A Resident's Guide for Creating Safer Communities for Walking and Biking

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16. Abstract

This guide is intended to assist residents, parents, community association members, and others in getting involved in making communities safer for pedestrians and bicyclists. The guide includes facts, ideas, and resources to help residents learn about traffic problems that affect pedestrians and bicyclists and to find ways to help address these problems and promote safety among all road users. The guide includes information on identifying problems, taking action to address pedestrian and bicycle concerns, finding solutions to improve safety, and resources to get additional information.

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ABOUT THIS GUIDE

People need and want communities where streets are safe, accessible, and comfortable for all users, including those traveling by car, foot, bike, or mass transit. Streets that are pedestrian- and bicycle-friendly have many benefits, including:

- **Safer environments**, where you are less likely to be in a traffic collision or get injured.
- **Better access to more destinations**, providing more choices in how you can get where you want to go without relying on a car.
- **More opportunities to be physically active**, which can improve your health and overall quality of life.
- **Opportunities for everyone**, which includes people with disabilities.

It takes the commitment and involvement of many people to build and maintain places that are safe and friendly for walking and bicycling. This guide is designed to be used by anyone looking for ways to improve the safety and comfort of their neighborhood streets, whether they are just beginning to learn about traffic safety or are already part of an established community safety or advocacy group. Residents can make a difference by raising awareness of pedestrian and bicycle safety issues and pushing for change.

This guide provides examples from other communities working to improve pedestrian and bicycle safety. It includes ideas and resources to help residents learn about issues that affect walking and bicycling conditions, find ways to address or prevent these problems, and promote safety for all road users. The Resource Sheets at the end of the guide contain checklists, tip sheets, worksheets, and sample materials – these materials can be adapted to meet the needs of your community, or distributed to others working to improve pedestrian and/or bicycle safety. The guide provides an introduction to common safety issues and includes references to other resources and materials for those interested in more in-depth information.

Keep in mind that pedestrian and bicycle safety improvements often happen in stages. Even minor changes take time and may require effort from various individuals or agencies. This guide is a starting point and will help you be more efficient and effective, but patience and follow-through are crucial to your success.

Communities need "Complete Streets" that are safe and accessible for everyone.

RESOURCE 1

A Resident's Quick Guide for Creating Safer Communities for Walking and Biking follows along with this guide and highlights some key activities that you and your community group can implement to help improve safety for all road users in your community. Use it as a quick reference of ideas to help you plan your role as an active participant in efforts to improve pedestrian and bicycle safety.

TABLE OF CONTENTS

The guide is organized into six sections to lead you through your efforts to improve safety in your community. Depending on your needs, you can start with any of the sections below.

Section One: What's the problem here?

This section will help you learn how to identify and document pedestrian and bicycle safety issues in your community.

Types of Pedestrian and Bicycle Problems 2
Ways to Assess Problems 5
Linking Problems to Solutions 6

Section Two: Who can help me?

This section provides ideas on groups and individuals that can help improve walkability or bikeability in your neighborhood and offers information on how to expand your partnerships.

Engage Residents and Raise Awareness 7
Identify and Collaborate with Agencies Responsible for Making Improvements 10
Engage with Elected Officials 13
Connect with the Media 14

Section Three: What can be done?

This section describes different fixes for improving traffic safety conditions in your community and how community groups can support or initiate improvements.

Engineering, Plans, and Policies 16
Education 21
Enforcement 23
Encouragement 25

Section Four: I need more information!

This section includes important resources to help you find more detailed information on making pedestrian and bicycle safety improvements.

National Bicycle and Pedestrian Clearinghouses 27
National Coalitions and Alliances 27
National Transportation Agencies 28
Resources and Research 29

Section Five: Community Success Stories

Communities large and small are taking actions to improve the safety and mobility of pedestrians and bicyclists and are getting great results. Visit this section to learn what they're doing, how they're doing it, and get inspiration and tips for replicating efforts in your own neighborhood.

Creating a Plan for Pedestrian Improvements in Washington, DC 34

Working Together to Define the Issues in Duck, North Carolina 36

Promoting Physical Activity in Rural Wabasha, Minnesota 38

Partnering with the Disability Community to Improve Accessibility in Tulsa, Oklahoma 40

Improving Bicycle and Pedestrian Infrastructure through Advocacy in Memphis, Tennessee 42

Engaging a Changing Urban Community in Philadelphia, Pennsylvania 45

Integrating Health Equity into Bicycle and Pedestrian Planning in New Orleans, Louisiana 47

Making Connections Between Health and Transportation in Brownsville, Texas 50

Aligning Community Values with Funding Priorities in Charleston, South Carolina 52

Mobilizing Community Leaders and Volunteers for Safe Routes to School Programs in Corrales, New Mexico 53

Leveraging Community Member Expertise to Advance Bicycle Safety in Newport, Rhode Island 55

Improving Health and Safety in a Low-Resource Community in Baldwin Park, California 58

Section Six: Resource Materials

This section includes detailed tip sheets, checklists, ways to take action, and sample materials that can be used to generate ideas and improve the walkability and bikeability of your community.

Resource 1: A Resident's Quick Guide for Creating Safer Communities for Walking and Biking 62

Resource 2: Tips for Planning a Walkabout to Identify Pedestrian and Bicycle Safety Concerns 64

Resource 3: Local Sources of Information Worksheet 68

Resource 4: Tips for Working with Social Media 70

Resource 5: Engineering Concerns and Treatments to Improve Pedestrian and Bicycle Safety 72

Resource 6: Sample Fact Sheet: Making the Case for Walking and Bicycling 84

Resource 7: Sample Community Resolution 86

Resource 8: Tips for Traffic Safety 87

Resource 9: Enforcement Contact Worksheet 88

Resource 10: Sample "Warning" Letter to Drivers 89

Resource 11: Tips for Event Planning 90

Resource 12: Tips for Fundraising 91

Section One: What's the problem here?

You may feel afraid to cross a street to walk to a nearby store, be nervous for your children to ride their bikes in your neighborhood, or face obstacles when traveling using a wheelchair or stroller. If you have concerns but are unsure what the problems are, the information in this section can help you identify and describe them.

To be able to travel safely in their community, pedestrians and bicyclists need:

- **Access to destinations** – Pedestrians and bicyclists need direct, convenient routes to access important facilities, such as schools, businesses, healthcare facilities, and transit facilities.
- **A safe space to travel** – For pedestrians, this may include a smooth, unobstructed walking surface at least wide enough for two wheelchairs to pass each other, such as a sidewalk or a path that is separated from traffic. For bicyclists, it may include a bike lane, shared lane, or separated facility. In places with slow speeds or very little traffic, a paved shoulder or the roadway itself may be safe enough for walking or bicycling. Both pedestrians and bicyclists need safe street crossings with appropriate crosswalks, signs, and signals.
- **The ability to see or detect traffic** – Pedestrians and bicyclists should also be able to be seen by oncoming vehicles, both day and night.
- **Access to sidewalks and crossings** – This includes having well-designed curb ramps to ease changes in elevation.
- **Enough time to cross streets** – Pedestrians should have time to cross at intersections and crossings with or without pedestrian signals. If there are no signals at the crossing, there must be adequate gaps in traffic to safely cross.
- **Continuous facilities** – Sidewalks, trails, and bicycle facility networks should be free from gaps, obstructions, and abrupt changes in direction or width.
- **Signs and markings designating the route** – This includes crosswalk markings, pedestrian way-finding signs, bicycle route markers, and detour signs in construction areas. These signs should be understandable to those with limited English language skills.

Meeting the needs of more vulnerable people, such as children and pedestrians with disabilities, can make the walking environment safer for everyone.

Also, different people have different traveling needs. Pedestrians and bicyclists have various levels of physical and cognitive abilities that affect their ability to walk or bike safely in certain conditions. For example:

- **Children** may have more difficulty seeing (and being seen by) drivers of all types of vehicles, and often have trouble deciding when and where it is safe to cross the street. They have trouble with peripheral vision and gauging speed, and they may also walk or bike at a slower pace than adults.
- **Older pedestrians** may have reduced motor skills that limit their ability to walk at certain speeds,

so they may need more time to cross a street. They also may have trouble getting oriented and understanding traffic signs, so they may need more information on how to get around safely.

- **Recent immigrants** may have little understanding of English and may not know the bike laws or customs in the U.S., or understand the traffic and pedestrian signals that indicate when to walk.
- **People with disabilities** (e.g., people using wheelchairs, crutches, canes, or those with visual or cognitive impairments) may be more affected by surface irregularities in the pavement, changes in slope or elevation/grade, lack of accessible curb ramps, and sidewalk width restrictions.

Some communities lack sidewalks, curb ramps, and other facilities, making it difficult for people to travel safely and easily on foot or by bike.

TYPES OF PEDESTRIAN AND BICYCLIST SAFETY PROBLEMS

Understanding and properly identifying issues that can cause pedestrian safety problems is an important part of finding a solution. If the problem is not accurately identified, the wrong solution may be applied and the problem could continue. Some typical problems that affect pedestrian and bicyclist safety include:

Poor walking or bicycling accommodations

- **No place to walk or bike** – There are not enough sidewalks, paths, bike facilities, or trails. Existing facilities do not connect to schools, transit stations, parks, churches, etc. Dirt paths may show where people are walking or biking and that more sidewalks or paths are needed.
- **Not enough space** – Sidewalks are not wide enough for people to walk comfortably or pass each other, or roadway shoulders or travel lanes are too narrow for a bicycle to comfortably share the road with a motor vehicle.
- **Poor surfaces** – Sidewalk surfaces are uneven, broken, or covered with debris; bike lanes contain potholes or debris such as leaves or gravel, or dangerous drain grates or utility covers.
- **Blocked pathways** – Sidewalks, bike lanes, or other paths are blocked by barriers such as vehicles, trash cans, vegetation, snow, utility poles, mail boxes, benches, etc.
- **No buffer** – There is not enough space between the sidewalk or bike facility and the roadway, or this space lacks trees or landscaping to make pedestrians and bicyclists feel comfortable.
- **Difficult street crossings** – There are long crossing distances and wide intersections that allow cars to turn at higher speeds. There are intersections with no pedestrian signals, curb ramps, median crossing islands, or markings to indicate where bicyclists should ride or wait. The signal at the intersection doesn't change for a bicycle, or doesn't give enough time for a bicyclist to get through the intersection.
- **Poor connectivity** – There are many dead-end streets, bike lanes that end unexpectedly, few available roadway crossings, and indirect pedestrian or bike paths.
- **Insufficient lighting** – There are not enough streetlights to help pedestrians, bicyclists, and drivers see each other at night.

- **Poor guidance** – There are not enough signs or roadway markings to help pedestrians or bicyclists find important destinations or know where to bike, walk, or cross safely in construction areas or through complex intersections.
- **No bike racks** – There are not enough safe and secure places to park a bicycle at important destinations.
- **Conflicts between pedestrians and bicyclists** – Bicyclists riding on the sidewalk (possibly because they do not feel safe in the street) or even using the same shared-use path may cause conflicts with people walking.

Poor conditions at bus stops (including school bus stops)

Many bus stops are located in places that are difficult to reach by foot or bike, or are not safe and accessible for people of all abilities. Some concerns that might be found at bus stops include:

- **Street crossings near the stop are dangerous** – Crossings may be inconvenient or there are no obvious places to cross.
- **The sidewalk is blocked** – The bus shelter, seating, or other barriers block the sidewalk.
- **Seating/waiting area is too close to vehicle lanes** – There is not enough room for pedestrians to safely wait.
- **There are no sidewalks or bike facilities** – No sidewalks or curb ramps lead to the bus stop, or there are no bike facilities connecting to the bus stop.
- **People walking near the stop take risks** – These may include crossing the street in front of the bus or running across the street to catch a bus.
- **There is insufficient lighting** – The bus stop and nearby street crossings are too dark.
- **There are no bike racks** – There are no bike racks or space to take bikes on the bus, or secure bike parking near the bus stop.
- **The stop lacks shelter and/or seating** – Lack of shelter and/or seating at a bus stop reduces the comfort for patrons waiting for transit and may dissuade people from using the bus altogether.

Lack of sidewalks and curb ramps can prohibit access to a transit stop for some users and make access more difficult for all users.

The location of a bus stop (e.g., if it comes before or after an intersection or is in the middle of the block) plays an important part in how safe and convenient the stop will be for bus riders to access. Transit agencies and school districts often choose bus stop locations based on where it is safe for the bus to stop, but they may not consider where pedestrians can walk safely and easily. To further complicate matters, road agencies – not transit agencies or school districts – usually have the responsibility of providing pedestrian or bicycle accommodations near and at bus stops.

For More Information:
Refer to the *Pedestrian Safety Guide for Transit Agencies* (http://bit.ly/1xK3vNR) for details about how to address concerns related to transit stops.

Unsafe driver behaviors or traffic characteristics

- **Drivers do not yield to pedestrians** – Drivers do not stop or yield to pedestrians crossing the roadway.
- **Drivers speed or run red lights** – Drivers drive too fast through neighborhoods, around schools, or near other places where people are walking and biking; red light or stop sign runners endanger pedestrians and bicyclists.

- **Too much traffic** – Too many drivers take short cuts through neighborhoods to avoid traffic on major streets; or, there are too many buses, large trucks, or other vehicles for bicyclists and pedestrians to feel comfortable.
- **Illegal or unsafe passing** – Drivers pass other vehicles stopped at crosswalks for pedestrians or pass stopped school buses; or, drivers cut off bicyclists or pass bicyclists too closely or without signaling.
- **Drivers are intoxicated, distracted, or aggressive** – Drivers are distracted by cell phones, passengers, and other activities, or are driving under the influence; or, drivers harass bicyclsts and pedestrians nearby.

Driveways can become points of conflict for pedestrians and vehicles.

Unsafe pedestrian or bicyclist behaviors

- **Cross the road without looking** – Pedestrians and bicyclists do not look in all directions before crossing the street, or do not check for cars turning in front of or behind them.
- **Act unpredictably** – Pedestrians dart into the road or attempt to cross the street when traffic is approaching; bicyclists weave through traffic or do not use hand signals to indicate changes in their speed or direction.
- **Cross the road at unsafe locations** – Pedestrians try to cross between cars at traffic lights and between intersections with traffic signals.
- **Do not obey traffic signals** – Pedestrians cross against pedestrian signals; bicyclists ignore traffic signals and/or stop signs.
- **Distracted** – As with drivers, pedestrians and bicyclists can be distracted by cell phones, music players, etc.
- **Hard to see** – Bicyclists do not use headlights and reflectors when biking while it is dark outside (these are mandatory in most States).
- **Walk or bike in the wrong direction** – Normally, bicyclists should be riding in the same direction as traffic while pedestrians should walk facing traffic; failure to do so can be dangerous, particularly for bicyclists at intersections and driveways where motorists may not be expecting people coming from the other direction.
- **Fail to wear a helmet when biking** – While wearing a bike helmet won't prevent a crash, it could reduce the likelihood of a life-altering head injury in the event of a crash; also, many cities and States have mandatory helmet laws for some age groups.

Poor conditions at schools

The issues listed above apply to schools as well; just be sure that you also consider the limitations of children walking and biking near and at the school (e.g., height and ability to see cars, mental development, and skills in judging traffic and making decisions). Additionally, you may want to consider the school pick-up and drop-off zones – these are places with a lot of potential conflict between children walking or biking and buses and cars.

For More Information:
To learn more about pedestrian and bicycle safety around schools, visit http://bit.ly/1yz9jGQ.

Institutional barriers

Sometimes, poor pedestrian and bicyclist accommodations or a "traffic culture" that is not conducive for walking and bicycling is a reflection of broader past or current institutional barriers or lack of support for improving walking and biking conditions in a community. In these places, it may be common to hear community members say things like:

- Our community has a plan that they want to run with for expanding a roadway to accommodate more vehicles, but it doesn't represent the values of our community.
- Our elected officials are more concerned about other things, such as creating jobs or dealing with housing issues, than in making our streets safer for vulnerable users.
- Our police want to focus on crime issues and won't dedicate any staff to enforcing pedestrian and bicycle safety, even though just as many people are being killed in traffic crashes.
- Our school administration says that they are too busy to teach children how to walk and bike safely, and that it can't be part of the curriculum.

As someone looking to improve conditions for walking and bicycling, it may seem like an uphill battle with such barriers in place. But, there are lots of ways that communities can work together to break down these barriers, refocus priorities, and work collaboratively to address the concerns that they identify. A key first step is to focus on understanding, documenting, and communicating the problems that exist and why they are important to resolve.

WAYS TO ASSESS PROBLEMS

You might begin by taking photos or videos, or simply writing down the problems you observe. This can be useful when trying to describe your concerns to decision-makers, local government staff, community members, and other interested people. Below are some other ways that you can assess and document pedestrian and bicycle safety problems in your community:

Perform a walkabout

Countless individuals and community groups across the U.S. have used "walkabouts" to assess the safety of their neighborhoods for pedestrians and bicyclists. Walkabouts can serve as a way to directly observe and document or inventory conditions, and also as a way to effectively engage and collaborate with residents, public works and planning staff, advocates, and elected officials to collectively identify problems and develop a plan to address them.

Download a walkability checklist at http://bit.ly/1BaosUu.

There are a number of tools available – such as walkability, bikeability, or bus stop safety checklists – that can be used to help guide your walkabout. And, walkabouts can be a great opportunity to capture concerns using photos and videos. For example, the Coalition for Livable Communities, in conjunction with the Memphis Center of Independent Living and Memphis Regional Design Center, conducted a video-based walkabout to illustrate where those with disabilities and/or in wheelchairs would have issues on local sidewalks. The videos were then posted on a YouTube channel called "Barrier Free Memphis" (http://www.youtube.com/user/BarrierFreeMemphis) for broader distribution. To

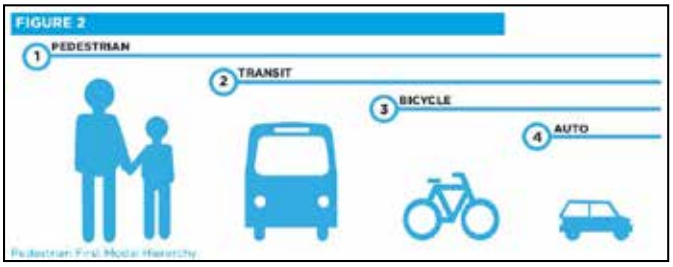
learn about more of Memphis's efforts, visit the Community Success Stories section.

RESOURCE 2

Tips for Planning a Walkabout to Identify Pedestrian and Bicyclist Safety Concerns provides concrete steps you can take to help prepare for, participate in, and use the findings from a walkabout to improve conditions for walking and bicycling in your community. It also provides links to some useful assessment tools and checklists.

Examine pedestrian/bicycle collision and injury data

If you have time or access to someone with technical expertise, you can try to gather more information on pedestrian and bicycle crashes that have occurred in your community. These data are sometimes available through your State or local department of transportation (DOT) and can be a way to determine if an area has a history of pedestrian or bicycle safety problems. For example, the North Carolina DOT provides crash data through a web portal, in which anyone can download several years of data from their city or municipality and look at crash trends (http://www.pedbikeinfo.org/pbcat_nc/). Often, you can request such information from a local police department (who fill out crash reports on the scene of any reported incident) or the county health department (who may collect statistics on traffic-related injuries reported by local hospital emergency departments). You can also request that the local transportation agency review collision data.



Chicago's Complete Streets Chicago Design Guidelines and policy puts pedestrians first in the goal to balance streets for all users. For more information, see http://chicagocompletestreets.org.

Talk with other community members

This may be one of the best ways to help identify safety problems in your community and at the same time build a network of involved citizens who are willing to help you address your concerns. You can speak with neighborhood residents and community groups, your local pedestrian or bicycle advisory board, local public health and injury prevention leaders, emergency services professionals, and law enforcement officers. Section 2 gives more detail on ways to communicate and partner with other community members.

RESOURCE 4

Tips and Examples for Working with Social Media has ideas for how to use social media and other web-based tools to communicate with other community members and to pinpoint or map concerns.

Find out what policies and plans are already in place

Your town/city or county may already have a pedestrian or bicycle plan or other transportation plan to address problems in your neighborhood. Or, they may have adopted a Complete Streets policy or design guidelines or a school board resolution to support Safe Routes to School programs. If not, they need to hear from you! Talk to your local planning, transportation, or public works department or pedestrian or bicycle advocacy group to see if there is a list of upcoming transportation projects where you can provide input or find out if other residents have documented similar concerns.

LINKING PROBLEMS TO SOLUTIONS

Once you've identified and documented the problems in your community affecting pedestrians and bicyclists, you can start to discuss potential solutions and next steps to take to address your concerns. The next few sections will help you identify who to contact and will give you ideas for potential safety improvements.

Remember that the best solutions usually use a combination of approaches – engineering, education, enforcement, and other ways – to be effective and long-lasting.

Section Two: Who can help me?

Once you have identified and assessed a problem, it is time to take action. In rare cases, a pedestrian or bicyclist concern (such as a broken pedestrian signal or burned out light bulb) can be resolved with a simple letter or call to the right person. More likely, you will need to engage others and build support for an improvement, and work collaboratively with a range of people to find an appropriate solution.

There are three key parties that can influence community change: 1) residents or community groups, 2) local government agency staff, and 3) elected officials. To have a good chance of improving safety, all of the parties need to support and work for change. For example, if your neighborhood wants to make pedestrian crossings safer on a roadway, you could work closely with local transportation planning and engineering staff to get approval for appropriate engineering treatments. You can then work with agency staff to help educate elected officials on the benefits of these types of improvements and show your support for them. Alternatively, you could convince elected officials of the need to improve the safety of pedestrian crossings on the roadway; elected officials would then ask staff to come up with specific solutions to make the crossing safer. A fourth group, the media, can also serve as a mechanism for raising awareness of an issue and influencing local residents, agency staff, and elected officials.

Community members can meet and talk about pedestrian issues with other residents to build support for change.

This section provides several strategies to engage these four groups and build relationships that will help you to effectively address pedestrian and bicycle problems in your community.

ENGAGE RESIDENTS AND RAISE AWARENESS

Depending on the types of problems you've identified and how they affect other residents, you will likely want to talk with others in your community before taking steps to contact local agencies or other authorities. Find people with common concerns and build support for your projects. This can help you:

- Exchange ideas with other concerned residents and identify additional pedestrian and bicycle safety issues.
- Build the buy-in, support, energy, and power needed to address the problems.
- Make other residents aware of pedestrian or bicycle safety issues and how they can help make the community more walkable and bikeable.
- Discuss ways the community can help improve conditions for all road users.
- Learn from others who have undertaken similar projects and gain knowledge from past experience.
- Identify other expertise/skillsets and community assets you may have within your group that can help you to bring about improvements.

- Form a coalition, which can strengthen the likelihood of success in working with city staff and elected officials to make pedestrian and bicycle improvements. Additional tips for starting or joining an advocacy organization can be found at http://www.americawalks.org.

Identify partners

You may find partners and support more quickly and easily by coordinating with established organizations or community groups. These could include:

Walking groups, bicycling clubs, and advocates, such as America Walks (http://www.americawalks.org/) – a national coalition of local walking advocacy groups with links to local organizations around the country – or the League of American Bicyclists (http://www.bikeleague.org/). Members of these groups are particularly good at understanding the needs of pedestrians and bicyclists and organizing to provide support for an improvement.

Service-oriented or civic groups, such as the Rotary Club, Lions Club, Boys and Girls Club, senior centers or local AARP chapters, and YMCA. Retirees and club members often volunteer to support or help organize local events or collect data in a walkabout assessment effort.

The disability community or providers of services for people with disabilities, including local chapters of the Center for Independent Living (http://www.cilberkeley.org). The Independent Living Research Utilization (ILRU) website hosts a directory of Centers for Independent Living around the U.S. at: http://bit.ly/11CJWsE. These organizations can help identify pedestrian accessibility issues and may have insights regarding resources for making improvements.

Local businesses and developers, such as realtors, members of the chamber of commerce, local bike shops, and land developers. These may have a direct stake in making a community more pedestrian- and bicycle-friendly and a role in making improvements. They can support local efforts by providing funding or by learning more about the needs of pedestrians and bicyclists and making changes to their own policies, projects, or business practices.

The art community, such as art centers, local artists, or performance groups. These creative folks can be brought in to help with neighborhood beautification projects, street or sidewalk murals, or to liven up local events or outreach efforts.

School-based groups, such as parent teacher associations (PTAs) or the local Safe Routes to School coordinator. They can provide insights regarding child pedestrian and bicycle safety and make important connections with school projects and networks.

Partner with school-based groups such as PTAs or Safe Routes to School coordinators to identify and improve child pedestrian and bicycle safety issues. (Bike to School Day event)

Neighborhood and cultural groups, such as neighborhood and/or homeowner associations, cultural community organizations such as Latino or Native American organizations, or organizations that provide supportive services to immigrant groups. These groups may assist you in exchanging ideas and building diverse partnerships to support a cause.

Health and safety groups, such as Safe Kids (http://www.usa.safekids.org/walk-way/), the American Heart Association

(http://www.heart.org), or community health programs. These groups may have funding to provide for walking or biking programs or ideas on how to connect with other health-based initiatives.

Local universities are sometimes an important resource. If there is a faculty or department with a common interest, such as injury prevention, health, and physical activity, they may serve as a resource to provide your group with technical expertise or help make connections with other grants or opportunities for support.

