

ON THE MOVE



ATRC Active Transportation Resource Center

ATRC On the Move Presents:

SYNERGY 2021

QUARTERLY TELECONFERENCE SERIES

ENCOURAGEMENT

FEBRUARY 4, 2021



ATP NI Teleconference Logistics

- You will be muted upon entry
- Mute your phone and computer unless you are speaking
- For questions or during the discussion portion of the meeting
 - Use the “Chat” function or
 - Raise Hand and unmute phone or computer to speak



Our Motivation

- Help California meet its long-term multi-modal transportation, sustainability, health, safety, and equity goals
- Build your awareness, confidence, and trust in the ATRC, and your understanding of ATP project requirements
- Assist you in making your ATP project as successful as possible
- Get more people safely walking and bicycling for transportation!

Agenda

- Welcome and ATRC *On the Move 2021* Series Overview
- Caltrans ATP NI Updates
- Teleconference Theme Framing: What is Encouragement?
- Peer Sharing Conversation Starters
 - Orange County Transportation Authority
 - Stanislaus Council of Governments
- Moderated Discussion/Q&A
- Wrap-Up and Reminders

ATRC NI Team

Caltrans, Division of Local Assistance, Active Transportation Program

- Emily Abrahams, Senior Program Manager, ATP NI/Plans and ATRC
- Summer Lopez, Assistant Coordinator, ATP NI/Plans and ATRC

California Department of Public Health, Injury and Violence Prevention Branch, Active Transportation Safety Program

- Victoria Custodio, ATRC NI Technical Assistance Team
- Marianne Hernandez, ATRC NI Technical Assistance Team

Featured ATP NI Awarded Agency Peer Sharing Speakers

- Peter Sotherland, Active Transportation Coordinator, Orange County Transportation Authority
- Israel M. Ojeda, Senior Planner, Stanislaus Council of Governments

Please consider volunteering to give an update on your ATP NI project at an upcoming ATRC Teleconference!

ON THE MOVE



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ATRC On the Move Presents:

SYNERGY 2021

Welcome to our new series!

Caltrans Announcements

- New Resources:
 - COVID-19 Processes for NI and Plans – [See here](#)
 - Conducting Counts During the Pandemic – Coming Soon



Teleconference Theme: ENCOURAGEMENT



Encouragement activities generate excitement and enthusiasm for walking and biking.



Common Encouragement Activities

- Walk to School or Work Challenges
- Walking School Buses and Walk Pools
- Class, School, District, or Community-wide Walk and Bike Competitions



ATRC
Active Transportation
Resource Center

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.

Encouragement Awards



- Recognize participation and performance, such as a Golden Helmet or Golden Sneaker Awards
- Web-based technologies can give 'Badges' as fun recognition for mileage milestones for commuter challenges.
- Financial incentives (commuter benefits) have been helpful at encouraging work-related active transportation practice.
- Safety-enhancing incentives (e.g. containing retro-reflective material) serve dual purpose!

ATP NI awardees should review Caltrans guidance when considering participation incentives under the ATP.

Encouragement Strategy Considerations



- Encouragement alone may have limited impact on shifting behaviors if meaningful engagement does not precede and inform encouragement strategy selection and implementation.
- The message, messenger, and the reward matter. Thoughtful and ongoing engagement can inform how to begin and/or shift these components of encouragement activities.
- Be flexible but keep things interactive and fun!
- Test out new technologies to encourage increased and ongoing participation in ATP NI activities.
- Encourage safe walking and bicycling behaviors as well as safer motor-vehicle speeds.

