






Campaign Plan Participatory Budgeting

	 <p>Active Transportation Alliance (Chicago)</p>
<p>CAMPAIGN <i>What was your campaign?</i></p>	<ul style="list-style-type: none"> • Background: Participatory Budgeting (PB) in Chicago expanded to four wards in 2013, letting residents decide how to spend \$4 million in infrastructure funding. • Campaign: Win funding for active transportation infrastructure projects through the PB process.
<p>CAMPAIGN GOALS <i>What were your short-, medium-, and long-term goals? What are the campaign goals (e.g. policy change) vs. organizational goals (e.g. build membership)?</i></p>	<ul style="list-style-type: none"> • Short-term: Win funding for active transportation infrastructure projects. • Medium-term: Educate residents about need for and benefits of active transportation infrastructure projects to increase support and likelihood of winning funding in future years. • Long-term: Develop citizen committees in each ward to advocate to their own community for active transportation projects and to ensure funded projects are implemented smoothly. • Organization: Build new relationships with community stakeholders in communities we're not yet rooted in, and provide opportunities for member engagement.
<p>ASSESS YOUR RESOURCES <i>What did you see as your organizations' strengths and weaknesses (internal), opportunities and threats (external) entering the campaign?</i></p>	<ul style="list-style-type: none"> • Strengths: Strong base of active members in wards 45, 46 and 49; planning staff and resources need to support community volunteers. • Weaknesses: Lack of relationships and members in ward 5. • Opportunities: Very strong citizen advocates in wards 45 and 46 who had already started organizing their community around transportation; communities that care about walking and biking. • Threats: Lack of coordination between the DOT and the wards potentially making proposals less effective; PB process that could make the ballot biased toward automobile-oriented infrastructure. • Funding Sources: Funding for PB projects comes from Chicago's aldermanic Menu Funds, which is part of the city's capital program.
<p>POWER MAPPING <i>Who can actually make the decision to implement change? Primary targets (specific people) are the decision makers. Secondary targets have influence on the primary target. Public audiences (allies) are groups of people who have influence on secondary or primary targets. How did you determine exactly where and how you should focus your strategy and outreach?</i></p>	<ul style="list-style-type: none"> • Primary: Aldermen in each of the 4 wards. • Secondary: PB voters (PB is technically an advisory vote, so voters are secondary rather than primary); Community Representative volunteers (who develop proposals for the ballots); and city-wide PB Chicago Steering Committee. • Public / Allies: City DOT and other civic organizations. • Strategy: Engage our supporters in developing proposals to fund through the PB ballot and get out the vote; support volunteers in developing strong proposals and promoting their projects to their community; participate in city-wide steering committee to monitor and help shape the process.

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<p>FRAMING YOUR MESSAGE</p> <p><i>Effective communication depends on the message as well as the medium. Hook -> Identify the problem -> Formulate a solution -> Illustrate how to implement the solution.</i></p>	<ul style="list-style-type: none"> Chicagoans want better transportation options and safer streets for biking and walking, and you have a say in making it better. Four Chicago wards are using Participatory Budgeting to give residents like you the chance to propose projects and then vote on how to spend \$4 million in infrastructure funding. Volunteer to develop a proposal to improve biking and walking in your neighborhood, and vote to make biking and walking safer and easier.
<p>TACTICS & TIMELINE</p> <p><i>What tactics and activities did your organization carry out for this campaign?</i></p>	<ul style="list-style-type: none"> Participated in city-wide PB Chicago Steering Committee (Oct. 2012 – May 2013) Connected citizen advocates we know in the wards to the PB process, encouraging them to volunteer to be Community Representatives and propose projects to fund through the ballot (Oct. 2012) Organized a Better Blocks workshop in the 5th Ward, where we didn't have relationships with any strong citizen advocates, to help residents identify problems and potential infrastructure solutions related to biking and walking, and encouraging the residents to then volunteer to get their projects on the ballot (Oct. 2012) Produced and provided crash maps to the Community Representative volunteers in each ward to support their work developing project proposals (Feb. 2013) Hosted a workshop for Community Representatives to share a walkability assessment tool and city resources, which would aid in developing strong project proposals (Feb. 2013) Connected each ward to the Chicago DOT to ensure they met to coordinate their proposals with the agency to develop successful proposals; and helped get out the vote through email blasts, social media and Streetsblog, targeting our supporters (Dec. 2012 – Feb. 2013)
<p>RESULTS</p> <p><i>What were your campaign wins?</i></p>	<p>When the PB polls closed in May 2013, residents had voted to fund the following projects related to active transportation:</p> <ul style="list-style-type: none"> Leland Greenway (\$142,000) – 284 votes Shared Bike Lanes on Clark from Howard to Albion (\$75,000) – 527 votes 46th Ward Bike Lanes (\$448,000) – 267 votes Improved Lighting on the Milwaukee Ave. Viaduct just north of the Jefferson Park Transit Center (\$23,000) – 269 votes Pedestrian Crossing Light at the Jefferson Park Transit Center (\$125,000) – 199 votes Urgent Sidewalk Repairs (\$80,000) – 864 votes Sheridan Road Pedestrian Safety Engineering Study (\$30,000) – 579 votes Improve/Repair Street Lighting at Metra Viaducts & Other Underpasses (\$45,000) – 64 votes Sidewalk Replacement Program/Safety (\$32,750) – 32 votes Walkable 46; Repair & Refresh (\$270,000) – 336 votes SherMon Plaza (\$79,000) – 318 votes Viaduct Remediation and Pigeon Abatement (\$120,000) – 282 votes <p>Total win: \$1.5 million</p>

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<p>LESSONS FOR OTHER ADVOCATES</p> <p><i>What lessons did you learn that can be shared with others?</i></p>	<ul style="list-style-type: none"> • The vote reinforced that people want safer streets for biking and walking. • PB can be an opportunity to engage members and supporters in proposing and funding projects they want in their communities. • We also learned that when trying to coordinate between a city agency and aldermen, the agency will often feel the need to have the aldermen sign off on everything before they take any action. This can unnecessarily hold up time-sensitive work. In future years where we need cooperation between an alderman and the Department of Transportation, we will adjust our approach in a way that won't put the DOT in a position to seek approval from the alderman.
<p>FOR MORE INFORMATION</p>	<ul style="list-style-type: none"> • Website: www.ActiveTrans.org • Facebook: www.facebook.com/ActiveTrans • Twitter: @ActiveTrans



Left: Active Transportation Alliance organized a Better Blocks workshop in the 5th Ward to build relationships with citizen advocates. At the workshop, ActiveTrans worked with residents to identify problems and potential infrastructure solutions related to biking and walking, and encouraged residents to then volunteer to get their projects on the ballot.