Leveraging Unique Partnerships

LOCAL MOTION + BIKE WALK KC + YOU

Plus by sumhi_icon from the Noun Project
LEVERAGING UNIQUE PARTNERSHIPS TO ADDRESS FINANCIAL CHALLENGES

LAURA STEELE, DIRECTOR OF EDUCATION
redefining our streets as places for people to build a culture of active living
PARTNERS

Aetna

Children's Mercy Hospital Kansas
PROJECT INTRODUCTION
HISTORY OF BIKEWALKKC IN NORTHEAST KC
THE ACTIVITIES

YOUTH PROGRAMMING

- Garfield Elementary
- Gladstone Elementary
- Whittier Elementary
- James Elementary
THE ACTIVITIES

BICYCLE LESSONS AND SAFETY TRAINING

HTTPS://YOUTUBE.BE/AVIB5MN6QYQ
THE ACTIVITIES

EARN A BIKE
THE ACTIVITIES

TOTAL PROGRAMMING SUMMARY

BLAST Participants: 678
Earn-a-Bike Participants: 61
Non-Riders Converted to Riders: 82
Bikes Distributed: 61
Helmets Distributed: 648
PARENT ENGAGEMENT DAYS

94% of parents indicated their child is more excited to ride a bike

92% of parents reported that their child rides a bike more often

90% of parents stated their child is more physically active after the Earn-A-Bike program
THE ACTIVITIES

BUILT ENVIRONMENT

- Students
- Families
- Community Members
- School Principals
- School Staff
- Parents
- Neighborhood Organizations
- Community Leaders
- Partner Organizations

- Intercept interviews
- Presentations
- Parent surveys

- Back to School nights
- Neighborhood association meetings
- Northeast Chamber of Commerce presentations
- Northeast Alliance Together (NEAT) coalition presentations
- Farmer’s markets
- Hosted parent engagement days
THE ACTIVITIES

TRAFFIC CALMING DEMONSTRATIONS
EARN-A-BIKE EVALUATION

61 students joined Earn-a-Bike across all four schools and 57 opted to participate in the study.

“I ride a bike more because of Earn-a-Bike.”
-75% of students

“I can get more places on my bike.”
-73% of students

“I am a much more confident bicyclist.”
-85% of students

Students reported more positive attitudes and perceptions post Earn-a-Bike.
EARN-A-BIKE EVALUATION

Students reported that they enjoyed cycling more, rode more, and wore helmets more often, following the completion of the Earn-a-Bike program.

The top reported reasons for participating in Earn-a-Bike were: “to learn how to take care of my bike” and “to learn more about bike safety.”

76% more time bicycling

Students spent 35% more time bicycling, following the completion of Earn-a-Bike.
Quick-Build Traffic Calming Evaluation

70% of survey respondents said they want the changes to be made permanent.

85% of survey respondents said they want more bike/ped safety improvements in the neighborhood.

23% more pedestrians were observed using intersections.

Rolling stops decreased by 9.4%.

Traffic calming did not deter or divert traffic. The same number of cars were counted before and after the demonstration.
Keep Moving Forward

Strong existing community partnerships

Local research hospital

Local health-focused funders
Inlet investments. For example, improving pedestrian safety at street crossings is more feasible to accomplish quickly than changing the layout or density of a community. Improvements to micro-scale streetscape attributes are recommended by the Centers for Disease Control and Prevention (U.S. Department of Health and Human Services, 2019a; U.S. Department of Health and Human Services, 2019b), among others, as quick and impactful strategies for increasing population physical activity and providing "complete streets" (Smart Growth America, 2019).

In concert with such recommendations, efforts have emerged to modify existing streetscape attributes to improve pedestrian safety, such as Safe Routes to School (Safe Routes to School National Partnership, 2018), tactical urbanism (Tactical Urbanist's Guide, 2019a), and quick build (People for Bikes, 2016) movements. Such efforts are often community driven in partnership with local governments and can be either temporary demonstration projects, or permanent projects that are affordable than traditional infrastructure projects. For example, a project could implement movable barriers rather than pouring concrete curb extensions (Tactical Urbanist's Guide, 2019b). Despite the growing momentum for such efforts, few studies have evaluated the impacts of community-informed quick build streetscape improvements on walking activity.

The purpose of this study was to evaluate two temporary quick build demonstration projects targeting pedestrian streetscape improvements at two intersections in low-income and traditionally underserved communities. The projects were delivered using a community-based participatory approach and the evaluation focused on the projects' impacts on pedestrian and vehicle activity, as well as community perceptions of the quick build demonstrations.

2. Methods

2.1. Intervention

2.1.1. Community selection

The Northeast Neighborhood in Kansas City, MO, which was developed in the early 1900s, was selected as the target community because it is a traditionally underserved community with high rates of poverty and preventable diseases, poor pedestrian safety in many areas, low rates of walking and biking, and limited access to transportation.

