



Encouragement activities generate excitement and enthusiasm for walking and biking.

Common active transportation encouragement activities include:

WALK TO SCHOOL OR WORK CHALLENGES

Designate a specific day annually, one day per month, or any variation of designated days to promote walking to school, work, or another key destination.

INTERNATIONAL WALK TO SCHOOL DAY

Recognition of this day annually in October gives children, parents, school teachers, and community leaders an opportunity to be part of a global event that celebrates the many benefits of walking and builds momentum for communities to establish safe places to walk.

BIKE TO SCHOOL OR WORK CHALLENGES

Designate a specific day annually, one day per month, or any variation of designated days to promote biking to school, work, or another key destination.

NATIONAL BIKE TO SCHOOL/WORK DAY

Recognition of these two different days annually in May encourages families and workers to celebrate the benefits of biking. These days can also broaden awareness of local commitment bicycle safety and community quality of life.



CLASS, SCHOOL, DISTRICT, OR COMMUNITY-WIDE WALK AND BIKE COMPETITIONS

Active transportation competitions among students or across worksites can be a fun way to encourage new and routine active transportation travelers.

Consider various way to recognize participation and performance, such as a Golden Helmet or Golden Sneaker Awards for students, or website or social media acknowledgement for adults. Various types of awards can be scaled as an incentive or reward for bicyclists or pedestrians, including 'small' ones for signing up for the competition, or 'larger' rewards for meeting certain thresholds.

WALKING SCHOOL BUSES AND WALK POOLS

Walking school buses (WSB) are group of students walking to school. WSBs can be as informal as families taking turns walking their children to school, or as structured as a designated route with meeting points, a timetable, and a regularly rotated schedule of trained volunteers or leaders.

Walk Pools are groups of adults who walk together, often to work or transit. Establishing walk pools can be especially encouraging to those who find motivation and comfort in the company of others.

BIKE TRAINS

Bike trains are a group of students or commuters bicycling together to school, work, or other destinations. Bike Trains can be as informal as families taking turns accompanying their children biking to school, or as structured as a designated route with meeting points, a timetable, and a regularly rotated schedule of trained volunteers or leaders.

WALKING/BIKING ROUTE MAPS AND INTERACTIVE TECHNOLOGIES

Maps provide a visual picture of how to determine safer routes to a given destination via bicycle or foot. Online mapping programs usually offer special bicycle or pedestrian mapping functions.

Web-based technologies, involving scanners or apps, have become less expensive and simpler to use over time. These interactive technologies can encourage active transportation by helping users record active transportation trip, which are then translated into different impacts or savings, including reduction in car emissions, financial savings from decreased fuel use, or calories burned from an active travel trip (or combined trips over time). Using these technologies can help active transportation programs manage their data and estimate their program's impact and effectiveness.

WALK/BIKE COMMUTER CLUBS

Local clubs or groups that organize walks, rides, or special trainings and can be helpful at encouraging walkers and bicyclists of all levels to stay active and engaged.

Establishing a club may be especially useful in branding or promoting special events.

INCENTIVES FOR PARTICIPATION

Incentives are items that motivate people to choose active transportation programs that are funded by the Active Transportation Program (ATP).

Caltrans ATP Non-Infrastructure (NI) awardees are limited to pedestrian- and bicycle-related educational safety materials as incentives. Minor incentives should be used as rewards for program participation and must include a safety message.

PEER-LED/SERVICE LEARNING INITIATIVES

These are activities for older students that incorporate a service learning and leadership component, and for which students might receive recognition. For example, middle-schoolers are taught bicycle safety concepts as a first phase, followed by teaching and encouraging their peers to practice concepts they have just learned as a second phase. Older students can mentor younger students on safe routes to destinations and bicycle storage, for example.



These definitions are provided as a resource for planning or implementing a Non-Infrastructure (NI) project. For questions, please contact us at ATSP@cdph.ca.gov.