


The logo for the Citizens Union of the City of New York. It features a dark blue horizontal bar at the top. Below it, the text "CITIZENS UNION" is written in a serif font, with "OF THE CITY OF NEW YORK" in a smaller font underneath. Above the word "CITIZENS" are five stars, and the year "1897" is centered between the second and third stars. The entire logo is set against a white background.

CITIZENS UNION
OF THE CITY OF NEW YORK

A photograph of a large crowd of people gathered on the steps of a grand building with classical architecture, including columns and arches. The scene is slightly blurred, suggesting a busy public event or protest.

ENGAGING NEW YORKERS TO REFORM GOVERNMENT

Civic Engagement In New York

What Makes for Effective Issue Advocacy

Dick Dadey
Executive Director
Citizens Union



What is Good Government?

- Transparent
 - Accountable
 - Accessible
 - Fair
 - Effective and Efficient
 - Acts in the Public Interest
 - Needs Informed and Engaged Citizens
-

Successful and Effective Advocacy

The 5 "P's"

- Principled
 - Purpose
 - Pragmatic
 - Political
 - People
-

Successful and Effective Advocacy

Most Important Element

In order for people to hear what you are saying, you have to get them to listen to you first!

Successful and Effective Advocacy

Elements

- Narrow Interest vs. Public Interest
 - Alliances and Allies, Traditional and Non-Traditional
 - It is not so much what you say, but how it is said
 - Don't Turn Opponents into Enemies
 - Provide Solutions, Not just Opposition
 - Various Tactics by Different Groups - Good Cop vs. Bad Cop
 - Legal Efforts
 - Money
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Parks 2001



Parks 2001



Act Up



8 NY NEWSDAY, THURSDAY, JANUARY 24, 1991



hundreds of members of ACT UP protest for more AIDS funding during terminal. (Story on Page 37.)

Issue Campaigns Successful (and Not)

- Robert Moses – Stopping vs. Building
 - Jane Jacobs Influence – an alternative vision that resonated.
 - Westway – Hudson River Park
 - Public Campaign Financing – Scandal Driven
 - Housing First!
 - NYC 2012 and Westside Stadium
 - Congestion Pricing
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Lessons for Landmarks



Questions for Landmarks

- Arguing for preservation for preservation sake alone...
Is that enough to win?
 - How does historic preservation interest, and affect, the public?
What is the public interest at stake?
 - How does historic preservation affect people?
 - Why should New Yorkers outside of the landmarks community care about historic preservation?
 - Is it about buildings or neighborhoods or community or people?
 - Making the case versus building the relationships.
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Two Columbus Circle



Two Columbus Circle



Two Columbus Circle



Sunnyside Gardens



38 Water Street (aka 10 Dock Street)



BROOKLYN BRIDGE PARK VIEW
BEFORE



BROOKLYN BRIDGE PARK VIEW
AFTER

Dock Street, Brooklyn

VIEW FROM BROOKLYN BRIDGE FOOTPATH
BEFORE



Dock Street, Brooklyn



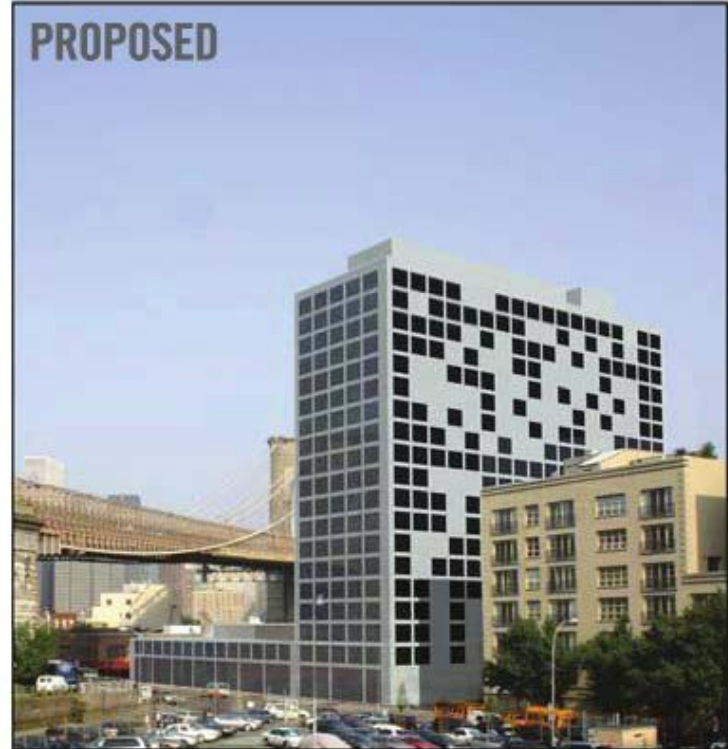
Dock Street, Brooklyn

SAY “NO” TO DOCK ST. DUMBO

CURRENT



PROPOSED



SAVE THE BRIDGE, STOP THIS BUILDING!

DUMBO-DNA.ORG | SAVETHEBROOKLYNBRIDGE.ORG

St. Vincent's Hospital



St. Vincent's Hospital



Closing Thoughts

- Making Historic Preservation a Public Interest
 - Why should New Yorkers outside of the landmarks community care?
 - Elected officials know why you care, but why should they care?
 - Successful Advocacy Campaigns
 - Outright Victory is Possible
 - New York is a Big City: Finding Common Ground on Which all Parties Can Stand.
 - Good Government is Not Just About How Government Acts, but how Citizens Engage
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