Active Transportation Program
2019 SYMPOSIUM
Inform. Educate. Inspire.

Get Moving! Active Transportation Education and Encouragement

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Emily Abrahams
Senior Transportation Planner
Caltrans
Question
What is Non-Infrastructure?

- Education
- Encouragement
- Enforcement
- Engineering (pre-engineering)
- Evaluation
- Equity
Many Benefits of Non-Infrastructure

- NI Project Types:
  - Safe Routes to School/School-Based
  - Regional/Community-Wide
  - Media Campaigns

- Partner with Local Public Health Department and/or Law Enforcement Agencies to implement

\[ I + NI = Success \]
Introducing our Panelists

- **Jeffery Rosenhall**, CA Department of Public Health
- **Genoveva Islas**, Cultiva La Salud
- **Ariana Green**, Transportation Agency for Monterey County
- **Rochelle Wheeler**, City of Alameda
- **Julia Lippe-Klein**, Southern California Association of Governments
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Jeffery Rosenhall
Health Program Manager, CDPH
Why does this matter?
How is AT a Public Health Issue?

- AT **combats** obesity, improves cardiovascular health, promotes bone health, increases longevity
- AT **requires** violence prevention and health equity efforts – both public health priorities.
- AT **reduces** vehicular emissions and GHG, limiting climate change – itself a public health issue
- State and local public health departments are **key players** in promoting active transportation
What are State-level AT Priorities?

- **Public health-informed:**
  - SHSP, HiAP, VisionZero/Zero Traffic Fatalities, ATRC, CTP 2050, etc.

- **Public Health-driven:**
  - CA State Wellness Plan, Let’s Get Healthy Task Force, Master Plan on Aging/Healthy Aging Initiative, etc.
  - Employee Bikesharing and Bike Commuter Benefit Program
What is Local Public Health doing?

• Public engagement
• Collaboration across jurisdictions
• Pilot projects (SRTS, LPHBE/Built Environment, ATP, etc.)
• Health Equity and Health Impact Assessment

• Now let’s hear from them!
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Ariana Green
Senior Transportation Planner
Traffic Gardens
Learning through Play
Youth Bike & Ped Collisions (Salinas 2007-2017)
54% of 5th grade students in Salinas are overweight or obese

Source: DataQuest, California Department of Education (https://data1.cde.ca.gov/Dataquest/Dataquest.asp)
Measure X Safe Routes to School

BUDGET
~$667K/year

Infrastructure
Non-Infrastructure
Goal: All Children receive traffic safety education by 5th Grade

Guidelines

• Start young (Preschool)
• Accessible
• Engage adults
• Find Partners
• Have FUN!
Traffic Gardens – MY Town

Details

• Free admission
• Open for 6 weeks
• 5800 kids & adults reached
• Bilingual educational materials & instruction
• Special events
• Bike rodeos
Traffic Gardens – ATP Cycle 4

Active Transportation Symposium 2019
Contact Info

Ariana Green
Senior Transportation Planner
Transportation Agency for Monterey County

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Bicycle Safety Education for All

Rochelle Wheeler, Senior Transportation Planner
City of Alameda
Cross Alameda Trail: Capital + NI
Bike Safety Education for All:
1) Schools
2) Adults & Teens
3) Homeless/Low Income Youth
The Team:
1. Schools

• 4 Schools
  • Elementary (2)
  • Middle (1)
  • High School (1)

• Targeted all students over 2 years

• 2,800 students taught
2. Adults & Teens

• 5 Class Types:
  • 2-hour Class
  • On-the road Class
  • Adult Learn-to-Ride
  • 1 hour Class
  • Family Cycling Workshop
Adults & Teens:
- Total attendance: 492
  - 34% higher than program goal
- 275 post class surveys collected
  - % of future bike trips that will be for commute purposes: Average 22%
3. Homeless/Low Income Youth

- 5 Events
- Locations:
  - Housing Provider
  - Boys & Girls Club
  - Rec & Parks Dept.
- 350 youth taught
Lessons Learned

- Work with your assets
- Build on existing efforts
- Coordination among efforts strengthens overall program
- Pilot the program

**Results**: Programs continuing with local transportation sales tax!
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Julia Lippe-Klein
Acting Program Manager,
Southern California Association of Governments
Go Human: SCAG’s Active Transportation Safety & Encouragement Campaign
The SCAG Region

- Nation’s Largest MPO
- 191 Cities 6 Counties
- 18.9 Million People
- 16th Largest Economy in the World
Campaign Goals

- Reduce collisions, create safer streets
- Increase rates of active transportation
- Reduce greenhouse gases
- Improve public health
- Support ATP and other active transportation investments
- Change the reputation of the region
Go Human: Active Transportation Safety & Encouragement Campaign

- Regional Advertising Campaign & Co-Branding
- Go Human Demonstrations and Programming Resources
- Safety Workshops, Webinars & Toolbox Resources
Regional Advertising Campaign ~ 1 billion impressions!
Pop-Up Safety Demonstrations
Community Feedback Opportunities
Using Feedback to Strengthen Funding Applications

"Please make it livable, walkable, and accessible to all folks."

"Thank you! Make biking safer."

"I love today. It’s awesome. We should have this more often."

"Looking forward to the finished product."

"Love to see the community come together and seeing families and kids having fun."

"Looking forward to all the changes it’s going to bring to the neighborhood."

"More bike lanes!"

98% of survey respondents supported their local governments’ plans to make the temporary improvements permanent.

96% of survey respondents said that the temporary safety improvements made the streets feel safer and more inviting to use.
Educational Programming

Go Human passport station and safety activity programming

Free helmet giveaways
Bike rodeo for kids
Of the ten events we hosted last year:

- 70% of attendees reported they had never been to a community meeting about transportation
- 85% of attendees supported the infrastructure improvements

**Go Human Quick Stats**

| 38 Events (and counting) | ~ 1 Billion Impressions | 1 of out 5 People Recognize Go Human | ~ 30% of Demos are Funded or Permanent |
Open Streets & Demonstration Projects: Re-Imagine Downtown, Ontario

BEFORE

AFTER
Open Streets & Demonstration Projects:
Camina en Walnut Park

BEFORE

AFTER
Open Streets & Demonstration Projects:
Outcomes to Date - El Centro, Imperial Valley

BEFORE

AFTER

06_16_2017
How do we make these pop-ups?

GLOSSARY OF TERMS

Parts

1. Plane
2. End Plane (Parking, left)
3. End Plane (Parking, Right)
4. Nose Plane (Ped. Island)
5. Parking Railing
6. Stanchion
7. Bike Lane Railing
8. Bike Lane Bollard
9. Bike Lane Marker
10. Decorative Crosswalk Strips
11. End Mesh (Bulb out)
12. Circles (Bulb Out)
13. Shark teeth (Crosswalk)
Thank you

Julia Lippe-Klein
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