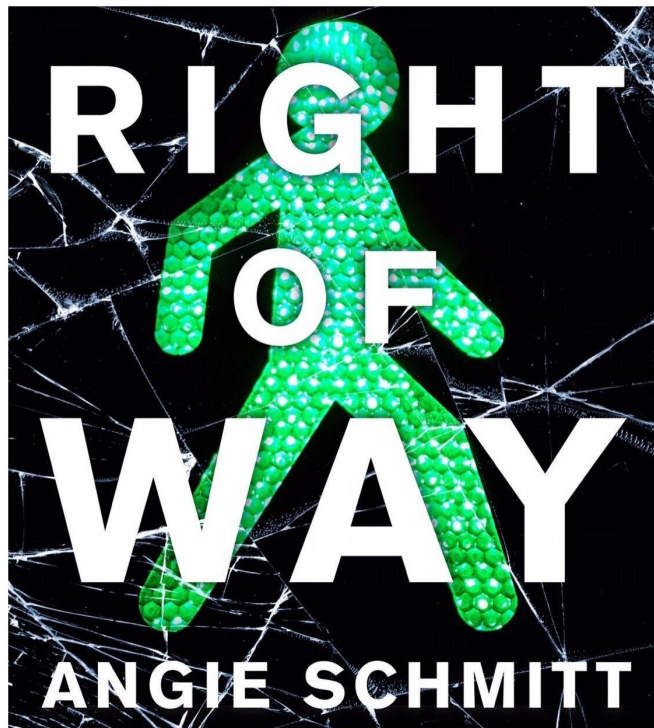
Source: Dangerous By Design, 2021

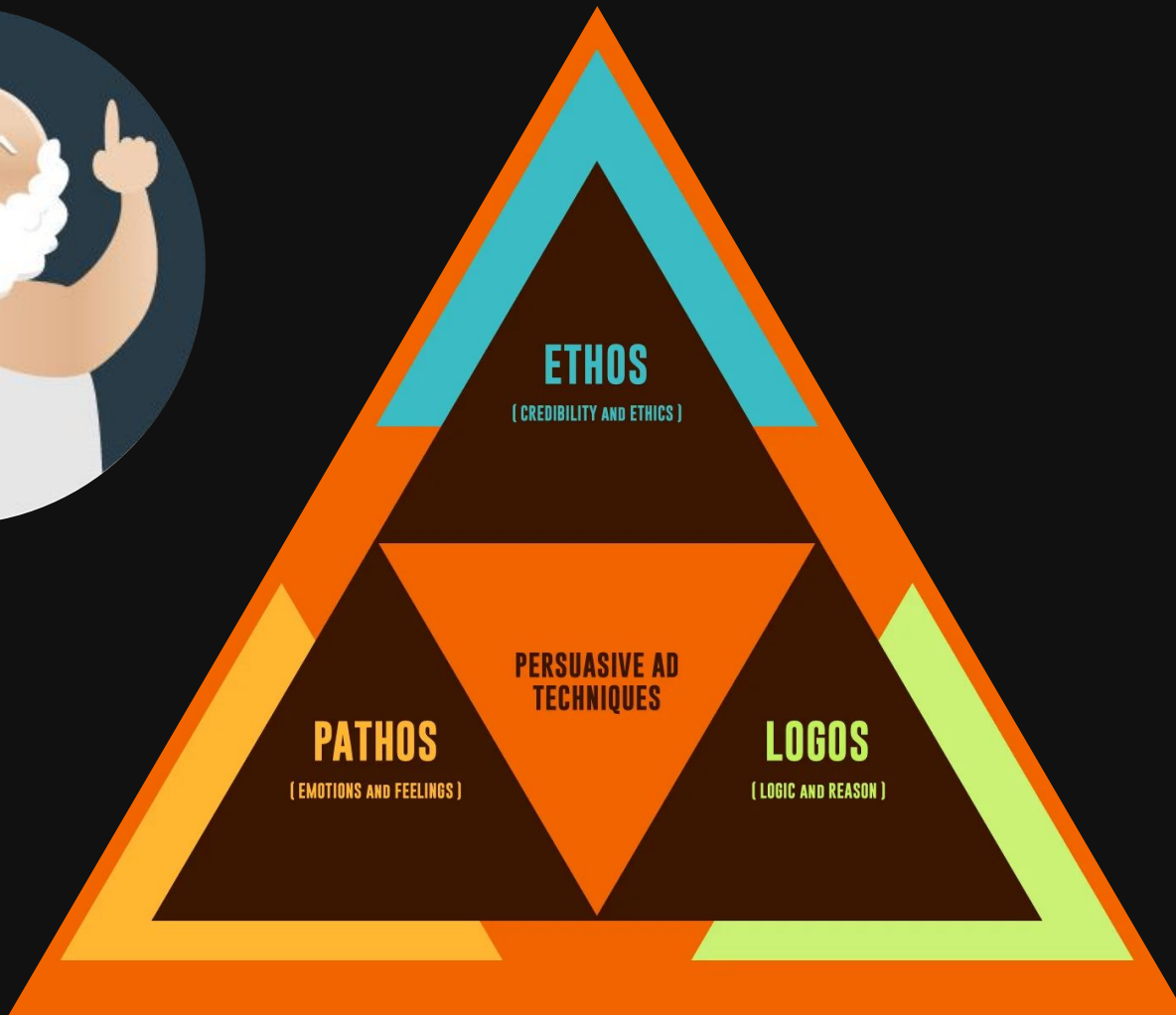
Rule Number Four:

Tell a good
story



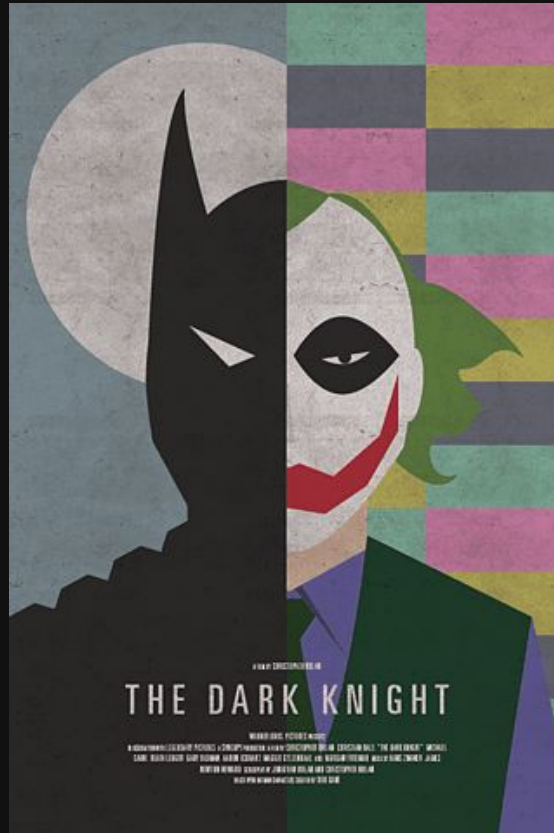




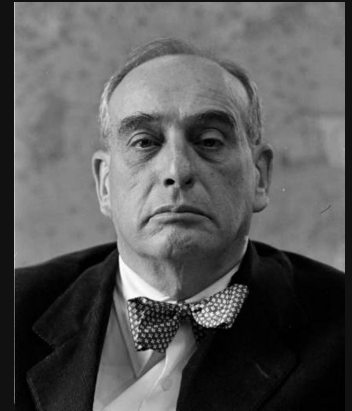
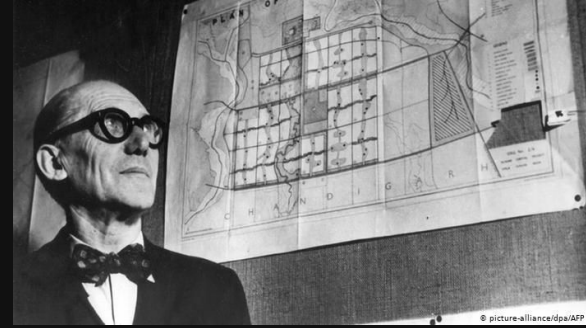