You may want to research other groups and organizations to identify ones that share similar interests and could provide resources and support for your efforts. Someone in your community may already have helpful knowledge and contacts. After you have figured out which groups to contact, try to set up a time to meet face-to-face to provide background information, discuss your concerns, and identify next steps, such as requesting to make a presentation or join the group's next meeting. There is value to meeting in person, even if it's just to make introductions over a cup of coffee, particularly when you are first establishing relationships with new groups.

Speak with other residents and organizations to share interests and build partnerships.

For More Information:
Section 4 contains descriptions and contact information for many different organizations that may be able to help you address safety concerns in your community or identify local partners.

Make it fun

Another way to engage other residents and partner groups is to plan or host a community event. Engagement often happens spontaneously through fun and meaningful events such as bike rides or other events celebrating walking and bicycling. These can also be much more appealing to residents, who may eagerly join you on a walking tour or bike ride to discuss a problem area but would be disinclined to attend another evening town hall public meeting filled with people standing in line to voice angry concerns. Some neighborhood groups host "Cops and Coffee" hours at local diners, bringing together neighborhood law enforcement officers with residents to express thanks, share news, and brainstorm ways to work together. Others have organized neighborhood walk to school day parades or invited residents to participate in a "charrette" – a workshop to brainstorm solutions to a design problem. For more ideas on what types of events you or your neighborhood group can put on, see Section 3. Also check out **Resource 11: Event Planning Tips**.

Leverage technology and social networks

While meeting face-to-face with partners is helpful, there are a variety of technologies that can help you further your communication and outreach efforts to a wider audience. Consider following elected leaders on Twitter or Facebook so you know when important upcoming community meetings, ballots, elections, etc. are taking place, and can then share the news of upcoming events through your own social networks. You can join or start a neighborhood listserv, personal blog, community newsletter, or – if your organization has the resources – consider developing a website to serve as a communications hub. For more, see **Resource 4: Tips for Working with Social Media**.

Be inclusive

Some communities, such as neighborhoods with large immigrant or non-English speaking populations, may be harder to engage through traditional means or may require special efforts to bring into the fold of a community dialogue. If you are working in an area where English is not the predominant language spoken, be mindful of the need to provide translation services for any communications or community events. Also consider partnering or engaging with trusted community partners. For example, there are many cultural resource centers or other organizations established to promote and support Latino communities. These centers may also be able to help you by offering translators or making connections with important community leaders. Section 4 also provides some links to Spanish-language resources that you may find useful.

Similarly, it may take special efforts to reach out to or work within areas with high concentrations of impoverished families. Areas with low household incomes, high rates of unemployment, and low levels of education are, in particular, less likely to have access to choices in transportation (including owning a car) and may be most in need of safer facilities for walking and bicycling. There are many ways that you can be inclusive of such especially vulnerable populations, including:

Minimize potential barriers – If you want to engage with low-resource neighborhoods and families, you will have to make it as easy as possible to participate. Hold events or meetings at times and places that will be most convenient for everyone to join, such as right after school when parents are picking up their children, or maybe on a weekend at a center or neighborhood park that is central to the community. If possible, make the event family-oriented so that children can be involved and parents do not have to find childcare.

Make the connection relevant – The topic of sidewalks or bike lanes may not be at the top of the list of concerns for residents dealing with immediate or life-affecting issues such as homelessness, drugs, vacant properties, or neighborhood violence. However, bike lanes, sidewalks, and other facilities may in fact be very important for residents needing to safely access jobs, transit, healthcare facilities, and schools. Make the connection clear how walking and biking improvements affect issues that residents are concerned with, such as having "eyes on the street;" access to jobs, or improved lighting around a transit stop or high crime area. Emphasize that every resident's voice can be heard and that small improvements to the street environment can empower communities to make bigger changes over time.

Build on existing efforts – Seek to partner with groups already engaging in low-income areas. These may include partnership against crime groups, neighborhood watch groups, the church community, or interfaith council. You may use existing events, such as National Night Out (http://www.natw.org), as an opportunity to engage with residents and learn more about what pedestrian and bicycle efforts are needed.

For More Information:
The Community Success Stories provide several examples of how different communities have brought together diverse partners and worked in various ways and settings to improve conditions for bicycling and walking.

IDENTIFY AND COLLABORATE WITH AGENCIES RESPONSIBLE FOR MAKING IMPROVEMENTS

Identify appropriate department and agency staff

Decisions about roadway improvements and programs on public streets are usually made by the agencies that have jurisdiction over them. It is important to figure out which department or agency is responsible for maintaining the roads in your community. In the U.S., some roads are controlled and maintained by the State (roads

with State route numbers), while others are under the jurisdiction of counties, cities, or towns. Still others are privately owned and maintained. Your local planning or transportation department should be able to tell you who owns and maintains the road in question. In some cases, you will need to work with government staff outside of planning or transportation departments. Below are descriptions of various governmental agencies and the role they may be able to play in helping respond to pedestrian and bicycle safety concerns.

Local transportation agencies – Your local transportation agency (these are also sometimes called public works, transportation, traffic, or street departments or public utility districts) is usually responsible for maintaining and operating local public streets and trails and developing plans for improvements.

Regional transportation agencies/metropolitan planning agencies (MPOs) – Regional transportation agencies and MPOs represent one or more communities in a geographical region. These groups are typically responsible for developing and implementing long-term transportation plans, programs, and projects for the region.

State or local pedestrian and bicycle coordinator – State DOTs (or highway departments) are often responsible for planning/designing, constructing, and monitoring improvements on State roadways (including sidewalks, crosswalks, and signals). Often these State roadways pass through local communities. Your State bicycle and pedestrian coordinator is a good person to contact for information about pedestrian safety statistics and ongoing State and local pedestrian programs (or links to others with this information). Your State coordinator should be able to answer questions related to pedestrian issues and direct you to appropriate contacts in your State or community. Find your State pedestrian and bicycle coordinator by visiting http://bit.ly/1tapnLD. Some cities and counties also have a local pedestrian and bicycle coordinator. Find out by contacting your local engineering or public works department.

Pedestrian or Bicycle Advisory Board – While the board or council is not a governmental agency, it may have a staff liaison that could serve as an important connection to help get your issue on the city council agenda. Many communities also have separate disability advisory boards, or sub-groups within the pedestrian or bicycle advisory board, concerned with issues related to children, bicyclists, older pedestrians, and people with disabilities. You can usually find the contacts for your local board through your city, town, or county website or phone directory. If your area does not have a pedestrian or bicycle advisory board, then you can work with your local elected officials to create one through an official action or resolution (see Section 3 for more).

Transit agencies – Transit agencies are responsible for providing bus service to the local community. The agency plans bus routes, operates service, selects preferred locations for bus stops, and maintains the stops. The agency must work with the owner of the roadway (often a State or local agency or private entity) to install the bus stops and any associated amenities.

School administrations – If the pedestrian or bicycle concern you have is on or near a school property, you may have to work with the individual school or broader school system to address the issue. A sympathetic school board member, a relevant school subcommittee or department (e.g., health, facilities, transportation, or curriculum), a school advisory board, PTA leader or member, or school staff member such as a principal or physical education teacher may be a potential partner or someone who can connect you to the appropriate person.

Police departments – Police departments are responsible for enforcing local and State laws, many of which relate to pedestrian and bicycle safety. Depending on the size of the town, some police

departments are divided into different districts (such as a downtown district) and some may have special units, such as a bike squad or traffic safety unit. Additionally, most police departments have School Resource Officers that work within schools. In some places, police departments are responsible for staffing and training school crossing guards. See **Resource 9: Enforcement Contact Worksheet** for more on reaching out to law enforcement personnel. If you are in a rural area, a county Sheriff's office or State Highway Patrol unit may serve as your primary law enforcement agency that oversees traffic-related concerns.

Some police departments host bicycle skills training courses for children or other safety events.

RESOURCE 3

Local Sources of Information Worksheet will help you identify and organize important community contacts and agency staff.

Collaborate and communicate

Developing a relationship with government or transportation agency staff will help ensure that they understand the issues and have the information needed to make informed decisions. All public agencies in charge of roadway improvements have a public process that will allow you to participate in the decision-making at some level. Here are a few tips to ensure that your efforts are effective:

- Make contact in person or via phone, even if you send a letter, email, or communicate through social media.
- State a specific problem and describe how it affects your community. Be brief and to the point. Offer to provide the documentation or evidence you have collected related to the problem or to schedule a walking tour to illustrate your concerns (see Section 1 for details).
- Listen carefully to any issues that others bring up and try to find common ground.
- Be persistent in any requests, but have realistic expectations. Change takes time and follow-up and patience may be needed.

Residents can talk with government staff, elected officials, and others about safety concerns.

When you are coordinating or communicating with agency staff, it will help you to learn more about the process for making improvements, what upcoming opportunities exist to make changes, and the role that you can play moving forward. Some possible questions you can ask include:

- Who is responsible for the road I'm concerned about?
- Are other authorities involved (for example, transit, utility, law enforcement, or emergency medical service providers)?
- Who are the responsible staff within the agency that can address my concern?
- Does the agency have a pedestrian and/or bicycle coordinator?
- What is the agency's public involvement process (for example, is it during the project planning

phase, through pedestrian/bicycle coordinators or advisory boards, at public meetings, through email/phone)?

- Does the agency have a pedestrian or bicycle plan in place?
- Are there any policies related to pedestrian and bicycle facilities and safety?

For More Information:
See the Guide to Transportation Decisionmaking: http://1.usa.gov/1vwixpH.

Be a resource

Partnership is a two-way street. When working with agency staff, it is helpful to not only discuss your concerns but to also identify ways in which you or your community group can support the agency in making changes. You can offer to:

- Collect data to document concerns or lead a walkabout with town staff, community members, elected officials, etc.
- Collect data on pedestrian and bicycle facility usage (e.g., count trail users, etc.).
- Review a plan or project to provide a perspective on the needs of pedestrians or bicyclists.
- Write a letter of support for a grant that agency staff are submitting to help fund improvements.
- Help recruit volunteers or other participants to support a community event led by the town or city.
- Attend public hearings or write council members to express support for a project or recommendation from the transportation staff, such as the installation of new bike lanes on city streets.

ENGAGE WITH ELECTED OFFICIALS

Elected leaders (such as city council members, county commissions, board of supervisors, or school board trustees) can be important partners in advancing walking and bicycling issues. You can:

- **Write or call a member** or the chairperson and discuss the issues one-on-one.
- **Request time** at the next meeting of elected officials to speak about pedestrian or bicycle safety.
- **Prepare a brief presentation or handout** that includes images that demonstrate your key points. For example, if you are explaining to the school board that the school pick up and drop off area is chaotic, provide photos or videos that support your assertion.
- **Invite officials on a walkabout** to experience the conditions that you are trying to improve. This is often a very effective method of getting elected officials to recognize pedestrian and bicycle concerns and participate in the improvement process.

Invite officials on a walking tour to experience the conditions you seek to improve.

See **Resource 6: Sample Fact Sheet: Making the Case for Walking and Bicycling**, for some talking points you can use when talking to elected leaders, neighbors, or others about why it is important to make your community safe and inviting for bicyclists and pedestrians.

CONNECT WITH THE MEDIA

Savvy pedestrian and bicycle advocacy groups know how to leverage the local media to bring attention to their cause. Connecting with the media can help you to spread your message further in the community, or put a particular issue in the spotlight so that there is more pressure from agency staff and elected officials to address it. It can also be a way to build more community dialogue about a problem and potential solutions. There are several ways to make connections with the media, depending on what you are trying to do and what local media exist (e.g., television stations, newspapers, bloggers, etc.). You can write a letter to the editor, write a blog, or offer to be a "guest contributor" to another blog. If you are working with a governmental agency, you can work with their communication staff to issue a media alert to invite press to an event; or you can directly invite reporters or journalists that you know to attend and cover the event. Some tips for getting good media coverage include:

- **Be newsworthy** – Show how your event or issue is relevant and timely. For example, does it involve a high-profile individual or project or occur in connection with an important community event?
- **Time it right** – Give the media notice in advance (at least 24 hours). If you make direct contact, try calling between 1 and 2pm, which is usually not a time when reporters are working to make a deadline.
- **Be prepared** – If the media do respond, be ready to go on record and have your key talking points prepared.

Section Three: What can be done?

It is not always necessary for community members to come up with a solution to the problems they've identified; typically, local agency professionals will be aware of several possible options. However, the following information will help build your vocabulary and understanding of the type of treatments or initiatives that may be available to help improve pedestrian and bicycle conditions in your neighborhood. This information will also help you more effectively communicate and collaborate with agencies and other groups. Finally, this section provides some tips and ideas for how you can take certain initiatives (or support others) to make improvements.

Transportation improvements for bicyclists and pedestrians are often described in terms of the Four Es:

1. **Engineering** – Physical changes to infrastructure (i.e., streets, sidewalks, traffic signals, bike lanes, signs, etc.) that affect the operation and movement of traffic, bicyclists, and pedestrians. These changes are also related to local plans and policies, which may guide how engineering changes are made.

2. **Education** – Includes strategies that aim to educate pedestrians, bicyclists, drivers, or other groups in order to motivate a change in behavior.

3. **Enforcement** – Community-based or law-agency-based measures to enforce laws and regulations related to pedestrian and bicycle safety.

4. **Encouragement** – Efforts to promote walking and biking in a community.

A combination of the "Es" (e.g., making engineering changes as well as implementing education and enforcement campaigns) applied in the same area will likely be more successful at resolving problems than only using one approach.

Celebrate partnership achievements. Local transportation agencies, school officials, and students "Rock the Hawk" (pedestrian hybrid beacon) and crosswalk improvements in Phoenix, Arizona

Not every treatment or program described in this section will be appropriate for your particular situation; you should discuss these with your local transportation agency and other partners (pedestrian and bicycle advocates, health professionals, law enforcement officials, elected officials, etc.) to determine which improvement – or set of improvements – will best meet the needs of your community. Use these questions to guide your discussion:

- What is the range of improvement options that might be considered in this situation? (Even if you've already developed a list of ideas, there might be others you haven't considered.)
- What is our community's policy or guideline about installing or implementing these measures?
- Do we have an ongoing procedure for maintaining this improvement?
- Are there alternatives that should be considered?
- How much of the budget is set aside for pedestrian and bicycle programs and improvements in my community? Can it be increased?

- Is there a neighborhood advisory group that advises the department about traffic and pedestrian and bicycle issues? If not, can you form one?
- Who else might share this concern?

Collaborating with neighbors, groups, agencies, and elected officials; sharing research and information; respecting other's perspectives; and seeking creative solutions can help you find reasonable solutions to traffic safety issues.

Well-designed streets and crossings can help make walking and bicycling safe and enjoyable.

ENGINEERING, PLANS, AND POLICIES

More and more communities are recognizing the importance of having Complete Streets – streets that are designed to safely accommodate all road users, including pedestrians, bicyclists, drivers, transit users, and others. Whether you are looking to make safety improvements to an existing roadway or intersection, or are seeking to improve the design of future roadways to be built, it may help to have a better understanding of some common engineering concepts that can lead to more Complete Streets. This section provides you with an overview of various engineering treatments that may be used to improve pedestrian and bicycle safety, accessibility, or comfort in your community. It also describes how you can work to be sure that your community has the plans and policies in place to ensure that pedestrian and bicycle safety is routinely considered, as in a Complete Streets approach.

Improving safety and access

Lack of ability to access destinations safely is usually a top concern and is among the most common reasons that people report for not walking and biking more. Following are some common Complete Streets elements that your community could consider to improve access and safety at intersections or along other parts of the street.

- **Sidewalk** – A paved walkway that allows pedestrians to walk along the roadway without interference from traffic.
- **Buffer or planting strip** – A zone separating pedestrians on sidewalks from moving vehicles on the road.
- **Marked crosswalk** – Areas on the street (delineated by pavement markings) indicating to pedestrians where they should cross the road.
- **Curb ramp or curb cut** – A ramp providing a smooth transition between sidewalk and street.
- **Raised medians and crossing islands** – These provide pedestrians with a safe place to wait while crossing a street in multiple stages.
- **Curb extension** – An extension of the sidewalk into the street that reduces the distance pedestrians must cross.
- **Bike lanes** – Striping and symbols are used to delineate the portion of the roadway that is for exclusive use by bicyclists.
- **Shared lane markings (sharrows)** – A pavement marking that offers guidance to bicyclists on where to ride while alerting motorists to the presence of bicyclists within a lane shared by both bicyclists and drivers.

- **Separated bike lanes** – Bicycle facilities that run alongside a roadway separated from automobile traffic by a physical barrier, such as parked cars, bollards, or a curb.
- **Traffic sign** – An official device that gives a specific message, either by words or symbols, to the public. Examples are "stop," "yield," etc.
- **Traffic signal** – A visual signal to control the flow of traffic. Pedestrian signals let pedestrians know when they can enter the street to start crossing.
- **Pedestrian Hybrid Beacon** – An overhead beacon that assists pedestrians at crossing locations that do not have a traffic signal.
- **Rectangular Rapid Flashing Beacons (RRFB)** – A bright, irregularly flashing beacon that is placed at crosswalks without stop signs or traffic signals to warn drivers about the presence of crossing pedestrians.
- **Traffic calming** – Physical changes to a street to encourage drivers to drive slowly or to discourage cut-through traffic.
- **Road diet** – Narrowing or eliminating travel lanes on a roadway to make more room for pedestrians and bicyclists.

Roundabouts are circular intersections designed to eliminate left turns by requiring traffic to exit to the right of the circle. Roundabouts are typically installed to reduce vehicular speeds, improve safety, help traffic flow, and help create gateway treatments to signify the entrance of a special district. To learn more about this treatment, visit: http://1.usa.gov/13uwn06.

- **Overpasses/underpasses** – A street crossing separating pedestrians from motor vehicle traffic (i.e., bridge or tunnel).
- **Street lighting** – This illuminates the roadway and intersections to help motorists see other motor vehicles and pedestrians crossing the roadway.
- **Temporary walkways** – These provide pedestrians with designated routes along a construction site when sidewalks and other pedestrian travel ways have been closed.

You can learn more about all of the above in **Resource 5: Engineering Concerns and Treatments to Improve Pedestrian and Bicyclist Safety**, which describes each treatment and discusses common questions and concerns that your local agency or other residents may have. For even greater detail on each treatment, please see:

- *PEDSAFE: Pedestrian Safety Guide and Countermeasure Selection System*
  http://www.pedbikesafe.org/PEDSAFE/
- *BIKESAFE: Bicycle Safety Guide and Countermeasure Selection System*
  http://www.pedbikesafe.org/BIKESAFE/
- *Federal Highway Administration Office of Safety Proven Safety Countermeasures*
  http://safety.fhwa.dot.gov/provencountermeasures/

Improving access to transit stops (including school bus stops)

Many transit access problems can be addressed by the methods described in the section above. In some cases, the transit agency or school district may need to review and modify their policies related to bus stop locations to ensure that pedestrian and bicycle safety is adequately incorporated into the decision process. In either case, partnerships between community members, road agencies, and transit authorities or school districts are crucial in identifying concerns and working to improve conditions. If you have concerns about the bus stops in your community, contact your local road agency to find out who

has jurisdiction over the roadway and pedestrian or bike infrastructure in that area. You could also call the local transit agency or school district and encourage them to work more closely with the responsible road agency to make the needed improvements. School buses are often operated by school districts, individual schools, or contractors providing school bus service. Contact the school to find out who is providing service and who to call.

Improving connectivity and providing access for pedestrians with disabilities

Streets that are not well-connected can limit people's abilities to travel in the most direct path, increase distances to destinations, require larger intersections to move vehicular traffic, increase exposure to vehicles (which increases the risk of being hit), and can discourage walking and bicycling. When a town or developer proposes a new plan or development project, you can attend public hearings, ask questions about street design and connectivity, and provide input that can influence the developer or town officials to improve connectivity for pedestrians and bicyclists. Find out about new proposals by regularly monitoring your community's schedule for public hearings.

For existing communities with poor connectivity, you can request that the town build sidewalks/paths or purchase sidewalk easements – a limited right to use another's land for the purpose of constructing, altering, relocating, extending, maintaining, or using a public sidewalk – between cul-de-sacs to better connect the pedestrian/bicycle network, or work with neighbors to allow and ultimately develop informal paths/trails. Sidewalk easements are often established in contracts between town agencies and private property owners in a cooperative effort to provide space for pedestrians.

Sometimes, even with a connected network of facilities, not all road users can access the facilities. For example, a person in a wheel chair may not be able to access a sidewalk if there is not a well-designed curb ramp. The Americans with Disabilities Act (ADA) of 1990 requires that all facilities covered by the law be "accessible" to people with all abilities. "Accessible" designs are covered by the U.S. Access Board's *ADA Accessibility Guidelines*, which can be found at: http://1.usa.gov/1mEU8Ib. A key requirement is that newly constructed public streets must have proper curb ramps, sidewalks, driveways, and tactile warning strips at street crossings. The ADA requires that States and local governments have a plan (often called a transition plan) for upgrading existing facilities that do not meet the minimum requirements detailed by the U.S. Access Board. If you have concerns about accessing a facility, you can ask your local engineer about your community's transition plan and what the schedule is for installing curb ramps or other treatments that may improve access.

For More Information:
For technical assistance regarding the ADA, visit the ADA homepage at http://www.ada.gov.

Maintaining facilities

Engineering facilities, such as sidewalks, bike lanes, bus stops, lighting, and signals, need to be maintained. Neighbors can assist with landscaping maintenance on private property near sidewalks, as well as with snow and debris removal. Neighbors can also help by not parking cars or placing trash cans or other barriers on bike lanes or sidewalks. Some communities have partnered with local businesses to develop an "Adopt a Bus Shelter" program, where businesses assist with maintaining the bus stops and clearing snow along the nearby pedestrian paths. For an example, see Raleigh, North Carolina's program: http://bit.ly/1xWbsgo. The local transportation agency may have (or could establish) a sidewalk maintenance and improvement program. The program could include a periodic inventory of sidewalk conditions and

responsibility for maintenance. A similar program may exist or be developed for maintaining bike lanes. Of particular importance is to be sure that sidewalks and bike lanes receive priority attention during snow removal efforts by the town. Contact your local agency to determine if what maintenance programs or policies exist, or where residents can go to request maintenance of pedestrian and bicycle infrastructure. Some cities have a simple process for residents to make maintenance requests, such as calling a 411 number or logging a problem on a website. Read more about maintenance issues in the Community Success Stories section or in FHWA's *A Guide for Maintaining Pedestrian Facilities for Enhanced Safety* (http://1.usa.gov/1kaUyqB).

Prioritizing sidewalk and bicycle facility snow removal can increase pedestrian and bicyclist safety during winter months.

Slowing down drivers

Even if adequate facilities are in place, pedestrians and bicyclists may feel uncomfortable traveling along a road with drivers moving at higher speeds (e.g., 30 mph or more). Residents are often particularly concerned about drivers speeding through neighborhood streets where children may be at play. These concerns are valid, as research shows that the higher the driver speed, the less likely his or her ability to stop in time for pedestrians (or bicyclists) and the more severe the injury in the event of a crash. "Traffic calming" is a term used to describe engineering approaches designed to slow drivers down. There may be many different design options, depending on the goal and the context of where they would be applied. Most States have adopted a traffic calming guide, so look for one on your State DOT website. Two great resources to help residents learn about traffic calming options and their role in making changes include:

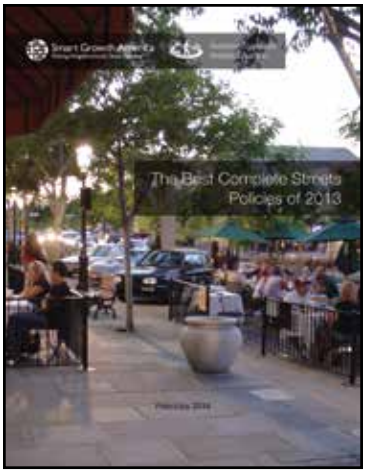
- Transportation Alternatives' *Streets for People* http://bit.ly/1AtjnoS : a how-to manual available in both English and Spanish for people to bring traffic calming to their neighborhood.
- Institute of Transportation Engineer's (ITE) Traffic Calming website http://bit.ly/1vwiWZ7: a clearinghouse of traffic calming information.

Prioritizing pedestrians and bicyclists in policies and organizational practices

For lasting improvements to take place, pedestrian and bicycle safety must be a priority within the transportation planning and decision-making process. You can influence your transportation providers and decision-makers by advocating for policy or organizational changes that prioritize pedestrian and bicycle safety. Advocating for change is no small task for one person to do alone; you will be more successful if you work with others and have a strong network of support. Refer to section 2 for ways that you can build partnerships and support for addressing policy issues.

Here are some policy-related items that you can ask for or work with your transportation staff and community leaders to implement:

- Establish a pedestrian/bicycle advisory board if there isn't one already.
- Create a funded staff position for a dedicated pedestrian and/or bicycle coordinator.
- Assess existing ordinances and policies related to pedestrians and bicyclists and ensure they support all modes of travel.
- Establish a Complete Streets policy or ordinance, or include pedestrians, bicyclists, and transit issues in the master transportation planning process.



Policy guidance and model policies are available from the National Complete Streets Coalition and Smart Growth America (http://bit.ly/1kS7Zv9).

