

Getting State Legislators Excited About Trails: Caucuses and “Active” Advocacy



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State Policy Goals

- ▶ Renew, Defend, Increase State-Generated Funding for Active Transportation
- ▶ Coalition Building
- ▶ Replicate Innovative Policies
- ▶ Promote Trail “Networks & Spines”



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Previous Achievements

- ▶ Since 2016, RTC Supports Over \$2 Billion in New State Funding on 10-Year Timeline
- ▶ 10-Year Calculation Allows Better Apples-to-Apples Comparisons
- ▶ Chart Does Not Include Additional Funding Victories, e.g. Funds Renewed or Defended, or Large Pots of Money Not Yet Allocated to Trails

10-Year Forecast	One-Time (1-Year)	One-Time (Mult. Years)	Recurring	Year Total (One-Time+Recurring)
2016	\$5,000,000	\$50,000,000	\$442,500,000	\$497,500,000
2017	\$14,000,000	\$245,000,000	\$1,000,000,000	\$1,259,000,000
2018	\$31,800,000	\$233,000,000	\$60,000,000	\$324,800,000
TOTAL	\$50,800,000	\$528,000,000	\$1,502,500,000	\$2,081,300,000

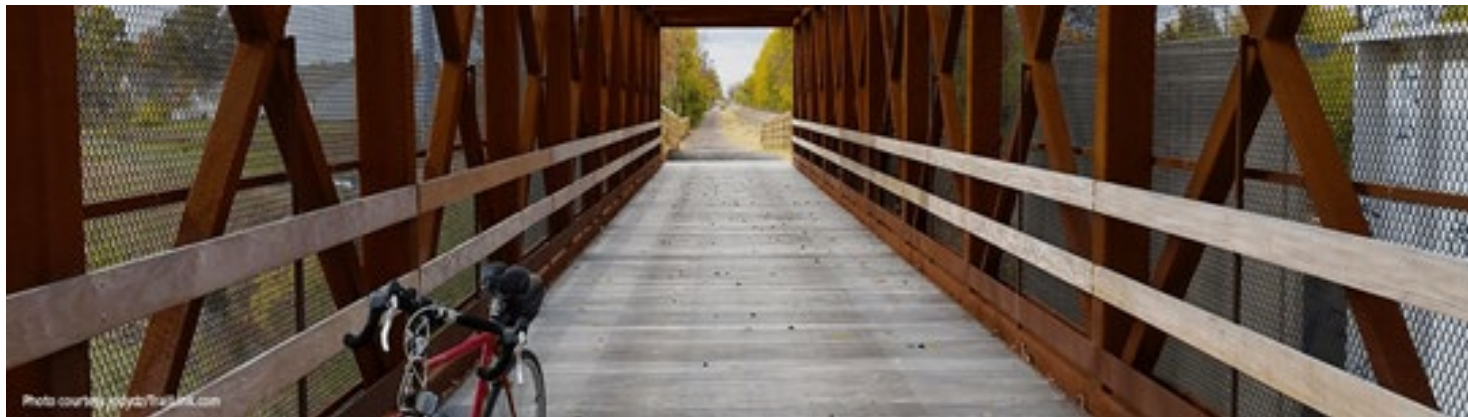
Sample Funding Policies & Tactics

- ▶ Statewide Trail Plans: Laying the Groundwork
- ▶ Gas Tax Increases
- ▶ Park Funding
- ▶ Earmarks & Specific Appropriations
- ▶ New Governors' Agendas & Executive Budgets
- ▶ Inter-Agency Collaboration
- ▶ Legislative Caucuses

A Trails Caucus Is Born...

“California Of The Midwest”

1. Create ATP/RTP to Accelerate Trail Network Development
2. Establish Dedicated Trail Maintenance Funding Source
3. Expand Current & Identify New Funding for Trail Networks
 - ▶ Potential Funding Mechanisms: Bonds, Gas Tax Increase, Dedicating Recreation-Related (e.g. Bike/Bike Parts) Sales Tax Revenues, Increasing Sales Tax, Other Innovative Funding Sources/Strategies



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The Next Chapter: OhioNetwork

ONE VISION... ONE NETWORK

“A multi-regional coalition of diverse stakeholders that leverages the Ohio Legislative Trails Caucus to fund completion & maintenance of trail networks in central Ohio and neighboring communities, connecting people, places & opportunities.”



