

**Navigating MAP-21 Webinar Series:
“Winning Bicycle and Pedestrian Funding Under Transportation
Alternatives”**



Questions and Answers

Q: My state DOT has traditionally been very resistant to spending for bicycle and pedestrian projects. What strategies exist to increase funding through TA in a conservative state with a car-centric point of view?

A: (Ed). When you have an opposing view, you need to bring in additional partners. It can be formal or informal, but you want the weight of others behind you. Be strategic about who you approach first – the state DOT or the Governor’s office. Who is your target? The state DOTs’ job performance is focused on turning money into lane miles, not with public input. Whereas the Governor’s office has more accountability to the people.

A: (Tim) The approach we’re trying in Wyoming is to document some of the great projects that have been funded by Transportation Enhancements and pick ones that have the strategic ability to influence state policies. We will report back with photos, etc. to state legislators so they see real improvements in their communities. Another approach is benefit reports (economic, new businesses / jobs, health) tailored to your state and circumstances.

A: (Darren) These state DOTs may be more receptive to a “grass-tops” approach. Get mayors to call the DOT or Governor and say that these projects are a priority for their constituents. There is also the economic argument: to say that bicycling and



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walking is good for local businesses. The evidence is extensive reporting that it is, including the Advocacy Advance report “[Bicycling Means Business: The Economic Benefits of Bicycle Infrastructure.](#)”

Q: I am an individual – how to I get involved?

A: (Darren) Contact your [Navigating MAP-21 State Lead](#) and join your local advocacy organization.

A: (Ron) Active Transportation Alliance in Chicago has a long-standing tradition of working with our statewide organization, League of American Bicyclists.

A: (Ed) Statewide advocacy organizations need the voices of local advocates and should do outreach to maintain the local perspective.

Q: My Governor opted into the Recreational Trails Program. What are the recommended next steps?

A: (Tim) First, understand how the program is structured in the state. The Governor decides which of his departments manages it. Then, get ahold of their funding application and guidelines. Rec Trails will continue under the same rules as in SAFETEA-LU, which means 30% goes to motorized projects, 30% goes to non-motorized projects, and 40% goes to “diversify,” which is a term that means two modes. Finally, understand who makes the funding decisions and determines the guidelines. Changing the guidelines is a good strategy for advocates.

Q: I live in a rural state with a volunteer non-profit bicycle coalition. How should I manage my resources, especially financially, to travel to rural communities as the state lead?

A: (Tim) Identify your targets, who is making the decisions? Set up meetings in those locations and determine who will influence those decision-makers.

A: (Ed) Make a trip to the capital city and largest MPO.