



On behalf of the *Seattle 2010 Campaign for Active Transportation Steering Committee**, I am pleased to submit our Case Statement to Rails-to-Trails Conservancy for inclusion in your national campaign.

The *Seattle 2010 Campaign* was launched by a coalition of community organizations partnering with the City of Seattle's Department of Transportation (SDOT) and with encouragement from several City Council members. We are collaborating with the

City on our common goal to improve our community's sustainability and livability by increasing our active transportation mode split and reducing vehicle miles traveled.

Seattle's mayor, council and the people who live and work here have demonstrated time and again a willingness to plan, fund and implement biking and pedestrian plans and project. Yet, while Seattle is renowned as a great city for biking and walking, that success also leads to a growing demand for more cycling and pedestrian services and infrastructure. We have a Bicycling Master Plan which aims to increase cycling's transportation mode split to 9% - but it is severely under funded, with the consequence that we still suffer from a poorly connected system of bicycle facilities. We're developing a Pedestrian Master Plan – but without restructuring how transportation funding gets allocated, it too will be severely under funded.

It's a paradox that nothing succeeds like success. And in Seattle, the demand for more multi-purpose trails, for more bicycle safety classes, for more safety improvements – in short for all the programs and infrastructure that make biking and walking safe and easy is growing.

The Seattle 2010 Steering Committee is looking forward to working with other community coalitions and RTC to secure a funding package that will bolster active transportation and add to the growing body of knowledge showing it's viability in America.

Sincerely,

Chuck Ayers

*Seattle 2010 Campaign Steering Committee

- Chuck Ayers, Executive Director, Cascade Bicycle Club
- Michael McGinn, Executive Director, Seattle Great City Initiative
- Lisa Quinn, Executive Director, Feet First
- Gordon Black, Executive Director, Bicycle Alliance of Washington
- Genesee Adkins, State Policy Director, Transportation Choices Coalition
- Jodie Vice, Legislative Aid to Jan Drago, Transportation Committee Chair, Seattle City Council
- Tracy Krawczyk, Policy and Planning Director, Seattle Department of Transportation
- Peter Lagerwey, Bicycle and Pedestrian Program, Seattle Department of Transportation
- Rob Johnson, Regional Policy Director, Transportation Choices Coalition
- Tessa Gregor, Principal Planner, Cascade Bicycle Club

Seattle's 2010 Campaign for Active Transportation

June 30, 2008



What could Seattle achieve with a \$50 million investment in bicycling and walking?

- Seattle Great City Initiative
- Cascade Bicycle Club
- Feet First
- Transportation Choices Coalition
- Seattle Department of Transportation
- Bicycle Alliance of Washington

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Case Statement: Seattle 2010 Campaign for Active Transportation

Executive Summary

Seattle is joining approximately 40 metropolitan communities across the country in a national movement to substantially increase federal funding for biking and walking—the *2010 Campaign for Active Transportation*.

Many studies have documented the multiple benefits of increased cycling and walking – and the “smart growth” land use policies that make active transportation a viable transportation choice. Dollar for dollar, funding for biking and walking has the biggest payback of any transportation investment: people are healthier in communities where schools and homes and commercial centers are connected with trails and safe bicycle routes. These towns and cities also enjoy less traffic congestion and the economic advantages of higher property values and money saved on fuel and car maintenance, re-circulating in the community. And walking and biking produce no climate pollution.

Seattle is already recognized nationally as a leader in biking and walking. We’re a city with an active, assertive cycling culture, well organized pedestrian safety advocates and voters who are willing to invest in transportation options. Our elected officials’ land use and transportation priorities favor urban density and infrastructure improvements that make walking and biking easier and safer – the same priorities that also help fulfill Mayor Nickels’ commitment to cutting Seattle’s contribution to climate pollution.