**How to tell a
good story?**

Protagonist vs Antagonist



Heros vs Anti-heroes



Protagonist vs Antagonist



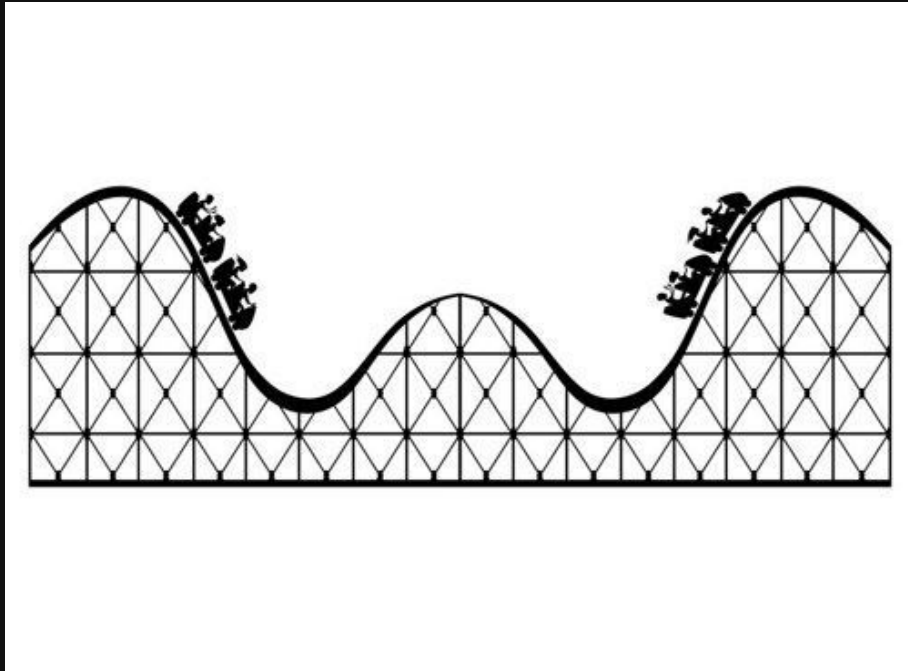