Peer Sharing

Peter Sotherland, Active Transportation
Coordinator, Orange County
Transportation Authority

Overview – Adaptation during COVID

- **General Philosophy**
- **Project Development and Community Meetings**
- **Direct Personal Interaction**
- **Information Exchange**
- **Importance of Flexibility**

Overview – Adaptation during COVID

Each outreach method has an overall goal, and the goal should remain consistent with adaptation:

- **Project Development Team – Guide project and provide feedback**
- **Stakeholder group/project group – Information exchange with a specific group**
- **Open houses, pop-up events – Information exchange with public**

Project Development and Community Meetings

Platforms

- Microsoft Teams
- Zoom
- Google

Features

- Breakout Rooms
- Whiteboards
- Live Polling - Mentimeter
- Chat Log

<https://www.mentimeter.com/>

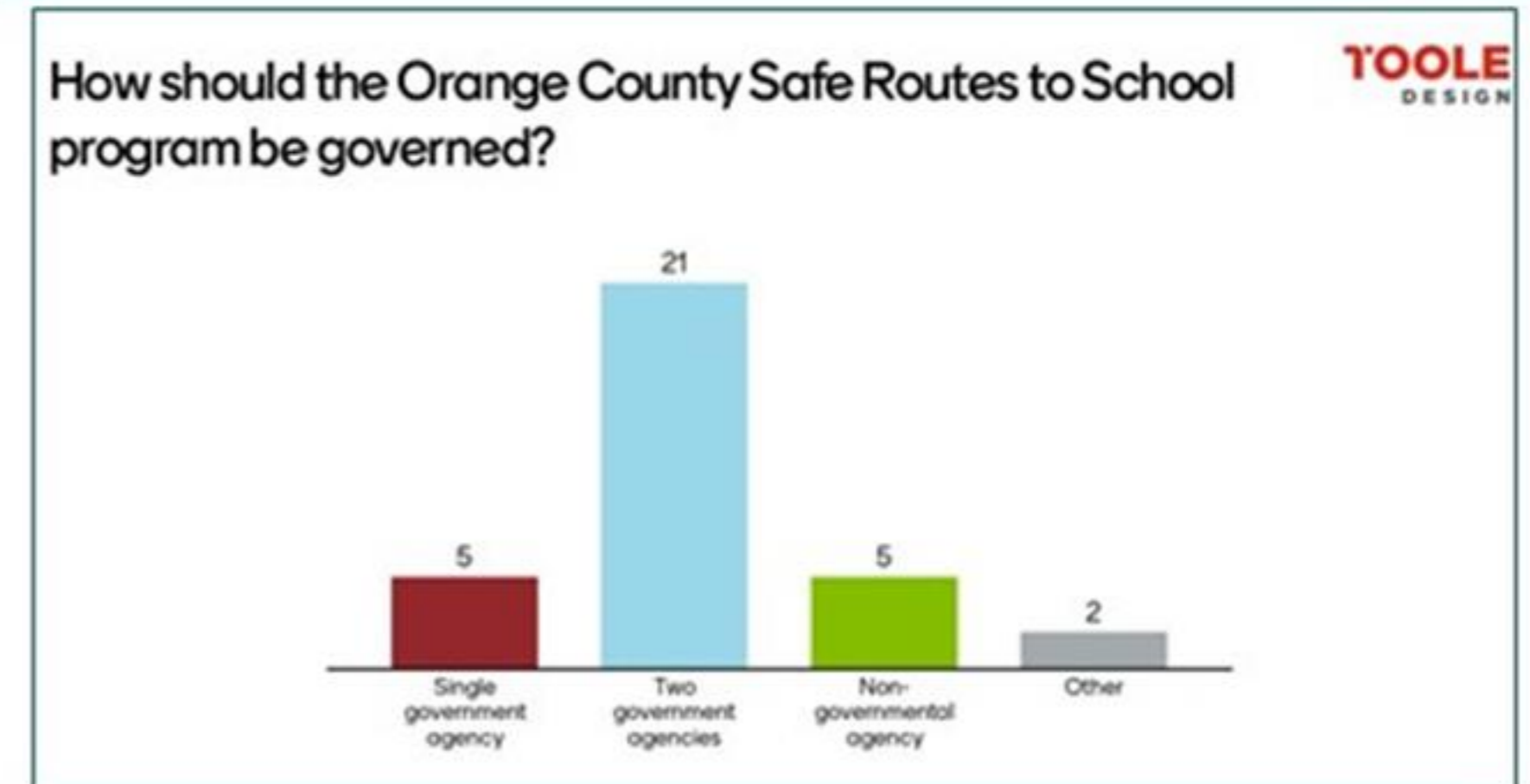
Can you think of good partner organizations for the Orange County Safe Routes to School program? **TOOLE DESIGN**

YMCA/BGC

Boys and Girls Clubs and after school programs as well as family resource centers

OCHCA

I would say getting PD and Schools and the City and Parents involved for Safe Routes to School.