While Seattle is renowned as a great city for biking and walking, that success also leads to a growing demand for more cycling and pedestrian services and infrastructure. Seattle recently completed a Bicycling Master Plan. To fully implement the Master Plan over the next ten years is estimated to cost \$264 million, but the City has only about \$30 million on hand. Unfunded at this time are projects that benefit both walkers and cyclists, projects like pedestrian and bicycle bridges, constructing additional sections of the City’s urban trails and bikeways system, bicycle maintenance facilities, and more sidewalks that increase Safe Routes to Schools. It is likely the list will grow longer when the city’s Pedestrian Master Plan is completed in early 2009.

To make our case statement for Seattle’s 2010 Campaign, we’ve organized it as follows:

- Overview of the campaign: what it is and national and local leadership.
- The benefits of biking and walking: why programs and infrastructure are good investments.

- Seattle's Case Statement: what we've already accomplished and how our success is feeding the growing need for more active transportation options.
- Links to Seattle's many organizations promoting and supporting active transportation.

THE CAMPAIGN: OVERVIEW

1. Background
2. National campaign leadership
3. Seattle campaign leadership

We are at a critical juncture to reshape the next federal transportation bill, which is passed just once every 5-6 years. The current bill, “SAFETEA-LU,” expires in 2009. It is vital that our local, state and federal elected officials and other policy and community leaders, help meet and sustain the growing demand in Seattle for safe and convenient bicycle and walking programs and infrastructure with \$50 million of new federal funding in the next transportation bill. The economic, health and environmental benefits of this mode shift are too great for Seattle, our region and our country to postpone any longer.

Background

Seattle is joining dozens of metropolitan communities from around the country in the *2010 Campaign for Active Transportation* – a “grass-roots” initiative to substantially increase federal funding for the cleanest, healthiest and most economical transportation choices: biking and walking.

The Campaign grew out of Rails-to-Trails Conservancy’s 2007 national conference in Portland, Oregon. There, elected officials, advocacy groups and concerned citizens from around the country endorsed a campaign to expand the successful Non-motorized Transportation Pilot Program (NTPP), funded in the last federal transportation bill, from four communities¹ receiving \$25 million each to 40 communities receiving \$50 million each.

Early results from these four communities’ projects are very positive. Less than two years after the communities were awarded funding, the NTPP Interim Report (September 2007) found that increased walking and bicycling “. . . reduced driving by about 1 to 4 percent, depending on the community. Because of the large populations involved and the constant nature of this rate of reduction over time, *this seemingly modest contribution leads to significant long-term results: the research team estimates that the current total reduction in driving in all four program communities, over the course of an entire year, is in the range of 156.1 million miles.*”

The basic premise of the Campaign is that investments in trails and improvements to make walking and biking more appealing will encourage people to park their cars and walk, bike or use transit. Research shows that transportation systems based on improved walking, biking and transit decrease congestion, and improve the health, environment and create livable communities. And, by making access to bus and rail routes easier and safer, bike and pedestrian investments lead to greater use of public transit systems.

¹ The four communities are: Marin County, CA; Columbia, MI; Minneapolis-St Paul; MN; Sheboygon County, WI. The NTPP funds allowed them to start implementing their projects in 2006.

The goal of the *2010 Campaign for Active Transportation* is for Congress to authorize significantly increased investments in walking and biking programs and infrastructure which focus more spending where it delivers the greatest benefits per dollar spent. And increased biking and walking do deliver substantial quantified benefits -- healthier people, reduced climate pollution, decreased congestion, cleaner air and connected, vibrant communities. Yet, today, only about 1 percent of federal transportation funding is budgeted for biking and walking projects.

Seattle seeks to become one of the communities to receive \$50 million of new funding to accelerate and expand the city's goals to make Seattle more attractive for walking and cycling and to reach more people who live and work here with the message that biking and walking are safe, healthy and fun!