Three Acts



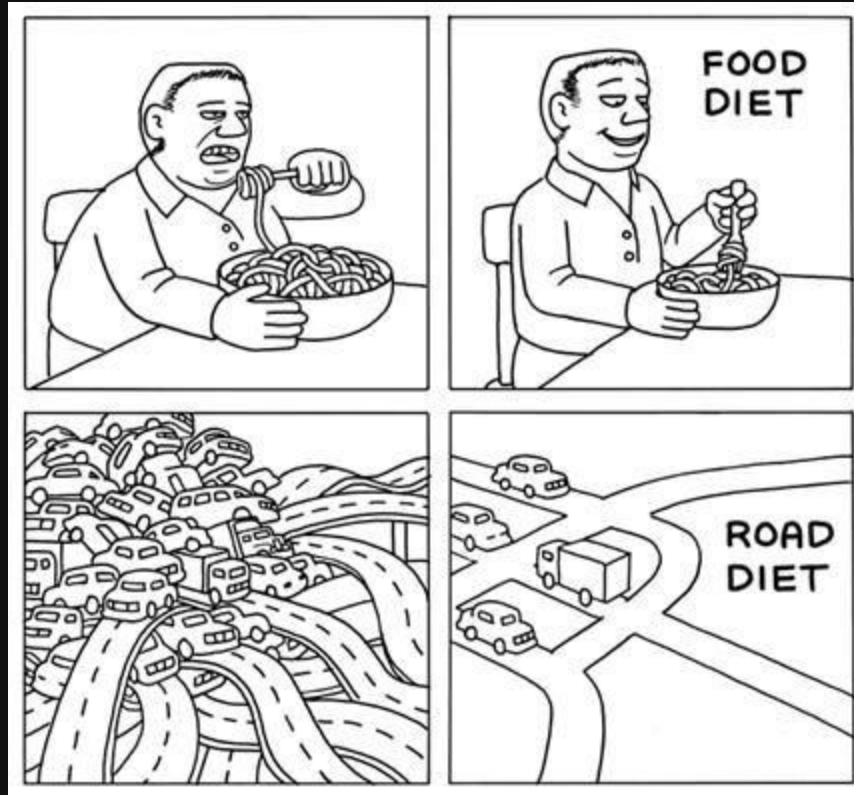
Three Acts



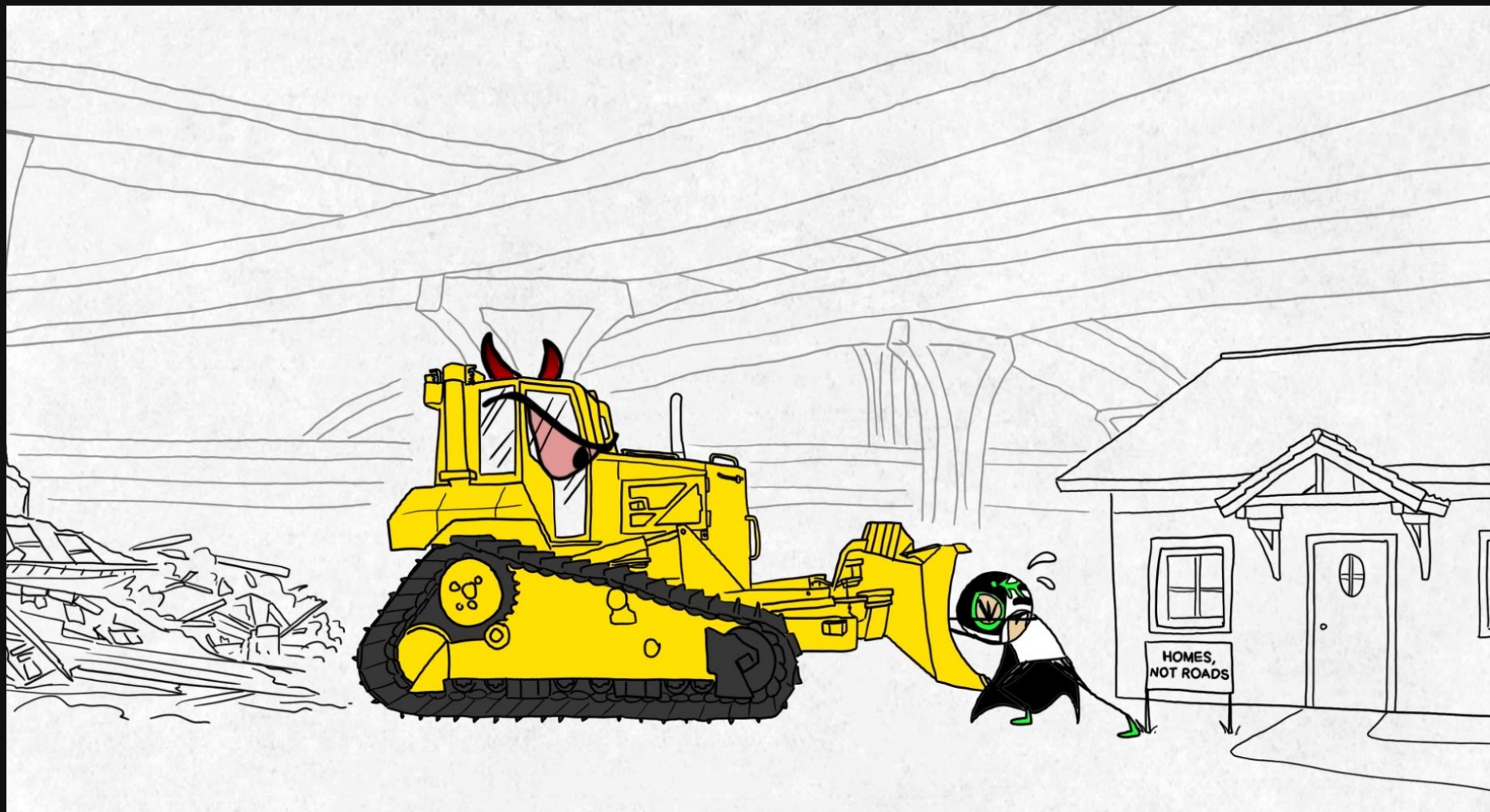