Mentimeter live results: SRTS Action Plan, Caltrans SC Grant, Toole Design

Direct Personal Interaction

“Old School” interaction to ensure we are communicating with our DAC stakeholders

- Phone Trees
- Outreach at food banks/community centers (COVID Compliant)
- Limited targeted direct interaction (COVID Compliant)



COVID conscious education and distribution event, Office of Traffic Safety Grant, Credit: Latino Health Access

Information Exchange

Stakeholder group or project

Web presence

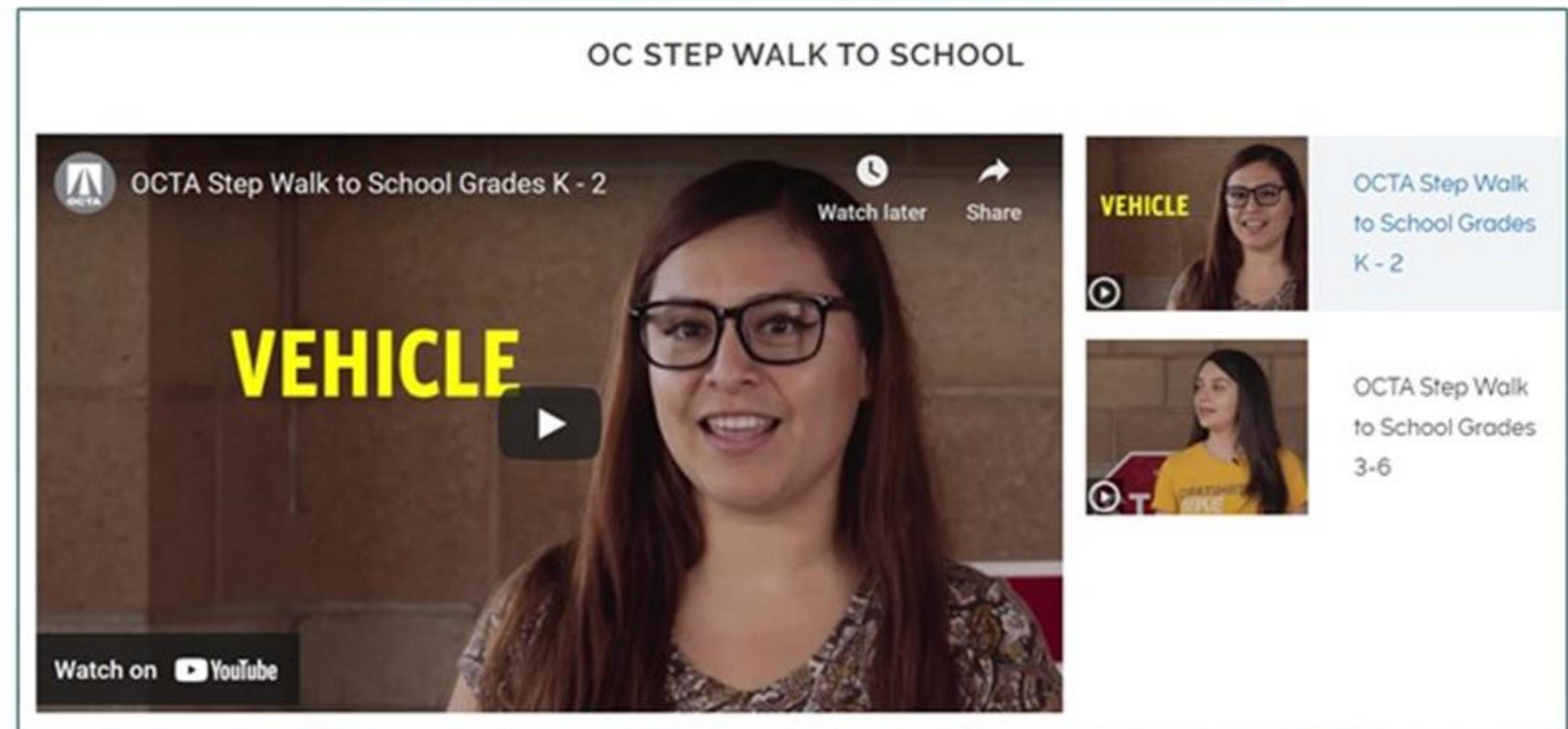
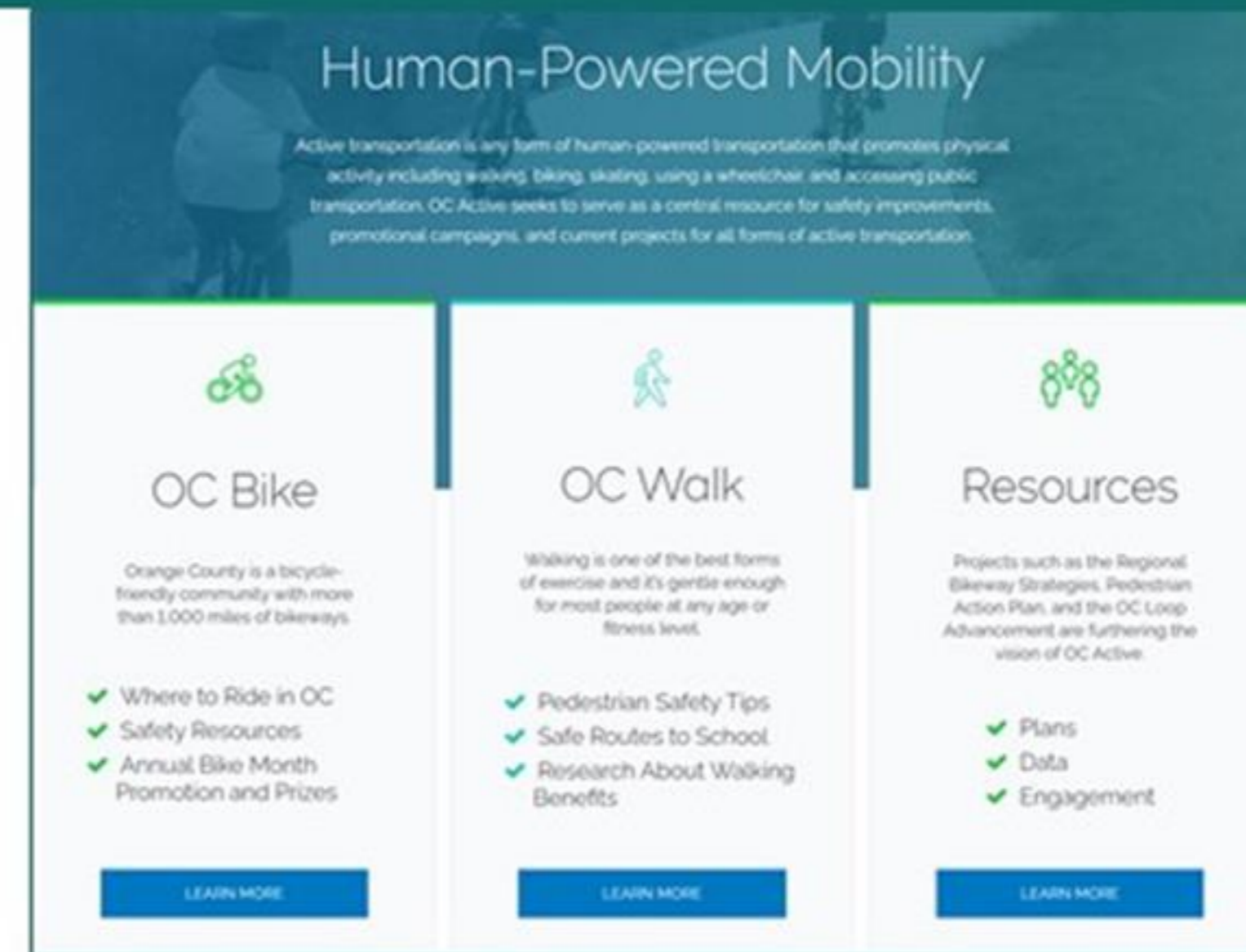
- Provides an easily accessible and flexible platform