Long term, the goal of the *Seattle 2010 Campaign for Active Transportation* is to redesign how Seattle residents get around. In Seattle, over half of residents' trips are three miles or less - and yet, as in other parts of the nation, the vast majority of these short trips are made in automobiles. New city policies are beginning to change old transportation habits. Seattle's planning goals favoring urban, walkable neighborhoods and shopping districts, as well as such factors as the growing awareness of the health benefits of physical activity are showing positive behavior changes. Seattle's business and community leaders also pride themselves on the city's environmental consciousness. These, together with increased gas prices and auto congestion, are resulting in a marked shift towards transportation beyond cars.

National Campaign Leadership

At the national level, the backbone of the *2010 Campaign for Active Transportation* is the Rails-to-Trails Conservancy (RTC), a non-profit organization focused on transforming unused rail corridors into trails. RTC has a proven track record at the national and local levels in successfully advocating for policies that lead to building more trails. RTC lead the fight to protect the federal Transportation Enhancements program, the largest source of funding for trail development and is consistently in front in defending the federal railbanking statute in Congress and the courts as an essential tool to preserve unused rail corridors.

Seattle Campaign Leadership

The *Seattle 2010 Campaign* was launched in late 2007 by a coalition of community organizations, partnering with the City of Seattle's Department of Transportation (SDOT). We are collaborating with the City on our common goal to improve our community's sustainability and livability by reducing vehicle miles traveled and our city's carbon footprint. Through positive actions we are dedicated to making it easier and safer to bike and walk in Seattle. Organizational and policy decisions are the responsibility of the **Campaign Steering Committee**.

While our central goal is for the City of Seattle to secure \$50 million of new federal funding to improve active transportation options in our community, we have also been working to increase the transportation mode share of walking and biking within Seattle. We will accomplish this with a **Leadership Team** of key business and opinion leaders who will help with prioritizing projects, advocating for increased

funding and promoting biking and walking in their own organizations. The Leadership Team is in its formative stage.

The Campaign Steering Committee consists of:

- Chuck Ayers, Executive Director, **Cascade Bicycle Club**. CBC is the largest bicycle club in the country with more than 9000 members in the Puget Sound region. The efforts of CBC advocacy have resulted in new bike lanes, increased access for cyclists throughout the Puget Sound Region, new project funding, and legal defense for local treasures like the Burke-Gilman trail.
- Michael McGinn, Executive Director, **Seattle Great City Initiative**. The Great City brings together organizations and individuals committed to making positive, lasting change, breaking down traditional barriers that can get in the way of smart planning and helping Seattle grow and thrive as a truly great city.
- Rob Johnson, Regional Policy Director, **Transportation Choices Coalition**. The Coalition consists of a statewide base of businesses, public agencies, citizen organizations and concerned individuals advocating for transportation spending reform. The Coalition's mission is to bring Washingtonians more and better transportation choices -- real opportunities to use transit, ride a bike, or walk -- as well as drive.
- Lisa Quinn, Executive Director, **Feet First**. Feet First encourages walking and advocates for the rights and interests of pedestrians. Feet First partners with other agencies in the Puget Sound region to introduce and implement innovative programs like Safe Routes to Schools and leads efforts that make the connection between health and the built environment.
- Gordon Black, Executive Director, **Bicycle Alliance of Washington**. The Alliance advocates for bicyclists and promotes cycling as part of a balanced transportation system throughout the state. The Alliance represents all bicyclists in Washington and has worked on safety, policy, funding and education issues before the state legislature.
- Tracy Krawczyk, Policy and Planning Director, **Seattle Department of Transportation** (SDOT.) SDOT plans for, builds, maintains and operates Seattle's \$8 billion transportation infrastructure including substantial new investments in bicycle and pedestrian infrastructure, programs and safety enhancements.

THE BENEFITS OF INVESTING IN ACTIVE TRANSPORTATION

Shifting from cars to other modes of transportation delivers extraordinary benefits to people, communities, the economy and the environment. Walking and biking provide health and fitness, enjoyment, basic mobility, connections between and access to other modes, opportunities for people to interact with their communities and the environment, and significant cost savings. And, enhancing biking and walking infrastructure increases the cost effectiveness of public transit: commuters are more likely to use public transit if they can easily and safely get to and from transit stops and, during the workday, to restaurants and shops for personal errands. The increased transit ridership reduces vehicle miles traveled and with it reduced

congestion, air and water pollution, greenhouse gas emissions, wear and tear on road facilities and fewer road crashes.