Good Stories are Like a Roller Coaster



Use Metaphors

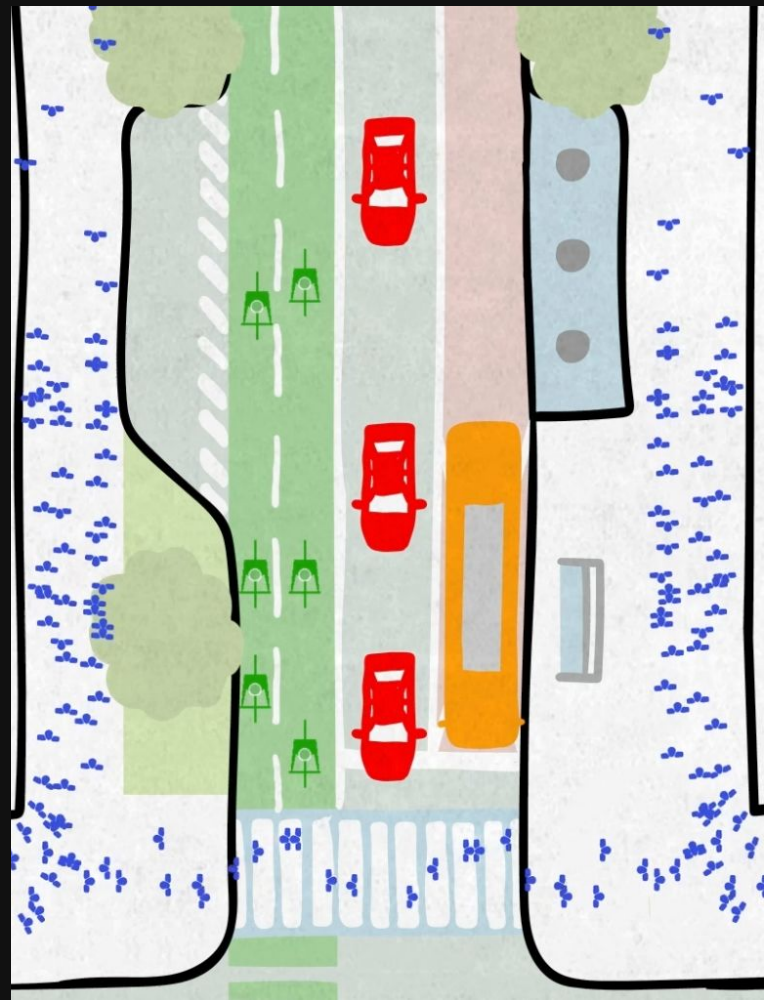
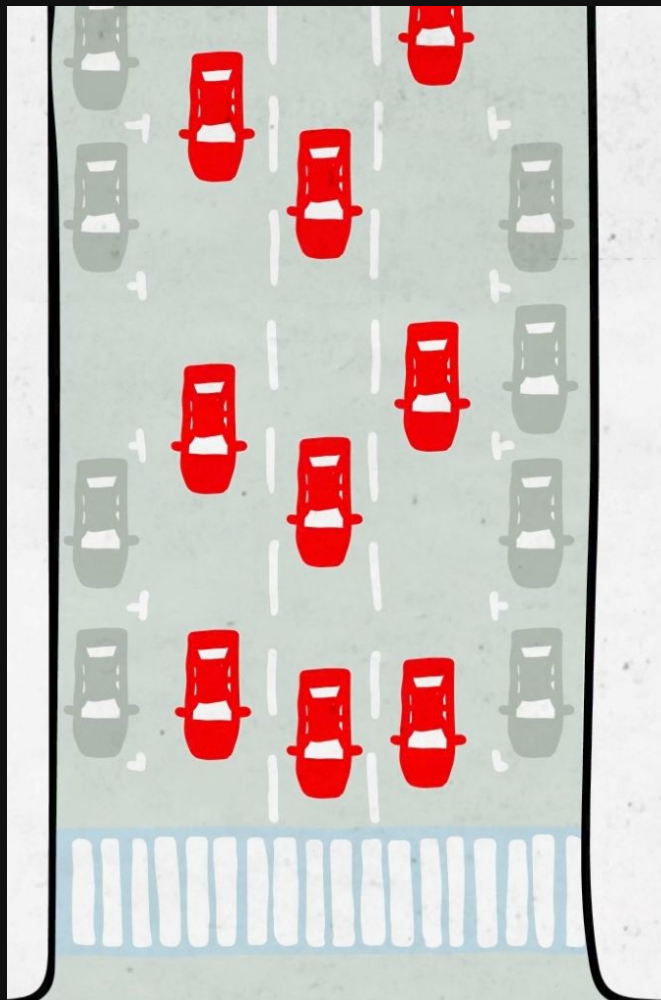