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Tactics To Raise Awareness

- ▶ Action Alerts – e.g. "Ask Your State Legislators to Join Caucus"
- ▶ “On Trail” Events Connecting Constituents with Elected Officials
- ▶ Collaborative Trails Advocacy Days, Meet & Greets
- ▶ District- & Legislator-Focused Advocacy Sheets
- ▶ Webinars & Speaking Engagements Involving Caucus Members
- ▶ White Papers & Other Collateral to Educate and Create Buy-In



State Elected Engagement

A bipartisan group of state elected officials committed to creating a statewide trails network connecting Ohioans.



- ▶ Caucus Forms in 2017; Current Membership = 35% of Legislature
- ▶ Senate & House Designate 2018 “Ohio’s Year of the Trails”

*“Connecting trail segments is a powerful tool for economic and community development **that should be actively facilitated.**”*

- ▶ 2018 - \$5.1 Million in Trail Appropriations
- ▶ 2019 - \$700,000 to Implement New State Trail Plan



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Momentum Builds...

Caucus Mission

- ▶ Improve Existing Trail Systems
- ▶ Ensure Smart Planning for Future Trails; Develop a Statewide Trails Network
- ▶ Connect Ohioans with Opportunities for Outdoor Recreation and Active Transportation

Initiatives / Near-Term Goals:

- ✓ Host Legislator Awareness Event
- ✓ Launch trails.ohiodnr.gov (Jan 2018)
- ✓ Complete State Trail Plan (Feb 2019)
- Equip State Agencies with Resources to Complete Work
- Launch Statewide Economic Impact Study to Measure/Maximize Benefits

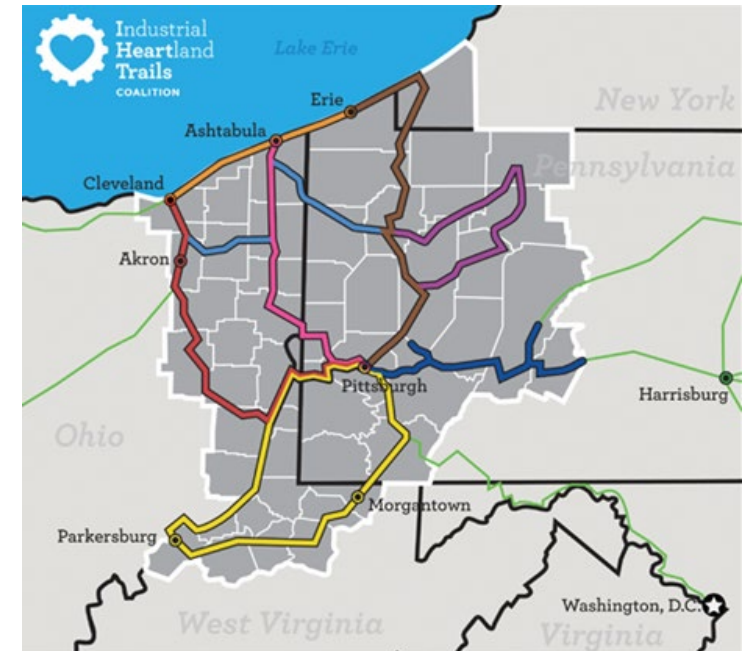
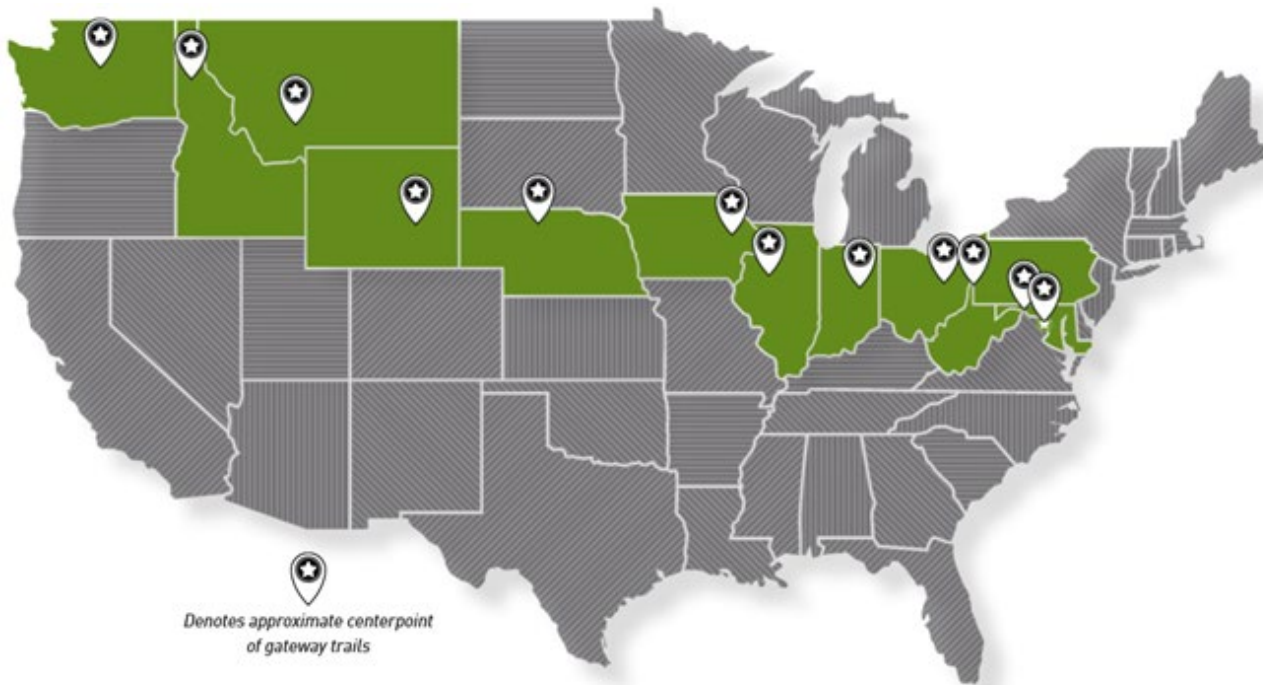