- Develop pedestrian and bicycle plans, complete with a vision, measurable goals and objectives (for safety, access, etc.), strategies for meeting those goals, and dedicated funding and staff to implement the plans.
- Establish performance measures for safety, usage, facility installation, and other programs; these act like a report card for how well the agency is meeting its goals and objectives.
- Establish procedures for performing roadway maintenance, installing sidewalks and bike lanes, and identifying and addressing pedestrian and bicycle problems.
- Train agency transportation planners and traffic engineers in pedestrian and bicycle planning and design.
- Collect data on pedestrian and bicycle facilities (e.g., sidewalk, bike lane, crossing, or lighting inventories) and usage (e.g., pedestrian and bicyclist counts).
- Encourage projects and programs that can support and promote safe walking and safe walking environments.
- Establish a community resolution to support pedestrians and bicyclist programs, such as Safe Routes to School. For an example, see **Resource 7: Sample Community Resolution.**

Visit ChangeLab Solutions' *Pedestrian Friendly Code* directory (http://bit.ly/1p666yz) to learn how zoning and subdivision codes can create streets and neighborhoods that are safe, comfortable, and convenient for all road users. The group also offers a guide, *Getting the Wheels Rolling: A Guide to Using Policy to Create Bicycle Friendly Communities*, that provides information on policies that can support biking (http://bit.ly/1duIVCN). Additionally, visit their *Safe Routes to School Policy Workbook* (http://bit.ly/1vwjfmC) to learn more about school-based policy options.

For More Information:
To learn about the fundamentals of Complete Streets, how to change policies, and how to implement model Complete Streets policies, visit: http://bit.ly/1qj3SZc.

Other ways in which you can support bicycling and walking infrastructure improvements include:

Join or speak with your local pedestrian (and/or bicyclist) advisory board – Most medium to large communities will have such a board or committee. Members of community boards/committees can help you find out what opportunities exist to make improvements, serve as liaisons to local planning and engineering officials, and partner with you on advocacy efforts. As a member of such a board, you may be able to review local plans, weigh in on projects before they are developed, and help ensure that any new developments meet the vision and conform to the standards or regulations set by your community. The Federal Highway Administration (FHWA) guide, How to Develop a Pedestrian Safety Action Plan (http://bit.ly/1ujzbCp; see Appendix A on page 141) has information on the benefits and responsibilities of these boards and guidance on how to create and run an effective one.

Hold events – Events (such as community walks or bike rides, neighborhood walk audits, health days or fairs) bring attention to bicycling and

walking. In many cases, the event also raises funds that can be used for advocacy efforts or education campaigns. You can partner with national organizations or create your own event. One type of event in particular, often called a Better Blocks project, may be especially useful in highlighting the importance of engineering changes. In Better Blocks projects, the community temporarily installs engineering treatments (and other community improvements) to demonstrate a design solution, engage residents and decision-makers, and provide feedback on the approach. The demonstration often leads the city to adopt the improvement permanently or make other changes to improve conditions for walking, biking, and general neighborhood livability. To learn more about staging a Better Blocks program, visit: http://bit.ly/1r57GfJ. Also, read about how communities such as Philadelphia, PA and others have held Better Blocks projects in the Community Success Stories section.

Better Blocks project in St. Louis, Missouri.

EDUCATION

Education and public awareness strategies can be used to:

- Provide information to help motivate a change in specific behavior.
- Teach safety skills that can reduce the risk of injury.
- Raise awareness and gain support regarding particular pedestrian or bicyclist issues.

Education and public awareness initiatives must be sustained, concentrated efforts that target a specific community problem. A short or one-time effort will probably not have lasting results. To be more effective, education efforts should be combined with engineering changes as well as law enforcement.

Educating people in the neighborhood

Education begins at home – start by learning how you can be a safer pedestrian, bicyclist, and driver, and how you can better enable your children, family, and friends to be safe on the road. To expand education and public awareness efforts to the broader community, here are some activities to improve pedestrian safety that you can join or start:

Yard sign campaigns – Slow down yard sign campaigns (such as Keep Kids Alive Drive 25®) allow residents with concerns about speeding in their community to help remind drivers to slow down and stop for pedestrians. Neighborhood leaders, safety advocates, and law enforcement officials work in partnership to identify problem areas, recruit residents to post yard signs, organize distribution of yard signs, garner media attention, and evaluate the effectiveness of the campaign.

Pace car campaigns – Neighborhood pace car programs aim to make neighborhoods safer for pedestrians, bicyclists, and drivers. Resident pace car drivers agree to drive courteously, at or below the speed limit, and follow other traffic laws. Programs usually require interested residents to register as a pace car driver, sign a pledge to abide by the rules, and display a sticker on their vehicle.

Other campaigns – There are many other examples of community-initiated programs aimed at encouraging property owners to be part of the solution to create a safer, more pleasant environment for pedestrians and bicyclists. These range from efforts to get neighbors to clear their sidewalks of snow or turn on stoop lights to make walkways more visible at night. To learn about

such efforts, read the Community Success Stories.

For any type of neighborhood educational campaign you decide to lead or participate in, be sure to contact and work with established organizations mentioned in Section 2, such as AARP or a bicycle advocacy group, which may already have a strong network with the community. Also try to plug into local media and coordinate your effort with other law enforcement programs or community events taking place.

For More Information:
See Resource 8: Tips for Traffic Safety, which you can share with family members and neighbors.

Locally tailored campaign messages can be used on bumper stickers, bus ads, and yard signs.

For More Information:
Visit http://bit.ly/1F8UYTv for tips on implementing an education program. FHWA's *Planning a Pedestrian Safety Campaign* website (http://1.usa.gov/13gucNA) contains downloadable posters, brochures, public service announcements, press releases, and other materials for English and Spanish speaking audiences.

Educating children

There are major differences in the abilities, behavioral patterns, and learning capacities of different road users at different ages. Efforts to educate children need to take into account these differences. For example, children under the age of 10 may not be able to adequately judge the speed of traffic to know when it is safe to cross, even when they have looked both ways for oncoming cars, so it may be more important to teach them to stop at the corner and wait to cross with a parent or guardian. Children also benefit from having supervised, structured skills practice in a safe area, particularly when learning to ride a bike.

If you are interested in teaching children more about safe walking and bicycling, consider the *Pedestrian Safer Journey* (http://bit.ly/1hLyEZq) and *Bicycle Safer Journey* (http://bit.ly/1nIexxN) web-based resources. Each one provides tips and resources for parents and educators on teaching pedestrian and bicycle safety to children of different age groups, including ages 5-9, 10-14, and 15-18. Also, the National Highway Traffic Safety Administration (NHTSA) has several resources, including the Think Safe, Ride Safe, Be Safe Traffic Safety Campaign (http://1.usa.gov/1uO1vlo), which has information for parents and educators, pledges, activity books, and materials for children of various ages.

For developing education programs within your schools, consider contacting the superintendent of public instruction, the State or school PTA president or other parents and PTA members, the school nurse, the governor's traffic safety representative, or the district superintendent. Other venues, such as parks and recreation programs, after-school programs, and churches may also provide opportunities for both pedestrian and bicycle safety education. Some questions to ask school and after-school officials include:

1. Is pedestrian and bicycle education a routine part of health and safety learning objectives for children in schools?
2. If not, what steps can be taken to ensure that schools implement school-based training on a continuing basis?
3. Does the school have a Safe Routes to School program, and if not, can we create one?

4. What resources can parents and the community provide to assist schools in providing education or training regarding safe walking and biking?

For More Information:
Visit the National Center for Safe Routes to School website (http://www.saferoutesinfo.org/) for more information about educating children, parents, and teachers about pedestrian issues and starting a Safe Routes to School program in your area.

ENFORCEMENT

Pedestrian and bicycle safety laws

An important first step in enforcement is to find out your State's laws related to pedestrian and bicycle safety and where they apply (e.g., city, county, or specific roadway).

All States have a website where they post their laws pertaining to pedestrians and bicyclists. NHTSA produced a compilation of State pedestrian and bicycle laws, available at http://1.usa.gov/1r5891A. It is a good place to start, but you may need to see if your State has passed any more recent laws since the NHTSA document was created. You can also contact your State's DOT or read your State's Motor Vehicle Code for a list of statewide statutes.

For More Information:
Many State DOTs have a bureau or division of bicycle and pedestrian transportation website that lists all of the pedestrian related laws for the State. For some examples, visit:

- North Carolina DOT Division of Bicycle and Pedestrian Transportation (http://www.ncdot.gov/bikeped/download/bikeped laws Guidebook Full.pdf).
- Florida DOT Pedestrian and Bicycle Safety Program (http://www.dot.state.fl.us/safety/2A-Programs/Bicycle-Pedestrian.shtm).
- Washington State DOT Pedestrian Laws (http://www.wsdot.wa.gov/walk/Laws.htm).

RESOURCE 9

Enforcement Contact Worksheet can be used to help guide your discussion when contacting your local law enforcement agency.

Strategies for local law enforcement

There are a number of strategies that your local law enforcement agency can undertake to enforce laws that will improve pedestrian and/or bicyclist safety. You should discuss these with law enforcement professionals to see which are feasible in your community:

Targeted pedestrian safety enforcement operations – These are well-prepared and coordinated operations designed to warn motorists that the yield-to-pedestrian laws will be enforced at targeted locations, usually marked crosswalks where people need to be able to cross the street safely but drivers are not complying with yielding or stop laws.

Law enforcement officers can help ensure that pedestrians, bicyclists, and motorists abide by traffic laws.

Photo enforcement – In States where automated photo speed enforcement is permissible, it can be used to concentrate speed enforcement in specific areas with high volumes of pedestrian crossings or bicycle traffic, such as near school zones.

Radar speed trailers and active speed monitors – Radar speed trailers and/or active speed monitors can both alert drivers to their actual speed.

Visible law enforcement presence enhances the effectiveness of radar speed trailers, which may not work on their own in all areas, such as rural locations.

Radar speed trailers can supplement motor officer enforcement of safe speeds.

High visibility enforcement – Local agencies can help to improve driver, bicyclist, and pedestrian safety by publicizing enforcement efforts and conducting the enforcement where people will see it. Local news outlets often carry stories on these types of efforts. Highly publicized enforcement (of even low-level enforcement) targeted towards a specific behavior is likely to be most effective.

Progressive ticketing – Progressive ticketing is a method for introducing ticketing through a three-stage process, to first educate, then warn, then ticket offenders. Issuing warnings allows police to contact up to 20 times as many noncompliant motorists, pedestrians, or bicyclists than the writing of citations does. In addition, the high frequency of stops ensures not only that many people directly make contact with law enforcement, but also that many others witness these stops and are prompted to obey the rules.

Double fines in school zones and other special interest areas – Strict enforcement of speed laws in school zones and other special interest districts or areas is one law enforcement tool that can improve safety for pedestrians as well as motorists and bicyclists. A zero-tolerance policy for speeders in these zones and an increase in fines for drivers who violate the posted speed limit are potential approaches.

RESOURCE 10

Sample "Warning" Letter to Drivers can be distributed by law enforcement officers as part of an education or enforcement campaign.

Strategies for community members

You and other community members can also help improve driver, pedestrian, and bicyclist behaviors to improve safety in several ways.

Neighborhood speed watch – Radar speed units are loaned to residents who are trained by police to collect speed data and vehicle descriptions. The local agency follows up and sends the vehicle owners a letter asking for voluntary compliance. This measure can educate neighbors about the issue (e.g., speeders often live in the neighborhood) and help boost support for long-term solutions, such as traffic calming.

Adult school crossing guards – Adult crossing guards can play a key role in promoting safe driver, pedestrian, and bicyclist behavior at crosswalks near schools. Adult school crossing guards can be parent volunteers, school staff, or paid personnel. Annual classroom and field training, as well as special uniforms or equipment to increase visibility, are recommended (and in some locations required).

Traffic complaint hotline – If an agency has a central hotline phone number (such as 411) or website to receive traffic complaints, you can log your concern and share the hotline with others in your residents to do the same. Each agency should have a transparent process for how they use community feedback to target their enforcement responses.

Neighbor outreach and education – See the Education section above for ideas on how

residents can serve as model citizens and also reach out to neighbors in campaigns to reduce driver speeds and improve safety behaviors of all road users.

ENCOURAGEMENT

When it comes to walking and biking, there may be safety in numbers. When walking and bicycling is commonplace in a community, drivers become accustomed to sharing the roadways with others and to anticipating pedestrians and bicyclists. By encouraging more walking and bicycling where it is safe to do so, you can gather support to make additional improvements as well as foster a safer and close-knit community. There are many different types of events that can help you encourage and celebrate the joys of walking and bicycling. These events can also be used to highlight the benefits of walking and bicycling, connect people to pedestrian and bicycle resources in the community, and showcase community support for changes that could improve conditions for pedestrians and bicyclists. Some ideas for events that you could organize or participate in include:

Car Free Day – Car Free Day is an international event, typically celebrated on September 22, in which people are encouraged to try walking, biking, carpooling, or using transit instead of driving. In some large cities, such as Washington DC, the day is celebrated with events, promotions, and other festivities. Learn more at: http://www.carfreeday.info/.

Bike to Work Day or Week – May is National Bike Month, and a good time for employees and community groups to put on a Bike to Work event. For planning resources, visit: http://bikeleague.org/bikemonth.

Walk/Bike to School Days – International Walk to School Day is held the first Wednesday of October each year. National Bike to School Day is held in early May each year. Many communities hold regular Walk/Bike to School days throughout the year. These are often part of a bigger Safe Routes to School program. To learn more or to register a local event in order to receive valuable resources, go to: http://www.walkbiketoschool.org/.

Walk to School Day events can help encourage children and others to walk more often.

Park(ing) Days – Held the third Friday in September, Park(ing) Day is an annual, international event where community members come together to transform parking spaces into temporary public parks.
For more, visit: http://parkingday.org/.

Open Streets – Open Streets, sometimes called Sunday Parkways or Cyclovias, are typically city-organized events where streets are temporarily closed to cars to enable and encourage walking and bicycling-related festivities. Los Angeles's CycLAvia, Portland's Sunday Parkways, and New York City's Summer Streets programs are among the most renowned in the U.S. for bringing out hundreds of thousands of bicyclists and pedestrians of all ages to celebrate and socialize. Learn more at http://openstreetsproject.org/.

Group Bike Rides – There are thousands of cycling clubs, bike shops, and bicycle advocacy organizations that host community bike rides for groups of different ages and skill levels. These can be used as opportunities to socialize and enjoy bicycling, to showcase local cycling conditions (both good and bad), and to raise the profile of cycling in the community. Find a local bike ride at: http://bikeleague.org/.

Bike to Work Day group ride held in Fort Worth, Texas.

Historic Walking/Biking Tours – Many communities large and small utilize walking or biking tours to connect residents and visitors to local historic sites and resources. You can join a tour, volunteer to be a group leader, or help develop a historic walking route or map. Think about partnering with your community's tourism bureau, historic preservation committee, or chamber of commerce.

Fun Runs or Community Fitness Challenges – Fitness challenge events often involve logging individuals' or teams' miles walked or biked to see who has traveled the furthest in a set amount of time. The National Bike Challenge is a great example: https://nationalbikechallenge.org/. Many communities also host local fitness walks, 5K runs, or bike rides, which can be used to raise money to support a local cause or pedestrian and bicycle advocacy effort.

RESOURCE 11

Tips for Event Planning provides helpful information for planning walking and bicycling-related events.

RESOURCE 12

Tips for Fundraising has several ideas for how to raise money to support events and other efforts.

Section Four: I need more information!

This section provides a listing of organizations and references that can help you find more in-depth information.

NATIONAL BICYCLE AND PEDESTRIAN CLEARINGHOUSES

Active Living by Design (ALBD)

The Robert Wood Johnson Foundation's Active Living by Design program has become a model for establishing community partnerships for active living. The ALBD Resource Center provides technical assistance to create active communities.
http://www.activelivingbydesign.org

National Center for Bicycling and Walking (NCBW)

The National Center for Bicycling and Walking provides bicycle and pedestrian advocates and others with easy access to the information, training, tools, and experts they need to foster active living through community design.
http://www.bikewalk.org

National Center for Safe Routes to School (NCSRTS)

The National Center for Safe Routes to School aims to assist communities in developing successful Safe Routes programs and strategies. The Center offers information on how to start and sustain a Safe Routes to School program, case studies of successful programs, as well as many other resources.
http://www.saferoutesinfo.org

Pedestrian and Bicycle Information Center (PBIC)

The Pedestrian and Bicycle Information Center (funded by the U.S. DOT FHWA) provides comprehensive information on walking and bicycling issues, as well as resources for community members and professionals such as free webinars and information on how to find State and local support contacts and examples.
http://www.pedbikeinfo.org

NATIONAL COALITIONS AND ALLIANCES

AARP

AARP, which formerly stood for the American Association of Retired Persons, works to enhance the quality of life for individuals over age fifty, often through advocacy and resource development.
http://www.aarp.org/

Alliance for Biking and Walking

The Alliance for Biking and Walking is a national coalition of State and local bicycle and pedestrian advocacy organizations. The group's mission is to create, strengthen and unite State and local bicycle and pedestrian advocacy organizations.
http://www.bikewalkalliance.org/

America Walks

America Walks is a national coalition of local advocacy groups dedicated to promoting walkable communities and helping communities form advocacy groups. America Walks provides a support network for local pedestrian advocacy groups. The group offers advice about how to get started and how to be effective with public officials and engineering and design professionals.
http://www.americawalks.org/

EveryBodyWalk

This national campaign works to promote health by getting more Americans walking, and provides tools and resources to increase walking and make improvements to communities.
http://www.everybodywalk.org/

Keep Kids Alive Drive 25®

In most towns and cities throughout the U.S., the residential speed limit is 25 mph. A nonprofit organization founded in the summer of 1998, the Keep Kids Alive Drive 25® is a safety campaign targeting observance of the residential speed limit. The campaign goal is to unite neighborhoods and communities throughout the U.S. with a consistent message about safe driving.
http://www.keepkidsalivedrive25.org/

League of American Bicyclists

The League of American Bicyclists is a national organization devoted to improving conditions for bicyclists through advocacy, promotion, and information dissemination. Their website also provides information on how to find local chapters, rides, and other resources.
http://www.bikeleague.org/

National Complete Streets Coalition

The National Complete Streets Coalition works to promote the adoption and implementation of Complete Streets policies – those that address the needs of all road users in transportation decisions – at the local, State, and federal levels. Their website has information on model Complete Streets policies and resources for implementing such policies across the U.S.
www.smartgrowthamerica.org/complete-streets/

Project for Public Spaces

Project for Public Spaces utilizes education and outreach strategies to enhance public spaces and communities through planning and design improvements.
http://www.pps.org/

Safe Communities America

Safe Communities America, a project of NHTSA, is a national organization dedicated to creating local community coalitions to prevent motor vehicle injuries, the leading cause of death for each age group from five through 27. To find out if there is a Safe Communities Coalition in your community, contact your State Office of Traffic Safety.
http://bit.ly/1uKg48d

Safe Kids

By working at a national level through grassroots community coalitions, Safe Kids, a campaign that aims to prevent the number one killer of children – unintentional injury – educates adults and children alike, provides safety devices to families in need, works to pass and strengthen laws to empower families and communities, and to protect children ages 14 and under.
http://www.usa.safekids.org/

Safe Routes to School National Partnership

The Safe Routes to School National Partnership works to expand opportunities for safe and active transportation for children through its network of advocates, policy makers, and transportation professionals.
http://www.saferoutespartnership.org/

NATIONAL TRANSPORTATION AGENCIES

Federal Highway Administration (FHWA) Pedestrian and Bicycle Program

The FHWA is charged with administering federal funds for transportation improvements, and providing technical assistance to localities implementing pedestrian and bicycle projects and programs. Three Offices in FHWA address pedestrian and bicyclist safety. The Office of Safety and the Office of Safety Research work together to develop tools and technologies to reduce the number of pedestrians and bicyclists killed and injured on our nation's roadways. The Pedestrian and Bicycle Program of FHWA's Office of Office of Planning, Environment, & Realty promotes bicycle and pedestrian transportation accessibility, use, and safety. The FHWA Pedestrian and Bicycle Program issues guidance and is responsible for

overseeing that requirements in legislation are understood and met by the States and other implementing agencies.
http://safety.fhwa.dot.gov/ped_bike/
http://1.usa.gov/1xZsuLJ
http://1.usa.gov/1iMSL9j

National Highway Traffic Safety Administration (NHTSA)

The National Highway Traffic Safety Administration's mission is to save lives, prevent injuries, and reduce economic costs due to road traffic crashes through education, research, safety standards, and enforcement activity. The agency collects and publishes State and national crash data, including data on pedestrian and bicycle crashes. NHTSA administers funding to support programs developed and implemented by State traffic safety offices. They also distribute to the general public free educational information and publications focused on many areas of traffic safety, including bicycling, walking, and driving. NHTSA usually communicates through the traffic safety offices rather than directly with neighborhood residents.
http://www.nhtsa.gov/Pedestrians
http://www.nhtsa.gov/Bicycles

RESOURCES AND RESEARCH

GENERAL RESOURCES

Bicycle Friendly America

The Bicycle Friendly Communities program recognizes communities, businesses, and universities that are promoting bicycling through engineering, planning, education, and other programs.
http://bikeleague.org/bfa

Walk Friendly Communities

This national program recognizes communities in the U.S. that are leading the way in providing safe, accessible transportation networks for pedestrians.
http://www.walkfriendly.org/

TRENDS, PROBLEM REPORTING, AND MAKING THE CASE

Alliance for Biking and Walking Benchmarking Reports

This report, updated every two years, provides an in-depth look at the state of bicycling and walking in the U.S. by examining trends in safety, mode share, policy, and funding.
http://bit.ly/1t7NgHU

SeeClickFix

This interactive web tool allows citizens to report problem locations for bicycling and walking to municipalities responsible for making improvements. Cities and towns can also respond to complaints and respond when problems have been fixed.
http://seeclickfix.com/

CHILD AND SCHOOL ISSUES

ChangeLab Solutions' Safe Routes to School District Policy Workbook

This workbook can help school officials, parents, teachers, and administrators support active transportation to and from school through policy development and implementation.
http://changelabsolutions.org/safe-routes/welcome

Pedestrian Safer Journey and Bicycle Safer Journey

These interactive web resources provide educational materials to help parents and teachers share important pedestrian and bicycle safety skills with children age 5-18.
http://www.pedbikeinfo.org/pedsaferjourney/
http://www.pedbikeinfo.org/bicyclesaferjourney/

Walk and Bike to School Day

This website provides resources for teachers, students and community members interested in holding events to celebrate Walk to School Day and Bike to School day.
http://www.walkbiketoschool.org/

SPANISH LANGUAGE RESOURCES

FHWA Hispanic Pedestrian and Bicycle Safety

This website includes links to research, materials to convey safety messages to Hispanics, and a marketing plan for communicating issues related to Hispanic pedestrian safety.
http://1.usa.gov/1uwmrcZ

National Center for Safe Routes to School Spanish Resources

A collection of SRTS safety tip sheets and talking points, walkability checklist, helmet-fitting guide, and other resources developed for Spanish speakers.
http://bit.ly/1qHMxxD

NHTSA Pedestrian and Bicycle Safety among Hispanics

This collection of pedestrian and bicycle safety print materials and radio ads was developed specifically for Spanish speaking audiences.
http://1.usa.gov/1qHMzWb

NHTSA Walk and Bike Safely Curriculum

This curriculum is designed specifically for use by teachers and volunteers working with adult immigrants who are beginning English language learners.
http://www.nhtsa.gov/ESL

Pedestrian Safety Tips for Parents and Children

A useful Spanish-language tip-sheet for caregivers, developed by the National Center for Safe Routes to School.
http://bit.ly/1yzlHL0

Spanish Language Webinars

This two-part Spanish language webinar series provides important information and resources for planning for child pedestrian safety.
http://www.rsa.unc.edu/webinars.cfm

PLANNING, DESIGN, AND ENGINEERING ISSUES

A Guide for Maintaining Pedestrian Facilities for Enhanced Safety

This guide addresses common maintenance issues that impact pedestrian safety and mobility such as snow removal, sidewalk repair, and drainage.
http://1.usa.gov/1kaUyqB

BIKESAFE: Bicycle Safety Guide and Countermeasure Selection System

BIKESAFE is intended to provide practitioners with the latest information available for improving the safety and mobility of those who bicycle.
http://www.pedbikesafe.org/BIKESAFE/

A Guide to Transportation Decision Making

This guide provides information on how transportation decisions are made at the local, State, and national levels.
http://1.usa.gov/1AtnJfJ

Proven Safety Countermeasures

This FHWA website highlights countermeasures have demonstrated safety benefits shown through research, and also includes helpful links to case studies and design resources.
http://1.usa.gov/1HvhEBv

How to Develop a Pedestrian Safety Action Plan

This is a comprehensive guide to provide a framework for State and local agencies to develop and implement a pedestrian safety action plan tailored to their specific problems and needs.
http://bit.ly/11KSezy

NACTO Urban Street Design Guide

This interactive design guide highlights design improvements that can improve pedestrian, bicycle, transit and motor vehicle safety and mobility, along with case studies from communities around the U.S.
http://nacto.org/usdg

NACTO Urban Bikeway Design Guide

This comprehensive design guide focuses on countermeasures that can improve safety and comfort for bicyclists, including some of the more innovative treatments found in the U.S. and abroad.
http://nacto.org/cities-for-cycling/design-guide/

PEDSAFE: Pedestrian Safety Guide and Countermeasure Selection System

PEDSAFE provides practitioners with a list of possible engineering, education, or enforcement treatments to improve pedestrian safety and/or mobility based on user input about a specific location.
http://www.pedbikesafe.org/PEDSAFE/

StreetMix

Street Mix allows advocates, community members, and professionals to reimagine their streets as more walkable, bikeable places by offering visualization tools to support a variety of roadway cross-sections and user needs.
http://www.streetmix.net

TrafficCalming.org

This comprehensive website provides information about traffic calming devices that can be used to reduce speeds, improve safety, and enhance communities.
http://trafficcalming.org/

Road Diets

This FHWA website highlights research, resources and case studies about lane reduction, or road diet, projects.
http://1.usa.gov/1vwlFSn

Walkability 101: The Walkability Workbook

This web resource provides information about organizing community walkability workshops, audits, and field reviews.
http://bit.ly/1xWf8yC

Pedestrian Safety Guide for Transit Agencies

This FHWA guide provides transit agencies with an understanding of pedestrian safety issues and information about how safety and accessibility can be improved through transit stop improvements, operations improvements, and policy changes.
http://1.usa.gov/1xK8WML

Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities

This report from the ITE provides a comprehensive look at applying Context Sensitive Solutions in roadway improvement projects.
http://www.ite.org/bookstore/RP036.pdf

Bicycle Parking Guidelines

This resource from the Association of Pedestrian and Bicycle Professionals provides guidance for communities in planning for, improving, and maintaining bicycle parking facilities.
http://www.apbp.org/?page=publications

Pedestrian and Bicycle Road Safety Audit Guidelines and Prompt Lists

These FHWA resources provide transportation professionals, community members, policy makers and others with the tools they need to perform field reviews to identify safety issues for pedestrians and bicyclists.
http://1.usa.gov/1F8Ycqe
http://1.usa.gov/1xyP65L

Safety Effects of Marked Versus Unmarked Crosswalks at Uncontrolled Locations

This FHWA study examines the relationship between crosswalks, both marked and unmarked, and other roadway factors such as number of lanes, vehicle speeds, and traffic volumes, leading to recommendations for crosswalk placement and design.
http://1.usa.gov/1xWfh5d

Pedestrian Safety on Rural Highways

This report explores pedestrian safety issues and concerns along rural highways and identifies solutions to these problems.
http://bit.ly/14XJ6ZI

WEB-BASED TRAINING AND VIDEOS

Taking Action to Make Your Neighborhood Safe and Walkable

This interactive web-training provides community members with information about safety issues, strategies for community organization and tips for communicating with transportation officials.
http://www.rsa.unc.edu/ped_safety/

Pedestrian Safety Workshop: A Focus on Older Adults

This website provides information about a short workshop covering safety issues for older adults, and also provides tools and resources to help individuals share the training in their own communities.
http://www.rsa.unc.edu/psw/

Enforcing Laws for Bicyclists: NHTSA Law Enforcement Roll Call Video

This video highlights common safety problems for bicyclists and provides law enforcement professionals with the information they need to identify these problems and enforce laws to improve safety for bicyclists.
http://1.usa.gov/1ujCLwf

Streetfilms

This website catalogs short promotional and educational films on a variety of topics related to transportation issues, specifically bicycling, walking, and transit.
http://www.streetfilms.org/

Section 5: Community Success Stories

Communities large and small are taking actions in a variety of ways to improve the safety and mobility of pedestrians and bicyclists and are getting great results. The table below provides an overview of 12 different communities and how they are working to make both quick and lasting improvements.