Videos

- Adaptation for lessons or in-person education
- Easy of access

Virtual education modules

- Adaptation for education scope elements
- Consistency with elementary curriculum



Virtual SRTS Learning Modules, STEP Campaign (ATP Cycle 4)
Credit: Alta, Latino Health Access, Walk'n Rollers

Information Exchange

Social Media

- Coordinated messaging
- Ability to engage directly
- Allows for continuous engagement
- Can replace/enhance pop-up events, open houses, and engagement campaigns



Virtual Walk to School outreach and activities, SRTS Action Plan, Caltrans SC Grant, Toole Design

Importance of flexibility

- **Flexibility within project scope**
- **Flexibility from grantors**
- **Flexibility within creatives**

Thank you!

Peer Sharing continued

Isael M. Ojeda, Senior Planner, Stanislaus
Council of Governments



**STANCOG BICYCLE AND
PEDESTRIAN SAFETY
AND EDUCATION
CAMPAIGN**



Project purpose



Outreach and engagement approach



StanCOG Regional Bicyclist & Pedestrian
Safety & Education Campaign

OUTREACH & ENGAGEMENT PLAN

Project Advisory
Committee

Focus Group
Interviews

Advertising
Campaign

Bike Repair
Training

Open Street
Events

Regional Safety
Summit

Discovery phase (Pre-COVID19)

Focus Groups and Survey



Take the Survey!

The Stanislaus Council of Governments (StanCOG) is interested to learn more about your experience and thoughts on walking, bicycling, and road safety in your community. Take the Safety and Travel Behavior Survey online now.

English: https://www.surveymonkey.com/r/Safe_Active_Stanislaus

Español: https://www.surveymonkey.com/r/Stanislaus_Activo_Seguro

OUTCOMES:

Focus group attendees do not feel safe walking and biking in their respective communities because:

- Motorists travel at unsafe speeds
- Not everyone knows the rules of the road

Attendees want to:

- Change misperceptions that motorists have towards people who walk and bike
- Create a new narrative that encourages empathy towards all road users
- Develop a safety message to help shift motorists' mindsets.

The advertising campaign

ADVERTISING MATERIALS



We're all on this road together.

Let's put safety first.



It looks like another beautiful day in Stanislaus County, whether you're commuting, running errands or getting some exercise. Wherever you're headed, make safety your priority. In 2018, there were over 5,000 crashes in Stanislaus County and more than 400 of those involved someone walking or cycling.

- If you're cruising by motor vehicle, eliminate distractions. Stay focused and watch your speed to help get everyone where they're going safely.
- If you're walking, running or biking, stay alert. Be aware of your surroundings as you move down the road.

Visit WalkAndRollStanislaus.com to learn more about upcoming events and test your road safety knowledge with interactive games and prizes.

Because we can do better if we work together.



VIRTUAL OPEN STREETS & engagement

WALK AND ROLL STANISLAUS

[HOME](#)

[SHARE YOUR VOICE](#)

[ROAD RULES QUIZ](#)

[STREET STORY](#)

[SCAVENGER HUNT](#)

[ABOUT](#)





[LINK TO LIVE SITE](#)


VIRTUAL OPEN STREETS & ENGAGEMENT


VIRTUAL ACTIVITIES


Scavenger Hunt


- Mural



Murals make public art accessible to everyone and add color, vibrancy, and character to communities. Murals can have therapeutic effects for mental health, and provide social, cultural, and economic benefits.
- A park near your home