Many studies, locally and nationally, have quantified the benefits of increased walking and biking. To highlight just a few:

- *Climate protection:* According to Seattle's Sightline Institute, accounting for all the greenhouse gas emissions associated with producing and driving a car, versus the extra calories, shoes, etc associated with walking, *walking is about 12 times better for the climate than driving.* In fact, a car has to get the equivalent of about 220 miles per gallon before it matches the fuel economy of shoe leather. In the US, cars were the source of about one-third of global warming pollution in 2005. But every mile traveled by bike rather than by car keeps one pound of CO2 out of the atmosphere.
- *Health:* According to a 2005 study by the Trust for America's Health, living in a neighborhood with pedestrian-friendly design has been associated with up to a one-point reduction in the body mass index, which can translate in up to seven fewer pounds of extra body weight. (In 2006, the Center for Disease Control estimated that just the direct health costs of our country's obesity rates to be \$93 billion a year.) A Cooper Institute study concluded that people who walk twenty minutes a day, live nearly three years longer.

And it is because of cycling's health benefits that Group Health Cooperative, our region's largest health care provider, has embraced it as one of its social missions and is one of the region's major sponsors of bicycle events and classes.

- *Economy:* Bicycling requires only a fraction of the cost that it takes to own and operate a car. Todd Litman and the Victoria Transport Policy Institute (VTPI) in British Columbia calculate that for every mile of travel shifted from automobile to bicycle, society saves an average of 24 cents. Using VTPI's methodology, Cascade Bicycle Club Advocacy found that if only 5 percent of car trips in the greater Seattle area were shifted to bicycle, the public would save an average of \$970,000 per day in automobile-related costs, not counting the substantial savings to drivers from reduced spending on fuel and maintenance. Those are dollars that stay in the community.
- *Air Pollution:* Walking and bicycling produce no air pollution. Per mile emission reductions in urban settings are large because they usually replace short, cold-start trips, so each 1 percent of automobile travel replaced by walking or cycling decreases motor vehicle emissions by 2 percent to 4 percent.
- *Increased social capital:* Walking increases social capital by promoting face-to-face interaction between neighbors. Studies have shown that for each 10 minutes a person spends in a daily car commute, time spent in community activities falls by 10 percent.

- *Stronger local businesses:* Dense, walkable neighborhoods provide local businesses with the foot traffic they need to thrive. It's easier for people to shop at many stores on one trip, since they don't need to drive between destinations. And, according to the Bicycle Alliance of Washington, bicycling touring contributes more than \$6 million dollars annually to our state's local economies.
- *Reduced congestion:* Programs like Safe Routes to School, which encourage walking and biking to school, can have a big impact in reducing traffic in and around schools. National research found that up to 25 percent of cars on the road during the morning rush hour are providing school transport.

THE CASE FOR SEATTLE

1. **Biking and walking are Seattle priorities**
2. **Signs of success**
3. **Civic and Business Support for Biking and Walking**
4. **Seattle's Bicycle and Pedestrian Master Plans**
5. **New funding fills the gaps, leveraging and accelerating existing plans**

Biking and walking are Seattle priorities

Seattle is already a leader in transportation choices to driving alone, including transit, bicycling and walking. Seattle's mayor, council and the people who live and work here have demonstrated time and again a willingness to plan, fund and implement biking and pedestrian plans and project. Additionally, new projects and programs support reduced reliance on vehicles, reduce congestion, cut climate pollution and improve our city's quality of life, public health and the environment. A few highlights illustrate that commitment:

- In March 2005, with the US Mayors Climate Protection Agreement, Mayor Greg Nickels launched a national movement of cities committed to cutting climate pollution in their communities – including an emphasis on alternatives to cars. A year later, the mayor's Seattle Climate Action Plan was completed – 18 specific actions the City is now implementing, including:
 - *Action #2: Significantly Expand Bicycling and Pedestrian Infrastructure*
 - *Action #5: Expand Efforts to Create Compact, Green Urban Neighborhoods; increase density and adopt land use changes that result in more walkable, transit friendly neighborhoods and business districts.*
- The City's "Complete Streets" ordinance defines guiding principles and practices so that transportation improvements are planned, designed and constructed to encourage walking, bicycling and transit use while promoting safe operations for all users. The ordinance puts walking, bicycling and transit on the same level as vehicles when the city improves streets and arterials.

- In 2007, Seattle’s mayor and council adopted amendments to the city’s land use code (Ordinance 122311) that:
 - Map pedestrian-oriented commercial cores in business districts.
 - Strengthen pedestrian-oriented street front development standards and guidelines.
 - Control the impacts of building size by means that allow for wider sidewalks, plazas, ground-level open spaces, or view corridors.
 - Balance auto access and parking with the needs of pedestrians and transit.

- In 2000, Seattle voters passed a \$198 million “Pro-Parks” levy, including \$9 million for new trails and boulevard pathways. The levy funded new trails and connections to the future Mountains-to-Sound Greenway trail, Sound Transit light rail stations (opening in 2009) and expanded regional trails that cross the city, connecting to schools, businesses, and residents.

- In November, 2006, the voters of Seattle passed a \$365 million levy for five key transportation maintenance and improvement purposes, including pedestrian and bicycle safety. The levy is being used to:
 - Repair or restore approximately 144 blocks of sidewalks.
 - Build approximately 117 blocks of new sidewalks.
 - Rehabilitate approximately 50 stairways.
 - Re-stripe 5,000 crosswalks.
 - Create "safe routes to schools" near 30 elementary schools.
 - Support the development of a Pedestrian Master Plan.
 - Implement the Bicycle Master Plan.
 - Add four miles of new multi-use paths.

- Despite the city’s reputation for rain and hills, Seattleites *believe* in bicycling and walking as transportation choices. It is because of the dedicated activism of the Cascade Bicycle Club, the Bicycle Alliance of Washington, Feet First and many other groups and individuals that City plans and budgets have changed so markedly over the past decade from an emphasis on vehicle infrastructure to prioritizing for pedestrians and bicycling. Seattle is now home to an incredible array of resources that support active transportation: safety and bike repair classes; year round group rides for all skill levels and interests; commuter resources and maps; bicycle racks as standard equipment on all public transit and throughout commercial districts, and public-private partnership support like Seattle Bikestation, etc. – all due, initially, to the of thousands of activists whose voices and actions were heard by community elected officials.

- Thanks to the leadership of the Bicycle Alliance, Transportation Choices Coalition and Seattle City Councilmember Jan Drago, in 2008 the Washington State Legislature passed legislation requiring bicycle and pedestrian safety information be added to the state’s mandatory drivers’ education curriculum.

- Seattle’s Department of Transportation offers one of the country’s most innovative approaches to encouraging bicycling, walking and transit – cash incentives. Seattle residents who agree to give up their car for a year are offered \$200 worth

of bicycle or walking gear from REI and free membership in Cascade Bicycle Club and Bicycle Alliance of Washington.

- Seattle's urban trail system includes shared use paths, bike lanes, signed bike routes, arterials with wide shoulders, and pedestrian pathways. Seattle has about 28 miles of shared use paths, 22 miles of on-street, striped bike lanes, and about 90 miles of signed bike routes; there are sidewalks on 72 percent of all block faces in the city.
- In 2007 and 2008, the Seattle City Council declared Pedestrian Safety as one of its top priorities, has funded several pedestrian projects and passed legislation supporting pedestrian safety.