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"Connecting People, Places & Possibilities"

Trails are at the heart of healthy, thriving communities!

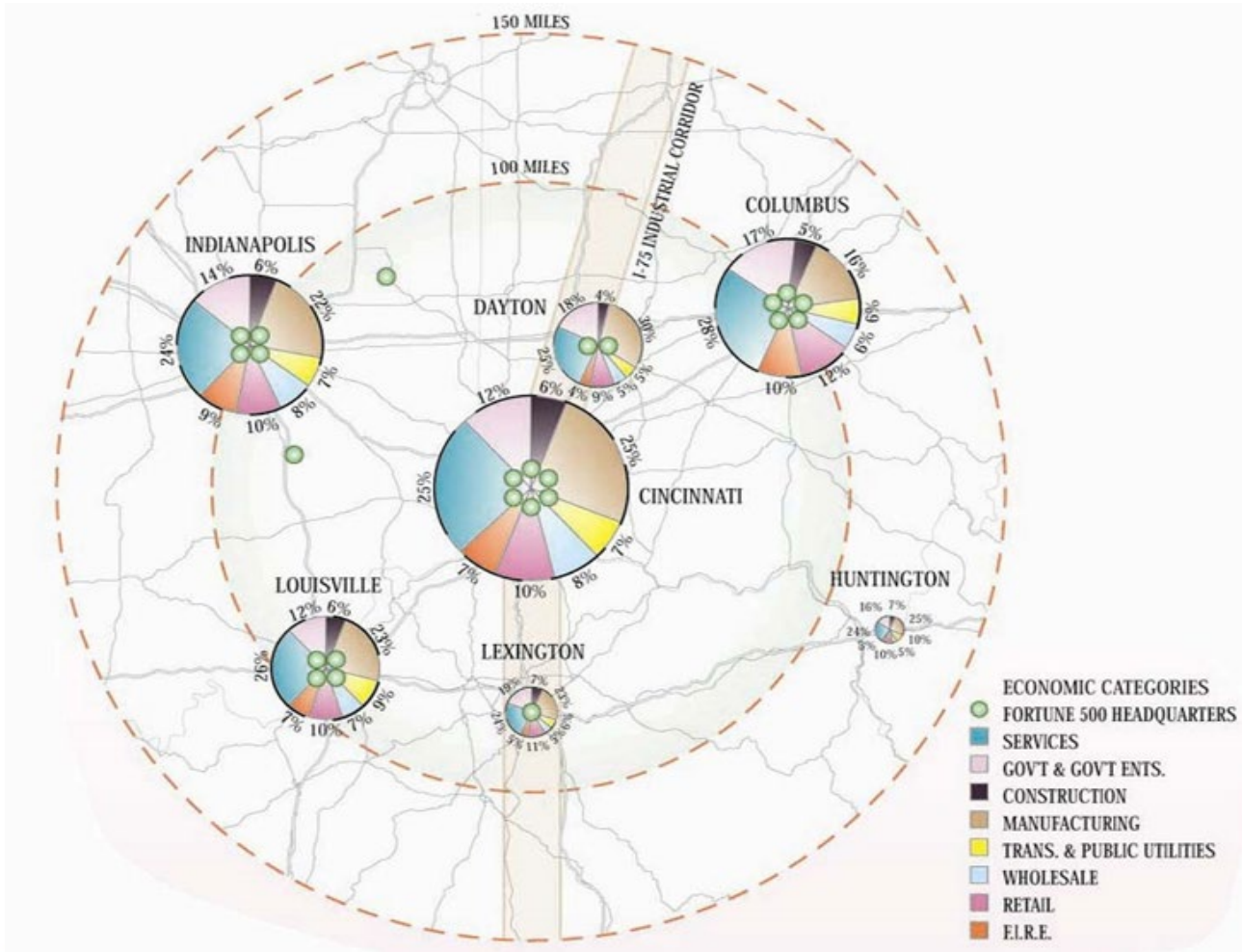


Connecting People to Nature... Through an Outdoor Recreation Access Strategy



Dayton...
An Outdoor Adventure Recreation Destination....
Planning, Programming and Management

Geographic Advantage



► 14 Million People in 2-Hour Radius

A Greater Downtown Dayton Plan

Value-based proposition to create a vibrant, relevant urban core.
Areas of focus include:

- ▶ Economic development
- ▶ Housing
- ▶ Transportation
- ▶ Green & Sustainability
- ▶ Rivers, Cycling, & Active Lifestyle