2.1.2. Community engagement

To inform the design and locations of the quick build projects within the larger Northeast Neighborhood community and during three existing community engagement events was to learn about pedestrian safety-related barriers residents face when deciding whether to walk to, from, and around primary schools, and to identify specific intersections to target for pedestrian-oriented safety improvements. The engagement events were led by a community liaison with expertise in community planning and development and extensive knowledge of the targeted community. During the engagement events, the community liaison showed pictures of similar projects to demonstrate the type of improvements that could be made. The liaison then presented maps of the schools in the study neighborhood area and asked residents and officials to note specific concerns at intersections near primary schools (Kindergarten through 5th or 6th grade) that they considered to be the most dangerous for pedestrians to cross and for which they would like to see improvements. Input from community officials such as the fire department, police department, school board, and transit agency was solicited through email and phone contact. Across the community engagement activities, four intersections emerged as being of primary interest for targeting improvements. From this list of four intersections, one was eliminated due to a competing utility services construction project, and the two to receive the quick build projects were selected to involve two of the five neighborhood association boundary areas and maximize reach and impact as perceived

https://authors.elsevier.com/c/1a3Gb7tR-38ifm
THANK YOU

BIKE
WALK
KC
Leveraging Unique Partnerships

• What is an example of a unique partnership(s) that you have been a part of?
  • What was successful? Why?
  • What was a challenge? Why?

• Do you have a partnership that you’d like to have happen?
  • What do you need to do to make this happen?

• Report out
Transforming SRTS into Safe Routes for All Through Partnerships (& strengthening our bottom line!)

Local Motion
Allegra Williams & Mary Catherine Graziano
SRTS Conference PPT
September 11, 2019
A Unique Origin Story
Vermont’s Walk-Bike Advocacy Organization
Public Safety Education
Education for Kids
Commuter Education for Businesses & Families
Advocacy & Organizing

SAFE COLCHESTER AVE FOR ALL!

BECAUSE WE'RE ALL PEOPLE!

VOTE YES PENNY for PATHS AUG. 14

LOCAL MOTION
Improving Street Design
Open Streets
Valet Bike Parking
Streets as Public Spaces
Pop-up Demonstration Trailer

What is a Pop-up Project?

Pop-up projects are temporary changes made to a public space or streetscape to create a new use or interaction in that area. These projects are designed to encourage community engagement and testing of ideas in a safe and accessible manner.

Examples of pop-up projects include:

- Pop-up bike lanes: Creating temporary bike lanes to encourage cycling and reduce traffic congestion.
- Pop-up pedestrian areas: Creating areas for people to walk, sit, and socialize in a public space.
- Pop-up markets: Creating temporary markets to support local businesses.
- Pop-up art installations: Creating temporary art installations to beautify a public space.
- Pop-up gardens: Creating temporary gardens to provide green space and improve air quality.

Pop-up projects are a great way to test new ideas and gather feedback from the community before committing to permanent changes.
Pop-up Demonstration Projects

Curb extension shortens crossing distance for pedestrians
Designing Safer Streets
Creating Connections and Safer Routes
The Dilemma
“Don’t Take the Elevator--Take the Stairs”
“Walk More, Drive Less”
WHERE WILL YOUR BIKE TAKE YOU NEXT?
So the wealthy philanthropist fell in love with Cinderella's organization and funded it ever after. Again, again!
Finding Alternate Funding

2016: Governor’s Highway Safety Program

2018: Way To Go

2019: Safe Routes for All Framing
Governor’s Highway Safety Program

Focused only on safety aspects.

Money was already being used for other existing programs.

Strict limits on material purchases
Way to Go!

This is a commuter transportation challenge, focused on encouraging behavior change through engagement and rewards.
Way to Go!

Originally: Two-week challenge for businesses and individuals

2017: Two-week challenge for schools

2018: Local Motion suggested integration with SRTS for a year-long challenge
**RURAL TRACK:**
**GO! GO! GO!**

**KEEP THE MOMENTUM GOING:**
- **TRY TWO ACTIVITIES--HERE ARE SOME SUGGESTIONS:**
  - **Ride the Bus Day** (20 points)
    - Pick a day to encourage students to choose to ride the bus instead of taking a family vehicle!
  - **Data Collection Initial Round** (50 points)
    - Send a quick "count of hands" tally out to teachers in your school to determine how students in your school arrive at school. We have a template and
Safe Routes for All Framing

Enter one or two words (per person) to describe what "Safe Routes" means to you
Safe Routes for All Framing

“Creativity and innovation happen when you cut zeros from your budget.”

-Jaime Lerner
There is too much traffic for Billy to walk to school; so we drive him.
School-Led Pop-up Project in Rutland
Getting the Word Out

Welcome to the Killington Ave Community Pop-up Project

What is a curb extension?

Curb extensions are used to slow traffic, shorten crosswalks, and make streets safer for everyone. This curb extension is part of a temporary pop-up demonstration project along Killington Ave taking place between Aug 10th – September 7th.

Benefits for People Walking?

By extending existing curbs, curb extensions reduce the crossing distance for people walking. They can also result in more sidewalks, space for people to walk, and reduced speed for vehicles.

Benefits for People Driving?

Curb extensions help drivers to slow down at intersections. They also help drivers to better see people crossing the street.

Benefits for People Biking?

Curb extensions can improve bike lanes by slowing down vehicles, making travel more safely along the streets and by ensuring that drivers reduce their speed when making turns.

Share Your Feedback

www.ckandiland.org
Engaging & Educating Community Partners
Gathering Community Input & Data

How far does the child live from school?

- Less than 1/4 mile: 6.06% (2)
- 1/4 mile up to 1/2 mile: 9.09% (3)
- 1/2 mile up to 1 mile: 27.27% (9)
- 1 mile up to 2 miles: 33.33% (11)
- More than 2 miles: 24.24% (8)
Building Support for Permanent Change
Building Support for Permanent Change
Continuing to Evolve the Partnership
Contact

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