

A photograph showing the lower legs and feet of people walking and riding a bicycle on a paved path. The person on the left is wearing black leggings and orange-soled sneakers. The person in the middle is wearing a white skirt and colorful sneakers. The person on the right is wearing a blue bicycle and a black sneaker with a green stripe. The background is a bright, sunny outdoor setting.

Active Transportation Program
2019 SYMPOSIUM

Inform. Educate. Inspire.

**Get Moving! Active
Transportation Education
and Encouragement**

Slido N939

A low-angle, close-up photograph of people's legs and feet as they walk and ride a bicycle on a paved path. The image is bright and sunny, with shadows cast on the ground. The text is overlaid on the center of the image.

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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 Bikeshearing 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!



Jeffery Rosenhall, MA

Injury and Violence Prevention Branch

California Department of Public Health

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A low-angle, close-up photograph of people's legs and feet in motion. On the left, a person in black leggings and blue sneakers walks. In the center, a person in a white skirt and colorful socks walks. On the right, a person in black pants and black sneakers with yellow accents pedals a blue bicycle. The scene is set on a paved sidewalk with a red curb in the foreground. The text is overlaid in the center.

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A photograph showing the lower legs and feet of three people engaged in active transportation. On the left, a person in black leggings and blue sneakers is walking. In the center, a person in a white skirt and colorful socks is walking. On the right, a person is riding a blue bicycle, with their foot on the pedal and a black sneaker visible. The background is a paved street with shadows cast by the participants.

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Genoveva Islas
Founder & Director,
Cultiva La Salud

A low-angle photograph showing the lower legs and feet of three people moving across a paved surface. On the left, a person in black leggings and blue sneakers with orange soles is walking. In the center, a person in a white skirt and colorful socks is walking. On the right, a person is riding a blue bicycle, with their foot on the pedal and a black sneaker with a white stripe visible. The scene is brightly lit, casting shadows on the pavement.

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A photograph showing the lower legs and feet of people walking and a person riding a bicycle on a paved path. The scene is brightly lit, suggesting a sunny day. The text is overlaid on a semi-transparent white band across the middle of the image.

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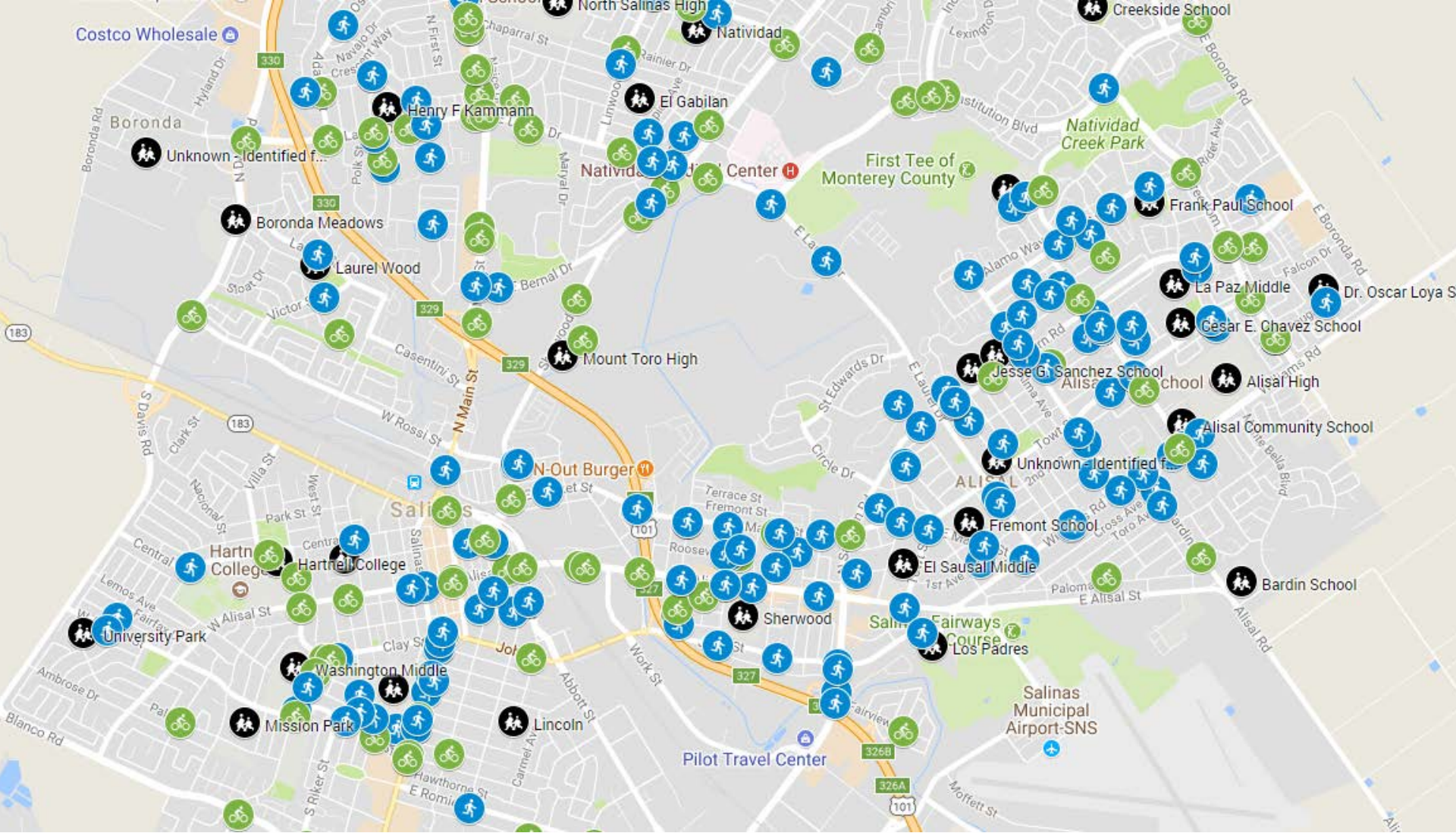
Ariana Green

