



## What is the Center for Transportation Excellence?

### The Mission

The Center for Transportation Excellence (CFTE) is a leading clearinghouse for information in support of increased transportation choices. CFTE is committed to defending the merits of public transportation and equipping local leaders with the information they need to be successful with their public transportation initiatives.

### Who Supports CFTE

- American Public Transportation Association
- Surface Transportation Policy Project
- New Starts Working Group
- Parsons Brinckerhoff

### How Does CFTE Accomplish its Mission?

The Center for Transportation Excellence delivers the message of sensible transportation choice by:

- Creating case studies that illustrate the power of effective public transportation
- Developing "tool kits" that aid local leaders in communicating the benefits of their programs
- Maintaining an *interactive* website that provides clear, "how-to" information on effective public transportation development
- Reaching out to media sources with the arguments in support of sensible transportation choice
- Mobilizing in response to media coverage of the opposition with Letters to the Editor, Op/Ed submissions, editorial board meetings, etc.
- Tracking local transit initiatives and reporting on the outcomes and trends
- Tracking research outcomes and publicizing research results to the media

### Why is the CFTE Necessary?

Now more than ever, as state governments struggle with massive budget deficits, and communities suffer under burgeoning traffic, support for sensible transportation solutions is in peril.

Opponents using erroneous arguments and fomenting fear are eroding the great strides made over the past decade.

Supporters of balanced, practical transportation development need CFTE to accomplish the following:

- Amass/distribute information that proves the effectiveness of public transportation
- Coach community leaders in techniques for engaging the opposition in their own communities
- Promote transportation victories at the local, state, and national levels

## Learn More About CFTE

Visit our website at [www.cfte.org](http://www.cfte.org)