

CDC Communities Putting Prevention to Work Grants: Suggestions for Bicycle and Pedestrian Projects and Programs

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The CDC requires that applications for *Communities Putting Prevention to Work* address physical activity and/or nutrition through five different types of interventions: Media, Access, Point of Purchase/Promotion, Price, and Social Support & Services. The CDC has provided a list of evidence-based suggestions on how physical activity can be addressed in each of the five intervention categories.

The table below includes the CDC's five required intervention categories along with the CDC's suggested interventions in the left column. Those interventions that relate to bicycle and pedestrian priorities are highlighted in yellow. The right column includes a more detailed menu of options developed by the Safe Routes to School National Partnership and the America Bikes Coalition for how communities can increase physical activity through bicycle and pedestrian campaigns, programs and initiatives.

These interventions should be part of overall far-reaching policy and environmental changes that impact large populations and that are sustainable beyond the grant funding. So, the activities identified in the chart should be ways to accomplish a broader strategy to increase opportunities for physical activity through increasing bicycling and walking. For example, the overall broad-reaching policy could be to make bicycling and walking a safer and more appealing means of transportation to get large numbers of community members active. To accomplish this policy, your application could propose a mix of policies like zoning, land use planning, complete streets, and school siting along with interventions that increase safety and promote use of bicycling and walking.

After the table are resources for additional information, including case studies and web links on some of the suggested bicycle and pedestrian activities.

Improving physical activity is important for reversing obesity because:

- ✓ 60% of adults in the U.S. do not meet recommended levels of physical activity, and 25% are completely sedentary.
- ✓ The links between physical activity and health are well established. Sedentary lifestyles are estimated to contribute to as many as 255,000 deaths each year.
- ✓ There are many ways to be physically active, but quite a few require time, skill, and money. Walking and bicycling not only for recreation but also for transportation are the most practical ways to improve fitness. They are often the only viable option for low-income residents who live in neighborhoods without parks, who cannot afford gym memberships, and who do not have the luxury of leisure time.

CDC's Five Required Interventions and Suggested Physical Activity Interventions	Suggested Bike/Ped Activities for Communities to include in CDC Grant Applications
<p>MEDIA</p> <ul style="list-style-type: none"> • Promote increased activity • Promote use of public transit • Promote active transportation (bicycling and walking) • Counter-advertising for screen time 	<ul style="list-style-type: none"> • Develop a media campaign to encourage walking and bicycling for utilitarian purposes (i.e. “visit downtown without the parking hassle”, “stimulate the economy by shopping locally”, or “bike to work”. Brand “think twice before you drive” or a similar theme in radio/newspaper media buys about walking/biking for short trips. • Publicize through commercials and PSAs where to go to get information about bike commuting and trails. Consider joint promotion with transit. • Advertise price incentives for walking/biking such as the Bike Commuter Act or other employer incentives. • Implement a marketing program like Portland’s Smart Trips program, which uses social marketing to change behaviors and provide resources to make it easier for people to adopt walking and bicycling. • Coordinate promotional activities for adults with any efforts the community is undertaking for Safe Routes to School education, encouragement and enforcement campaigns for children. • Conduct a driver education campaign (e.g. Share the Road) about watching out for bicyclists and pedestrians. • Engage and educate the local police force on traffic laws that affect the safety of bicyclists and pedestrians. Improve law enforcement around schools and other high risk areas. • Develop and advertise a community active transportation challenge which allows individuals to track miles traveled and calories burned, and to compare with peers and set goals. This could include a public launch event, a social networking website, efforts to engage businesses in workplace contests, and support systems within businesses. • Develop a local active transportation website identifying the best routes for walking/biking and how to get to key destinations (shopping, schools, trails, etc). Include staffing for the campaign website to help interested individuals plan bike commuter routes and to pair them with someone to ride with them. • Develop community calculators on how many calories you burn if you replace a trip with walking/biking to encourage active transportation. Couple this with information about routes and support services.
<p>ACCESS</p> <ul style="list-style-type: none"> • Safe, attractive accessible places for activity (e.g. access to outdoor recreation facilities, enhance bicycling and walking infrastructure, place schools within residential areas, increase access to and coverage area of public transportation, mixed use development, reduce community designs 	<ul style="list-style-type: none"> • Have the city spearhead initiatives such as: developing or updating bicycle and pedestrian plans, conducting a pedestrian and bicycle safety assessment, examining planning, zoning, and projects, developing ordinances (bike parking, sidewalks, safety, access, etc.), and implementing Safe Routes to School. • Hold complete streets workshops to help get planners, engineers, and other departments up to speed on what complete streets are and how to incorporate the principles into land use planning, zoning, street projects, etc. • Adopt and implement city-wide complete streets policies. • Implement a policy that requires cooperative efforts between the school district and city to look at school siting in conjunction with city planning/zoning to ensure that schools are in neighborhoods, allow children to walk and bicycle, and that school siting is included into General/Comprehensive Plans.