Signs of Success

- Seattle is consistently rated by *Bicycling Magazine* as one of the country's top four cities for cycling.
- Between 1992 and 2000, the total number of bicyclists entering and leaving Seattle's central business district increased by 57 percent.
- The number of Seattle riders in Cascade's Bike to Work Day increased from 5365 cyclists in 2000 to nearly 24,000 in 2008!
- It is estimated that about 36 percent of Seattle's 520,000 citizens engage in recreational bicycling, and between 4,000 and 8,000 people bicycle commute to work in Seattle each day, depending on the time of year and weather conditions. Puget Sound Regional Council data show that in the Puget Sound Region, bicycling and walking account for 9 percent of all trips and in several urban core areas across Washington, bicycling and walking account for 15 percent of all trips.
- Early this year, the Brookings Institute rated Seattle as the sixth most walkable metropolitan area in the US a rating based on ability of residents to buy groceries or get to work without a car.

Civic and Business Support for Biking and Walking

All of Seattle's major employers (100 employees or more) work with the City and the State Department of Transportation to create and implement a Commute Trip Reduction (CTR) program. CTR is a statewide program that requires major employers to reduce the number of employees that drive alone to work. Through this program, major employers provide employees with free or subsidized transit passes, bike showers/lockers, bike storage, and incentives to leave their cars at home.

The University of Washington, Seattle's largest employer, provides one of the strongest examples of this commitment: the University has the largest university bike locker program in the US and bicycle rack capacity for more than 6100 bikes. Students, faculty and staff are also offered significant discounts on bike helmets, lights, parts and equipment (in addition to substantial discounts on passes to all Puget Sound area transit.) Thirteen percent of faculty bike to campus – and 33 percent of students walk. The University hosts a winter bicycle challenge, Ride in the Rain; over 10 percent of the participants are new cyclists. Additionally, the University provides a walking campaign designed to encourage walking trips by staff, faculty and students to campus as well as for trips on campus.

Many companies in Seattle spend millions of dollars on transportation programs for their employees and the more funding allocated to pedestrian and bicycle facilities, the more we can help our major businesses meet their goals.

Seattle's Bicycle Master Plan

Seattle's Bicycle Master Plan, completed in 2007, really is a reflection of the community's priorities. Not only did the Cascade Bicycle Club, the Bicycle Alliance of Washington, neighborhood groups and others actively engage in its development as members of SDOT's Bicycle Master Plan Citizens' Advisory Board but hundreds of other individuals weighed in with their recommendations and concerns at numerous community meetings SDOT hosted and more than 1600 people submitted comments during the planning process. Driving the Plan's development was the primary finding that:

“ . . . although Seattle has made great progress by building a trail network that is a model for cities throughout the world, Seattle lacks a connected system of bicycle facilities. Bicyclists face barriers, such as freeways, roadway crossings, and topography in many parts of the city. Many more people would choose to bicycle if they had a connected network of comfortable, safe bicycle facilities throughout the city.”

The Bicycle Master Plan, adopted unanimously by the Seattle City Council, is viewed as one of the country's most aggressive plans to increase cycling.

The overarching goals of the Bicycle Master Plan are to:

- Increase use of bicycling in Seattle for all trip purposes. Triple the amount of bicycling in Seattle between 2007 and 2017.
- Improve safety of bicyclists throughout Seattle. Reduce the rate of bicycle crashes by one third between 2007 and 2017.

The 10-year plan calls for 118 miles of new bike lanes and 19 miles of trails, as well as lane markings and signs to create awareness of cycling across the city. Also included is stepped up safety enforcement for vehicles and bikes; a safety education campaign is also being developed.

The Bicycle Master Plan also includes a number of key performance indicators to measure progress in achieving the goals, including:

- Bicycle facilities on 62 percent (295 miles) of Seattle's arterial streets
- A 230-mile system of signed bicycle routes, connecting all parts of Seattle
- A signed route within 1/4 mile of 72 percent of Seattle's schools
- 50 percent more (19 additional miles of new) multi-use trails
- A bicycle facility within 1/4 mile of 95 percent of Seattle residents

This Plan not only establishes the vision, but also identifies practical steps needed to ensure that Seattle will achieve its goals for increasing the use and safety of bicycling. Most important is that there is funding for the highest priority projects. The

city has budgeted \$27 million for cycling projects out of the \$365 million transportation levy voters approved in 2006.

