

Advocacy Ambassador Talking Points

(updated September 2018)

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Active Transportation Alliance

- **Who are we?** Active Transportation Alliance (Active Trans) is a nonprofit that advocates for better biking, walking and transit around the region to create healthy, sustainable and equitable communities.
- **MB Bike the Drive:** Do you know about MB Bike the Drive? That's our annual fundraiser where Lake Shore Drive is shut down to bikes only during the Sunday of Memorial Day Weekend. It helps support the work we do to improve walking, biking, and transit in our region.
- **Advocacy Ask:** Join our advocacy supporters email list. We'll send you occasional email updates and opportunities to take action (quarterly emails + any action alerts). By giving us your zip code, we'll be able to share updates and actions related to your neighborhood or community.

Active Trans Membership

- Active Trans has 7,000 members like you that care about biking, walking and transit. The more members we have, the more of an impact we can make.
- Our members directly support our work, including our advocacy campaigns like *[Insert Campaign – Example: the Trail Connect Chicagoland campaign, which is working to eliminate trail gaps in our region.]*
- Become a member of the Active Transportation Alliance so that you can help bring cleaner, healthier transportation options to communities throughout Chicagoland.
- In recent years, we've celebrated some major victories, such as the creation of a new, separated Lakefront Trail and better bikeways in the city and suburbs.
- But there's still so much work to be done. That's why we need your help.

Bike Walk Fund

- **What is a Bike Walk Fund?** Funding set aside in the state transportation budget that would be used to support walking and biking infrastructure projects. Currently, the state spends billions on roads but next-to-nothing on biking and walking.
- **Goal:** We are calling on the next Illinois Governor and General Assembly to commit to spending a fair share of state transportation dollars for a new, dedicated Bike Walk Fund of \$50 million, which is only about 1.5% of state spending at the Illinois Department of Transportation (IDOT).
- **Why does this matter?** Investing in walking and biking is good for our health, environment, economy, and equity. It is smart public policy that benefits all road users.
- **Ask:** Sign this petition asking both candidates for governor in the November election for their commitment to invest \$50 million of state transportation funding in a Bike Walk Fund each year.

Walk and Roll the Vote: 2019 Chicago Transportation Platform

- **What is it?** Creating a collaborative and intersectional platform to use to champion transportation issues during the upcoming mayoral and city council elections in 2019.
- **Goal:** Engage voters and candidates for 2019 Chicago city elections on issues regarding transportation justice in the Chicago context.
- **Ask:** Attend one of our Transportation Justice Dialogues on August 8 in Logan Square or August 21 in Bronzeville or take the survey if you can't make it to either event. Organize voters and candidates in your area to engage with the platform.

Chicago River Trail

- **What is it?** Active Trans' Chicago River Trail campaign is working to advance a continuous trail along the river. This campaign features specific projects designed to improve walking and biking along the river and significant outreach to residents, stakeholders, city departments and elected officials.
- **Goal:** A 27-mile continuous pedestrian and bike trail along the Chicago River with safe and easy access to it from city neighborhoods.
- **Asks:** Join the campaign email list to learn about how you can get involved.

Logan Boulevard to Lathrop Homes Project

- **What is it?** Our project to improve walking and biking conditions on Logan Blvd. starting at Rockwell going east to Diversey and Lathrop Homes.
- **Goals:** A safer Logan Blvd with easy access to the Chicago River, reduced crashes at challenging intersections like Logan/Western, more people biking and walking.
- **Asks:** Fill out a postcard and take our online survey.

South Branch Vision Project

- **What is it?** A project to develop a community vision for a trail along the South Branch (Ping Tom Park to Western Ave.)

- **Goals:** Create safe and easy access to the Chicago River in these neighborhoods: Pilsen, Bridgeport, McKinley Park, and Brighton Park. Improved walking and biking opportunities.
- **Asks:** Fill out our online survey and sign up for the Chicago River Trail campaign updates.

