



2010 Campaign for Active Transportation: Guidance for Communities

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III. RTC's Roles and Responsibilities

This guidance document provides you with information to assist you in running your local 2010 Campaign for Active Transportation. While we envision communities as front-line advocates for their own active transportation plans, RTC will help foster your success.

RTC has played a number of roles to date, including:

- Ongoing organization of the 2010 Campaign for Active Transportation
- Met with more than 50 communities to introduce campaign and facilitate involvement
- Through *TrailLink 2007*, helped communities “make the case” for active transportation and provided guidance on conducting local campaigns
- Published conference material online, including “making the case” issue briefs
- Established online communications network to share campaign news
- Produced this toolkit to aid communities in implementing their campaigns

Roles RTC will play going forward include:

- Continue to work with Non-motorized Transportation Pilot Program communities to help ensure and communicate their successes
- The online *Active Transportation Newsletter* (focused specifically on the campaign and distinct from RTC’s monthly eNews) provides:
 - Examples of best practices in active transportation from the pilots and other communities around the country
 - Helpful resources to assist your active transportation efforts
 - Interviews with innovators in the trails, biking and walking movement
 - Opportunities to share your local experiences with a national audience
 - If you would like to share information through this newsletter or have suggestions for future content, please contact Kartik Srinivas at kartik@railstotrails.org.
- Issue targeted advocacy alerts
- Facilitate strategic partnerships and information sharing among 2010 communities
- Focused assistance with plan development, political strategy and/or media outreach in select communities of critical political importance where RTC can add value
- Outreach to federal decision-makers to introduce campaign and lay foundation for receptive discussions about local needs and plans
- Outreach to influential new allies through meetings and conferences to develop broader and more potent constituency for campaign objectives
- Seek media stories to highlight exemplary community efforts and bring active transportation to the fore of the transportation debate
- Provide visibility through RTC’s Web site and quarterly magazine
- Encourage complementary activities among public health and climate advocates
- Facilitate coordinated and effective communications between communities and Congress. Please consult with your primary RTC contact or Marianne Fowler (marianne@railstotrails.org) prior to meeting with your federal elected officials about this campaign. Also please share the outcomes of any such contacts. As the

reauthorization debate heats up, RTC will facilitate strategic meetings with Congressional leaders.

- Collect your written community case statements (by 6/30/08) and aggregate into a national campaign case statement by September 2008.

Given our mission and core expertise in rail-trails, RTC is particularly interested in helping you to identify and pursue opportunities to use rail-trails as spines of your active transportation systems. Let us know if you would like to explore such an opportunity.¹

Originally posted: December 19, 2007.

¹ RTC offers online trail building tools:
http://www.railstotrails.org/whatwedo/trailbuilding/technicalassistance/toolbox/toolbox_index.html.