- ▶ Arts, Entertainment and Culture



A Greater Downtown Dayton Plan

Rivers, Cycling, & Active Lifestyle Recommendations:

- ▶ Develop a Comprehensive Cycling Program
- ▶ Rivers Navigable, Accessible & Enjoyable
- ▶ Outdoor Urban Recreation Destinations
- ▶ Urban Nodes, People-Oriented Streets & Parks
- ▶ Establish Attractive, People-Centered Corridors, Linkages & Gateways



Dayton, Ohio: In Transition

Outdoor Recreation is the **Game-Changer** for Our Region.
"The Outdoor Adventure Capital of the Midwest"

- ▶ Economic Transition
- ▶ Institutions Leading
- ▶ Recruitment & Retention
- ▶ Need a Game-Changer

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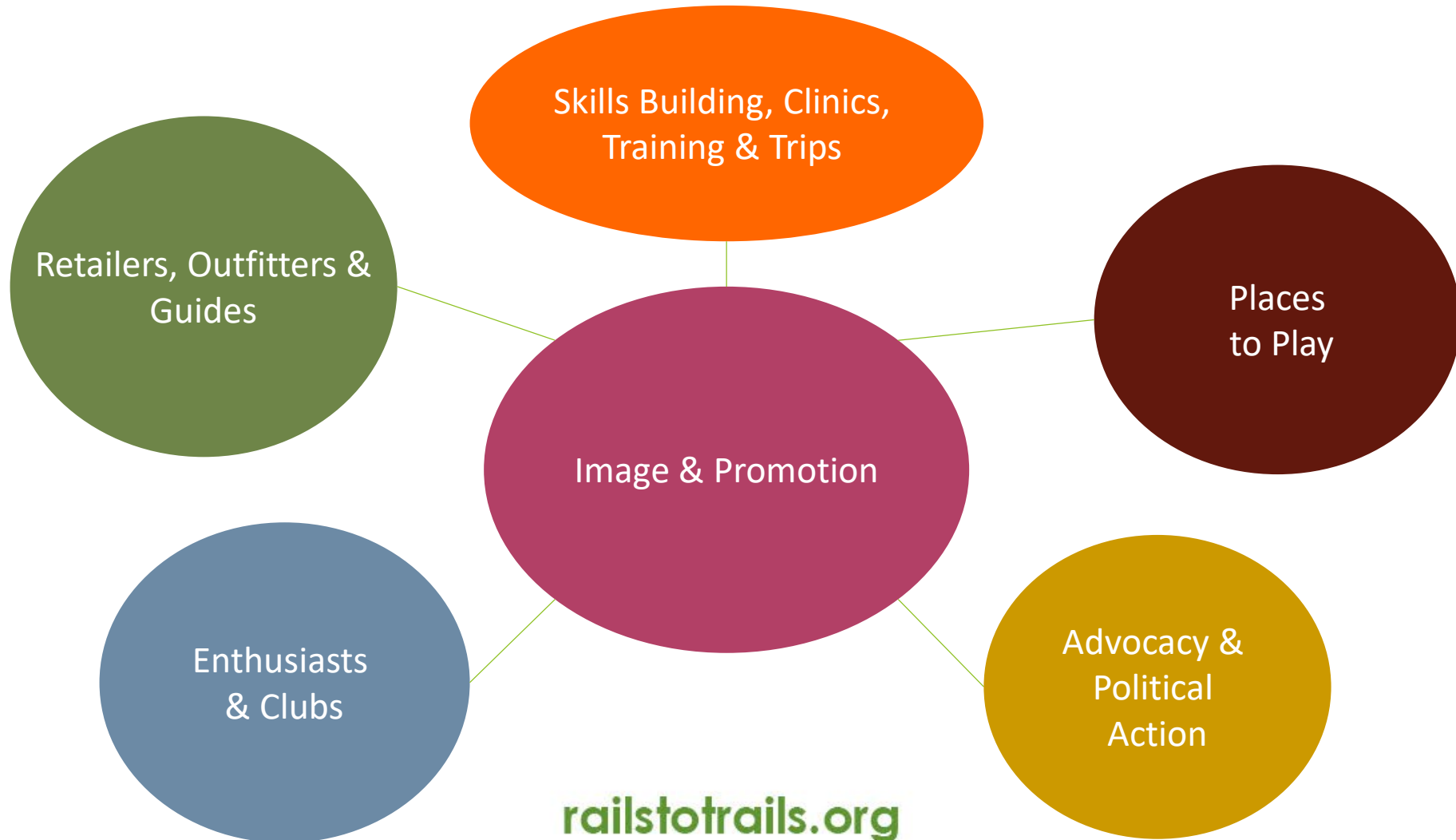