	Formed a coalition	Conducted a walkabout or collected data	Held events to educate, encourage, or engage	Made a plan	Focused on health	Focused on accessibility	Raised money	Promoted policy or engineering changes	Used social media
Urban or Large City Examples									
Washington, DC *(pg 34)*	•	•		•		•	•	•	
Philadelphia, PA *(pg 45)*	•		•	•			•	•	•
Tulsa, OK *(pg 40)*	•				•	•		•	
New Orleans, LA *(pg 47)*	•		•	•	•		•	•	
Suburban or Medium Sized City Examples									
Memphis, TN *(pg 42)*	•	•	•			•		•	•
Baldwin Park, CA *(pg 58)*		•	•	•	•			•	•
Brownsville, TX *(pg 50)*			•		•			•	•
Charleston, SC *(pg 52)*		•		•			•	•	
Rural or Small Town Examples									
Duck, NC *(pg 36)*		•		•				•	
Wabasha, MN *(pg 38)*	•	•	•		•			•	
Corrales, NM *(pg 53)*			•	•			•		
Newport, RI *(pg 55)*		•	•	•				•	

Read their success stories to learn what others are doing, how they're doing it, and get inspiration and tips for replicating efforts in your own neighborhood.

Creating a Plan for Pedestrian Improvements

Washington, DC

BACKGROUND

Iona Senior Services is a non-profit organization in Washington, DC with one staffed position, two active senior leaders, and multiple community volunteers. For the past several years, Iona staff have partnered with community members to focus on improving the walkability of a four-mile stretch of Connecticut Avenue, a major six-lane commuter route from Maryland into Washington, DC. The route travels through some of the highest concentrations of older adult (65+) residents in the DC region. These older residents mostly live in apartment buildings, retirement homes, assisted living facilities, and nursing homes. Connecticut Avenue is also a major commercial corridor with transit and bus stops and small businesses that rely largely on pedestrian traffic. More than a dozen schools are also located on or within a block of Connecticut Avenue, from pre-schools to Universities, all of which have people of all ages trying to cross Connecticut Avenue during rush hour and non-rush hour traffic.

ISSUES IDENTIFIED

In past years, Connecticut Avenue has been lined with wreaths marking the deaths of pedestrians, some of whom were older neighbors who were hit attempting to cross the street to access local businesses and healthcare facilities. More than 50 pedestrian crashes occurred on this street in the period from 2000-2006. Many crosswalks were at intersections without traffic lights or at midblock sites leading to bus stops, where drivers rarely yielded to pedestrians attempting to cross. Where traffic lights existed, there was often inadequate time allotted for pedestrian to cross streets safely. Motorist speeds were high, and speed limits and the law requiring drivers to yield to pedestrians in crosswalks were only sporadically enforced. As a result of these concerns, Iona staff and local community members decided to form a community group to help examine the problems on this corridor.

ENGAGING PARTNERS AND OTHER OUTREACH

Three community members initially came together, including a pedestrian advocate, the coordinator of a local Safe Routes to School (SRTS) program, and the chair of an advisory neighborhood commission (ANC) – a government body established to advise government entities on local issues – who was also the vice president of a neighborhood alliance. These three activists began engaging others, such as neighbors in nearby Chevy Chase and Cleveland Park communities and the Coalition for Smarter Growth, to support efforts to improve the environment and safety for pedestrians along Connecticut Avenue. They also reached out to the Pedestrian Coordinator of the District Department of Transportation (DDOT) to learn about what efforts were already underway.

The effort grew from there into an official nine-member steering committee the group called Connecticut Avenue Pedestrian Action (CAPA). Committee members included local residents, chairs/commissioners of three of the local ANCs, citizen associations, SRTS coordinators, Ward Council members, the DC chapter of AARP (the American Association for Retired Persons), the Coalition for Smarter Growth, the Director of Planning for DDOT, and the Metropolitan Police Department (MPD) Commander of the Second District. The committee held monthly meetings and rallied around three goals:

1) Making the case for a pedestrian safety plan, which included gaining support of DDOT, multiple council members, and local police;

2) Engaging the public, including raising funds to support their work, distributing surveys, hosting focus groups, and conducting an audit of Connecticut Avenue; and

3) Supporting the development and implementation of a pedestrian safety plan.

Figure 1. Map of Pedestrian Crashes and Other Key Features on Connecticut Ave.

RESULTS

The group raised $34,080 from local donations and in-kind contributions, including funds provided by the local ANCs, Citizen Associations, the Family Foundation, individuals, and the DC AARP. The group received in-kind donations for the graphic design and printing of a brochure, free use of meeting rooms for training sessions with audit volunteers, and food from local restaurants for a kickoff event. Raised funds were used to support outreach to the community (such as printing signs and brochures), and to hire a consultant. The consultant, from a local planning and design firm, helped the group develop a customized pedestrian safety assessment tool, train volunteers to conduct walkability assessments using the tool, and create a temporary website which was used to conduct an online survey and host an interactive map community members could use to log concerns about Connecticut Avenue.

The CAPA steering committee recruited and trained more than 80 volunteers to perform audits along Connecticut Avenue (including 23 blocks and 39 intersections) and collect, enter, and summarize pedestrian safety concerns identified during the audits (see Figure 1). They also conducted three focus groups at senior residential communities, to hear community members' concerns about pedestrian safety in the area. Using the data gathered from the audits, focus groups, and online-surveys, the group developed a pedestrian safety plan for the corridor. The plan highlighted key concerns, made the case for pedestrian safety improvements, and presented a unified community vision for the changes the coalition wanted to see.

Group leaders presented their plan's recommendations to neighbors in community meetings, to council members, and to DDOT. They coordinated with DDOT to incorporate the recommendations of their plan into an ongoing planning effort, the Rock Creek West Livability Study, which was being led by DDOT. They were also successful in engaging with the local media to highlight their work and plan, including getting a positive editorial, two new articles, and an op-ed in a local newspaper, "The Current."

To date, the group meets monthly to move the CAPA plan forward and to advocate for funding from DDOT, the DC Council, and MPD to implement the recommended improvements and engage in an effective public education program to address pedestrian safety. They continue to collaborate with the MPD for the enforcement component of the effort, in part by adding a member of the police force to the CAPA steering committee.

LESSONS SHARED

- Laying the ground work is important but takes time. Making pedestrian improvements is as much a political process as it is a technical one. The community spent a year organizing the community and building political support before doing the audit. Although it seemed like a long time when first starting the initiative, it was well worth it in the end. This effort has been well publicized and the group has gotten support in many ways from different segments of the community.
- The group played to their strengths, and brought in reinforcements when needed. Steering group members had much experience interacting with government agencies and the DC Council, and community ties run deep in the respective neighborhoods. These personal connections helped the group to more easily get the support of Council members, MPD, DDOT, and local community groups. Using funds raised to hire a consultant helped the group obtain additional expertise in planning and engineering, which group members thought helped bring clout to their efforts and credibility to their pedestrian safety plan.

CREDIT

The information above was provided by Marlene Berlin, former staff member with Iona Senior Services.

Working Together to Define the Issues

Duck, NC

BACKGROUND

North Carolina Route 12 (NC 12) is a two-lane road that passes through the Town of Duck, a seaside resort village on the Outer Banks of North Carolina. Duck is home to approximately 500 permanent residents. However, during the summer peak vacation season, Duck hosts more than 25,000 people. During tourist season, there is a significant volume of vehicle, pedestrian, and bicycle traffic. NC 12 also serves as a commuter route, providing access to Corolla (north of Duck) and to Nags Head and Manteo (south of Duck). Currently, all traffic coming from or going to Corolla must pass through Duck, since the only bridge crossing (Wright Memorial Bridge) is located to the south of town.

ISSUES IDENTIFIED

Pedestrians were having difficulty crossing the busy two-lane highway, which was lined with both businesses and residential property. There were designated crossings in the town, but there were not always crossings in the most convenient locations to where pedestrians or bicyclists wanted to go. Furthermore, there were many conflicts between motor vehicles accessing the driveways and side streets and the numerous pedestrians and cyclists walking or riding on

the shoulder. There were also conflicts on the shoulder among pedestrians and cyclists.

ENGAGING PARTNERS AND OUTREACH

The town began working with the community to find out more about where bicyclists and pedestrians were coming from and where they wanted to go, to help make decisions on crosswalk placement. This included talking with committee members working on a Comprehensive Pedestrian Plan, business owners, residents, and elected and appointed officials. In addition to providing information to support the development of the Comprehensive Pedestrian Plan, the effort helped generate interest in and support for the plan.

In August 2009, town volunteers helped count pedestrians and bicyclists traveling on Route 12. The road was divided into ten, 200-300 foot long zones (see Figure 2). One person was assigned to each zone to count pedestrians and cyclists entering, exiting, or crossing the road within each zone in 15-minute intervals for a two-hour period. One observer could see and accurately record all pedestrian and bicycle activity in each zone. Combined, the six zones extended the entire length of the rural village and captured the areas of highest pedestrian and bicycle activity. Observers were field-trained in data collection. Data collection included the following:

- Where bicyclists and pedestrians came from and where they were going.
- Direction of travel if walking or riding on the side of the road.
- Whether cyclists and pedestrians were traveling in the right or wrong direction (the correct direction of travel for cyclists is with traffic, and for pedestrians, it is against traffic when there is no separated facility).
- Whether cyclists and pedestrians were crossing within or outside of crosswalks.

Figure 2. Data Collection Zones along NC 12.

RESULTS

The data showed that the highest concentrations of entering and exiting pedestrians and bicyclists in the study area were along the east side of the corridor. The pedestrian and bicycle counts showed that crossings occurred frequently at unmarked locations as well as at marked crosswalks throughout the study area (see Figure 2). While some crossings were used regularly, others were rarely used. Several desired crossing locations were identified from the count information, and along with town input, were used to identify enhanced crossing treatments. This information was used in conjunction with a road safety audit (RSA) – an assessment of roadway design features by a group of transportation professionals following a formal set of procedures – which resulted in crossing improvements that were made along NC 12 (see Figure 3), and identification of additional measures to be implemented). The needs identified in the road safety audit report also led the town to pursue and receive a grant from the North Carolina Department of Transportation (DOT) to fund the development of a pedestrian master plan. The town conducted additional data collection and identified further needed improvements during master plan development. These improvements were subsequently funded and are in the process of being implemented. The Duck Town Council also recently approved the Comprehensive Pedestrian Plan.

LESSONS SHARED

- Engaged citizens represent a valuable community resource to support the town in data collection to identify pedestrian and bicycle issues. Although the town initiated outreach in Duck, citizen groups in other communities could take the initiative to reach out to the Town to raise issues, help collect data such as walking and bicycling counts, or perform walkability audits.
- Volunteer data collection efforts help to emphasize key issues and foster consensus for action. Training, and especially in-field orientation, of volunteer data collectors is necessary.

Figure 3: Crossing Improvements Included Pavement Markings and Signage for Drivers and Pedestrians at Crosswalks.

Promoting Physical Activity

Rural Wabasha, Minnesota

BACKGROUND

Wabasha is a historic, small, rural community in southeastern Minnesota with a population of around 2,800. Nearby communities, including Kellogg, bring the area population to around 5,000. The city is fortunate to perch between majestic bluffs and the Mississippi River, which contributes to a beautiful environment for active transportation and recreation, but also creates some challenges relating to steep topography in some areas. Wabasha is a thriving town that provides a number of services and basic needs of its residents and tourists. As in many rural communities, though, street designs, dispersed development, and distances between communities diminish the opportunities for accessing schools and businesses by walking or biking. It was widely thought that a car was essential for reliable transportation in the area and, until recently, there had been little emphasis on creating a better environment for walking and biking.

ISSUES IDENTIFIED

High rates of obesity and low levels of physical activity among the city's population called attention to the need for residents to increase activity levels. Local public health workers, the city, and other partners resolved to address these public health issues. They formed a coalition, Fit City Wabasha (http://bit.ly/15o3nYw) to begin to address these concerns. The coalition was originally composed of staff from Saint Elizabeth's Medical Center, Wabasha County Public Health Department, the City of Wabasha, local business owners, and other volunteers with an interest in promoting a healthy community. Fit City has no

separate legal status, staffing, or budget.

The impetus for the community to address walkability concerns in Wabasha was to enhance opportunities for physical activity. Local businesses were also interested in improving walkability for visitors to this historic community. At first, the view was that hardly anyone walked in Wabasha because developing a walking/biking friendly community just had not seemed to be a priority earlier.

ENGAGING PARTNERS AND OUTREACH

Community-led walkability assessments were used as a starting point to engage residents and the City Planning Commission about walkability issues. Data gathered from residents who completed the audits suggested that there was much more walking occurring than realized, including among senior residents and in some areas where walking was unexpected. Although the average audit generated a "pretty good" score, the audits helped to identify safety issues on key roads and neighborhood streets, including a road adjacent to a public park. The auditors identified instances of incomplete sidewalks, sidewalks that were blocked or in disrepair, and streets that lacked crossing infrastructure.

Subsequently, Fit City's promotions focused on increasing physical activity. Fit City Wabasha hosted a "Walk to Win" 10-week Challenge competition between Wabasha and nearby Lake City (see Figure 4). Nearly 400 Wabasha residents, 14 percent of the town's population, and another 300 Lake City residents participated, logging more than 1 million miles walked altogether. Fit City in partnership with the City Historic Preservation Commission and the Wabasha-Kellogg Chamber of Commerce also unveiled four new historic walking tours in brochure form; these have been distributed at some of the area events and are included in tourist information, including on internet outlets. Saint Elizabeth's Medical Center also hosts a Wabasha Walking Routes brochure, which highlights four different walks for fitness (http://bit.ly/1zV07O1).

Figure 4: Community Walking Event in Wabasha, Minnesota.

RESULTS

The Walk to Win challenge and continuing events (such as an annual Fit City Kids' Triathlon), the audits, and the walking brochures have generated visibility and increased attention to walkability issues in the community. There is increased collaboration, discussion, and actions among City commissions and varied City departments including planning, transportation, law enforcement, and health. There is also more engagement with the County and other nearby cities.

The City Planning Commission began work on a subdivision ordinance that will help to make new developments, and the Town overall, more walkable. A Complete Streets type of policy statement has also been drafted to include in the new ordinance. A new law enforcement focus on pedestrian safety is also underway. Additional funding was obtained from a Statewide Health Initiative Program to help promote non-motorized transportation by marking and signing a bike route and share the road banners, to mark portions of a five-mile multi-use trail, and to conduct other outreach activities.

LESSONS SHARED

- The focus on physical activity, including walking, running, and biking, has raised the profile of walkability issues in the City. It also allowed the coalition to pursue health-related funding sources.
- Events such as triathlons, walking challenges, community-led walk audits, and historic walking tours help keep the community and decision-makers engaged in discussions about the importance of and popularity of walking and biking, which can lay the groundwork for making policy and infrastructure improvements.

CREDIT

The information above was adapted from a report, Encouraging Physical Activity and Safe Walking in Wabasha, MN, by Molly Patterson-Lundgren, a planner contracted by the City of Wabasha planning department.

Partnering with the Disability Community to Improve Accessibility

Tulsa, Oklahoma

BACKGROUND

The Pearl District neighborhood in Tulsa, Oklahoma is located directly east of the downtown central business district and one mile west of the University of Tulsa. Historically, the area was known for its mix of industrial and residential uses, but had the basic structure of a walkable, urban neighborhood. In recent years, significant redevelopment and a resurgence of interest among residents and business owners has revived the urban fabric of the neighborhood. The Pearl District represents significant potential for pedestrian activity in central Tulsa. In 2005, the neighborhood adopted the 6th Street Infill Plan (http://bit.ly/1pDAaLL), intended to guide the further redevelopment of the area. One of the principal tenets of the Infill Plan is pedestrian orientation. The Infill Plan aims to reduce automobile dependency through increased transit use and to provide bicycle and pedestrian facilities. A sizeable population of residents with physical disabilities lives adjacent to the Pearl District, and this population receives services by the Center for Individuals with Physical Challenges (the Center). The Hillcrest Hospital complex is also just two blocks south and attracts many pedestrian trips.

ISSUES IDENTIFIED

In a recent year, one-third of all traffic fatalities in the city were pedestrians, and pedestrian fatalities are approaching the number of homicides in the city. Pedestrian safety is a major concern for the Pearl District area, especially as it begins redevelopment and as walking becomes more common. With an active freight railroad running through the area as well, pedestrian safety is a priority. The poor physical condition of existing sidewalks and lack of connected facilities presents safety and accessibility concerns and detracted from pedestrian activity. The City of Tulsa has a reporting system and a ranking system for needed repairs or sidewalk additions, but the system is not easily accessible or transparent for citizens.

As reported in Tulsa People (http://bit.ly/1uCQLRZ),

a local store owner became concerned watching residents attempting to navigate Utica Street to the Center and other destinations. She watched pedestrians struggle through the grass: "The baby strollers wouldn't roll, the wheelchairs would get stuck, the journey was exhausting." For the residents of Murdock Villa, an apartment building serving people with physical challenges, it was not only exhausting and inconvenient, but also unsafe and limiting. According to the executive director of the Center, which provides support services to help individuals with physical challenges maintain independence, "For the approximately 40,000 Tulsans with disabilities, sidewalks are often the deciding factor in whether they can go to the grocery store, get a haircut, attend classes, and have freedom."

A group began meeting to focus attention on the needs of disabled residents, especially on the need for sidewalks along Utica Street, across from the Center. During these meetings between representatives from the Pearl District Association and the Indian Nations Council of Governments (INCOG), it became apparent that there was a need for better grass-roots advocacy for pedestrian accessibility. INCOG provides local and regional planning, information, coordination, implementation, and management services to Tulsa metropolitan area member governments.

ENGAGING PARTNERS AND OUTREACH: THE EARLY DAYS

From the early meetings, the Pearl District Association, The Center, and INCOG launched the Alliance for an Accessible City (Alliance) to advocate for pedestrian improvements. The mission for this group was to "be Tulsa's leading grass-roots advocacy group for safe, accessible, attractive sidewalks." Beginning in November 2010, the Alliance met monthly to discuss strategy and invited City of Tulsa Public Works leadership to take part in those meetings. Using funding from a small grant, INCOG created a temporary website, which was used to convey information about traffic calming strategies, ways to contact local officials about pedestrian safety issues, and recruit new members for the Alliance.

RESULTS: SUCCESSES AND EVOLUTIONS

Some of the early successes of the Alliance were the sidewalks that were, in fact, installed along Utica Street, across from the Center for Individuals with Physical Challenges (see Figure 5). This was the Alliance's first victory and led to a more concerted effort to advocate for sidewalks in other parts of the city. However, this effort evolved into new forms. The leaders of the initial coalition proved to be focused on the particular goal for sidewalks leading to the Center, and once that success was achieved, the Alliance lost momentum. However, many of the people involved in the initial Alliance became members of a new citywide Accessible Transportation Coalition (ATC). This group was fostered by an INCOG mobility manager with a strong personal interest in accessible transportation and access to transit.

The new ATC attracted the attention of the Tulsa County Wellness Partnership (http://bit.ly/1thbSKb), an outreach arm of the Tulsa County Health Department. The Wellness Partnership has many community health goals, and their aim in partnering with the ATC was to facilitate active travel and lifestyles in the interest of community health and well-being. The Tulsa County Wellness Partnership has funded several initiatives of the ATC, including Sidewalk Stories (http://bit.ly/1pkezOE), a series of personalized videos bringing attention to area access and mobility issues and the benefits of pedestrian improvements. The Wellness Partnership is also sponsoring a "Walk to the Future" summit organized by the ATC. Thus, although the new ATC lacks a formal structure or dedicated funding, they have found a partner that does have resources, and supports the objectives of improving access and walkability for health.

Figure 5: New Sidewalk Along Utica Avenue.

Other momentum was more indirectly spurred by the presence of the original Alliance. Members were tapped to serve on the City's Transportation Advisory Board (an official board), and a Bicycle and Pedestrian Advisory Board, a board established by a city council member to provide advice and advocacy on pedestrian and bicycle issues. The activities of these boards have led to further bicycle and pedestrian planning efforts and adoption of a Complete Streets resolution by the Tulsa City Council, and the subsequent development of a Complete Streets guide for the city.

LESSONS SHARED

- Leaders of the original partnership were focused on a particular objective: the sidewalks across from the Center. Once that achievement was attained, the group's purpose diminished. Residents may have difficulty focusing on larger, longer-term objectives, but a diverse coalition, connected to a stable partner such as a Department of Public Health or a regional planning commission, can help an organization have greater long-term impact.

CREDIT

The information above was adapted from a report, Fostering Advocacy and Communication in Tulsa, OK, by James Wagner, Senior Transportation Planner, INCOG, and supplemented with information collected through a follow-up interview.

Improving Bicycle and Pedestrian Infrastructure through Advocacy

Memphis, Tennessee

BACKGROUND

The Livable Memphis program (http://bit.ly/1xYnR5W) is a grassroots program begun in 2006 by the Community Development Council of Greater Memphis (CD Council). Livable Memphis advocates for healthy, vibrant, and economically sustainable communities through the development and redevelopment of neighborhoods. Walkability and bikeability are seen as critical components of a livable neighborhood and city. The organization works by building a shared vision and promoting public policies to further that vision. Livable Memphis represents over 125 neighborhoods from across 32 zip codes across the entire Memphis area. With the first paid staffer brought on in 2008, there are now three full time staff with another hire imminent. The organization engages neighborhood groups on a grassroots level, takes advantage of many partner organizations and dedicated community volunteers for help with events, provides consulting, and carries out direct advocacy.

ISSUES IDENTIFIED: SYSTEMIC PROBLEMS

Long-term neglect of sidewalks and other infrastructure, auto-centric sprawl, low density development, and road design practices that

increase exposure risk for pedestrians had led to systemic problems and Memphis being ranked as one of the most dangerous large metropolitan areas (of a million or more residents) for child pedestrians. Driving became the default for many residents due to the impracticality of walking great distances and the barriers to safe pedestrian movement. Some residents were, however, deemed "captive" pedestrians and bicyclists, including those with disabilities and those who do not own cars or are unable to drive. The pedestrian infrastructure that did exist was often crumbling or did not meet accessibility and mobility needs of all types of pedestrians.