But some important projects in the Master Plan are unfunded. To implement the entire plan over ten years is estimated at \$240 million. Which is why the Seattle 2010 Campaign is so important.

Seattle's Pedestrian Master Plan (currently being developed)

Nearly everyone, for at least some portion of every day, is a pedestrian. This is why the City of Seattle is embarking on a Pedestrian Master Plan to make Seattle the most walkable city in the nation.

The City has already taken a number of important steps toward achieving this goal, having recently adopted several new initiatives to improve pedestrian safety such as stepped up enforcement, installing red-light cameras at key intersections and a public information campaign to remind drivers of pedestrian rights.



But even more important to achieving the goal is that Seattle's Mayor and Council have soundly rejected the auto-centric model of urban planning in favor of plans, codes, zoning changes, incentives and other policies that favor sustainability – neighborhoods, business districts and a connected downtown which, together encourage local shopping and walking through increased density, mixed use buildings, transit oriented development, a restored urban forest, better street and sidewalk designs and a healthy network of green spaces and multi purpose trails. In other words – a liveable and walkable community.

The goals of the Pedestrian Master Plan, scheduled to be completed in January 2009 and developed with substantial input from the community and the city's Pedestrian Advisory Board, are:

- *Walkability:* Get more people walking
- *Safety:* Reduce the number and severity of crashes involving pedestrians
- *Equity:* Make Seattle a more walkable city for all through equity in public engagement, service delivery, and capital investments

- *Sustainable Communities*: Develop a pedestrian environment that sustains healthy communities and supports a vibrant economy.
- *Health*: Raise awareness of the important role of walking in promoting health and preventing disease.

New funding will fill the gaps - leveraging and accelerating existing plans

It's a paradox that nothing succeeds like success – and in Seattle, the demand for more multi-purpose trails, for more bicycle safety classes, for more safety improvements – in short for all the programs and infrastructure that make biking and walking safe and easy is growing. Bicycling Basic classes for students are over-subscribed; the Burke-Gilman Trail is often congested with bikers and walkers, there aren't enough bike racks where and when they're needed – and the list goes on. While the City has made funding for biking and walking a priority, there are many unfunded projects in the Bicycle Master Plan – projects that are critical to achieving the Plan's goals.

Compared to other transportation projects, the level of investment required to fully implement Seattle's Bicycle Plan is relatively modest. The cost to implement the Bicycle Master Plan over 10 years is approximately \$240 million (based on 2007 dollars) – yet only \$27 million is secured as part of the City's 2006 transportation levy.

Additional funding will allow more projects that benefit both walkers and cyclists to move forward – projects like pedestrian and bicycle bridges, constructing additional sections of the City's urban trails and bikeways system, bicycle maintenance facilities, sidewalks which make Safe Routes to Schools safer. This accelerated investment in biking and walking pays back many times over in less congestion, cleaner air, healthier people and a reduction of climate pollution.

Next Steps

The *Seattle 2010 Campaign for Active Transportation* Steering Committee is inviting several of Seattle's civic, government, environmental and business leaders to join the *Seattle 2010 Campaign* Leadership Team. The role of the Leadership Team is two-fold:

- Help create the most compelling, cost effective spending plan for the *Seattle 2010 Campaign* – starting with the unfunded bicycle and pedestrian projects already identified. The Spending Plan will be complete in early August, 2008.
- Work with the Steering Committee and the city's elected officials to make the case for the *Seattle 2010 Campaign*. How many people really appreciate and understand that **active** transportation options are viable; that investments in bicycling and walking programs and infrastructure, are, dollar for dollar, the most cost effective use of transportation funding; and that urban America contributes more to federal transportation funding than gets returned to it to meet its unique needs – the Leadership Team will help us tell our story so that we succeed in our goal: obtain \$50 million in new federal funding for active transportation.