Place Making

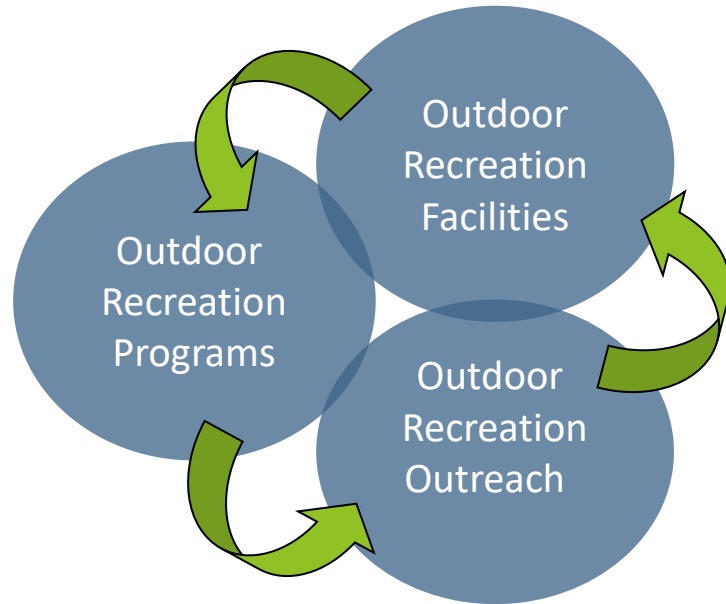
- ▶ MoMBA
- ▶ Twin Valley Trail
- ▶ Recreation Trails & Comp Bikeway Plan
- ▶ Great Blue Heron Disc Golf
- ▶ Improved River Access
- ▶ Mad River Enhancements
- ▶ Great Miami River Enhancement