In addition, the city sometimes did not follow its own ordinances and other legal obligations that have a direct bearing on pedestrian and bicycle infrastructure and safety. A "perfect storm" for progress formed when the combination of new local vision among elected leaders and residents encountered a bicycling advocate with an interest in policy. The bicyclist noticed that projects planned to be funded with Federal stimulus dollars (American Recovery & Reinvestment Act or ARRA, signed into law in February 2009) did not meet legal requirements for considering the needs of pedestrians and bicyclists. Livable Memphis, bicycle advocates, and other partners brought this information to the attention of the City Council with a letter-writing campaign. The council immediately required that bicycle lanes, which could be implemented without major re-design, be incorporated into all the planned ARRA projects. These actions helped to avoid lost opportunities to improve bicycle infrastructure in those project locations; new curb ramps were also installed with the new projects. However, Memphis' ordinance that required property owners to maintain adjacent sidewalks had not been enforced for decades. Crumbling sidewalks, poor driveway crossings, and other issues created barriers and safety impediments for pedestrians traveling between intersections, and the ARRA projects provided little mobility improvement for pedestrians. Numerous wide, high-volume roadways radiating from the city center also dissected neighborhoods and acted as barriers for residents to access commercial centers, schools, and other neighborhoods. These problems provided other opportunities for concerted action.

ENGAGING PARTNERS AND OUTREACH

Since its inception, Livable Memphis has identified and cultivated effective partnerships wherever they could be found. The volunteer policy guru and cycling advocate became an important ally and resource, and early on, bicycling advocates helped clamor for change. There is now a statewide advocacy organization, Bike Walk Tennessee, and Livable Memphis is a member. Another ally was found in the city's engineering department. A deputy engineer proved to be a receptive audience at a time when others were not necessarily listening, and this relationship was cultivated over time. Now, this person is the city's chief traffic engineer and works well with Livable Memphis and partners. Other partners include the Healthy Memphis Common Table, a public health non-profit that supports many of the same goals of Livable Memphis. These and other diverse stakeholders write letters and show up to Council meetings and other events to advocate for specific policies and solutions to identified problems.

A variety of outreach methods are also used to directly engage community members. MemFix (http://on.fb.me/1CbsjB7) is a fun community event that features neighborhood-based temporary streetscaping and treatments (see Figures 6-7).

Besides in-person events, Livable Memphis uses a number of technologies to educate and rally the community. In conjunction with the Memphis Center of Independent Living and Memphis Regional Design Center, Livable Memphis sponsored narrated video audits of important pedestrian corridors illustrating where those with disabilities and/or in

wheelchairs would have issues on local sidewalks. The audit videos were then posted on a YouTube channel, "Barrier Free Memphis," for broader distribution (http://bit.ly/1vKHU7b). A newly launched effort, the Create Memphis initiative, uses ioby, an online tool for people to share and develop ideas (http://bit.ly/1uUqWSk). Recently Livable Memphis completed a locally-tailored walkability audit tool, and is promoting its use through presentations and other actions among the neighborhood groups.

Figure 6: MemFix Event that Created Temporary Improvements on a Roadway.

Figure 7: MemFix Temporary Intersection Improvements, Including Crosswalk Markings and Curb "Bulbouts" to Provide Safer Spaces for Pedestrians Waiting to Cross.

RESULTS

An early success was getting bicycle lanes incorporated into the planned ARRA-funded projects. A city attorney-led initiative to enforce the sidewalk maintenance ordinance was also making significant progress in getting sidewalks repaired before being challenged by a small but outspoken group. Livable Memphis continues to advocate to Council for enforcement of the maintenance ordinance. Among a number of other accomplishments, Livable Memphis was also successful in promoting the hiring of a Memphis Regional Bicycle and Pedestrian Coordinator and is a driving force behind the Memphis Complete Streets initiative, successfully advocating for an executive order, and facilitating the creating of a Memphis Complete Streets Design Manual and a Street Regulatory Plan.

LESSONS SHARED

- The group did their homework and spoke to the right people, meaning those who could influence solutions to the problem at hand. It also looked for ways to take advantage of opportune timing, such as the ARRA funding of new facilities.
- Cultivating extensive partnerships, including those that may, at first, seem unlikely, can help to find common ground with others and build a base of support for mutual goals.
- Having a variety of methods to reach and engage residents in the community can help to build partnerships and identify alternative solutions that may suit the community.

CREDIT

The information above was adapted from a report, Advocating for Pedestrian Issues in Memphis, TN, by Sarah Newstok, Livable Memphis Program Manager, and supplemented with information collected through a follow-up interview.

Engaging a Changing Urban Community

Philadelphia, Pennsylvania

BACKGROUND

The South of South neighborhood comprises 70 dense, urban blocks of south Philadelphia. Since the 1980s, rehabilitation and renovation of properties and new construction projects have affected most blocks in the neighborhood. Significant private investment in the neighborhood has improved housing conditions and attracted new businesses. Property values have risen by 150 percent in ten years, despite the nationwide economic downturn. These activities have shifted the neighborhood demographics. According to a report by the University of Pennsylvania, many of the neighborhood's newer residents are young families who value the area's walkability. The area is experiencing some pains of its age and evolution, along with opportunities to enhance walkability for all residents.

The South of South Neighborhood Association (SOSNA) is served by one paid staffer and a volunteer board of directors made up of 15 neighbors. The membership theoretically includes all residents in the neighborhood, but most activities are carried out by a core group of around 100 dedicated volunteers. Operational funding is provided through a business tax credit partnership program.

ISSUES IDENTIFIED

In 2009, SOSNA published the South of South Walkability Plan (http://bit.ly/11SYkhj). The Walkability Plan was the culmination of a year-long planning effort managed by the Philadelphia City Planning Commission (PCPC), and funded by a Transportation and Community Development Initiative (TCDI) through the Delaware Valley Regional Planning Commission. The Walkability Plan described the current conditions and outlined planned improvements appropriate for each type of street and intersection throughout the neighborhood. Problems identified in the plan included aging infrastructure and street designs that affect walkability, issues related to the on-going re-development of the neighborhood, and security issues. Contractors involved in the numerous construction projects underway on almost every block frequently blocked sidewalks with dumpsters for long periods. Other barriers included cars illegally parked, street trees, and light and telephone poles. Aging infrastructure, patchy maintenance, and tree roots had also caused sidewalks in some areas to be uneven or broken. While curb ramps existed in many locations, none were compliant with the Americans with Disabilities Act (ADA), which requires streets and public buildings to be accessible.

Street design and enforcement issues included cars parked too close to intersections. Many stop-sign regulated intersections, particularly on one-way streets, were treated by drivers to the "South Philly slide." Drivers roll through these intersections looking only in the expected direction of motor traffic, risking crashes and conflicts with pedestrians or bicyclists coming from the other direction. Few on-street bike facilities also resulted in cyclists regularly using the sidewalks, creating conflicts with pedestrians. Many of these issues required action by the City to improve the infrastructure and implement other suitable treatments, and SOSNA sought to help coordinate actions to get the Walkability Plan implemented.

Some of the problems identified in the Walkability Plan included crime, perceptions of crime, and a

lack of pedestrian lighting on most streets. The number one concern of surveyed residents was, however, trash and litter. These issues affected the personal security, comfort, and attractiveness of walking in the neighborhood. To some extent, these types of issues could be addressed creatively at a neighborhood level.

COMMUNITY OUTREACH

SOSNA created a Pedestrian Advisory Committee (PedAC) to contribute to the Walkability Plan and guide priorities. Thirteen dedicated neighbors formed the core of this new committee. Among the priorities of the PedAC were improving education, awareness, and communication with property owners to address chronic problems including sidewalk obstructions, lack of lighting, and trash dumping. The SOSNA Safety Committee also meets regularly with the Philadelphia police district, and works closely with the TownWatch community initiative. Following some of these activities, the community sought low-cost, practical, and immediate solutions to improve pedestrian-oriented lighting throughout the neighborhood and to address other safety and security issues.

PedAC members thought that the objective of safer nighttime streets could be achieved in the short term by encouraging all neighbors to turn on their stoop lights at night. The initiative was named Lights ON! Southwest Center City. The PedAC applied for and received a donation of more than 500 compact fluorescent light bulbs (CFLs) from the Philadelphia Electric Company, which they distributed through a special event at a local pub. PedAC also created post-it notes (see Figure 8) to distribute door-to-door, especially on some of the neighborhood's darker blocks, to advertise the light give-away event. The bulbs continue to be distributed at police district community meetings and other community safety events.

Figure 8: Pre-printed post it notes used to share information with neighbors about the Lights ON! Effort.

Another initiative undertaken, SeeClickFix & Philly 311, was intended to make it easier for neighbors to record complaints and report nuisance issues on their block that required City action. Although any resident could do this directly, the SOSNA program coordinator became a neighborhood liaison available to convert the complaints and requests into Philly311 service requests. The SOSNA Clean and Green committee also leads a number of programs designed to make the neighborhood more attractive and environmentally pleasing to its current and potential residents and businesses.

RESULTS

The Lights ON! initiative has led to better nighttime lighting of dark blocks, according to local SOSNA members. Since the SeeClickFix program was initiated, neighbors have identified obstructed or broken sidewalks, illegal trash dumping, and other pedestrian-safety-related issues. New waste receptacles are being installed at strategic neighborhood locations. New recycling programs, Neighborhood Clean-Up Days and other activities also help to create a more pleasant environment.

More recently, SOSNA, and the PedAC have successfully implemented street improvements through a Better Blocks Philly demonstration project (see Figures 9 and 10). For more on the Better Blocks event, visit: http://bit.ly/1yTwk7J.

Figure 9: Temporary Road Diet and Crosswalk Created for the Better Blocks Philly Event.

Figure 10: Temporary Traffic Calming Devices Created for the Better Blocks Philly Event.

LESSONS SHARED

- A variety of communication tactics, including going door-to-door with "post-it" type invites, using tech-savvy social media tools, and hosting creative and interactive events such as Better Blocks demonstration programs, has allowed the SOSNA group to engage area residents on a variety of topics.
- Through smaller, community-oriented successes, the PedAC is gaining confidence and authority that is helping the group to continue to serve to implement other aspects of the Walkability Plan, including improving area infrastructure.

CREDIT

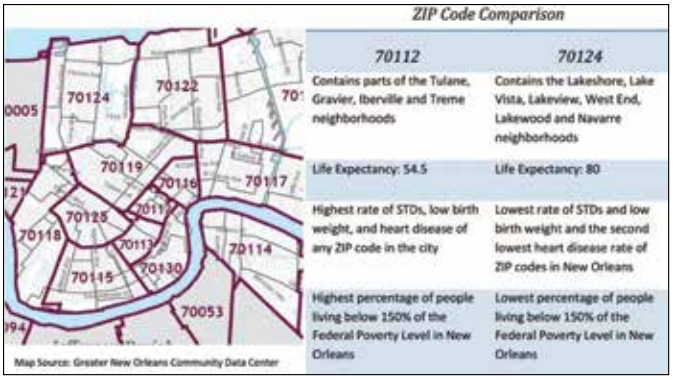
The information above was adapted from a report, Engaging Residents in Pedestrian Safety Issues in Philadelphia, PA, by Andrew Dalzell, former staff member of SOSNA.

Integrating Health Equity into Bicycle and Pedestrian Planning

New Orleans, Louisiana

BACKGROUND AND ISSUES

Louisiana consistently ranks among the States in the U.S. with the highest rates of childhood obesity. Within New Orleans, there is a more than 25 year difference in life expectancy between individuals living in the zip code area with the highest socio-economic indicators and those living in the zip code with the lowest indicators (see Figure 11).



ZIP Code Comparison	
70112	70124
Contains parts of the Tulane, Gravier, Iberville and Treme neighborhoods	Contains the Lakeshore, Lake Vista, Lakeview, West End, Lakewood and Navarre neighborhoods
Life Expectancy: 54.5	Life Expectancy: 80
Highest rate of STDs, low birth weight, and heart disease of any ZIP code in the city	Lowest rate of STDs and low birth weight and the second lowest heart disease rate of ZIP codes in New Orleans
Highest percentage of people living below 150% of the Federal Poverty Level in New Orleans	Lowest percentage of people living below 150% of the Federal Poverty Level in New Orleans

Figure 11: 25.5 Year Life Expectancy Difference between High- and Low-Income Areas in New Orleans.

PARTNER FORMATION AND TECHNICAL ASSISTANCE MODEL

The KidsWalk Coalition in New Orleans was the brainchild of a former epidemiology professor at Tulane University's Prevention Research Center (PRC). Concerned about childhood obesity and equity issues in New Orleans, she realized that infrastructure improvements were a key to unlocking children's travel mobility and providing options for kids to be active in their travel to school daily journeys and at other times. An initial partnership was formed between the PRC and the City of New Orleans and other public health partners to work on improving infrastructure.

One of these partners, the Louisiana Public Health Institute (a statewide nonprofit), funded a traffic engineer from 2003 to 2008 as part of the Steps to a Healthier New Orleans program, which was funded by the Centers for Disease Control and Prevention (CDC). This traffic engineer focused on pedestrian and bicycle issues and helped to ensure that Federal funding was leveraged to enhance active transportation and recreational opportunities for the city's children. The engineer was embedded in the city's Department of Public Works. With limited resources for hiring additional staff at the time, the city agreed to this arrangement, whereby the engineer provided technical assistance to the city, but was not an official member of staff.

Then Hurricane Katrina descended on the city in 2005. Following Katrina, a lot of work in progress came to a halt as priorities shifted toward urgent recovery needs. It took a while for the city to regroup; then new visioning processes started up. Residents and city officials thought there was a real opportunity to build on the kind of work that had started before Katrina to make walking and biking "easy" choices in New Orleans.

EXPANDING PARTNERSHIPS: PHASE 2

After the CDC funding ended, ENTERGY, the local energy provider, committed to provide continued funding for the engineer position with the city. The Tulane PRC, in partnership with the City of New Orleans, also applied for, and received a Robert Wood Johnson Foundation (RWJF) grant through the Healthy Kids, Healthy Communities (HKHC) program, an initiative aimed at reversing the childhood obesity epidemic by 2015. Following the model of providing technical assistance, the partnership used the awarded funds to support a planner to work with the engineer and provide additional expertise to the community. The planner also focused on pedestrian and bicycle issues, SRTS initiatives, and, like the engineer, was embedded with city staff. The KidsWalk Coalition was formed in 2009 from this partnership with a mission to "to reverse the childhood obesity epidemic in New Orleans by making walking and bicycling safe for children and families to access schools, healthy eating choices and other neighborhood destinations." The RWJF HKHC program funded the KidsWalk Coalition activities from 2010 to 2014.

Among the coalition-funded staff objectives were to ensure that Federal Katrina-recovery funds were optimized to make improvements in pedestrian and bicycle facilities and to help coordinate sidewalk improvements with street improvements. The KidsWalk staff provided support and assistance to any school in Orleans Parish wishing to make pedestrian and bicycle safety improvements surrounding their campus. As a liaison between

schools and the Department of Public Works, the staff coordinated sign replacements and crosswalk maintenance, they advised on pick-up and drop-off logistics, and on-campus safety improvements. The staff also assisted elementary and middle schools with applications for funding and implementation of Safe Routes to School activities (see Figure 12).

Figure 12: KidsWalk Staff Provided Support to Schools Looking to Make SRTS Improvements.

The partnership secured its own SRTS grant to focus on education and encouragement of kids walking and bicycling to school, and to improve enforcement through development of a school crossing-guard program. A new partner, Bike Easy, a local board-led non-profit with a mission to "make bicycle riding in New Orleans easy, safe, and fun," was a natural fit to take charge of the encouragement and education aspects of the State SRTS-funded initiative. Bike Easy is developing a pedestrian and bicycle safety education and encouragement program for fourth and fifth grades that will be piloted at 10 schools.

RESULTS

The original KidsWalk partnerships continue and have expanded to include over 25 active partners including community-based organizations. The following are among the accomplishments of the partnership:

- Published a school area neighborhood walkability report of needs, walkability scores, and recommendations (http://bit.ly/19ENApn).
- KidsWalk staff have submitted more than 100 work orders for school area improvements; more than 70 have been implemented to date.
- Assisted with the development of the city's Complete Streets policy, which was adopted in 2011.
- Partnered with the city to plan and launch the first-ever Open Streets event in 2013.

Presently the partnership is seeking to improve outreach to bring more community members and input into on-going efforts.

LESSONS SHARED

- Dedicated funding for experienced professional staff to support the city and schools has been a key for this coalition. However, note that it may take a while to build trust between the "outsider" staff and regular city staff and for the outside-funded staff to be invited into the city's decision-making processes. Also, grant funding for the staff positions will not continue indefinitely, so developing a sustainability plan, or for the city to commit to funding the pedestrian and bicycle program position, will be important for the future.
- Having a broad set of partners and being nimble and responding to new funding sources and opportunities has kept the coalition's partners able to fund staff members and work on new initiatives.

CREDIT

Information provided by Naomi Doerner at Bike Easy and formerly with the KidsWalk Coalition.

Making Connections Between Health and Transportation

Brownsville, Texas

BACKGROUND

Brownsville is a city of 175,000 residents at the southernmost tip of Texas, sharing a border with Mexico. Ninety-three percent of people in Brownsville are Hispanic and the metro area has one of the highest poverty rates in the country. The community also faces a lot of health disparities – one in three people are diabetic and 80 percent are either obese or overweight, so the driving force of Brownsville's efforts related to walking and biking has been to activate community members to improve their health.

ENGAGING PARTNERS

Over the past decade community partnerships have formed to improve public health by encouraging physical activity and promoting healthy eating. In 2001, the University of Texas Health Science Center at Houston School of Public Health opened the Brownsville Regional Campus, which focuses on obesity-reduction strategies. The school made a concerted effort to become a partner with the community and formed a Community Advisory Board (CAB) comprised of leaders from nonprofits, schools districts, city government, health care, business, and community groups. The CAB helps translate research and provides a forum for community members to voice their opinions on decisions and initiatives related to community health. The CAB started with media campaigns, founded a farmer's market, and supported wellness programs, but lack of physical activity was still a major barrier to improving community health and wellness. To achieve the vision of a healthy and livable community – part of the city's 2009 comprehensive plan – the city needed to commit to filling crucial gaps in the sidewalk network, constructing new bicycle facilities, and providing opportunities that encourage people to be more active.

BUILDING POLITICAL WILL AND COMMUNITY SUPPORT

A couple of forward-thinking city commissioners and the mayor began a call for bike lanes as part of a vision of a more bikeable and physically-active Brownsville. City Commissioner Rose M. Gowen, MD, is adjunct faculty at the Houston School of Public Health and was instrumental in pushing the health angle. The city planning staff conducted community outreach and quickly found that one of the biggest impediments to more physical activity was a lack of safe environments to be active, and thus recognized that improved infrastructure was needed in order to support the goal of having a healthy, active community. Political leadership was also instrumental for the city's adoption of a Safe Passing ordinance (requires drivers to allow at least four feet when passing vulnerable road users), a new ordinance requiring sidewalks for commercial developments, and a Complete Streets policy that was developed following a public workshop.

The city also hosted several events to get community members engaged and involved. For example, thousands of residents attend Brownsville's CicloBia events, where downtown streets are closed to motorized traffic so that residents can walk, bike, run, and play freely (http://www.cyclobiabrownsville.com/). The city has also worked with local businesses to host Build Better Block events where local

streets are temporarily turned into pedestrian plazas, but this type of event is now subsumed within the Brownsville CicloBia. The city has hosted at least seven CicloBias, often held in the evenings to avoid the Texas heat, and the participation in these events continues to grow. The Houston School of Public Health regularly surveys CicloBia participants; results find that 69 percent of attendees would have been sedentary if they weren't at CicloBia and that the average participant is physically active for 123 minutes while at the events.

DEVELOPING A PLAN WITH PUBLIC INPUT

In 2013, Brownsville adopted its first Bicycle and Trail Master Plan that laid out the city's 10-year vision for walking and biking in Brownsville. The city wanted to ensure that all residents had an equal voice in developing the plan, so staff sought new mediums beyond traditional public hearings, which often result in simple information dissemination. At the annual Charro Days Fiesta, the city bought four bikes to raffle off to residents who filled out a survey – they collected nearly 900 surveys that represented the range of demographics. They also partnered with the school district and hosted meetings at four schools, each of which had 50-70 attendees. Following the adoption of the plan, the City continues walking- and biking-related community outreach to garner continuous feedback during the plan's implementation. In the implementing the plan, the city is first implementing rapid-term projects (two-year timeline) that are high-visibility projects that serve the most people (see Figure 13). These types of projects will hopefully lead to continued support from the 97 percent of CicloBia attendees who want more designated bike lanes and the 44 percent of attendees who say that the main barrier to walking and biking more often is their concern about safety.

Figure 13: Brownsville Staff Conducted Outreach and Bike-on-Bus Trainings after Church on Sundays.

RESULTS

One small example of how the culture is changing in Brownsville is that the City went from having one bike shop to having three. These shops now represent important community partners that promote physical activity by hosting rides and sponsoring events (see Figures 14 and 15).

Figure 14: A Bike Ride on One of the City's Newest Shared-Use Paths.

Figure 15: Bicycle Skills Trainings for Some of the City's Youngest Residents.

Important programmatic spin-offs that followed initial efforts from the CAB and the city include the Bike Barn, an all-volunteer-run operation where kids learn how to repair bikes and can eventually earn a bike of their own, and the Bike Brigade, which organizes rides for different abilities and distances (http://on.fb.me/15qorxy).

In summer 2014, Brownsville was named an All-America City by the National Civic League and was one of six winners of the Robert Wood Johnson Foundation Culture of Health Prize. These awards are well deserved, but not a sign that the mission is complete, just on the right track.

LESSONS SHARED

- While the city has benefited greatly from supportive political leadership and its partnership with the Houston School of Public Health, it is important to get other city commissioners on the same page by making sure they get the opportunity to visit other cities and attend conferences.
- It's important to keep the conversation going with organizational partners, elected officials, and the public, even when achieving success. Routine community engagement helps elected officials and city staff to learn what people want and why they will or won't do something.
- The more events you have that close down the streets, encourage people to get out, and make them feel safe, the more people will be inspired to say that they want these facilities on their own streets.
- Look for small "wins"; if you can address immediate concerns (e.g., work with a property owner to remove a fence that presents a barrier), then you will have more partners on your side and confidence to tackle larger issues.

CREDIT

Information and images provided by Ramiro Gonzalez, Comprehensive Planning Manager at the City of Brownsville.

Aligning Community Values with Funding Priorities

Charleston, South Carolina

BACKGROUND

In 2003, in response to community pressure to improve conditions for bicyclists and pedestrians in and near Charleston, South Carolina, the Berkeley-Charleston-Dorchester Council of Governments (BCDCOG) – the region's metropolitan planning organization – submitted a successful proposal for funding to the RWJF Active Living by Design Program. The $200,000 grant funded the creation of a regional bicycle and pedestrian action plan as well as a partnership to promote health and active living.

ENGAGING PARTNERS AND OTHER OUTREACH

The partnership included a bicycle and pedestrian advocacy group, the South Carolina Department of Health and Environmental Control, the South Carolina Department of Transportation, the Medical University of South Carolina, and several healthcare organizations. The action plan contained three main goals: 1) to implement a Safe Routes to School program, 2) to implement Complete Streets policies to make roads accessible for all users, and 3) to begin community intervention programs to improve bicycling and walking conditions.

The community was involved during the planning process. During the creation of the long-range transportation plan, the BCDCOG distributed a survey asking local residents how much they would spend on different transportation infrastructure elements if given just $100. On average, respondents allocated $24 for pedestrian and bicycle improvements, which contrasted with the existing allocation of $0.05 for pedestrians and bicycles out of every $100 spent (see Figure 16).

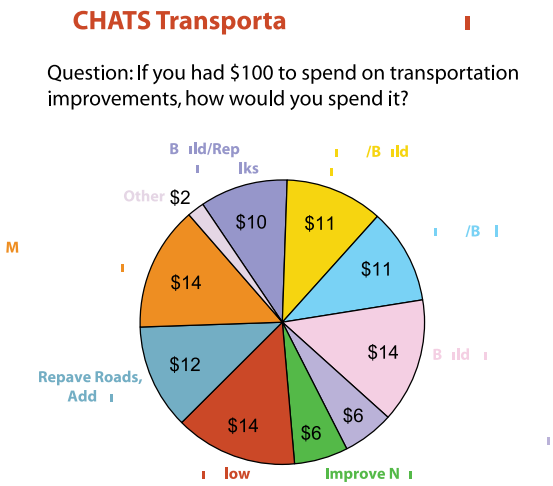


Figure 16: Results of Resident's Poll Regarding Transportation Spending Priorities.

RESULTS

The agency took steps towards narrowing this discrepancy by allocating $30 million for pedestrian and bicycle improvements over the next 21 years. For more information, visit the BCDCOG website at http://www.bcdcog.com/.

Mobilizing Community Leaders and Volunteers for Safe Routes to School Programs

Corrales, New Mexico

BACKGROUND AND ISSUES

Corrales is a rural village in northeastern New Mexico. Nestled into a bend on the west side of the Rio Grande, this agricultural community of just over 8,000 people within 11 square miles is hemmed in by Albuquerque to the south and sprawling Rio Rancho to the west and north. Most traffic in the village is funneled onto one road that provides access to all three of the village's schools: Sandia Elementary on the north side of the village, Corrales Elementary in the center, and Cottonwood Montessori on the south side. As a result, the town experienced severe traffic related to elementary school student drop-offs and pick-ups. Upwards of 250 vehicles arrived at Corrales Elementary each day, which overwhelmed the school zone, blocked the shoulder for pedestrians, blocked the road for through traffic, blocked neighbors' driveways, and led to prohibited pick-ups and drop-offs in the parking lots of nearby businesses. The congestion also led to numerous traffic violations by other drivers including speeding on side roads, passing on the shoulder, and failure to stop at stop signs and crosswalks. Drivers using side roads near the school to avoid traffic on Corrales Road nearly collided with walking children on several occasions. More than 200 students lived within a mile of school, making them ineligible for bus transportation. But their parents didn't feel like the streets were safe enough for their children to walk or bike; less than five percent of them – about 25 kids – did, contributing to the cycle of more vehicles on the roads.

