Creating Walkable, Bikeable Communities
Developing Effective Active Transportation Projects and Programs

Module 7: Effective Non-Infrastructure Programs and Plans

Effective Non-Infrastructure Active Transportation Programs

Small Group Exercise
- What prevents you from walking or biking more? (3 mins)
- The last time you took a trip by transit, foot, or bike, what enticed you to do it? (3 mins)

Report Back (4 mins)

Effective Non-Infrastructure Programs
- What the 2017 Guidelines say:
  - Education, encouragement, and enforcement activities that further the goals of this program.
  - The Commission intends to focus funding for non-infrastructure on start-up projects (i.e. when no program currently exists).
  - Start-up projects must demonstrate how the program is sustainable after ATP funding is exhausted.
  - ATP funds cannot fund ongoing program operations.

Education and Encouragement
- Principles
  - Make it easy to participate
  - Make it social
  - Develop partnerships
  - Develop community leaders
  - Make it fun!
Case Study: Transportation Education Project  
Cycle 3: Fortuna and McKinleyville (Humboldt County)

- Received $595,000 to “increase proportion of trips by cycling/walking, increase safety and mobility of non-motorized users and enhance public health through education, encouragement and enforcement.”
- Organizing Committee interviewed 300 residents
  - Combined with infrastructure changes to improve walking/bicycling
  - Non-infrastructure education, engagement, encouragement and enforcement in McKinleyville and Fortuna Middle Schools
  - Bicycle and pedestrian safety education in community-based youth programs.
  - Community education through media, family bike events and Safe Routes to School Task Force.

Case Study: School District Active Transp. Enhancement Program  
Cycle 2: City of Bakersfield

- City partnered with School District and Bike Bakersfield and received $76,995 to “Develop a 3-year Safe Routes to School program to educate and encourage students at two schools to make safe biking and walking habits a part of their lives.”
- Multiple Education and Encouragement elements:
  - bicycle rodeos,
  - kidical mass rides,
  - yearlong competition known as Green Groups,
  - bike and walk to school day challenges, and
  - bike art contests.

Case Study: Transportation Safety and Encouragement Campaign  
Cycle 1: SCAG and 6 County Health Departments

- Received $2.3 million to “reduce pedestrian and bicycle collisions, while increasing levels of walking and biking in through implementation of comprehensive, Regional Active Transportation Safety and Encouragement Campaign.”
- Three Activities
  - Advertising Campaign with encouragement and safety messages
  - Community Outreach/Tactical Urbanism Campaign
  - Active Transportation Trainings for Employers, Law Enforcement, School Districts and Elected Officials to create/empower 1,000 local champions to lead education/encouragement in their communities
  - Focus on disadvantaged communities, high-risk populations, and key opportunity areas
Advertising Campaign

Target Audience*
- Primary: Adult Drivers ages 25-54
- Secondary: Pedestrians & Bicyclists
- English & Spanish

Message*
Key Actions:
- Be cautious (particularly at intersections)
- Watch for people walking and biking
- Ride with traffic

Strategy
- Focus on “hotspots” in each county
- “Point of Engagement” strategy
- Bus Ads, Billboards
- Radio
- Digital & Social Media
- Be provocative, not frightening
- “Humanize” fellow roadway users; promote compassion, courtesy

*Informed by analysis of crash data in “hot-spots.”

Driver Ads

Open Streets & Demonstration Projects – Engaging Communities

Education and Encouragement

- Community-Based Interventions
  - Community Education Campaigns
  - Bike Light Giveaways
  - Group Bike Rides
  - Walking Clubs
  - Community Walks
  - Maps
  - Ambassadors
  - Family Biking
  - Bike Share Systems
Community Education Campaigns

- Publicity on:
  - Buses
  - Bus Shelters
  - Billboards
  - Car bumper
  - Others?

Community Education Campaigns

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  - Buses
  - Bus Shelters
  - Billboards
  - Car bumper
  - Others?

Community Education Campaigns

- It’s Up to All of Us / Walk Smart CA
  - Campaign of PedSafe Program (California Dept. of Public Health)

Community Education Campaigns

- It’s Up to All of Us / Walk Smart CA

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IT’S UP TO ALL of US

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Smart Phone Dumb Move
Eyes Up. Phone Down.