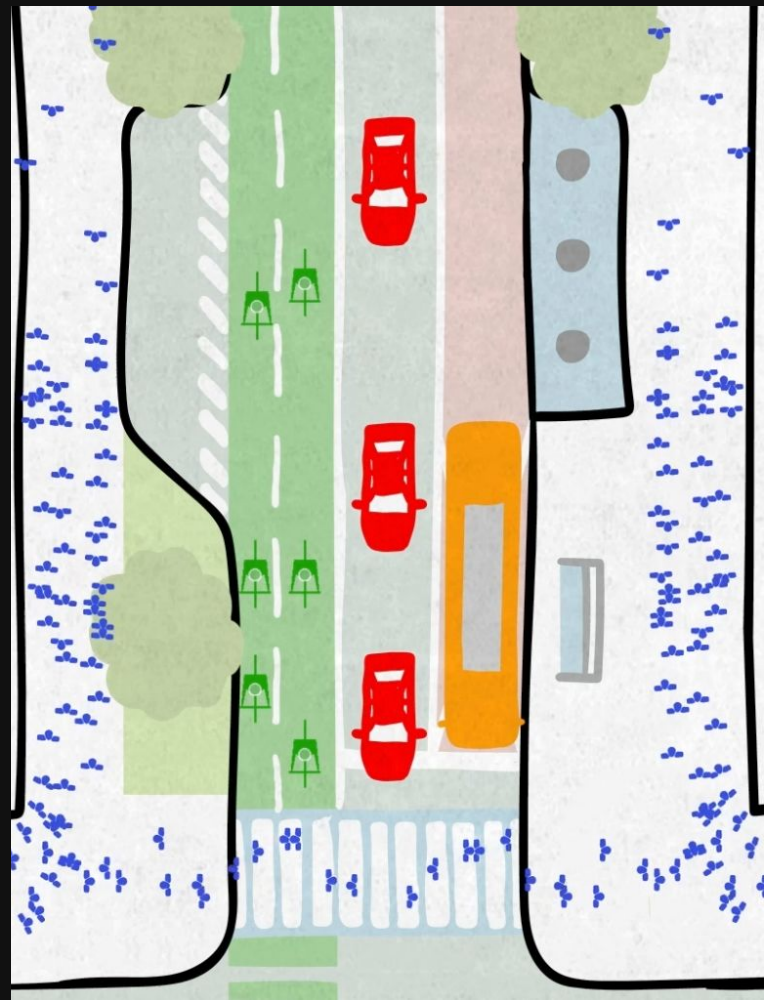
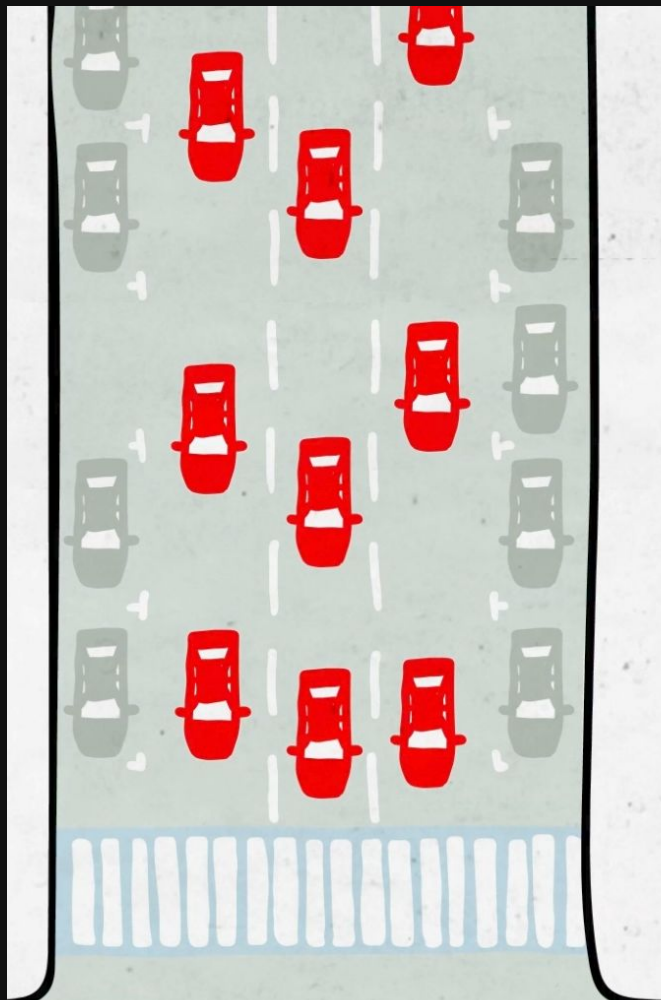