EARLY EFFORTS

Walking and cycling advocates on the Town's Bicycle-Pedestrian Advisory Commission (CBPAC) were aware of these travel challenges, and they sent student travel surveys home with all 564 Corrales Elementary students in November 2004. Half of the surveys were returned, with many parents writing passionately about the concerns they had for their children's safety. In April 2005, the town held a community meeting to address this issue, and in 2006, Corrales participated in National Walk to School Day. At least 130 Corrales Elementary and Cottonwood Montessori students participated, and the event organizers built upon the momentum of this program by making Walk-N-Roll to School a monthly event. Parents and local advocates, and even the Mayor, served as volunteers for monthly bike and walk to school events (see Figures 17 and 18).

Figure 17: Students Walking to School along the Acequias.

Figure 18: Walk-N-Roll Volunteers, Including Mayor Phil Gasteyer (left).

Event organizers were concerned with finding the safest possible routes to school and found it in a community asset – the acequias. Acequias are irrigation ditches brought to New Mexico by Spanish settlers more than 400 years ago, and they carry water for crops. The sides of the acequias, known as ditch banks, provide paths for nonmotorized travel. The use of the acequias for SRTS rekindled a long-standing but dormant effort to develop a Trails Master Plan for the community. That plan has since been completed and accepted by the Village Council, with SRTS an integral component.

EXPANSION AND OUTREACH

In 2007, the Village Council completed a successful proposal to earn Corrales' first SRTS funding, $15,000 to develop a Safe Routes to School Action Plan. For its first step, the Village Council appointed a SRTS Committee that collaborated with school principals to set a schedule of monthly walk and bike to school days throughout the school year. Walk-N-Roll to School Day continued for several years while SRTS planning in the village stayed on track.

In 2010, following the completion of an Action Plan, the Committee submitted a request for SRTS infrastructure funding and separate funding for educational and encouragement activities. The $25,000 non-infrastructure grant was approved, and the STRS committee used the funds to hire a coordinator. Hired for just the 2011-12 school year, the coordinator's tenure marked an explosion in SRTS activity in Corrales. During this time, Walk-N-Roll increased from a monthly program to one that occurred three times each week. Accelerating from once a month to three times a week wasn't a totally smooth transition. Gradual change allowed parents and school staff to adjust their routine, and once people felt ownership of the program, it expanded dramatically.

Along with the expansion came the need for volunteers to lead the walks and bike rides with

children and provide supervision. This included not just parents, but older, retired residents as well. Kiwanis Club members are very active in Corrales and trusted by their community, and many Kiwanis were eager to volunteer. They volunteered regularly and were key participants to expanding the program. The expansion also included outreach to local businesses, which began donating incentives and coupons to students who walk and bike to school. Students were able to track their walking and biking on punch cards to earn points toward incentives like passes to the local swimming pool and movie theater.

RESULTS

Funding for the position expired after the 2011-12 school year, by which time approximately 25 percent of Corrales Elementary students were walking and biking to school on a regular basis. While the program has slowed a little since – the Wednesday afterschool Walk-N-Roll has been cut – walking and biking participation is still growing, with up to 29 percent of students walking in early 2013, including on non-Walk-N-Roll days.

The program's success caught the attention of the National Center for Safe Routes to School, and Corrales received special recognition as a recipient of the 2012 James L. Oberstar Safe Routes to School Award. This accolade recognizes successful SRTS programs, and is awarded annually by a multi-organization panel of reviewers coordinated by the National Center.

LESSONS SHARED

- Having a SRTS coordinator's office located in Town Hall helped facilitate an easy connection with Village officials – whether it was asking for guidance or sharing information with Village leaders.
- Growing the Walk-N-Roll program incrementally allowed families to slowly change their habits and both participate in and support walking and bicycling to school.
- The incentive program, made possible by local businesses, helped further engage the students and increased participation in the program.

CREDIT

The information above was adapted from the article, New Mexico Village Finds Safe Routes, Sense of Community Along by the National Center for Safe Routes to School in April 2013.
http://bit.ly/1xYvVnl

Leveraging Community Member Expertise to Advance Bicycle Safety

Newport, Rhode Island

BACKGROUND

Newport, Rhode Island, is a small picturesque colonial town. Located on Aquidneck Island in Narragansett Bay, Newport is surrounded by the sea. With historic houses dating to the early 1700s, majestic mansions, miles of seaside paths and beaches, and some of the world's best sailing, Newport is a popular destination for holidays and recreation. The population of 24,000 can swell to 100,000 in the peak summer season. With only 11 square miles, most

destinations in the city are within walking or biking distance.

ISSUES IDENTIFIED

With the visitors come the traffic congestion and parking challenges that can strain a city and its fragile historic landscapes. In addition, there are few alternatives to driving; just a few years ago, there was not a single bike path or protected lane on Aquidneck Island. By city ordinance, bicycle riders over the age of 13 must ride on the roads with the traffic. In Newport, this created concerns with bicyclists and vehicles sharing narrow one-way streets; bicyclists risking falls on old, uneven surfaces; and distracted tourists cruising the boulevards.

ENGAGING PARTNERS AND SUPPORTING AGENCY STAFF

Bike Newport, the local bicycle advocacy organization, seeks to improve, encourage, and facilitate bicycling in Newport. The organization plays a key role in connecting all of the stakeholders working toward road user safety, including:

- Advocating for better preparedness for biking and road sharing.
- Educating youth, adults, residents, and visitors on road safety.
- Facilitating collaboration and bringing information from the streets and neighborhoods to the meetings where decisions are made.
- Raising awareness in the community about road sharing – with motorists, cyclists, and pedestrians.

Bike Newport played a key role in assembling stakeholders to participate in the Rhode Island Department of Transportation's (RIDOT) first ever Vulnerable Road User Safety Action Plan. This plan provided an approach for addressing the safety needs of vulnerable road users – pedestrians and bicyclists – in the City of Newport. Bike Newport, through their efforts in working with the community and other stakeholders, helped bring to the table key participants who were actively engaged in identifying issues and formulating strategies to address these issues. Bike Newport staff led the team in a review of existing bicycle facilities, which was critical in demonstrating challenges. The plan now serves as RIDOT's municipal model for addressing pedestrian and bicycle safety.

In addition to working collaboratively with RIDOT to provide input on local bicycle plans, Bike Newport spearheads a number of other initiatives:

- Work hand-in-hand with police on bicycle safety and loss prevention efforts (see Figure 19), including developing printed pads of bilingual (English/Spanish) "Rules of the Road" that the Newport Police use to correct and inform errant cyclists.
- Provide training to the district's physical education staff to be instructors in bicycle safety and bicycle skills.
- Provide oversight for a Federal SRTS non-infrastructure grant.
- Conduct community surveys and road audits, the findings of which are used by the city, the School District, the Police Department, and the RIDOT to support transportation improvement decision-making.
- Serve as reviewers for the RIDOT , specifically to weigh in on improvements to the State's road designations regarding suitability for bicycles. RIDOT incorporates the changes into the State's base cartography. The revised cartography becomes the foundation for the production of Bike Newport's county-wide bicycle maps, which are financially supported by local businesses.

Figure 19: Bike Newport Staff Engage with Local Enforcement and Other Agency Staff on a Range of Bicycle Issues, Including Efforts to Prevent Bike Theft.

Figure 20: One of Newport's Newest Bike Lanes.

RESULTS

As a result of the group's involvement in the plan and other efforts, Bike Newport is one of the first organizations contacted for other efforts conducted by RIDOT, such as participating in safety reviews and evaluations of roads regarding the suitability for bicycles. Additionally, bike lanes and shared lane markings have been added to many Newport streets, thanks to in large part to Bike Newport's efforts working with State, city, and other stakeholders (see Figure 20).

In 2013, Newport was recognized by the League of American Bicyclists (LAB) as a Bicycle Friendly Community at the bronze level – the first in Rhode Island. Nicole Wynand, Director of LAB's Bicycle Friendly America program, said, "We were very impressed by how far Newport has come in such a short period of time. This is a great example how a strong local advocacy group can make a real difference." The city and Bike Newport continue working to move up that scale, in the interest of all of the city's residents, workers, and visitors.

LESSONS SHARED

- Bike Newport leverages the expertise of its members, particularly in knowing the issues on the ground and what needs to be fixed, to serve as a resource to city and State transportation agencies. The group encourages positive collaboration in many different arenas, including planning efforts, data collection, and community education and outreach.

Improving Health and Safety in a Low-Resource Community

Baldwin Park, California

BACKGROUND AND ISSUES

Baldwin Park is a city of 79,000 residents located in the central San Gabriel Valley, 15 miles east of Los Angeles County, California. Compared to other communities within the region and state, Baldwin Park is particularly disadvantaged, with many residents facing socioeconomic burdens. As a result, health burdens follow. Baldwin Park has a large number of drive-through restaurants, which signify the auto-oriented design of the community and its lack of emphasis on physical activity. The community is crisscrossed by a series of major thoroughfares with high traffic speeds, and is missing sidewalks and bicycle lanes that make it difficult to walk or ride a bike to the city's Metrolink regional passenger rail station, 20 public schools, and other destinations. There is limited green space per capita, and high levels of congestion contribute to poor air quality.

ENGAGING PARTNERS AND TRAINING ADVOCATES

Aware of the challenges facing the community, Baldwin Park started early in its efforts to improve local health. The city began passing policies in ordinances as early as 2003 to address obesity and the lack of walkability within Baldwin Park. In addition, Baldwin Park is predominantly Hispanic (80 percent), and therefore home to a large Spanish-speaking population who need tailored outreach to be engaged in the local initiatives to improve health.

The California Center for Public Health Advocacy (CCPHA) developed a model for community engagement to promote health within Baldwin Park. CCPHA helped the city develop People on the Move (POTM), made up of the 57th Assembly District Grassroots Team in Baldwin Park. POTM is a program funded through the California Endowment's Healthy Eating, Active Communities (HEAC) initiative. POTM's primary goal is "to reduce disparities in obesity and diabetes among school-aged children by improving the food and physical environment in Baldwin Park". To do this, CCPHA and POTM developed a system of shared leadership; this involved bringing community members in contact with various sectors and agencies, including the County of Los Angeles Department of Health Services, Kaiser Permanente, Citrus Valley Health Partners, Baldwin Park Unified School District, and Search to Involve Pilipino Americans (a nonprofit organization aimed at improving health outcomes for Pilipino residents in the Los Angeles area).

POTM developed and hosted "Change Starts with Me", a six-week advocacy boot camp to train local advocates to take action to support health and physical activity. Participants for this program were chosen strategically from the community, and were recruited through community events, including health fairs, city council meetings, community forums, and concerts in the park. POTM also sought local advocates through targeted recruitment through partner organization contacts, such as preschool and childcare organizations and reaching out to identified community leaders. Through this recruitment strategy, "Change Starts with Me" participants included representatives from traditional partners within the region, such as city departments, school districts, and the Mexican American Opportunity Fund (the largest

Latino-oriented family services organization in the U.S., which serves disadvantaged individuals and families in the Los Angeles Area). However, this also led to collaboration with nontraditional partners, such as Cal Safe, a school-based program for expectant and parenting students and their children; local women's clubs; the City of La Puente Little League; and the East Valley Boys and Girls Club.

During the camp, participants identified decision-makers and allies, and they gathered data and tools to help document their community concerns (see Figure 21). Upon completion of the advocate training, residents were ready to participate in advocacy efforts, evaluate and speak about the built environment, and have a foundation of knowledge regarding health and nutrition. The comprehensive and targeted recruitment strategy led to training advocates deeply rooted in the local community. "Change Starts with Me" shifted the ownership of the healthy communities initiative from the CCHPA, the statewide organization, to the local advocates.

Figure 21: Community Members Participate in Advocacy Leadership Boot Camp, "Change Starts with Me."

ADVOCATES IN ACTION

Key community advocates formed the Baldwin Park Resident Advisory Council, in which members participated in the planning of community activities and actions to change systems and local policies to support parents in leading healthier lives and having a voice in their community. They worked to develop several programs to engage teens and youth in advocating for safer streets and healthier food options. Two organizations, Healthy Teens on the Move and Kids on the Move, used teen and child-led efforts to improve youth visibility and youth testimony on how the environment impacts young people's choices to be active and eat healthy (see Figure 22).

Figure 22: Community and Youth Engagement to Support Bicycling for Health.

In 2009, the City organized the SMART (an acronym for Safe Mobility And Reliable Transit) Streets Task Force, which included a successful series of community workshops to evaluate the walkability of Baldwin Park. Conducted in English and Spanish, these workshops represented a variety of interests, including schools, businesses, residents, and high-school students.

The city hosted a Complete Streets Community Charrette; more than 500 residents participated in a three day Design Fair with the city, CCPHA, and transportation experts to develop and adopt a plan for improving pedestrian access and walkability. It included educational workshops, focus groups, and walkability assessments. Based on all of the input received from community members and leaders and during site visits, the project team then developed an initial set of recommendations. These results were shared with city staff and honed for presentation at the charrette's closing event a few nights later. The closing event featured

dinner and a mariachi concert at City Hall, where the project team made a presentation, in English and Spanish, to 125 elected officials, city staff, residents, and other community leaders. They reviewed key findings from the community input, and shared the team's recommendations, including visuals of potential changes.

The city was able to hire a full-time employee dedicated to analyzing the intersection of health and the built environment, and this staff member conducted community engagement, evaluated city corridors, and developed the proposed Complete Streets policy for Baldwin Park. The position was funded through the Los Angeles County Department of Public Health. Developing the Complete Streets policy was a community effort. In addition to the design charrette, POTM hosted six community meetings to discuss the issues, many of which were led by Spanish speakers.

RESULTS

The local initiatives and partnerships have paid off. Through an Annual Fitness Test, the Baldwin Park Unified School District measured a 13 percent decrease in Body Mass Index in students from 2004-2009.

In July 2011, Baldwin Park adopted a Complete Streets policy. This was not only the first policy of its kind in southern California at the time, but was also recognized by the National Complete Streets Coalition as "one of the strongest Complete Streets policies in the nation." Upon passing this policy, the city established an inter-departmental advisory group to oversee implementation, including members from the Departments of Public Works, Community Development, Recreation and Community Services, and the Police Departments.

In 2012, Baldwin Park received a grant from the California DOT to improve pedestrian and bicycle safety for students. A total of $235,000 was awarded to improve its current SRTS Plan, with a provision to increase bicycle and pedestrian safety. This plan seeks to concentrate pedestrian student traffic onto designated routes, and to provide better security for students walking to and from school. The plan was developed with input from neighborhood advisory groups, school district staff, local trained advocates, city staff, and parents. Implementation of the plan is ongoing.

LESSONS SHARED

- Training and empowering local community advocates to identify needs and make decisions builds ownership in planning processes and outcomes such as health and safety. Conducting events in both Spanish and English can engage parts of the community that would be otherwise excluded from the planning process.
- Investing in youth engagement strategies and long-term resident involvement, such as resident advisory boards, creates sustainability and lasting commitment to initiatives.

CREDIT

Information and images provided by Alfred Mata, Local Policy Associate with the California Center for Public Health Advocacy. For more info, visit: http://bit.ly/1xBu6ra and http://bit.ly/1AQ0D3e.

Section Six: Resource Materials

This section includes specific ways to take action, more detailed tip sheets, sample materials, and worksheets that can be used to generate and organize your ideas and efforts to improve the walkability and bikeability of your community.

Resource 1: A Quick Guide for Creating Safer Communities for Walking and Biking 62
Resource 2: Tips for Planning a Walkabout to Identify Pedestrian and Bicycle Safety Concerns 64
Resource 3: Local Sources of Information Worksheet 68
Resource 4: Tips for Working with Social Media 70
Resource 5: Engineering Concerns and Treatments to Improve Pedestrian and Bicycle Safety 72
Resource 6: Sample Fact Sheet: Making the Case for Walking and Bicycling 84
Resource 7: Sample Community Resolution 86
Resource 8: Tips for Traffic Safety 87
Resource 9: Enforcement Contact Worksheet 88
Resource 10: Sample "Warning" Letter to Drivers 89
Resource 11: Tips for Event Planning 90
Resource 12: Tips for Fundraising 91

Resource 1: A Resident's Quick Guide for Creating Safer Communities for Walking and Biking

This quick guide highlights some key activities that you and your community group can take to help improve road safety in your community. Use it to guide you through your role as an active participant in efforts to improve pedestrian and bicycle safety.

IDENTIFY PROBLEMS (Section 1)

- Document common problems using photos, video, or written descriptions. (See Resource 2 for guidance on conducting walkabouts).
- Determine the agency/organization(s) most responsible for making improvements to address specific problems in your community. Identify staff contacts in these organizations that can address safety concerns. (See Resource 3 for a resource for organizing your contacts).

ENGAGE WITH OTHERS (Section 2)

Engage with community members:

- Speak with the people in your neighborhood to identify shared interests and address pedestrian or bicycle safety concerns. (See Resource 4 for tips for working with social media to share or "crowdsource" concerns).
- Organize meetings or workshops in your neighborhood for interest groups to discuss pedestrian and bicycling issues. Ask other organizations to provide you with support or guidance.

Communicate with agency staff and elected officials:

- Contact the appropriate agency to express your concerns, provide evidence, and discuss how problems could be addressed. Follow up at a later date and record any progress. (See Resource 5 for common engineering concerns and treatments).
- Let your local planning and engineering staff and elected officials know that your organization exists and get on their mailing list, Facebook page, or Twitter feed for transportation-related matters, including meeting announcements and agendas. Attend government hearings to express opinions about pedestrian and bicycle issues and legislation. (See Resource 6 for a sample fact sheet on making the case).

Engage the local media:

- Engage the media on the issues by writing blogs, sharing videos and photos, writing to the editor of your local newspaper, or sending a press release to the media to invite them to cover an event. (See Resource 4 on working with social media, including blogging tips and posting info on YouTube and other sites).

SUPPORT OR IMPLEMENT CHANGES (Section 3)

Engineering/plan/policy efforts:

- Join or speak with your local pedestrian/bicycle advisory board or join or form a pedestrian coalition or bicycle advocacy group. Coordinate with the group to contact local elected leaders and/or transportation staff about possible measures to improve safety and to see how your organization can be involved in providing data, supporting plan development, reviewing plans, passing ordinances to promote street design that accommodates all road users, issuing a Safe Routes to School resolution, or other measures. (See Resource 7 for a sample community resolution).
- Make pedestrian and bicycle issues part of the political dialogue. Become a campaign worker for a ballot measure or bill that affects pedestrians or bicyclists. Campaign for a politician who actively supports pedestrian, bicycle, or transit goals; or find out how nominees support these issues.

Education efforts:

- Participate in a pedestrian and bicycle safety campaign and/or distribute safety information to community residents. (See Resource 8 for tips for traffic safety).

- Develop or volunteer for education programs within your schools (such as Safe Routes to School), parks and recreation programs, after-school programs, and/or churches.

Enforcement efforts:

- Understand your State and local laws that apply to pedestrian and bicycle safety; contact your local law enforcement agencies, public health/injury prevention professionals, or traffic safety organizations to find out what is being done and what could be done in terms of enforcement. (See Resource 9 for working on enforcement issues).

- Start or participate in a community-based enforcement program. (See Resource 10 for a sample warning letter to drivers).

Encouragement efforts:

- Start or participate in an event to celebrate walking or biking, such as a Bike to Work event, Walk to School Day, or "Car Free" day, or Sunday Parkways event. (See Resource 11 for tips for event planning, and Resource 12 for fundraising ideas to support your event or other efforts).

- Organize walking groups or a cycle club in your community, or lead a historic walking tour. Walk or bike whenever you can do so safely: to work, to run errands, to go to the park, or to transit.

Resource 2: Tips for Planning a Walkabout to Identify Pedestrian and Bicycle Safety Concerns

A walkabout (sometimes called an audit or field visit) is a useful process to help communities: 1) see/experience and discuss pedestrian or bicycle safety issues and opportunities, 2) document concerns and needs through photos and videos, and 3) engage stakeholders and decision-makers in the conversation about pedestrian and bicycle safety. Informal walkabouts can be performed by any individual or community group. More formal audits (i.e., those that follow a standardized set of procedures) can also be conducted; these are usually performed by a multidisciplinary team of trained professionals, including engineers, planners, transportation researchers, pedestrian and bicycle specialists, and others.

Here are some steps you can take to help prepare for, participate in, and use the findings from a walkabout to improve conditions for walking and bicycling in your community.

STEP 1: PREPARE

Identify a site or route of interest – You may select a location because it is an intersection or corridor with a history of pedestrian or bicycle crashes, an "opportunity" site that may be redeveloped soon, a high-priority school or potential school site, a site identified by stakeholders as a problem area for pedestrians or bicyclists, one nearby important destinations, or the site represents a common type of concern in your community. The size of the site or number of locations you select will depend on the time and amount of resources (e.g., volunteers) that your group has.

Select a time to visit the site – The amount of time you set aside may depend on the scale of your walkabout and how many sites you plan to visit. Two hours for the full process (meeting before hand, visiting the site, and discussing afterwards) is typical. Allow more time for school campuses than individual intersections. When you select a time to visit, take into consideration: school pick up/drop off times or peak commute (if you want to be able to observe parent/child behaviors or driver/bicyclist/pedestrian interactions) and when elected officials or other important participants can attend.

Invite participants – These may include elected officials, local/State traffic engineers, local/regional planners, school officials, public health representatives, police/fire representatives, advocates, parents and children, and representatives of pedestrians with disabilities. It is especially important to have someone from your engineering or public works agency represented, as their buy-in and expertise will be essential in discussing solutions and determining next steps. Aim for about 6-10 participants per event or site; you want a diverse and comprehensive team but a larger group gets unwieldy. In some cases, you may also want to alert the media or invite them to attend and cover the walkabout as part of a bigger story about local pedestrian and bicycle initiatives. However, be aware that if the media is present, you may get less participation from certain staff, such as the local engineer, who may be reluctant to have earnest conversations about safety concerns under a public spotlight.

Select or create a tool – There are many existing checklists, assessment forms, and other audit tools that can be used or adapted for your walkabout (see the "Example walkabout tools" section below for a few examples). Consider your end goals (what type of info do you want to collect), who will be using the tool (e.g., volunteers or trained practitioners), and the type of facility you will be visiting (school, transit stop, sidewalk section, etc.) when selecting or creating a tool. Don't get too hung up, though, on finding or developing

a comprehensive assessment tool; the tool is just one part of the process to help jumpstart discussions about pedestrian and bicycle safety and access issues.

Share data – Before you go out, share details about the site with the participants. You can use Google Maps to provide satellite imagery or other types of maps of the location to show the site in relation to important destinations or the roadway network. Provide information about the development plans, existing and/or future road user needs, and the crash history if available. Often times, if police or city planning staff are part of your walkabout, they can provide details on any pedestrian or bicycle crashes that have occurred in recent years.

Gather materials – You and the other participants will need: 1) copies of your checklists or audit tool, 2) pens/pencils and hard surfaces to write, 3) phone/camera and/or video recorder, and 4) safety vests (recommended). If you have access to bicycles, you can also explore the site by bike to gain a better perspective on potential cycling concerns. Sometimes, experiencing an area by bike is the best way to understand the problems bicyclists are facing. However, using bikes during your site assessment can require some additional preparation to be sure that all participants have the proper safety gear, working bicycles, and are comfortable riding on the street of interest. Refer to the FHWA Bicycle Road Safety Audit Guidelines and Prompt Lists (http://safety.fhwa.dot.gov/ped_bike/tools_solve/fhwasa12018/) for helpful tips on preparing for a bike-based audit. Alternatively, you can bring wheelchairs for walkabout participants to use, which will enable them to experience simulated accessibility/mobility concerns first-hand. However, this is not a substitute for having representatives from the disability community involved in the process.

STEP 2: PERFORM THE WALKABOUT

Perform the walkabout and identify priorities – Use your checklist or assessment tool of choice to help prompt you to think of safety issues at the site. For example: 1) are there safe and convenient crossings?; 2) is sight distance an issue for drivers and children?; 3) is the sidewalk and/or bike lane free from obstructions?; 4) do you observe any dangerous maneuvers by pedestrians, bicyclists, or drivers?; and 5) are appropriate traffic control devices (signs, signals, and pavement markings) available, uniform, and easy to understand? As you complete the walkabout, share and discuss your observations with your peers. You do not have to complete the entire checklist or form or give equal weight to all issues; instead, try to identify the most dangerous issue for road users and/or the most "achievable" opportunity and see if you can form a consensus among the group regarding the highest priority concerns. This can help you avoid the common pitfall of "drowning in data" gathered during walkabouts and instead help you hone in on key issues your group can address.

Document key issues using photos and videos – Videos and photos from a walkabout can be part of how you tell your community's story, including the challenges you face and what you want to do to create a healthier, safer community. After the walkabout, you can post videos or photos online (e.g., on YouTube, Twitter, Facebook, etc.) or share them with key decision-makers such as city council members or school board members or at community meetings or policy hearings. If you choose to make a video, here are some key tips for being effective in your presentation:

- **Keep it short** – Aim for a video of two minutes or less – any longer and you may lose your audience.
- **Present the key facts** – Answer questions such as 1) where are we?; 2) what is going on here?; 3) how is it affecting us?; and 4) what can we do about it? Be sure to speak loudly and slowly; you may have to step away from the roadway to avoid traffic noise affecting your video quality. It may help to have a high-profile person (e.g.,

mayor, council member, police chief, etc.) be the one filmed in the video, while another walkabout participant does the filming.