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

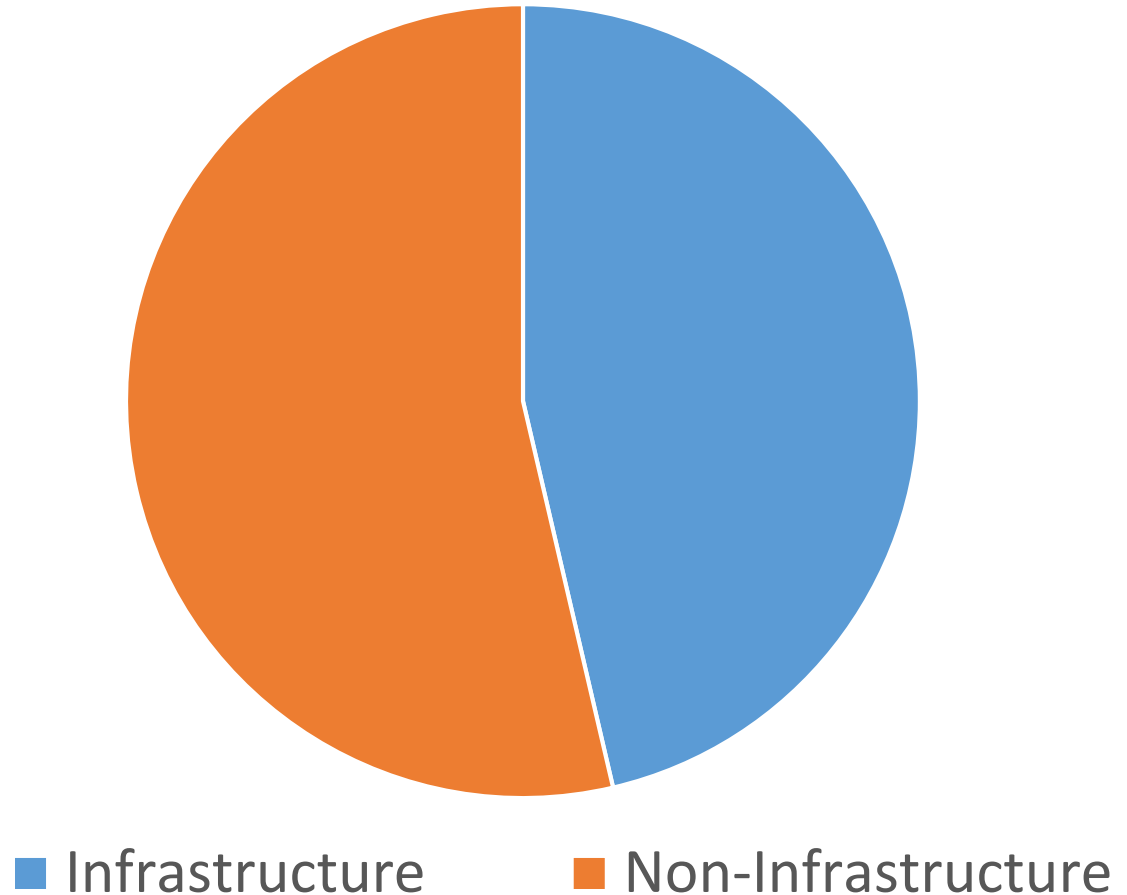


Source: DataQuest, California Department of Education (<https://data1.cde.ca.gov/Dataquest/Dataquest.asp>)