Parks come in all shapes and sizes. It could be a small plaza, big playground, baseball diamond, basketball court, or a walking trail along a river—wherever you love to go to play or enjoy nature.
- Curb extension


Curb extensions are designed to make intersections safer by slowing down turning vehicles and shortening the walking distance between the curbs.
- School in your neighborhood


Did you know there are over 200 schools in Stanislaus County? Show us what it's like to walk or bike to a school near you.
- Pedestrian-activated walk signal


These signals have buttons that activate a flashing signal to stop traffic and allow pedestrians to cross the road safely.
- Off-street Path


Off-street paths provide a space for walking and biking that is off the street and separated from vehicle traffic. These paths are comfortable and safe for people of all ages and abilities to walk and bike.
- Bicycle lane


Bicycle lanes are dedicated spaces for bicyclists to ride on the street. They are usually separated from cars, trucks, and buses by a solid white line or a striped "buffer" space several feet wide.
- Bicycle sharrow


Some streets are marked with a "sharrow" symbol in the middle of the lane. These are places where bicycles share the full lane with cars and other vehicles.

Road Rules Quiz

Question 1

True or False: Bicyclists are allowed to ride in the travel lane (with motor vehicle traffic) if the lane width is not safe for a bicycle and vehicle to travel side-by-side.



Your Answer:

TRUE

FALSE

UNCERTAIN

Question 2

True or False: Every intersection is a crosswalk, even if it is unmarked.



Your Answer:

TRUE

FALSE

UNCERTAIN

Social Media

Come Join the Fun!



www.walkandrollstanislaus.com



themaxbus • Follow

themaxbus The Stanislaus Council of Governments is launching a series of online activities called Walk & Roll Stanislaus to promote road safety. You can win prizes, share your stories, and join the fun by signing up on our website: <https://www.walkandrollstanislaus.com>

This campaign is important for many reasons. Did you know that in Stanislaus County more than half of walking or biking traffic incidents involve children under the age of 18? Or that in Stanislaus County, crashes involving people who are walking or biking actually occur more often at intersections in downtown areas with marked crosswalks?

1 like
AUGUST 3

Add a comment... Post

Active Transportation Safety Summit

Next Steps for Active Transportation

more

virtual experiences
collaboration regional coordination
be proactive not reactive
evidenced based education more bike lanes

safe systems approach

expand equitable outreach safety plans
continue infrastructure equitable outreach
slower vehicular speeds more programming
improved data analysis
more walking paths coordination
design for safety