Chicago Leadership Network

- **What is it?** The Chicago Leadership Network is a network of advocates, including grassroots leaders and professionals who are engaged on our issues. We are also developing an advocacy skills building program component.
 - Build community support for walking, biking, and transit
 - Network with other like-minded advocates
 - Learn about biking and walking-friendly policies and projects
 - Participate in our trainings
- **Goal:** To develop an army of advocates across Chicago to help promote active transportation and increase our impact and capacity in the area.
- **Asks:** Sign up for our advocacy supporters email list and receive updates and e-newsletters

Lake Calumet Area Advocacy

- **What is it?** Our Trail Connect Campaign will leverage our years of advocacy on the Far Southeast side to improve access and transportation challenges in the area.
- **Goal:** Create an active transportation network between the communities of Pullman, Hegewisch, Riverdale, and the East Side of Chicago with the following projects:
 - 1) Bridge connection across Lake Calumet
 - 2) Off road Kensington Trail to connect the Pullman and Riverdale communities
 - 3) Closing the Burnham Greenway gap
 - 4) Side path on 130th street where there currently is no sidewalk
 - 5) Road diet on Torrence Avenue to provide more space for people biking and walking
- **Asks:** Sign our petition for better connections for people biking and walking on the Southeast Side.

Back on the Bus: Bus Advocacy

- **What is it?** Building off of our Back on the Bus: Speeding Up Chicago's buses report that was published in November 2017, we continue to organize local community groups to advocate in their communities for faster and more reliable bus service. Chicago's bus ridership has been falling for a decade, but we know how to get Chicago #backonthebus.
- **Goal:** Improve the speed and reliability of bus service while growing ridership & improve the quality of service for all Chicagoans, especially those who rely on the bus.
- **Ask:** Meet with your local elected official using our bus service ward level report cards to ask for:
 - Bus only lanes
 - Faster boarding – prepaid boarding and/or all door boarding
 - Transit signal priority – giving buses priority at traffic lights

Metra Electric

- **What is it?** The Coalition for a Modern Metra Electric is a group of residents and orgs that want improved service and connections on Metra Electric.
- **Goal:** Desired improvements:
 - Trains every 10-15 minutes
 - Ventra card payments
 - Low cost transfers between CTA and Pace
- **Ask:** Sign our petition to support transforming the Metra Electric lines into a rapid transit system.

Vision Zero

- **What it is?** Vision Zero is both the commitment and the approach to eliminating death and serious injury from traffic crashes.
- **Goals:** Eliminate death and serious injury from traffic crashes in Chicago by 2026 through equitable investment across the City, building a citywide culture of safety, designing safer streets for all users, and implementing policies, training, and technologies that create safer vehicles and professional drivers.
- **Why does this matter?** About 2,000 Chicagoans are killed or seriously injured every year. Five people are seriously injured in a traffic crash every day. Every three days, someone dies in a traffic crash in Chicago. People in vehicles account for more than half of traffic crash fatalities each year. Crashes result in serious injury or death much more frequently for vulnerable roadway users than people in vehicles.
- **Ask:** Visit our website visionzerochicago.org and sign the Vision Zero pledge. Commit to identify and change one behavior when you drive, walk or bike that could help you cultivate a culture of safety.

Bike Walk Every Town

- **What is it?** Bike Walk Every Town is our suburban advocacy skills building program. The focus of the program is to help advocates:
 - Build greater community support for walking and biking in their community.
 - Network and meet other like-minded advocates.
 - Learn about biking and walking-friendly policies.
 - Learn about advocacy tools – we have online trainings and webinars.
- **Goal:** We want all communities in our region to adopt, fund, and implement Complete Street Policies and Active Transportation Plans.
 - Complete Streets: Policies that ensure that all road users (including people who walk and bike) are considered in future transportation plans and projects.
 - Active Transportation Plans (aka Bike & Pedestrian Plan): These plans map out a vision of a connected network of low-stress bikeways, trails, sidewalks and trail access.
- **Asks:**
 - Sign up for our advocacy supporters email list and receive updates and e-newsletters.
 - Sign this petition to tell your elected officials to adopt and implement pedestrian and bicycle friendly policies.

Trail Connect Chicagoland

- **What is it?** Trail Connect Chicagoland is our new campaign aimed to make trails in the region more connected to each other. We are working with advocates and supporters to identify where gaps exist in the network and create strategies for eliminating those trail gaps.
- **Goal:** We want to see all trail gaps eliminated in our region (see the red on the trail map – note: this map highlights major trail gaps and does not show ALL of them).
- **Asks:** Would you like to be added to our advocacy supporters email list to learn about future opportunities to get involved?