



Local Campaign Strategies Brainstormed by *TrailLink 2007* Participants

The following unedited ideas resulted from brainstorming sessions at *TrailLink 2007* in Portland, Ore., on August 10, 2007. These ideas do not necessarily reflect the views of Rails-to-Trails Conservancy, or of *TrailLink 2007* participants. These lists are provided solely to encourage more creative thinking on the part of communities interested in advocating for more trails, walking and biking.

The brainstormed strategies are broken into four categories:

- (A) Who should play a role in a local campaign;
- (B) Infrastructure ideas;
- (C) Suggestions for achieving culture change; and
- (D) Political strategy.



A) WHO

In addition to the more obvious groups to be involved in a community's 2010 Campaign for Active Transportation (planning organizations, bicycle & pedestrian advocacy groups, etc.), the following are groups to be considered for involvement or participation:

GOVERNMENT AGENCIES / INSTITUTIONS

- Public works
- Tourism / convention & visitor bureaus
- Public health departments
- All schools

NONPROFIT / ADVOCACY / CIVIC GROUPS

- Land conservancies
- Home-owner associations
- Social equity groups / organizations
- Senior groups
- Faith-based groups
- Community foundations
- American Association of Retired Persons (AARP)
- Waterway / trails groups
- Historic preservation groups
- Land trusts / conservancies
- The arts community
- Disabled / alternately-abled groups
- Veterans groups

FOR-PROFIT BUSINESSES

- American Automobile Association / Better World Club
- Bike industry
- Activewear / shoe stores
- Science & technology sector
- Hospitals & medical community

OTHER

- Organizations & individuals searching for positive public relations image
- Freight
- Ask public for its wish list
- Major newspapers, editorial boards



B) INFRASTRUCTURE IDEAS

SPECIFIC INFRASTRUCTURE CONCEPTS

- Lights
- Intersections
- Wayfinding signs / maps
- Walking maps with difficulty levels
- Bike-only lanes (bicycle boulevards, bicycle lanes, etc.)
- Utilize rivers as spines
- “Commuterize” existing recreational trails
- Consider amenities (lockers, water fountains, lights, benches, etc.)
- Connect parks via trails
- Focus on commuting corridors

PLANNING CONCEPTS RELATED TO INFRASTRUCTURE

- “Dream project” – connecting a community’s multiple uses (commuting, recreation, employment, transit, schools) while accomplishing multiple goals (eliminating barriers, economic development, watershed and other habitat restoration / preservation)
- Follow shortest path (human behavior)
- Address barriers
- Focus on one neighborhood, “make it awesome”
- Must fix / accommodate current infrastructure and programs (snow removal, etc.)
- “Connections” as a theme
- Bike on transit



C) CULTURE CHANGE

LARGER IDEAS TO INFORM A CAMPAIGN PROCESS

- Publicize the concept / phrase “Car potato”
- Get ‘em while they’re young!
- Safety: active transportation provides an alternate escape route
- Consider parking issues in active transportation planning
- Intergenerational programs
- Tax credit costs
- Code enforcement
- Individualized marketing
- Share the road campaigns
- Raise parking costs – make it harder to drive
- Ensure sidewalks are plowed in winter
- Bike hubs
- Congestion pricing
- Safety campaigns, etc.
- Bike commuter act
- Traffic counts
- Build active transportation facilities for families
- Look to Paris’ model of bike rentals
- Car-free guides
- Readiness: programs, political
- Tripcheck (traffic congestion online page)
- Freeride / BMX (contests / competitions)
- Recognize population disparities
- Conflict resolution
- Plan & implement a five-point plan (e.g., Get people out of cars; Schools & safety; Implement maintenance plans; Conflict resolution– safe access to road & water; Education – how easy to use different modes)

SPECIFIC STRATEGIES TO CONSIDER IN CERTAIN SITUATIONS

- High parking costs
- Bike/ped coordinator for transit agency
- Sting operation – demonstrate the lack of respect / attention motorists give to cyclists and pedestrians
- Aggregate local data on proximity, safety
- *Sneakers, Spokes & Spark Plugs* (race among individuals engaged in each of the three modes to run errands in an urban area)
- Bike rodeo
- Sunday parkways – closed to motor-vehicles Sundays
- Driver’s ed campaigns
- Solicit corporate matching funds (\$50M)
- Racks on buses
- Connect to gated subdivisions



D) POLITICAL STRATEGY

- Focus on tweeners
- Petitions (advocacy, grassroots and civic groups)
- Identify good champions on both sides of aisle
- “What Would Jesus Drive” / “How Would Jesus Get There?” (Consider involving evangelical groups)
- Encourage converts to the active transportation movement to become your poster children (“I used to hate bikes, but then I biked to work one day...”)
- Ask local candidates to endorse AT campaign
- Local community campaign can collectively hire a paid staffer
- Address rural / urban / suburban divide
- Address recreation vs. commuting differences in active transportation corridors
- Gas tax money for Right-of-way acquisition
- Grant writing assistance
- Determine if your state has a (governor’s) climate change initiative
- Solicit the aid of professional athletes
- Individual communities develop a strategy for needs / funding, communicate strategy to legislators, create marketing plan for bike plan
- Capitalize on price of gas, Iraq war
- Establish relationship with state DOT
- Get a key neighborhood involved / engaged – maybe the “easiest” one to start
- Let / encourage suburbs to lead the campaign! City will naturally follow
- Focus on “what we’re leaving our youth” messaging – emotional appeal
- March / concerted effort at Bike Summit, ProBike / ProWalk
- Encourage congressional candidates to endorse active transportation while campaigning