- **Be comfortable with the technology** – Take a practice try first, have a steady hand, move the camera slowly, and replay the video to be sure the speaker is audible. If you have the time and expertise, you can edit your video (there are a number of software programs available) to give it a more polished look, such as adding an introduction slide or smooth transitions.

For example walkabout videos, and how the experience was shared in a community newsletter, visit: http://bit.ly/1BpACVV.

STEP 3: FOLLOW UP

Reflect and discuss next steps – After the walkabout has been performed, talk with the group about: 1) what safety issues were observed?; 2) what improvements do you think are needed?; 3) what barriers/obstacles might exist to hinder making those improvements?; and 4) what opportunities exist to facilitate making the improvements? Document this discussion and create a findings report or memo to circulate to participants and decision-makers. You can also share your findings, photos, and videos using social media or other communications channels (see Resource 4 for details on using social media).

Continue follow-up – Depending on the next steps that you discuss, allow time for the walkabout participants to begin taking action, but be sure to follow up with group members at some point. Find out where progress is being made, what the schedule for treatments is or what obstacles need to be addressed first, and how your group can best lend support to implementing programs or treatments to improve safety.

EXAMPLE WALKABOUT TOOLS

The tools and guidebooks listed below can help you identify and document concerns and better advocate for changes in your neighborhood through this process.

General Tools

- PBIC *Walkability and Bikeability Checklists* – Evaluate a neighborhood's walkability and bikeability and identify both immediate answers and long-term solutions to a neighborhood's problems.
  http://bit.ly/1zfJSeL - Walkability
  http://bit.ly/13gHcTl - Bikeability

- *Bike Friendly Community Assessment For Teens and Walk-Friendly Community Assessment for Teens* – An adaption of the above Walkability and Bikeability checklists, these tools are designed for youth-led assessments.
  http://1.usa.gov/1vJa5O2 - Walk
  http://1.usa.gov/1DnoMAj - Bike

- AARP *Sidewalks and Streets Survey* – Adapted from PBIC's Walkability Checklist and focusing on older pedestrians, this toolkit is designed so that communities can make walking safer by teaching small groups to take simple walkability surveys and to take recommended actions for community improvements.
  http://bit.ly/1AtpDgu

TOOLS FOR ASSESSING ACCESSIBILITY

- A *Checklist for Accessible Sidewalks and Street Crossings* – Highlights ADA provisions for new construction.
  http://bit.ly/1AtpHg8

- *Universal Design Audit Checklist* (see page 212) – Tool developed by the Center for Inclusive Design and Environmental Access to assess the design of a facility for universal access.
  http://on.nyc.gov/1xZtFL7

Transit-related Assessment Tools

- *Toolkit for the Assessment of Bus Stop Accessibility and Safety* – Tool developed by Easter Seals Project Action to evaluate pedestrian access features and connections, assess passenger comfort amenities, evaluate safety and security features, and document information features.
  http://bit.ly/1xc5jtG

- *Arlington Bus Stop Assessment* (see Appendix A) – Tool to help you evaluate the location, surroundings, landing area, connections, amenities, seating, safety, and informational signage provided at bus stops.
  http://www.nctr.usf.edu/pdf/473-13.pdf

School-Related Assessment Tools

- Minnesota DOT *Safe Routes to School: Neighborhood Assessment Guide* – A comprehensive guide developed by Minnesota DOT to help communities assess conditions for walking and bicycling to school.
  http://bit.ly/14XKR99

- Maryland *Safe Routes to School Walking/ Biking Audit* (see page 12) – A comprehensive resource for examining conditions for walking and bicycling at the school site and surrounding neighborhoods.
  http://bit.ly/1tas93y

Tools for Transportation Professionals

- *Pedestrian and Bicycle Road Safety Audit Guidelines and Prompt Lists* – These FHWA resources can be used to formally assess the safety of bicycle or pedestrian facilities.
  http://bit.ly/1vJarUH - Pedestrian
  http://1.usa.gov/1xyP65L - Bicycle

Resource 3: Local Sources of Information Worksheet

Use this worksheet to organize contact information for people and agencies in your community who are involved in pedestrian and/or bicycling issues.

Local or State pedestrian and bicycle coordinator

Name/Contact info: _____

Resources: _____

_____

Local or State Safe Routes to School coordinator

Name/Contact info: _____

Resources: _____

_____

Local or regional pedestrian and/or bicycle advocacy group or League Certified Instructor(s)

Name/Contact info: _____

Resources: _____

_____

Local or State safety organization (e.g., Safe Kids, Safe Communities, etc.)

Name/Contact info: _____

Resources: _____

_____

Local police department or sheriff's office

Name/Contact info: _____

Resources: _____

_____

Local or county health department

Name/Contact info: _____

Resources: _____

_____

Public works or engineering/transportation department

Name/Contact info: _____

Resources: _____

_____

Parks, trails, and/or recreation department

Name/Contact info: _____

Resources: _____

_____

School contact (e.g., board member, principal, physical education teacher, other staff)

Name/Contact info: _____

Resources: _____

_____

State DOT

Name/Contact info: _____

Resources: _____

_____

Others: _____

_____

_____

_____

_____

_____

Resource 4: Tips and Examples for Working with Social Media

Social media, websites, apps, and similar tools have expanded the opportunities and ways that community members can send messages, share ideas, and deliver information to their neighbors and public officials. While these tools and platforms continue to rapidly evolve, the following sections describe a few key tools that you can tap into to help communicate and address local issues.

BLOGS AND SOCIAL MEDIA

Blogs and social media – such as Twitter, Facebook, Pinterest, and YouTube – have become commonplace tools for communities and interest groups to share ideas, express opinions, inform their friends and neighbors, and gather support for an interest. As smart phones become more affordable, available, powerful, and seamlessly integrated with social media platforms, the average person has a greater selection of tools available to use to take photos or videos, document problems, and instantly transmit the data to other people or social networks. These tools enable people to quickly and effectively collect real-time examples of issues, share such data with community members or public officials, and spark interactive discussions about the issues.

Examples of pedestrian- and bicycle-related groups using social media include:

- The New Jersey Department of Highway Traffic Safety created a Pinterest board on pedestrian safety to help share its visual campaign materials. http://bit.ly/1FaKXqQ
- The bicycle advocacy group, Washington Area Bicyclist Association, uses its Twitter feed to announce traffic issues that could impact bike commuters, promote events, and announce breaking news such as the status of local ballot measures affecting bicycling facilities or funding. https://twitter.com/WABADC

- The Alliance for Biking and Walking uses its Facebook page to circulate petitions, share photos of new pedestrian and bicycle facilities, and distribute reports and news related to walking and bicycling. https://www.facebook.com/bikewalkalliance
- The pedestrian advocacy group California Walks engaged local youth and other partners to create brief videos calling attention to the need for better pedestrian, bicycle, and transit facilities, which they edited using YouTube's Editor tools, posted on their channel (http://bit.ly/1wIEh2A), and shared with city councils and other decision-makers. For details on their process, which they dubbed "VideoVoice," see the case study: http://bit.ly/1ujHIVV.

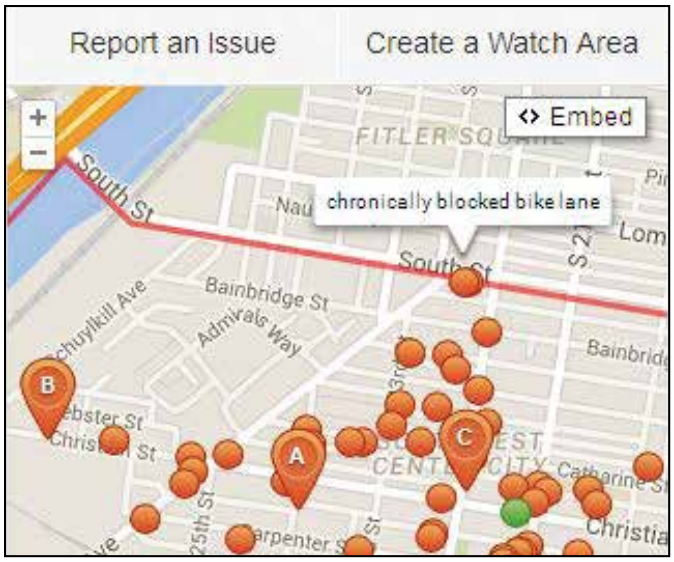
For More Information:
For helpful tips on blogging, using Facebook, Twitter, and YouTube, see the National PTA's tip sheets: http://bit.ly/1F92jCt.

CROWDSOURCING WEBSITES AND APPS

"Crowdsourcing" is a term for the process of gathering knowledge provided by various users through web and mobile applications. Currently, there are many websites and apps – such as MindMixer, SeeClickFix, Open Town

Hall, and Open Street Maps – that make use of crowdsourcing and can offer additional ways for community members to communicate and build support or consensus for a pedestrian and bicycle project. For example:

- A community in Rockville, MD, used MindMixer to engage with the community to share ideas and suggestions for Rockville's future (http://rockvillemd.mindmixer.com/). Similarly, the City of Phoenix has a MindMixer site devoted to collecting community input on the city's transportation needs (http://www.talktransportation.org/).
- A neighborhood association in Philadelphia incorporated a SeeClickFix map into its website so its members could report nuisances and safety concerns, including problems with pedestrian and bicycle infrastructure (http://bit.ly/1r5frSJ). The information goes directly to the municipality, which can respond to/resolve the problem, provide feedback to the community about the status of the issue, or monitor consensus on the importance of an issue through the interactive map.



- Many communities and cycle clubs have used a community mapping website which provides a simple interface for creating personalized interactive maps, to map walking or biking destinations within the community and add photos and notes about each destination to help encourage physical activity. The maps can then be integrated into an organization's website or blog, with support and tutorials available. http://www.communitywalk.com

IMPORTANT CONSIDERATIONS

While social media and crowdsourcing tools can be a powerful part of community engagement, keep in mind that there may be some folks in the community who are not comfortable with these tools, have disabilities or limited access to such technologies, or require translation to other languages. Also, these services and applications may not be available everywhere (e.g., if a jurisdiction is not registered on SeeClickFix) or there may be an initial cost for gaining access to the services. Therefore, use social media and web-based tools to complement other forms of partnership and engagement that are inclusive to a broader set of your community.

Resource 5: Engineering Concerns and Treatments to Improve Pedestrian and Bicycle Safety

Your local transportation or public works department or agency may have a number of options and also face a variety of challenges when it comes to addressing pedestrian and bicycle safety issues in your community. Understanding these potential challenges and having a sense of the types of treatments that may be available can help you to build a better dialog and be more successful in advocating for improvements.

COMMON ENGINEERING CONCERNS

"There's not a problem there."

Many agencies identify and prioritize pedestrian and bicycle safety concerns (and locations where improvements will be made) by analyzing the pedestrian- or bicyclist-motorist collision (or crash) data. While crashes are one way to determine problems, just because a collision has not recently occurred does not mean that there is not a problem. By providing evidence of your concern (e.g., photos, videos, witnesses) you will be more likely to convince officials to investigate the site and/or open up communication with the affected residents. See Section 1 or Resource 2 for more on ways to identify and document concerns. In some cases, you may have to recognize that there are other more pressing concerns that need to be addressed before the agency can focus attention on your community's issue.

"We don't have the money or budget to make pedestrian or bicycle improvements."

One common concern of agencies is: "We don't have the money or budget to make pedestrian or bicycle improvements." Having an idea of how a street improvement project can be funded and what upcoming opportunities can help you overcome this potential roadblock.

Generally, local governments have capital improvement plans (CIPs) that include the major roadway, sidewalk, and other infrastructure improvements the community plans to complete. The CIP is a multi-year list of projects that are updated regularly. Items included in the CIP tend to be fairly expensive and/or large scale and are planned years in advance. Smaller, less expensive construction and improvement projects may not be placed in a CIP, but could be considered on an as-needed basis. Federal and State funds can also be used to fund surface transportation improvements, trails, community based-projects, and pedestrian or bicycle projects and programs. The Statewide Transportation Improvement Program (STIP) and Transportation Improvement Program (TIP) are prioritized, fiscally-constrained, and multi-year lists of transportation projects for States and local areas. Find out if there are any projects currently in the CIP, TIP, or STIP that may affect your area of interest and if so, how they plan to address pedestrian or bicycle issues; if not, try to learn more about what projects may be selected for these improvement plans in the future.

Local funds such as local tax revenue or special bonds may be another option. If a special bond is passed, depending on the size of the bond, there may be a substantial amount of funding available for sidewalk improvements, enhancements around transit facilities, or integration of pedestrian and bicycle treatments at new school sites. For smaller projects, local operating and maintenance budgets (allocated through yearly budgets) can typically support short-range or low-cost improvements such as signing and pavement markings. Your organization may be able to support a ballot measure, or work with town council to advocate for additional local operating funds.

An innovative approach to funding pedestrian safety improvements is to break a large project into small pieces or phases that can be

"purchased" by the public. Civic organizations (such as Lions Club), youth groups (such as YMCA or Girl Scouts), retirees, health and safety organizations, or even church groups might be willing to partner with you to help raise community funds. Also, contact your local chamber of commerce to identify ways in which the corporate and business community might be able to participate in fiscal support or program sponsorship. Be sure to publicize the participation of any group that supports you. See Resource 12 for more fundraising tips.

Ultimately, residents may have to accept that there is limited funding available but there are innovative techniques and strategies that communities can undertake to help provide funding for improvements or programs identified through a collaborative process with local stakeholders.

"I'm worried about the effects of pedestrian or bicycle improvements on other transportation modes."

Sometimes, pedestrian or bicycle improvements (such as changes in signal timing to allow more time for pedestrians and bicyclists to cross roads) may increase the delay experienced by other road users, such as transit riders and automobile drivers. Transportation agencies with a focus and priority on safety will usually tolerate increases in delay to other road users, so long as there is a clear safety benefit. Effectively communicating pedestrian and bicycle issues to agencies and agency officials regularly may encourage a more balanced approach to transportation engineering and planning, thus ensuring all modes, including pedestrians and bicyclists, are adequately considered in the process. Another approach is to advocate for a temporary installation of the treatment, which can enable agencies to see firsthand the benefits of a new facility and better understand its potential impact on other modes. For example, many communities around the U.S. are participating in Better Blocks programs to demonstrate new facilities: http://betterblock.org. See the Community Success Story section for more on how Memphis and other cities incorporated Better Blocks events into their efforts to improve safety for pedestrians and bicyclists.

"If we make this improvement here, we will have to do it everywhere."

Transportation agencies may fear making an improvement in one location if they think they would then be required to make it everywhere, which may incur additional costs. One way to avoid this concern is to work with agencies to help them establish clear guidelines that describe when an improvement is appropriate, a method for prioritizing projects, and/or how such improvements might be funded (see the discussion on budgeting for improvements above).

POTENTIAL ENGINEERING TREATMENTS

Following are some potential treatments that your agency may consider to improve safety or mobility of pedestrians and bicyclists. Having a shared vocabulary of these can help you understand and discuss the options available, but remember that your job is to primarily identify the problems, and the engineer is ultimately responsible for identifying the most appropriate solution(s).

Sidewalk

A paved walkway that allows pedestrians to walk next to the roadway without interference from traffic.

Purpose/Benefits

- Provides safe places to walk, run, skate, and play.

Agency Considerations

- May be difficult or expensive to provide sidewalks because of topography, structures, limited right-of-way, etc.
- Some community groups may oppose the construction of sidewalks.

Common Resident Questions and Answers

Q: Will sidewalks increase crime?

A: More pedestrian activity usually reduces street crime by providing more "eyes on the street."

Q: Will sidewalks decrease property values?

A: Walkable neighborhoods often have higher property values because homes in locations where residents can safely walk to schools and other nearby destinations are desirable.

Q: Do we have to cut down trees to create space for sidewalks?

A: Sidewalks can often be constructed without damaging trees by building around significant trees or narrowing/removing traffic lanes to provide space for sidewalks.

Buffer or planting strip

A zone separating pedestrians on sidewalks from moving vehicles on the road.

Purpose/Benefits

- Makes walking along the roadway more comfortable.
- Provides space for utilities, trees, grass, benches, piled snow, or leaves.
- Bike lanes and on-street parking may also act as buffers.

Agency Considerations

- May be difficult or expensive to provide buffer space because of topography, limited right-of-way space, the need to move existing curbs, etc.
- Maintenance for landscaped buffers may be costly.

Common Resident Questions and Answers

Q: Will adding buffer space mean the sidewalk will be located closer to houses or businesses?

A: Buffer space can be added by removing or narrowing roadway travel lanes in established neighborhoods, as well as by moving the sidewalk further from the roadway.

Marked crosswalk

Areas on the street (delineated by pavement markings) indicating to pedestrians where they should cross the road.

Purpose/Benefits

- Warns motorists of the potential presence of pedestrians or/ bicyclists.
- State laws and local ordinances usually require drivers to yield to or stop for pedestrians in marked crosswalks.

Agency Considerations

- High-visibility pavement markings may help drivers anticipate pedestrians better than textured pavement, but they can be used together.
- Marking a crosswalk alone may not create a safer crossing for pedestrians due to motor vehicle speeds, visibility, or number of travel lanes.

Common Resident Questions and Answers

Q: Will adding a marked crosswalk to an intersection or midblock location make it safer?

A: A marked crosswalk does not ensure a safe crossing. Signs, signals, lighting improvements, or traffic calming devices may also be needed, in combination with marked crosswalks, to improve pedestrian safety. If facilities are in place and drivers still fail to yield to pedestrians in marked crosswalks, sometimes targeted, high-visibility law enforcement is needed.

Curb ramp or curb cut

A ramp providing a smooth transition between sidewalk and street.

Purpose/Benefits

- Makes facilities more accessible to all pedestrians, including people using wheelchairs or other assistive devices, strollers, or bicycles.

Agency Considerations

- Agencies are required to develop and follow a transition plan to bring facilities up to current Americans with Disabilities Act (ADA) standards.

Common Resident Questions and Answers

Q: I see many types of curb ramps in my neighborhood. What type is the most effective?

A: The ADA Accessibility Guidelines describe required design elements for curb ramps such as landing space, specific width and slope, and tactile warning strips (bumps). Consult your local transportation or public works department for more information.

Q: Where are curb ramps required?

A: Curb ramps are required wherever there is a pedestrian crossing.

Raised medians and crossing islands

These provide pedestrians with a safe place to wait while crossing a street in multiple stages.

Purpose/Benefits

- Simplifies street crossings by allowing pedestrians to cross one direction of traffic at a time.

Agency Considerations

- May be difficult or expensive due to construction costs, limited right-of-way, etc.
- Landscaped medians may limit the ability of drivers to see pedestrians trying to cross.
- Maintenance concerns, especially in areas with snowfall.

Common Resident Questions and Answers

Q: Do raised medians make it more difficult for cars to use driveways or access buildings?

A: A raised median will not affect right turns in

and out of driveways or side streets. Left turns would be redirected to a major crossing, which reduces potential conflicts and increases safety for drivers and pedestrians.

Q: What would warn motorists of a person wanting to cross?

A: Signs, pavement markings, and sometimes flashing beacons alert motorists of a pedestrian waiting to cross.

Curb extension

An extension of the sidewalk into the street that reduces the distance pedestrians must cross.

Purpose/Benefits

- Improves ability of pedestrians and motorists to see each other.
- Forces vehicles to turn slower at intersection corners.

Agency Considerations

- Should not reduce bike lane width.
- Can be designed with mountable curbs for emergency vehicle access.
- Appropriate for intersections or midblock crossings.

Common Resident Questions and Answers

Q: Won't curb extensions eliminate on-street parking?

A: Curb extensions do not typically affect on-street parking, as parking is not permitted at corners.

Q: Why aren't these installed at every crossing?

A: Curb extensions are most effective on streets with on-street parking. They are not an alternative for streets with high-speed traffic or without on-street parking because drivers would not expect sudden changes in the roadway width.

Bike lanes

Striping and symbols are used to delineate the portion of the roadway that is for exclusive use by bicyclists.

Purpose/Benefits

- Provide on-street, separated travel facilities for bicyclists.
- The presence of a bike lane visually narrows the roadway to encourage lower motor vehicle speeds.
- May reduce the occurrence of sidewalk riding.

Agency Considerations

- A bike lane should have a smoothly paved surface that is kept free of debris.
- Bike lanes should not be terminated where bicyclists are left in a vulnerable situation.
- Markings can be used to create a buffer between bike and motor vehicle lanes or on-street parking.

Common Resident Questions and Answers

Q: Why aren't bike lanes installed on every street?

A: Not every street has adequate space for a bicycle

lane. A bicycle lane should be a minimum of five feet wide for a bicyclist to ride comfortably.

Q: Do bike lanes improve safety for bicyclists?
A: Bike lanes have been found to provide more consistent separation between bicyclists and passing motorists than shared travel lanes.

Shared lane markings (sharrows)

A pavement marking that offers guidance to bicyclists on where to ride while alerting motorists to the presence of bicyclists within a lane shared by both bicyclists and drivers.

Purpose/Benefits

- Help bicyclists visualize his or her positioning in a shared lane, especially when the road is too narrow for a car and bicycle to travel side by side in the same lane.
- Reduce the risk of bicyclists being struck by the open door of a parked vehicle.
- Encourages safe passing of bicyclists by motorists.

Agency Considerations

- Shared lane markings are not recommended for roads with speed limits above 35 mph.
- May be more appropriate, compared to bike lanes, on downgrades where bikes might be traveling at higher speeds adjacent to parked cars.

Common Resident Questions and Answers

Q: Why should a shared lane marking be used instead of striping a bike lane?
A: Shared lane markings and bike lanes are not interchangeable. If a road is not wide enough for a bike lane to be striped next to a motor vehicle travel lane, then a shared lane marking may be useful to help bicyclists and motorists understand where the bicyclist should be positioned within the shared lane. Shared lane markings can also be used to fill in the gap between two sections of roadway with bike lanes.

Q: Is the bicyclist required to ride across the path of the shared lane markings?
A: No, but riding in the path of the markings should encourage safe passing by motor vehicles and, with proper placement, help ensure that the bicyclist is not riding in the "door zone," where the opened door of a parked vehicle could strike the bicyclist.

Separated bike lanes

Bicycle facilities that run alongside a roadway separated from automobile traffic by a physical barrier, such as parked cars, bollards, or a curb.

Purpose/Benefits

- Provide separated facilities for bicyclists with a range of riding abilities.

Agency Considerations

- Maintaining accessibility for pedestrians.
- The need for intersection improvements, such as

signaling and detection for bicyclists, due to the introduction of additional turning movements from parallel facilities.

- Maintenance issues – debris removal, snow clearance, etc.
- May be difficult or expensive to provide separated bike lanes because of limited right-of-way or the number of driveway entrances on a roadway.

Common Resident Questions and Answers

Q: Are separated bike lanes used in residential neighborhoods?

A: Separated bike lanes may be one component of a community's bicycle network, which also could include bike lanes, shared use paths, neighborhood greenways, and other types of facilities. Separated facilities are most commonly installed on high-traffic corridors where there is likely to be a high volume of bicyclists (i.e., near an urban center or university campus). However, this is a relatively new design in the U.S. and engineers are still determining the best applications. For example, they can also be used to provide connections from residential neighborhoods to transit stops, or to provide an on-street connection between off-street paths.

Q: Do separated bike lanes require eliminating parking spaces?

A: Sometimes parking spaces are removed or reassigned, but if there is adequate right-of-way, parking lanes can be moved away from the curb to create a separated bike lane and provide a buffer for bicyclists from moving traffic.

Traffic sign

An official device that gives a specific message, either by words or symbols, to the public. Examples are "Stop," "Yield," etc.

Warning Sign

Regulatory Sign

In-Street Pedestrian Crossing Sign

Purpose/Benefits

The two types of signs affecting pedestrian safety are:

- Regulatory signs: direct motor vehicles and pedestrians; are typically red or white. Examples include: stop, no turn on red, yield here to pedestrian signs, etc.
- Warning signs: warn drivers to yield to or stop for pedestrians; are typically fluorescent yellow-green. Includes devices such as pedestrian warning signs, in-street pedestrian crossing signs, school advance warning signs, etc.

Agency Considerations

- Local laws and ordinances must be followed.
- The Manual on Uniform Traffic Control Devices (or a State MUTCD) must be followed.
- Right-turn-on-red restrictions can help pedestrians avoid conflicts with turning vehicles.

Agencies must consider the impacts on vehicular traffic.

- An engineering study must often be conducted before installing signs. Posting too many signs can sometimes desensitize motorists to the signs.

Common Resident Questions and Answers

Q: Motorists don't obey signs in my neighborhood. How are placing these signs going to help?

A: In some cases, simply installing a sign is not enough to change driver behavior or improve pedestrian safety. Signs should be used in conjunction with enforcement and other improvements that physically change the roadway environment.

Q: I don't see why a sign in my neighborhood is needed. What should I do?

A: Talk to your local transportation agency or department of public works to find out if the sign is needed. Sometimes a previously-needed sign may not have been removed as conditions on the street changed. Typical examples of this are school warning signs and bus stop warning signs. School zones and school bus stops are determined by the school district and may change without immediate knowledge of the local transportation agency.

Traffic signal

A visual signal to control the flow of traffic. Pedestrian signals let pedestrians know when they can enter the street to start crossing.

Purpose/Benefits

- Includes devices such as traffic signals, pedestrian signals, and countdown signals.

Agency Considerations

- Effect on traffic operations of changing signal timing.
- Amount of time pedestrians need to cross the street (and what types of pedestrians are crossing, such as children or older pedestrians).
- Necessity of push buttons and accessible location.