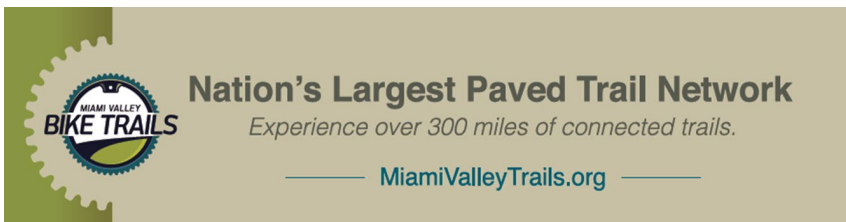
The Recreation Destination Strategy



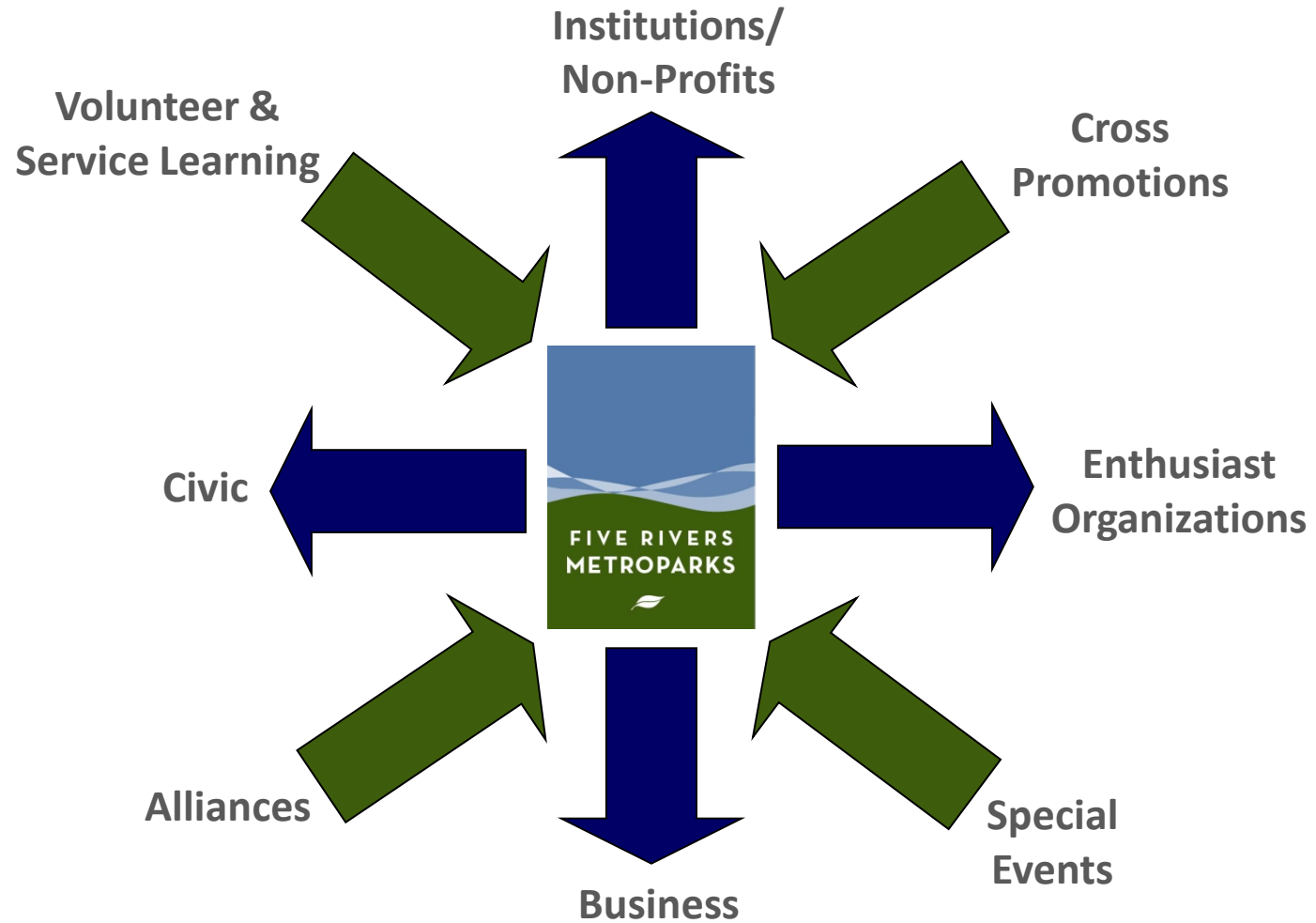
Three Dimensions of Access



- ▶ Remove Barriers to Recreation by Helping Local Residents Develop the Context, Understanding, Skills and Knowledge to Recreate Independently.
- ▶ Create the Foundation of an Independent Recreation Movement through Development of Active Recreation Facilities and Improved Access to Trails, Rivers and Active Things to Do.
- ▶ Act as a Catalyst in the Community to Drive the Growth of a Vibrant Outdoor Culture and Community.



PartnerNet



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Strategy Creates Expectations

INCREASING DEMAND!

