



## **2010 Campaign for Active Transportation: Guidance for Communities**

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## **I. Introduction**

Active transportation is the use of trails, walking and biking for everyday travel. A national movement is building around Rails-to-Trails Conservancy's 2010 Campaign for Active Transportation that aims to **double federal funding for trails, walking and biking** in the next federal transportation reauthorization. This goal requires the continued success of mature programs, like Transportation Enhancements, as well as rapid growth in newer programs such as Safe Routes to School and the Non-Motorized Transportation Pilot Program.

Rails-to-Trails Conservancy's campaign strategy channels community enthusiasm for increasing active transportation into a potent force to secure resources for community investments to shift automobile trips to biking or walking. Four communities currently have federal funding to demonstrate the strength of this approach. The Non-motorized Transportation Pilot Program communities funded under the previous federal transportation bill—Marin County, Calif.; Minneapolis, Minn.; Columbia, Mo.; and Sheboygan County, Wis.—are making remarkable progress. Rails-to-Trails Conservancy aims to grow this program to 40 or more communities in the next transportation bill, with each site seeking \$50 million over six years to support strategic investments in active transportation systems and supporting programs.

**This primer provides guidance regarding the steps communities may take to help create such a program and position themselves to become part of it, should it advance.** Many aspects of this document are also relevant to communities that simply aspire to raise the profile of trails, walking and biking as important strategies in achieving their transportation, recreation, public health, economic and environmental objectives. Regardless of the level of federal investment, communities that treat these modes as mainstream transportation priorities are more likely to leverage resources and succeed.

This is a critical period for communities wishing to position themselves as active transportation leaders prior to the next federal transportation debate. There is an opportunity in 2008 for this movement to frame active transportation as an increasingly essential opportunity to build healthier places for healthier people, and to meet the transportation challenges of the future.

Community-based active transportation advocates will play a crucial role in the future of the movement. Those who attended *TrailLink 2007* received building blocks to take their community's active transportation goals to the next level. This guidance document covers the following steps and timing for local campaign activities, as discussed at *TrailLink 2007*:

- Building your local campaign team;
- solidifying your vision and preparing a case statement for how you would use new active transportation resources, and;
- developing your political strategy and local constituency-building efforts to secure those resources.