

BICYCLIST AND PEDESTRIAN SAFETY AND EDUCATION AWARENESS CAMPAIGN

NON-INFRASTRUCTURE | ATP CY 3

Applicant: Stanislaus Council of Governments



PROJECT SUMMARY

ATP PROJECT COST: \$371,068

In December 2019, the Stanislaus Council of Governments (StanCOG) began developing a Regional Bicyclist and Pedestrian Safety and Education Campaign, teaming up with community leaders and advocates in a collaborative effort to improve road safety behaviors, increase awareness of and empathy towards active transportation users, and boost walking and bicycling rates throughout the county.

This one-year campaign, branded Walk and Roll Stanislaus, began by researching where Stanislaus County residents live and work, how they travel, and what shared transportation and public health barriers exist to increased and safer active travel. With nearly half the residents living in a state-designated Disadvantaged Community, it was particularly important to establish meaningful and engaging campaign activities and messaging that would reflect the needs of those from the region's more vulnerable communities, who

historically tend to rely more on walking and bicycling for transportation. Project activities were informed by county-specific data on crashes and health conditions, along with input from focus groups and stakeholder meetings regarding concerns, opportunities and potential solutions for increased pedestrian and bicycle safety throughout the region.

In light of COVID-19 and the resulting restrictions on in-person events during 2020, StanCOG made a decision to pivot and redesign all previously planned project activities in a virtual format. While this proved to be a challenging undertaking, StanCOG and its partner stakeholders remain in agreement that the virtual format provided unanticipated value, including longer public access to the Walk and Roll Stanislaus campaign materials and resources that will now be available for extended use to the entire region, well past the life of ATP project funding.

WALK AND ROLL STANISLAUS

Activities

The **virtual open streets** "walkandrollstanislaus.com" was created, with online public engagement activities geared for all ages. Activities included a scavenger hunt to encourage community exploration by bike or on foot, Street Story Mapping to invite participants to share experiences about biking and walking safely in their community, and a road rules quiz. The website attracted over 5600 unique visitors over a 4-month period.

Bicycle Safety **train-the-trainer** activities increased the number of individuals in the region who are trained as bicycle instructors and who can train others, including six volunteers who learned how to introduce bicycling skills to elementary school-aged students.

A county-wide **advertising campaign** with the tagline, "Let's get there safely, Stanislaus" was launched to increase awareness and influence travel behavior, creating a safer environment for active transportation. Utilizing a variety of strategies (billboards, TV, radio, newspaper, bus wraps, and social media) in both English and Spanish, the campaign reached residents of all ages and all types of road users. Billboards alone generated close to a million impressions.

The **Active Transportation Safety Summit** brought together community groups, businesses, advocates, and decision-makers from across Stanislaus County and the wider region to share ideas and develop action steps that support bicycling and walking, and safer streets for everyone in the county.



Quick Facts

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NUMBER OF MONTHS OF VIRTUAL OPEN STREETS

6

NUMBER OF VOLUNTEERS WHO COMPLETED ONLINE TRAIN-THE-TRAINER

40

NUMBER OF LOCAL ATTENDEES AT THE ACTIVE TRANSPORTATION SAFETY SUMMIT

2,192

NUMBER OF VISITORS DRIVEN TO THE WEBSITE FROM FACEBOOK

5600

Unique visitors to the virtual open streets program
www.walkandrollstanislaus.com

NI Elements

E DUCATION

E NCOURAGEMENT

E QUITY

E VALUATION

Outcomes & Benefits

1. Demonstrated the region's commitment to improving safety and increasing awareness for all road users;
2. Created a new narrative that encourages empathy towards all road users;
3. Addressed biases and misperceptions that motorists may have towards people who walk and bike; and
4. Created a prototype for virtual OPEN STREETS events.

Compartimos todos este camino.
Pongamos la seguridad vial primero.