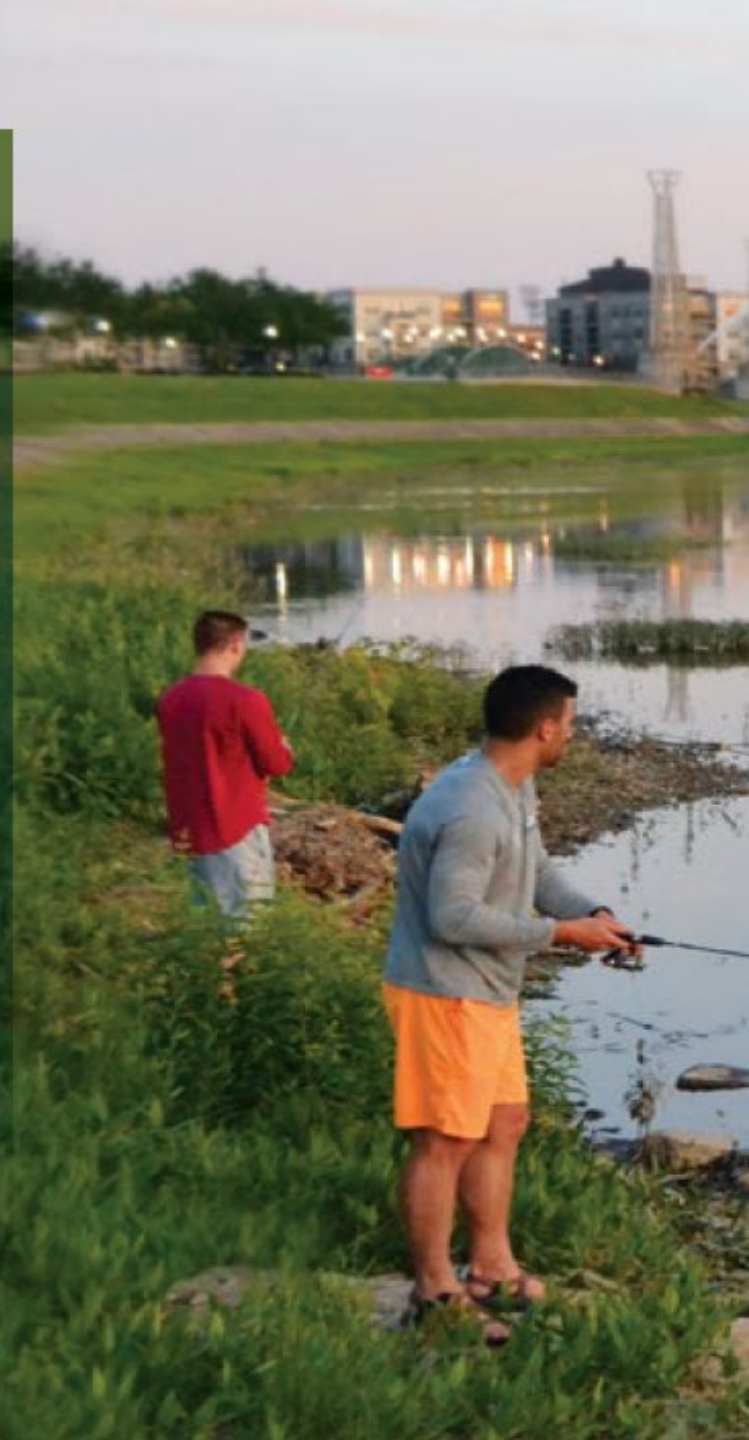
- ▶ Outdoor Recreation Social Trends
- ▶ Dayton's Natural Resources/Location
- ▶ 45 Outdoor Retailers
- ▶ 40 Outdoor Clubs
- ▶ Media Coverage
- ▶ Recreation Events
- ▶ Recreation Dept. Outreach Efforts
- ▶ Community Projects
- ▶ Universities
- ▶ Municipalities
- ▶ Youth Programs
- ▶ Climbing Wall
- ▶ Improved Marketing
- ▶ Accessibility
- ▶ Wright Patterson Air Force Base



GET OUT & LIVE IN DAYTON. A MID-SIZED CITY WITH **BIG-TIME AMENITIES** AT THE EPICENTER OF THE GREAT MIAMI RIVERWAY

- Nation's largest paved trail network with more than 340 miles to explore
- League of American Bicyclists' Bronze-level Bicycle Friendly Community
- Three state-designated water trails
- Great Miami River Watershed National Water Trail
- More than 60 miles of mountain biking trails, including the award-winning MetroParks Mountain Bike Area (MoMBA)
- Mad River and RiverScape River Run whitewater features
- Dayton Regional Rowing: Community Olympic Development Program. The nation's only community development program for rowing.
- Six high-quality waterways offering 400 miles of paddling opportunities, including one of the nation's first National Scenic Rivers
- Award-winning Twin Valley Backpacking Trail
- Two Adventure Cycling Routes
- More than 200 miles of hiking trails
- Designated Trail Town of the North Country National Scenic Trail and Buckeye Trail
- Thirteen disc golf courses
- More than 45 outdoor retailers
- More than 40 outdoor clubs

Discover more at [OUTDOORDAYTON.COM](https://www.outdoordayton.com)



DAYTON:

A BICYCLE-FRIENDLY COMMUNITY

THE DAYTON REGION IS HOME TO THE NATION'S LARGEST PAVED TRAIL NETWORK WHERE YOU CAN EXPERIENCE MORE THAN 340 MILES OF CONNECTED TRAILS, MAKING THE CITY A DESTINATION FOR CYCLISTS. The League of American Bicyclists has designated Dayton a bronze-level Bicycle Friendly Community, and the city is implementing a plan to take Dayton all the way to a platinum-level designation.

