

# DIY EMPIRE STATE TRAIL ADVOCACY

This sheet provides how-to information so that you can advocate for funding for the Empire State Trail. All of the materials referenced here are available for download at [www.ptny.org/events/empire-state-trail-advocacy-day](http://www.ptny.org/events/empire-state-trail-advocacy-day) as is a FIND YOUR LEGISLATOR tool.

## *What is the Empire State Trail?*

Governor Cuomo has proposed funding in this year's executive budget that to complete the Hudson River Valley Greenway, the Erie and Champlain Canalway Trails, and to enhance NYS Bike Route 9 to create a 750-mile statewide multi-use trail called the **Empire State Trail**.

Once complete in 2020, the trail will be the nation's longest multi-use trail, and serve as the "spine" for New York's wider trail network, with connections to regional hiking and biking trails that benefit every part of the state. Governor Cuomo has proposed \$53 million in SFY 2017-18 for the Empire State Trail, which is the first of three project phases, with an overall cost of \$200 million.

## *ADVOCACY STEPS*

### 1. Set up a face-to-face meeting with your legislator

Scheduling a face-to-face meeting with your legislator is an effective way of advocating for Complete Streets funding. If you can't meet directly with your legislator, meeting with a Chief of Staff or district manager can also be effective. If an in-person meeting isn't possible, a letter or a call to your legislator's office are also great steps.

### 2. Review and use materials provided by PTNY

Go to [www.ptny.org/events/empire-state-trail-advocacy-day](http://www.ptny.org/events/empire-state-trail-advocacy-day) and review the advocacy materials that PTNY has prepared.

These include:

- Empire State Trail talking points/info sheet
- CO-BENEFITS OF BIKING AND WALKING
- Sample support letter to legislator

If you choose to use them, bring one copy of the documents to your meeting for yourself, and another copy to leave with your legislator.

### 3. Share your story - #NYTrailTales

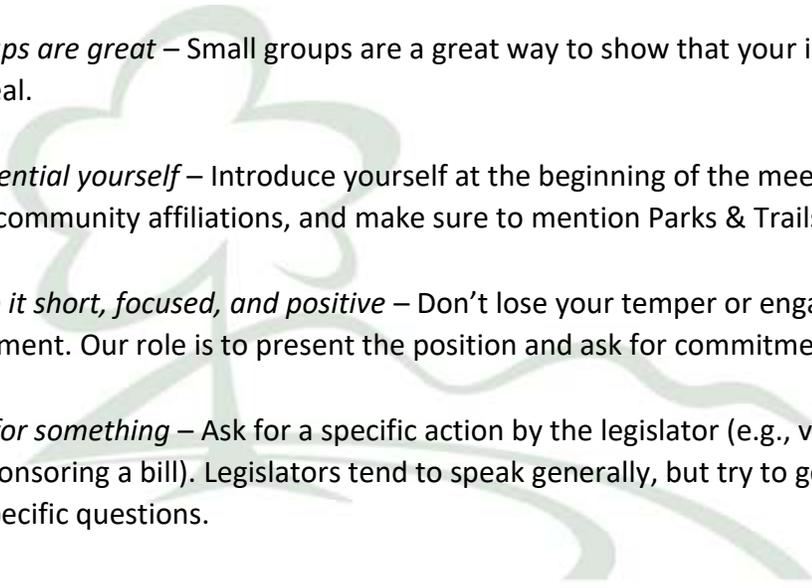
We need to hear your voice in support of this landmark funding proposal. That's why PTNY is introducing a new campaign, called [#NYTrailTales](https://www.ptny.org/events/empire-state-trail-advocacy-day), calling for trail lovers of all stripes to tell us how they use the state's trail system. How do you use your local trail? What trail plans do you have for the coming year? Where will you go when new trail sections of the Empire State Trail

are complete?

Visit the [#NYTrailTales page \(www.ptny.org/nytrailtales\)](http://www.ptny.org/nytrailtales) to share your tale, or post your trail story to social media and include the hashtag #NYTrailTales and #EmpireStateTrail. Your enthusiasm can make the difference. You'll also be entered to win some cool Erie Canalway Trail bike swag!

### LOBBYING TIPS

- *Groups are great* – Small groups are a great way to show that your issue has broad appeal.
- *Credential yourself* – Introduce yourself at the beginning of the meeting, mention group and community affiliations, and make sure to mention Parks & Trails New York.
- *Keep it short, focused, and positive* – Don't lose your temper or engage in extended argument. Our role is to present the position and ask for commitments of support.
- *Ask for something* – Ask for a specific action by the legislator (e.g., voting for or cosponsoring a bill). Legislators tend to speak generally, but try to get specific answers to specific questions.



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