Seattle Resources and Sources

Seattle 2010 Campaign Steering Committee

- Seattle Great City Initiative: <http://www.greatcity.org/>
- Cascade Bicycle Club: <http://www.cascade.org/Home/>
- Transportation Choices Coalition: <http://www.transportationchoices.org/>
- Feet First: <http://www.feetfirst.info/>
- Bicycle Alliance of Washington: <http://www.bicyclealliance.org>
- Seattle Department of Transportation: <http://www.seattle.gov/transportation/>

Active Transportation in Seattle:

- Seattle's Bicycle Master Plan (2008):
<http://www.seattle.gov/transportation/bikemaster.htm>
- Seattle's Pedestrian Master Plan (in progress):
http://www.seattle.gov/transportation/ped_masterplan.htm
- 15th International Biennial International Symposium on Bicycling and Walking, Seattle, September 2008: <http://www.bikewalk.org/2008conference/index.html>
- Seattle walkability ratings: <http://walkscore.com/>

Seattle Plans and Policies that Support and Implement Active Transportation:

- Seattle's Climate Action Plan (2006):
http://www.seattle.gov/climate/docs/SeaCAP_plan.pdf
- Seattle's Climate Action Plan Progress Report (2007):
<http://www.seattle.gov/climate/docs/SeaCAP%20Progress%20Report2007.pdf>
- Seattle Dept of Transportation Toolkit for Driving Less:
<http://www.seattle.gov/waytogo/commutertoolkit.htm>
- Seattle's Land Use Code Neighborhood Business District Strategy (2006):
http://www.seattle.gov/dpd/Planning/Neighborhood_Business_District_Strategy/Overview/
- Seattle's Transportation Strategic Plan:
<http://www.seattle.gov/transportation/tsphome.htm>

Seattle Opinion Leaders Actively Supporting Bicycling and Walking

- Sightline Institute: <http://daily.sightline.org/>
- Group Health Cooperative (Puget Sound region's largest health care provider):
<http://www.ghc.org/cycling/index.jhtml>
- REI, Inc. <http://www.rei.com/stewardship>

National:

- Brookings Institute:
http://www.brookings.edu/papers/2007/1128_walkableurbanism_leinberger.aspx
- Quantifying the Benefits of Nonmotorized Transportation For Achieving Mobility Management Objectives Todd Litman *Victoria Transport Policy Institute* November, 2004
<http://www.vtpi.org/nmt-tdm.pdf>

[Sidebars to be inserted?:](#)

“Federal transportation policy must reflect the obvious climate benefit of linking transit and regional development. . . .We need to encourage density, so the biggest commute decision in the morning is which pair of shoes to wear on the walk to work or transit.” – Mayor Greg Nickels,

It costs as much as twenty times more to support a passenger mile of automobile traffic compared to one of bicycle traffic. *Sightline Institute*

The bicycle is the most efficient vehicle ever devised; a human on a bicycle is more efficient (in calories expended per pound and per mile) than a train, truck, airplane, boat, car, motorcycle or jet pack. *Sightline Institute*

[An on-line survey conducted by SDOT in summer 2006 asked Seattle residents what factors influence whether or not they bicycle. 1,584 people responded to the survey and “traffic safety along my route” was the most often cited factor.](#)

“I fully support the *Seattle 2010 Campaign* - investments in biking and walking programs produce long term transportation, health, economic and quality of life benefits and quality for our residents and businesses.” Jan Drago, Seattle City Councilmember for 14 years, Chair, Transportation Committee

“Did you know when I walk, I learn better in school?” Da'jhna Abbot, a West Seattle Elementary student who participated in a Safe Routes to School event.

“Walkable communities increase property value, while at the same time are the least expensive investment in the transportation system.” Lisa Quinn, Executive Director, Feet First