AMENITIES THAT MAKE DAYTON A GREAT PLACE FOR CYCLISTS INCLUDE:

- Expanding bike lanes downtown
- Link bike share program
- LEED-certified bike hub at RiverScape MetroPark, home to the region's largest Bike to Work Day event, with more than 700 attendees at the National Bike to Work Day Pancake Breakfast
- 20 regional National Bike Month activities
- Biennial Miami Valley Cycling Summit
- More than 60 miles of mountain bike trails with expansions funded
- Three locally owned bicycle manufacturers
- More than 25 cycling clubs and businesses
- Two Adventure Cycling Routes
- US Bicycle Route 50

Learn more at MIAMIVALLEYTRAILS.ORG



DAYTON:

A PADDLING TOWN!

DAYTON'S BOUNTIFUL NETWORK OF RIVERS AND STREAMS MEANS THE REGION HAS A LONG HISTORY OF PADDLESPORTS. INDEED, THE DAYTON CANOE CLUB WAS FOUNDED MORE THAN 100 YEARS AGO IN 1913.

THE REGION IS ALSO HOME TO:

- 400 miles of blueways and water trails
- Six high-quality rivers: The Great Miami, Little Miami, Stillwater, Wolf Creek, Twin Creek and Mad River.
- Three state-designated water trails
- Great Miami Riverway Summit
- More than 20 water-related outdoor retailers and organizations
- Mad River Run and RiverScape River Run whitewater features at Eastwood and RiverScape MetroParks
- Great Miami River Watershed National Water Trail
- Home to Dayton Regional Rowing: Community Olympic Development Program
- Great Miami Riverway, a 99 mile stretch of vibrant riverfront communities that engage in recreational and cultural opportunities.
- Numerous events and competitions embracing the rivers



COMMUNITY OLYMPIC
DEVELOPMENT PROGRAM
DAYTON REGIONAL ROWING



DAYTON:

OHIO'S TRAIL TOWN!

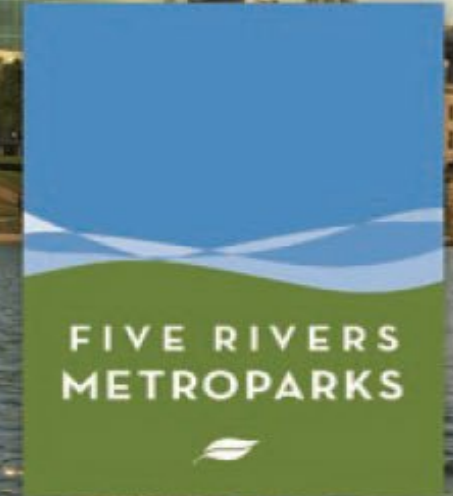
EXCELLENT HIKING, CAMPING AND BACKPACKING OPPORTUNITIES ABOUND IN DAYTON, WHERE TRAILS WIND THROUGH VAST TERRAIN, FROM ROLLING HILLSIDES TO PRAIRIES, WETLANDS TO OLD GROWTH FORESTS.

THE REGION IS ALSO HOME TO:

- More than 200 miles of hiking trails
- Award-winning Twin Valley Backpacking Trail
- The Buckeye Trail and North Country National Scenic Trail
- Large and active hiking clubs with more than 3,000 members
- Trail crews dedicated to sustainable trail building
- Nine low-impact backcountry campsites
- Designated Trail Town



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DAYTON, OHIO OUTDOOR ADVENTURE CAPITAL OF THE MIDWEST

A MID-SIZED CITY WITH A BIG-TIME OUTDOOR RECREATION SCENE

Motivating Elected Officials

1. Think About How Engaged Your Elected Officials are Currently Re: Trail/Active Transportation Networks.
2. Discuss with Your Group What Would Get Your Elected Officials Excited About Trails/AT so that They Take Funding and Supporting Innovative Policies to the Next Level.
3. Use the Strategy Outline Worksheet to Organize Your Thinking and Record Your & Group Members' Thoughts.
4. Be Prepared to Report Out as well as to Provide Feedback on the Tactics and Approaches Presented.

Questions?