Common Resident Questions and Answers

Q: How can a traffic signal improve pedestrian safety?

A: Having more time to cross a street, giving pedestrians a head-start, or timing a signal so vehicles cannot turn while pedestrians are crossing the road can all improve pedestrian safety. Consult your local transportation or public works department to see if improvements at particular intersections are possible.

Q: Why do I have to press the push button: won't I get a walk signal anyway?

A: On some streets pedestrians may have to push the button to get a signal that gives them enough time to cross the street. Talk with your traffic engineer about the pros and cons of having a push button to activate the signal versus automatically including the walk signal.

Pedestrian hybrid beacon

An overhead beacon that assists pedestrians at crossing locations that do not have a traffic signal.

Purpose/Benefits

- Warns and controls traffic at marked crosswalks that do not have a traffic signal.

Agency Considerations

- Best suited for multi-lane, higher speed or volume roadways where there is the need to provide occasional pedestrian crossings (e.g., schools, trails, transit stops, etc.).
- Must include a marked crosswalk and pedestrian signals.
- May be appropriate where traffic signals are not warranted.

Common Resident Questions and Answers

Q: How is the pedestrian hybrid beacon different from a traffic signal?

A: The beacon rests dark until a pushbutton or detector is activated by a pedestrian or bicyclist. The beacon does not have a green indication, but uses alternately flashing and solid amber and red beacons. Similar to a traffic signal, drivers will get a red indication while pedestrians get a WALK signal. However, during the flashing don't walk interval, drivers will get a flashing red indication allowing them to proceed after stopping if they are not in conflict with the crossing pedestrians. Pedestrian hybrid beacons can be used at corners and at midblock locations, like where a trail crosses a roadway and continues on the other side.

Rectangular rapid flashing beacon (RRFB)

A bright, irregularly flashing beacon that is placed at crosswalks without stop signs or traffic signals to warn drivers about the presence of crossing pedestrians.

Purpose/Benefits

- Supplements standard crossing signs by providing a high-visibility, strobe-like warning to drivers when pedestrians use a crosswalk.

Agency Considerations

- Good for two-lane streets, but less well-suited for multilane roadways.
- If there is a median refuge or other type of median, a beacon should be installed in the median rather than the far-side of the roadway.
- The flashing pattern can be activated with pushbuttons or with automated pedestrian detection.
- Using solar power can simplify the installation.
- RRFBs should not be used in conjunction with stop or yield signs, or with traffic signal control.

Common Resident Questions and Answers

Q: How effective is this in getting drivers to yield?

A: Several studies have shown that RRFBs, in the appropriate context, are more effective in getting drivers to yield to pedestrians in marked crosswalks than other treatments such as in-street "Yield to Pedestrian" signs, overhead signs, or in-pavement flashing lights.

Q: Will the bright lights be flashing 24/7?

A: An RRFB is different from a standard flashing beacon because it is only activated when a pedestrian is automatically detected or presses a pushbutton. If the beacon was flashing all the time, drivers may become accustomed to the lights and less likely to detect when a pedestrian is there or not.

Traffic calming

Physical changes to a street to encourage drivers to drive slowly or to discourage cut-through traffic.

Purpose/Benefits

- Improves safety for pedestrians and bicyclists, as well as drivers.

Agency Considerations

- Street type – usually applied only to minor streets.
- Potential effect on nearby streets – installing traffic calming on one street may divert more traffic to other residential streets.
- Some traffic calming devices may limit emergency vehicle access or negatively affect the comfort of bicyclists.

Common Resident Questions and Answers

Q: Why can't we just install stop signs at every intersection to slow traffic?

A: Residents often believe that stop signs are the best way to reduce traffic speeds. Using too many stop signs can breed disrespect for signs among drivers and lead to increased running of stop signs and higher speeds between stops. Certain conditions must be met before stop signs should be added as an effective solution for controlling traffic. For a summary of traffic studies conducted on this topic visit: http://bit.ly/1wj7jE3

Q: Won't installing speed humps slow down traffic?

A: You may first think of a speed hump when thinking about slowing down traffic. Consideration must, however, be given to the impact on:

- Noise level
- Emergency vehicle, school bus, and transit service access
- Bicycle access

Chicane

Speed Hump

Traffic Circle

Raised Crosswalk

Road diet

Narrowing or eliminating travel lanes on a roadway to make more room for pedestrians and bicyclists.

Street Before Road Diet

Street After Road Diet

Purpose/Benefits

- Reduces motor vehicle speed.
- Provides more space for pedestrian and bicycle facilities.
- Improves safety for all road users.

Agency Considerations

- The road must adequately accommodate traffic flow.
- Extra lanes can be converted to bike lanes, on-street parking, a raised median, or buffers.
- A road diet may divert traffic to a nearby street or neighborhood.

Common Resident Questions and Answers

Q: Won't this cause more traffic congestion?

A: A road diet can't be applied to every street. Road diets are most effective where traffic volumes can be accommodated with fewer lanes. When applied appropriately, traffic will remain relatively unchanged.

Overpasses/underpasses

A street crossing separating pedestrians and bicyclists from motor vehicle traffic (i.e., bridge or tunnel).

Pedestrian Overpass

Pedestrian Underpass

Purpose/Benefits

- Provides a safer street crossing for pedestrians and bicyclists when an on-street crossing is not possible.

Agency Considerations

- Both overpasses and underpasses are typically very costly.
- Most effective in areas where topography enables more direct paths for bicyclists and pedestrians.
- Crossing level area may have right-of-way issues because of ADA requirements for gradual ramps.
- Must consider security and lighting of separate pedestrian or bicyclist route.

Common Resident Questions and Answers

Q: Why aren't overpasses or underpasses always used for dangerous street crossings?

A: Overpasses and underpasses are not the right solution for every dangerous crossing. Not only can they be expensive, but sometimes it is better to make the crossing safer at the roadway level. If overpasses/underpasses require pedestrians and bicyclists to travel out of their way, the crossing is often not used. To ensure pedestrians and bicyclists use an overpass or underpass, it must provide an easy and direct path to key destinations.

Q: Aren't underpasses unsafe?

A: Residents sometimes voice concerns about the security of an underpass. Design elements can be considered to make them more secure: 1) underpasses should be straight to eliminate hiding places and so users can see the "light at the end of the tunnel"; 2) they should be as short and wide as possible and open so pedestrians and bicyclists don't feel trapped; and 3) they should be well-lit.

Street lighting

This illuminates the roadway and intersections to help motorists see other motor vehicles and pedestrians crossing the roadway.

Purpose/Benefits

- Makes streets more secure and inviting for pedestrians at night.

Agency Considerations

- Challenges and costs to install and maintain lighting. Potential right-of-way constraints or environmental factors.
- Lighting should be consistent and free of dark spots.

Common Resident Questions and Answers

Q: Will lighting increase pedestrian activity?

A: Lighting may help pedestrians feel safer and more secure, which may mean more people will walk. More "eyes on the street" can help deter criminal activity.

Q: Will new lighting destroy the character of our neighborhood?

A: Some residents may be concerned about lighting and its impact on the nature of the neighborhood. There are many options for lighting design including height, direction, and luminosity that can be tailored to fit the community.

Temporary walkways

These provide pedestrians with designated routes along a construction site when sidewalks and other pedestrian travel ways have been closed.

A Stable, Temporary Curb Ramp

Purpose/Benefits

- Provide appropriate signs and facilities (such as stable curb ramps or sheltered pathways) during construction to maintain pedestrian access.

Agency Considerations

- Agencies may favor a shorter construction schedule over providing more convenient paths to minimize costs and impacts on the community.
- Available (or lack of) right-of-way may affect location of alternate paths.
- Paths may change frequently because of construction activities.

Common Resident Questions and Answers

Q: I have to walk through a construction zone every day and it changes almost as frequently. How can I anticipate my walking route?

A: Construction firms are required to submit traffic control plans that specify how they will maintain pedestrian and motor vehicle access. These will be on file with your local transportation agency or department of public works.

Q: What do all these signs in construction zones mean?

A: Construction signs usually warn motorists, bicyclists, and pedestrians of changes in the street environment. All signs must be prominently displayed in advance of the hazard.

FOR MORE INFORMATION

For more details on common pedestrian and bicycle treatments, visit the following resources:

- *PEDSAFE: Pedestrian Safety Guide and Countermeasure Selection System*
  http://www.pedbikesafe.org/PEDSAFE/
- *BIKESAFE: Bicycle Safety Guide and Countermeasure Selection System*
  http://www.pedbikesafe.org/BIKESAFE/
- *FHWA Office of Safety Proven Safety Countermeasures*
  http://safety.fhwa.dot.gov/provencountermeasures/

Resource 6: Sample Fact Sheet: Making the Case for Walking and Bicycling

Here are some points you can use when talking to elected leaders, neighbors, or others about why it is important to make your community safe and inviting for bicyclists and pedestrians:

1. **It could save lives** – Making streets safer for pedestrians and bicyclists, the most vulnerable people on the road, usually makes the roads safer for everyone. Biking and walking comprise a small share of total trips, but unfortunately bicycle and pedestrian crashes account a disproportionate share of all traffic fatalities – 15 percent or more in many communities – and more attention is needed to help save lives.

2. **People need options** – People who walk, bike, or take transit often cannot drive or can't afford to drive, such as children and adolescents; people with physical, visual, and mental disabilities; people with financial constraints; people who are temporarily disabled; and many older adults. In many communities, more than a quarter of households do not have access to a car. Households with an annual income of less than $25,000 are nine times more likely to have no car than households with incomes of greater than $25,000. For these individuals in particular, safer conditions for walking and bicycling are critical in order to access healthcare, jobs, schools, and other destinations.

3. **It's good for businesses and local economies** – Providing pedestrian and bicyclist access to retailers and commercial centers provides economic benefits and can promote tourism and further economic development. When people save money on their travel costs by walking or biking, they have more money to spend on local businesses. Communities have found that bicycle and pedestrian projects create more jobs than traditional highway projects; people on bikes are more likely to make repeat trips to local shops; and that proximity to trails can increase property values.

4. **Biking and walking can improve health** – Regular walking and/or biking can aid in weight loss; lower blood pressure; improve cholesterol, blood sugar, immune system function, and insulin dynamics; prevent bone-loss; reduce the risk of coronary heart disease, stroke, and other chronic diseases; and improve mood and mental performance. States with higher rates of bicycling and walking to work also have a higher percentage of the population meeting recommended levels of physical activity and lower rates of certain chronic diseases. Additionally, walking and biking can save individuals and communities money by reducing health care costs. Researchers have estimated that the annual healthcare cost of physical inactivity is $544 per person. However, one-third of transit users achieve the recommended amount of physical activity simply by walking to and from transit stops.

5. **Walking and biking can reduce the demand for (and cost of) new roadways** – Many streets carry more traffic than they were designed to handle, resulting in gridlock, wasted time and energy, and pollution. While nearly half of all trips in the U.S. are less than three miles and more than a quarter are less than one mile, as many as 69 percent of these trips are taken by car. Providing opportunities to walk and bike can help get more people out of frustrating traffic congestion and lessen the demand for costly new or expanded roadway.

6. **Active travel is good for the environment** – Unlike driving, walking and biking do not contribute to air, noise, or water pollution. A bicycle commuter who rides four miles to work, five days a week, avoids 2,000 miles of

driving and (in the U.S.) about 2,000 pounds of CO2 emissions, each year. This amounts to nearly a five percent reduction in the average American's carbon footprint.

7. **Walking and biking improves the quality of our lives and communities** – Walking and biking provide intangible personal benefits (such as a sense of independence and freedom of choice), as well as social benefits (such as opportunities to interact with others and build community closeness and trust) that enrich the lives of children, families, and neighbors. Communities that have vibrant walking and biking opportunities are more successful in attracting the "creative class" workforce and in appealing to the millennial generation that researchers have noted has less interest in driving than previous generations.

8. **We're all pedestrians** – Whether for recreation or practical purposes, most people make several trips a day on foot, even if it's only a block or so from a parked car to the entrance of a building. To safely and conveniently get from places to their cars, buses, or trains, people need to be able to walk and bike.

For more talking points and research findings on the benefits and importance of walking and bicycling, please visit:

http://www.pedbikeinfo.org/data/factsheet.cfm
http://bikeleague.org/reports
http://bit.ly/1t7NgHU

Resource 7: Sample Community Resolution

Here is one example of the typical format of a city resolution. This one was used by communities that pledged to support a comprehensive pedestrian and bicycle safety program in North Carolina. To learn more about the program, visit www.watchformenc.org.

RESOLUTION OF THE [Name of City] CITY COUNCIL

SUPPORTING PARTICIPATION IN THE WATCH FOR ME NC PEDESTRIAN/BICYCLE SAFETY CAMPAIGN

IN COOPERATION WITH THE NC DEPARTMENT OF TRANSPORTATION

WHEREAS, it is a priority of the City to protect human health and safety; and

WHEREAS, the City recognizes bicycling and walking as important and viable modes of transportation and recreation; and

WHEREAS, the City recognizes the importance of educating pedestrians, bicyclists and drivers on how to share the road safely; and

WHEREAS, the North Carolina Department of Transportation is leading a pedestrian and bicycle safety campaign known as Watch for Me NC; and

WHEREAS, the North Carolina Department of Transportation is seeking commitment from NC communities for involvement in the Watch for Me NC campaign; and

WHEREAS, the Watch for Me NC campaign would provide safety education for pedestrians, cyclists, and drivers through various strategies; and provide training to officers to support enforcement activities and provide information for campaign evaluation.

NOW THEREFORE BE IT RESOLVED THAT THE CITY COUNCIL, pledges in cooperation with the North Carolina Department of Transportation to participate in the Watch for Me NC campaign.

Adopted this (INSERT DATE).

ATTEST:

Name (Mayor) _____

Name (City Clerk) _____

Resource 8: Tips for Traffic Safety

PEDESTRIAN SAFETY TIPS

1. Look for cars in all directions – including those turning left or right – before crossing the street; never assume a driver will stop.
2. When crossing multiple lanes of traffic, make sure each lane of traffic is clear before you cross.
3. Enhance your visibility at night. Walk in well-lit areas, carry a flashlight or wear something reflective, such as armbands, to be more visible.
4. Avoid distraction, particularly when crossing streets, put down the phone for a few seconds.
5. Be predictable to drivers and follow the rules of the road – obey signs and signals.
6. Obey all pedestrian traffic signals.
7. Watch for cars backing up in parking lots; brake lights can mean that a car is about to back up.
8. Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
9. Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the roadway as you can.

BICYCLIST SAFETY TIPS

1. Wear a helmet. It could save your life.
2. Use lights and reflectors when bicycling at night – it's the law in most places – and be as visible as possible.
3. Ride in the direction of traffic. Drivers may not be looking for you if you are riding the wrong way. If you use the sidewalk or side path for part of your trip, it may be best to dismount and walk your bike. At a minimum, ride slowly, and watch for traffic that may be turning in or out at every driveway or intersection.
4. Obey all signs and signals. This includes stopping at stop signs and red lights. If the traffic signal doesn't change for you, make a report to your local engineering agency.
5. Use all of your senses – watch and listen for cars, particularly at intersections and driveways.
6. Avoid distractions such as listening to headphones or answering phones when riding.

MOTORIST SAFETY TIPS

1. Be watchful for pedestrians and bicyclists, drive no faster than the speed limit, avoid distraction, and know the laws regarding pedestrian right-of-way and about safely passing bicyclists.
2. Be prepared to yield to pedestrians in crosswalks.
3. Never pass a vehicle that is stopped for pedestrians.
4. Before making a turn, be sure the path is clear of any pedestrians or bicyclists.
5. Slow down in areas where you might find pedestrians and bicyclists, such as near bus stops, schools, trails, parking lots, and playgrounds.
6. Look carefully behind your vehicle for approaching people before backing-up.
7. Keep an eye out for people at night that may be walking or bicycling near or in the road.
8. Avoid distractions such as food, passengers, and using mobile devices. Talking and texting while driving is dangerous and illegal in many places.

For more personal travel safety tips and instructions on properly fitting a helmet, visit http://bit.ly/14XP9h0.

Resource 9: Enforcement Contact Worksheet

LAW ENFORCEMENT CONTACTS

Chief of Police or Sherriff: _____

Head of Traffic Squad: _____

Head of Bike Patrol Squad: _____

Key Community Patrol Officer: _____

Key School Resource Officer: _____

RELEVANT PEDESTRIAN- AND BICYCLE-RELATED LAWS AND RELATED PENALTIES

Speeding: _____

Failure to yield to pedestrians in/at crosswalks: _____

Clearance requirements for vehicles when passing bicyclists: _____

Reckless driving: _____

Distracted driving/cell phone use: _____

Requirements for where bicyclists can ride (e.g., take whole lane): _____

Helmet and/or bike light requirements: _____

Jaywalking or pedestrian failure to give right-of way: _____

Others: _____

POTENTIAL DISCUSSION QUESTIONS

- Who are the contacts in the department who are interested in pedestrian and bicyclist safety or are working on these issues?
- Has the department looked at bicycle and pedestrian crash data to identify high-crash locations, or do they have a sense of where/when crashes are occurring?
- What enforcement measures are currently in place to protect pedestrians and bicyclists? For example, how often are drivers ticketed for failing to yield to pedestrians in crosswalks? What additional measures are needed?
- Have officers received training on pedestrian and bicycle laws, or are they aware of the training resources available such as a League Certified Instructor?
- Is the departmental budget adequate to allow for nforcement of pedestrian and bicyclist safety issues?
- Have field officers identified infrastructure concerns, and are they coordinating with appropriate departments to discuss improvements?
- Are there any officers that would be available to coordinate with us to support outreach in schools, businesses, at community events, etc.?

Resource 10: Sample "Warning" Letter to Drivers

Following is a sample "warning" letter to drivers, adapted from the Harborview Injury Prevention & Research Center's *Streets For People, Too!* guide. It can be used by police when stopping drivers to help raise awareness of pedestrian and bicyclist safety needs and laws without having to issue a formal citation.

Dear (driver):

You have received the enclosed written materials because your vehicle was seen traveling through the (insert name of community) neighborhood along (insert street location) on (insert date). The car was also observed failing to stop for pedestrians in a crosswalk [or speeding, passing too closely to a bicyclist, etc.]. The purpose of this letter is to make you aware that (insert name of community), along with several other neighborhoods, is participating in a special program to help make streets safer for people who walk and bike.

Extra traffic police have been assigned to (insert name of community) to ticket drivers who fail to stop for pedestrians, pass too closely or drive recklessly around cyclists, or who speed through this community. The intent of this message is to help you avoid a hefty (insert dollar amount) fine as well as to reduce the number of tragic pedestrian and bicyclist injuries and deaths that occur in (insert name of community) each year. More and more people are walking and bicycling, and we need your help in making the streets safe for everyone. Please read the enclosed materials (insert information about the law) and familiarize yourself with laws affecting pedestrians and bicyclists and your obligation as a driver. Pass the word along to your friends and family, too! Thank you for your attention to this message and to people who are walking and bicycling in this community.

Drive safely!

(name of safety coalition chair or law enforcement representative)

Remember…Safety is a shared responsibility!

Resource 11: Tips for Event Planning

Whether you are bringing together community members and stakeholders to exchange ideas, support a cause, or celebrate walking and bicycling, hosting an event – such as a Walk to School Day, Bike to Work ride, Sunday Parkways event, etc. – can be a major undertaking. Below are some simple steps you can take to make the planning easier and the big event more successful.

ENVISION THE EVENT AND WRITE A PLAN

Think about the timing of the event, where it can be located (or the route a ride or walking tour will take), and who needs to be involved in order for it to be a success. Bring those people into the process early by forming a planning committee. Also consider the safety of people participating and if liability insurance is needed – this can take time to sort out, so advance planning is important.

GET SUPPORT, BUY-IN, AND FUNDING

Think about what materials you will need (giveaways, marketing materials, signage, etc.), and how to cover such costs. For example, if you're planning on hosting a cycle clinic and handing out bike helmets, you can try working with a local Safe Kids coalition or bike shop to get helmets donated for the event. For more ideas on fundraising, see Resource 12. If you are planning a large event in a public space or road, you may need to coordinate with police, schools, or town/city staff to get appropriate permits or use agreements or to have city staff provide support for your event. Consider how many people are needed to help work the event and then recruit and coordinate with volunteers. You may find volunteers through your neighborhood, local bike clubs/advocacy groups, members of your town's pedestrian/bicycle advisory council, civic groups, or other organizations.

PROMOTE THE EVENT

Spread the word about your event in as many ways as possible. Depending on the audience you wish to reach, you can post ads in the local paper; make announcements through the school PTA newsletter; use a neighborhood or workplace listserv; post yard signs; and invite participants using social media. For more tips on using social media, see Resource 4.

FOLLOW UP

After your event, be sure to recognize and thank your volunteers, sponsors, and others that provided support. If you can, try to gather feedback from event participants and coordinators to help you evaluate successes and make improvements if you have another event in the future.

ADDITIONAL RESOURCES

For more details, check out the following event-specific planning guides:

National Bike Month Event Planner Kit
http://bit.ly/1vwpW8s

Walk to School Day Getting Started Guide
http://bit.ly/1xccW3k

NHTSA Cycling Skills Clinic Guide
http://1.usa.gov/1qHWJ9j

City of Portland Sunday Parkways Manual
http://bit.ly/1p6cAxo

The Open Streets Guide
http://openstreetsproject.org/guide/

Resource 12: Tips for Fundraising

Whether you are seeking funds to support a local event, raise money for a Safe Routes to School program, pay for educational/outreach materials, or other effort, there are many opportunities for finding funding and other forms of support. Below are a few ideas to help you brainstorm what may be available and appropriate in your community.

MUNICIPAL AGENCIES

City, police, recreation departments, and schools may be able to set aside funding in their operating budgets to support non-infrastructure activities or low-cost improvements. Some cities, such as Washington, DC, have local neighborhood commissions with budgets that can be used to address neighborhood issues. Ask your elected council person what options may be available, and what the process or timeline is for making budgetary requests.

LOCAL ORGANIZATIONS

PTAs, homeowners associations, or other local groups could be a resource for finding or raising funds. If you're seeking bike helmets to donate, local Safe Kids chapters often are able to donate such materials to local events. Local AAA or AARP chapters could also have funding available if a case can be made for how your initiative relates to its goals or members.

PRIVATE FOUNDATIONS

There are thousands of charitable funds and foundations across the U.S., many of which may be willing to support efforts to improve walking and bicycling safety. The key is identifying what local opportunities exist, understanding which ones may be a good match for your goals and interests, learning about their process for applying for funding, and writing a strong proposal. To start, you can go to http://bit.ly/1zJYMth and search the Free Online Foundation Directory to locate potential funders. In many instances, your local library will have access to a more robust subscription service that can help you identify a shortlist of appropriate funders. When applying for funding, be sure to tell a compelling story about yourself and the work you are looking to do in the community and the impact you believe it will make. Also, showcase your group's ability to perform the work; one strategy to do this is to show that you have strong partners in place and provide letters of support from your partner network. See Section 2 for more on partner formation.

HEALTH PARTNERS

Hospitals, health insurance companies, and foundations with an interest in health, such as the Robert Wood Johnson Foundation (RWJF), have been active in many local efforts to improve walking and bicycling and are a natural partner. Many communities have been able to use grants from tobacco settlements or other initiatives to improve health through walking and bicycling initiatives. Visit the RWJF grant website (http://bit.ly/1F93MbW) and talk to others in your community, including city and health department staff, regarding how your organization can partner with the municipality or others to pursue a health-related grant.

LOCAL BUSINESSES

Local businesses including grocery stores, outdoor merchandisers, restaurants, shoe stores, and bike shops – may be willing to provide funding or to sponsor an event. FedEx, Food Lion, REI, and Performance Bike are just a few examples of large retailers that have donated materials or provided

support or in the past to local pedestrian and bicycle safety initiatives. In some places, the local power company has supported efforts to install street lighting. Locally-owned restaurants often donate food for meetings and/or events or are willing to provide coupons that can be printed on event fliers and promotional materials to attract participants. Franchised or chain restaurants may also be supportive, but many have more lengthy corporate processes to go through before they can proceed, so plan to reach out to them well in advance. Local graphic design firms may offer pro-bono design services, such as designing signs and materials such as fliers and t-shirts for an event, or even a website. If you are reaching out to local businesses, it will be important to show how supporting your cause, event, or improvement will be good for their business (e.g., more/healthier/safer customers and employees, exposure of their brand, etc.). Have your "elevator speech" and specific "ask" ready before you approach them.

OTHERS

Many organizations – such as the National Center for Safe Routes to School, Smart Growth America, People for Bikes, the Alliance for Bicycling and Walking, and the Safe Routes to School National Partnership – periodically offer mini-grants and or free technical assistance workshops to support local efforts. Visit their websites or join their mailing lists to find out about when such opportunities arise.

ADDITIONAL RESOURCES

National Center for Safe Routes to School

The funding portal includes info about available mini-grants and details on local, private, and federal funding that can be used for SRTS programs.
http://bit.ly/1ujJLt1

SPARK Grant-Finder Tool

Helps you locate funding for your Physical Education, After School, Early Childhood, Classroom Activity, or Coordinated School Health program. Grants can be used for curriculum, teacher training, or equipment.
http://bit.ly/1xyW0Ie

The Art and Science of Personal Solicitation

A guide for seeking large gifts (of $25,000 or more) from private donors.
http://bit.ly/11CUDLN

U.S. Department of Transportation
Federal Highway Administration

FHWA-SA-14-099