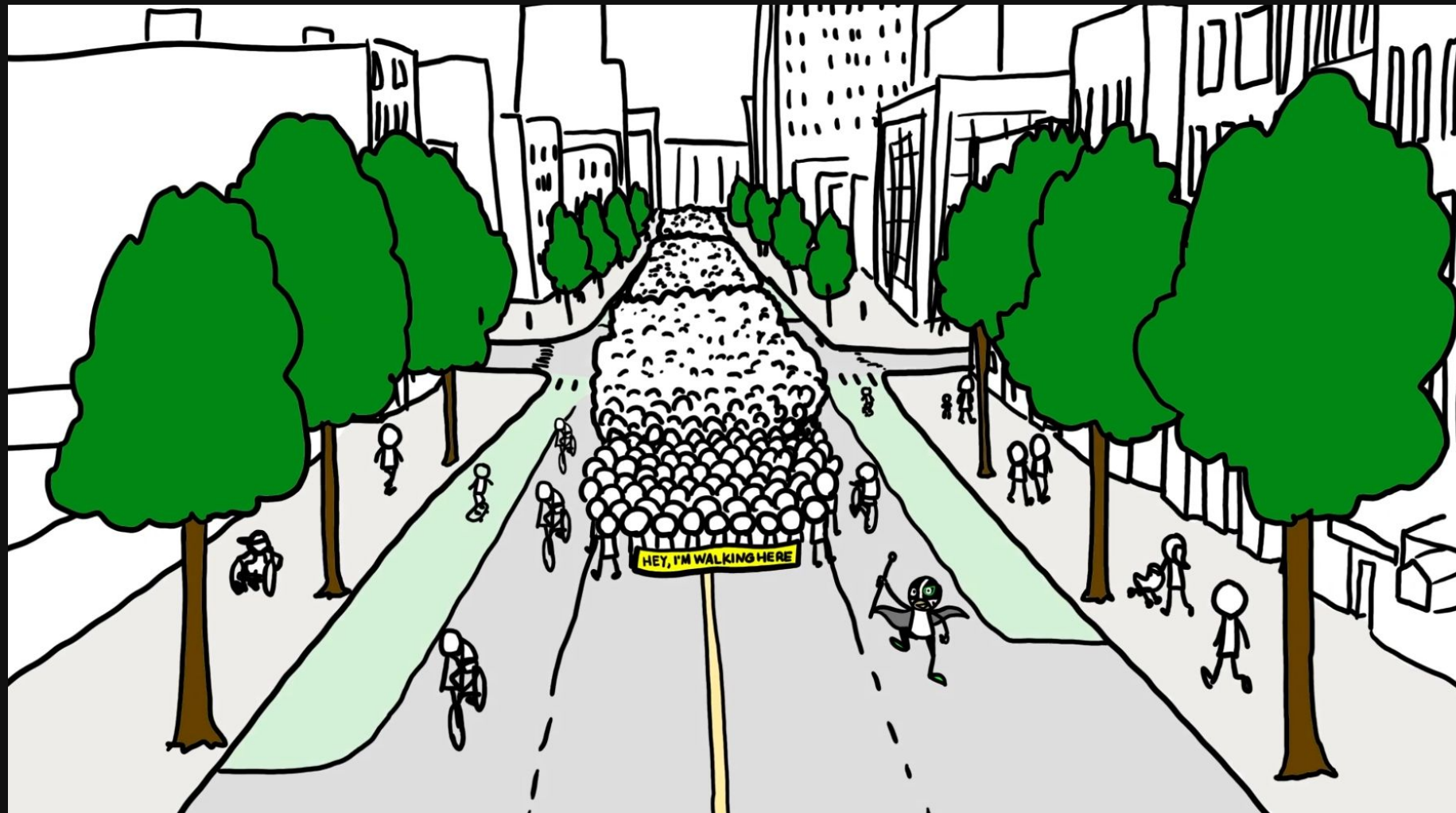












Last Rule:
Always end with a
call to Action

**Everybody has powerful stories.
You have a powerful stories.
Story by story we will build
together walkable and
bike-friendly communities. See you
in the streets to share our stories!**



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