<http://media2.co.stanislous.ca.us/OnDemand/stancog/SummitRecording.mp4>

Active Transportation TOOLKIT

Active Transportation Toolkit

Funding
Opportunities
for Active
Transportation

Innovative
Active
Transportation
Planning

Data, Storytelling,
and
Communication



ACTIVE TRANSPORTATION TOOLKIT

Strategies to Support Bicycle and
Pedestrian Safety



THANK YOU

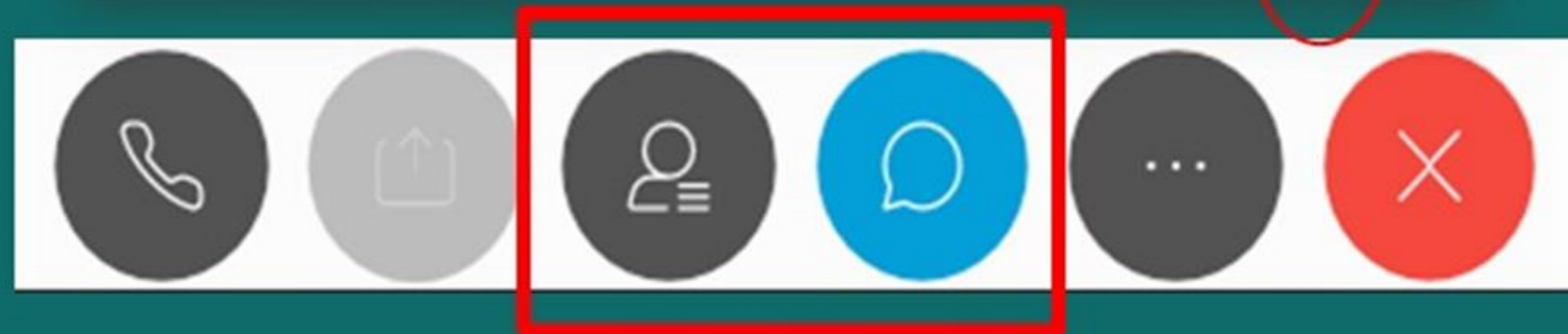
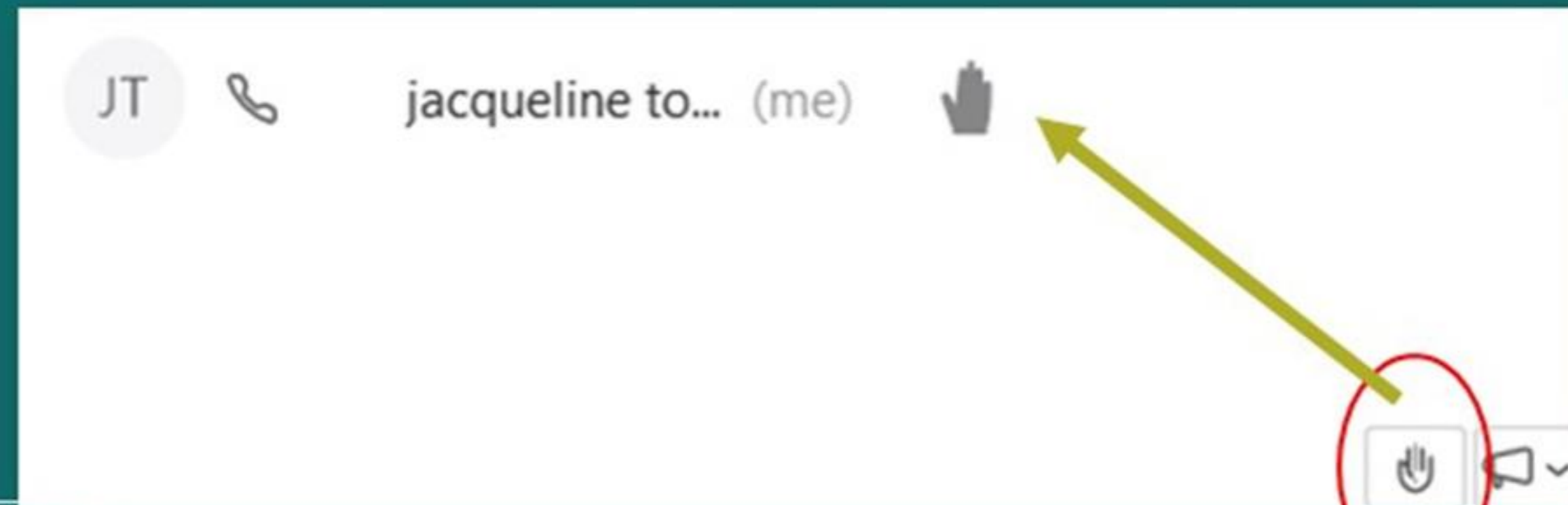


Isael M. Ojeda
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QUESTIONS?

Share Your Comments and Questions



To:

Enter chat message here

Questions to kick off discussion

- With schools closed, how are you encouraging active travel to other key destinations?
- How are you encouraging partners to stay engaged in encouraging walking and bicycling?
- What new communication strategies or technologies or social media are you using to encourage walking and bicycling?
- For those of you who are working outside of school settings, what incentives are you using to encourage walking and bicycling?

More discussion questions

- What messaging are you using to encourage walking and bicycling?
- Does anyone want to chime in to speak to how they are working with population subsets and the specific messaging they are using to encourage engagement, ongoing behaviors, etc.
- Have you shut down any streets to encourage walking and biking?
- Are there any game apps, online virtual tools or other tools that you've found particularly helpful in engaging people and encouraging them to walk/bike more?

The ATRC NI Team

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