Measure X Safe Routes to School

BUDGET
~\$667K/year





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





Traffic Gardens – MY Town

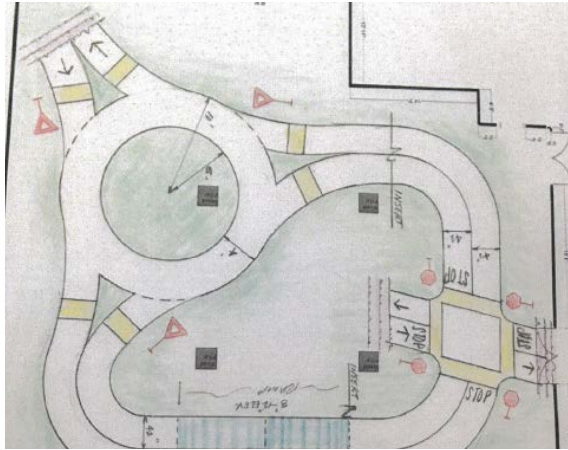
Details

- Free admission
- Open for 6 weeks
- 5800 kids & adults reached
- Bilingual educational materials & instruction
- Special events
- Bike rodeos





Traffic Gardens – ATP Cycle 4



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

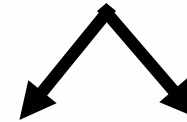
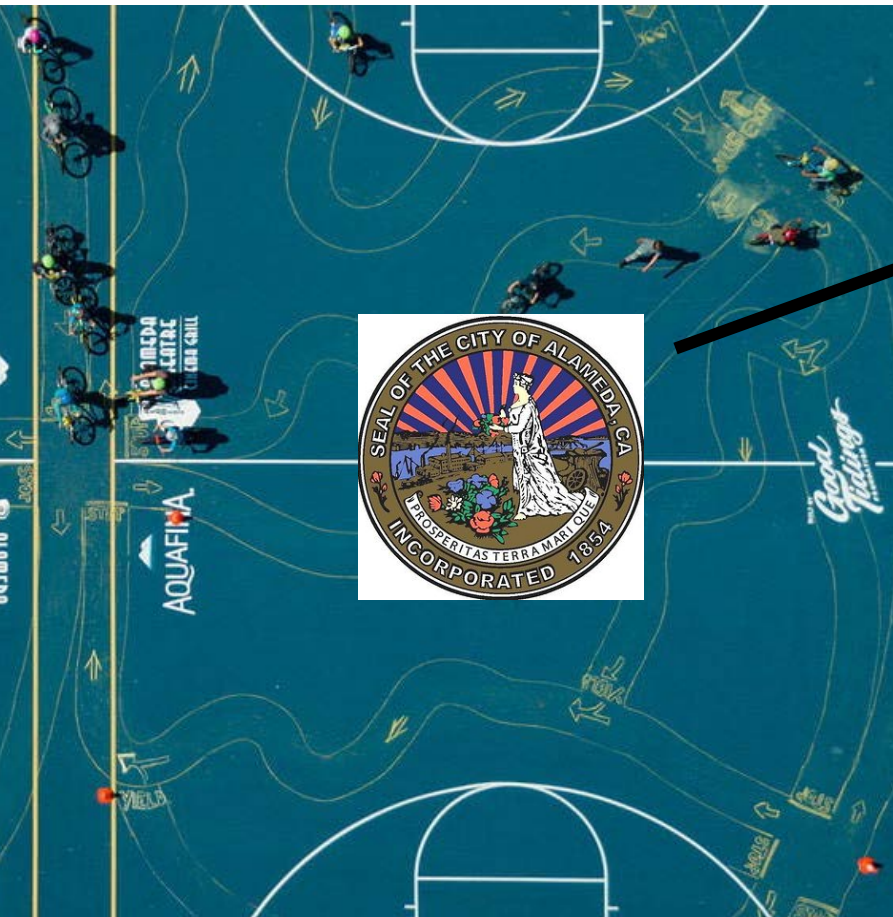




Bike Safety Education for All:

- 1) Schools
- 2) Adults & Teens
- 3) Homeless/Low Income Youth

The Team:



1. Schools



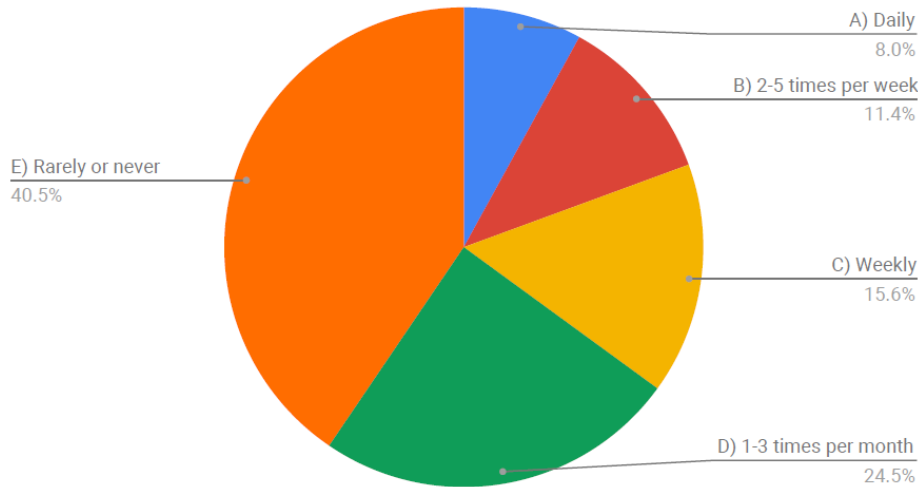
- 4 Schools
 - Elementary (2)
 - Middle (1)
 - High School (1)
- Targeted all students over 2 years
- 2,800 students taught

2. Adults & Teens

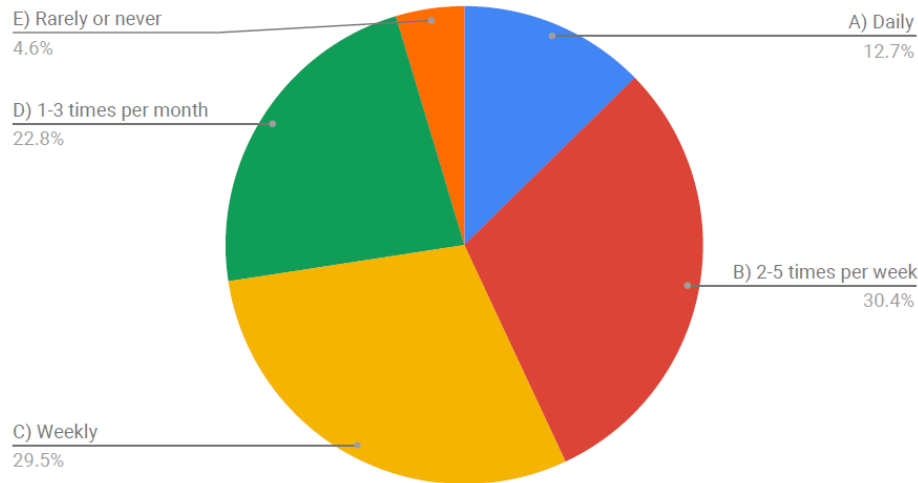


- 5 Class Types:
 - 2-hour Class
 - On-the road Class
 - Adult Learn-to-Ride
 - 1 hour Class
 - Family Cycling Workshop

Before this class, how often did you ride a bicycle?



After this class, how often do you think you will ride a bicycle?



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



Active Transportation Symposium 2019



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

www.scag.ca.gov





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."

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

"Thank you! Make biking safer."

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

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

"Looking forward to the finished product."

"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



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

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



Open Streets & Demonstration Projects: Re-Imagine Downtown, Ontario





Open Streets & Demonstration Projects: Camina en Walnut Park



BEFORE



AFTER



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



BEFORE



AFTER

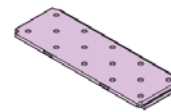
06 16 2017

How do we make these pop-ups?

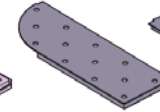


GLOSSARY OF TERMS

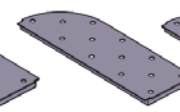
Parts



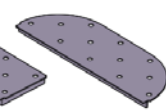
1. Plane



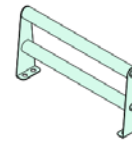
2. End Plane (Parklet, left)



3. End Plane (Parklet, Right)



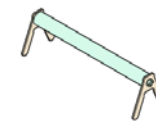
4. Nose Plane (Ped. Island)



5. Parklet Railing



6. Stanchion



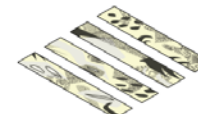
7. Bike Lane Railing



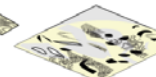
8. Bike Lane Bollard



9. Bike Lane Marker



10. Decorative Crosswalk Strips



11. End Mesh (Bulb out)



12. Circles (Bulb Out)



13. Shark teeth (Crosswalk)



   #GoHumanSoCal

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SCAGTM

INNOVATING FOR A BETTER TOMORROW

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