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WalkSmartCA.org
Walking Clubs

- Especially effective for seniors
- Proven strategy for increasing physical activity*:
  - 44% increase in time spent in activity due to social supports
  - 20% increase in frequency of exercise


Walk/Bike Maps

Examples from Long Beach, CA

Family Biking

Bakersfield got an ATP grant to implement a bike share program in Cycle 3

Bike Share Systems
Bike to Work Day/Month

- For more information:
  - www.bikeleague.org/bikemonth

Education and Encouragement

- School-Based Interventions (Safe Routes to School)
  - Walk/Bike to School Days & Events
  - Classroom Challenges
  - Remote Drop-Off Zones
  - Traffic Safety Assemblies & Bike Rodeos
  - Student Travel Tallies & Parent Surveys

Walk to School Day:
Wednesday, October 4, 2017

Walking Wednesdays

http://www.saferoutesinfo.org/guide/walking_school_bus/index.cfm
Remote Drop-off Zones

Traffic Safety Assemblies & Bike Rodeos

Student Travel Tallies & Parent Surveys

Effective Non-Infrastructure Active Transportation Programs

- Standardized forms and instructions
- Available in English & Spanish

- Effective Enforcement
- Role of Enforcement
- Focus on Most Dangerous Behaviors
  - Pedestrians, Cyclists and Motorists
- Leverage the Media
- Enforcement Strategies
Effective Enforcement
- Role of Enforcement
  - Increase awareness
  - Improve behavior
  - Reduce traffic safety problems
  - Evaluate traffic concerns
  - Facilitate culture change through education, not “just handing out tickets”
  - Address and improve community-police interaction

Leverage the Media
- Key to educating public to change behavior
- Greatly extends reach of enforcement efforts
- Proactive media outreach can involve community members as well as law enforcement

Enforcement Strategies
- Speed trailers and monitors
- Traffic complaint hotline
- Photo enforcement
- Crosswalk enforcement actions
- Progressive ticketing
- Double fines

Active Transportation Plans
- Required Elements of a Plan
  - Cycle 3
    - CTC set aside up to 2% for Active Transportation Plans in "predominantly disadvantaged communities."
    - Priorities:
      - 1) Jurisdictions that don’t have bike, pedestrian, SRTS or Active Transportation Plan
      - 2) Jurisdictions that bicycle or ped plan but not both
      - 3) Update of Active Transportation Plan older than 5 years
    - Can combine with infrastructure or non-infrastructure
Active Transportation Plans
Required Elements of a Plan
- See 2017 ATP Guidelines (pages 10-11) for full list
- Major Elements:
  - Walk/Bike Mode Share
  - Maps of Walk/Bike Facilities, Collisions, & Land-Use Development Patterns
  - Maintenance Policies & Procedures for Walk/Bike Facilities
  - Description of Community Involvement in Plan Development
  - Implementation Steps & Public Reporting

Low-Cost Planning Solutions
- Develop a Pedestrian Safety Action Plan
- Conduct a series of workshops and walkability audits in your community with key stakeholders.
- Assemble plan based on community input and with simplified graphics and photos

Best Practices and Innovations
- Measuring Active Transportation (Trips, Injuries)
- Taking a Network Approach
- Wayfinding
- End-of-Trip Facilities
- Access to Transit
- Maintenance
- Implementation Steps

Taking a Network Approach
- Walk/Bike Network Maps
  - Existing and proposed walk/bike facilities including trails
  - Show safe routes to schools
  - Show safe routes to transit
  - Show low-stress network
Low Stress Bicycle Networks

Level of traffic stress 4

Low Stress Bicycle Networks

Level of traffic stress 4

Low Stress Bicycle Networks

Level of traffic stress 3

Low Stress Bicycle Networks

Level of traffic stress 3
Low Stress Bicycle Networks

Level of traffic stress 2

Level of traffic stress 1

Low Stress Bicycle Networks

Level of traffic stress 1

Level of traffic stress 1
Bicycle Wayfinding (Right Way)

Bicycle Wayfinding (Wrong Way)

Pedestrian Wayfinding

End-of-Trip Facilities (Biking)
- Public, short-term, onstreet parking
- Long-term parking (garage, employee, resident)
- Transit
- Festival
  - Show map of needs and proposed bike racks to fill those needs
  - Specify racks to meet standards
End-of-Trip Facilities (Biking)

- Public, short-term, onstreet parking
  - Specify racks to meet standards
  - See APBP Bike Parking Guidelines

Access to Transit

- Bike racks on buses
- Bikes on board vehicles
- Consider First Mile - Last Mile Connections
  - LA Metro First Last Mile Strategic Plan
  - TriMet Pedestrian Network Analysis Project (Portland OR)
  - VTA Pedestrian Access to Transit Plan (Santa Clara County)
- Other Issues?

Questions/Comments?