<p>that leads to injuries).</p> <ul style="list-style-type: none"> • City planning, zoning and transportation (e.g., planning to include the provision of sidewalks, mixed use, parks with adequate crime prevention measures, and Health Impact Assessments) • Require daily quality PE in schools • Require daily physical activity in afterschool/childcare settings • Restrict screen time (afterschool, daycare) 	<ul style="list-style-type: none"> • Coordinate efforts to increase public transportation with efforts to improve access to transit stops through bike lanes, paths and sidewalks. • Do a citywide bike parking assessment and plan for increasing on-street bike parking and secure, covered bike parking. Train community leaders to hold neighborhood by neighborhood walkabouts/community audits throughout the city to develop inventories of what needs to be changed to make it safer for walking/biking and to improve access to parks, schools, downtown, etc. • Conduct a city assessment of zoning ordinances. Update these ordinances to emphasize multi-use zoning and require developers to build sidewalks/bike racks/nexus to transit, etc. • Implement a policy requiring all developers to include sidewalks, bike lanes, and access to green space as part of developments. • Implement a policy that requires health impact assessments (HIAs) for city zoning and transportation planning processes, particularly when they impact low-income communities. Provide trainings and materials on HIA tools and techniques. • Make sure bus/rail stops and stations have bike parking and that buses/rail cars allow bikes on board (or have a rack on the bus). • Equipment purchases and installation—including bike racks, bikes for bike-sharing, signage for walking and bicycling routes, lighting, and minor alterations and renovations—are allowed but only if they are part of an overall plan to establish far-reaching policies that promote bicycling and walking as a form of transportation to increase physical activity. Additional detail on this subject is available in the CDC’s Frequently Asked Questions—specifically questions 107-109, available at http://www.cdc.gov/nccdphp/DACH/chaps/community_initiative/faq.htm.
<p>POINT OF PURCHASE/PROMOTION</p> <ul style="list-style-type: none"> • Signage for neighborhood destinations in walkable/mixed-use areas • Signage for public transportation, bike lanes/boulevards. 	<ul style="list-style-type: none"> • Implement a consistent and comprehensive bike route signage system. • Implement a signage system for Safe Routes to School designated routes for children, including yard signs, stencils, street signs, bumpers, etc. • Incorporate bike/ped/active transportation into Transportation Demand Management efforts.
<p>PRICE</p> <ul style="list-style-type: none"> • Reduced price for park/facility use • Incentives for active transit • Subsidized memberships to recreational facilities 	<ul style="list-style-type: none"> • Promote the implementation of the Bike Commuter Act (HR 863) which gives bike-commuting employees tax-free vouchers to use at area bike shops for repairs and supplies. • Provide incentives or discounts for people who walk or bike to transit. • Offer a discount/coupon system (partnership with bike shops) where individuals that want to start biking to work could get discounts on panniers, other bike commuting accessories, and/or bike repairs, etc. • Provide rebates for employees that walk/bike to work (businesses could enroll if they agree to promote). • Implement a community bike repair/giveaway program (adult and youth versions). • Provide city tax or other incentives for businesses, schools, and universities that provide safe, protected bike parking.

	<ul style="list-style-type: none"> • Provide supplies or funding incentives for schools that participate in Safe Routes to School, including prizes for quarterly raffles for participating students. • Implement bike helmet fittings and giveaways for lower-income communities. • Provide “Energizer” stations for bike commuters (coffee or snacks along prominent bike commuter routes to raise awareness). • Develop and promote community, business, or university bike sharing/bike rental programs.
<p>SOCIAL SUPPORT & SERVICES</p> <ul style="list-style-type: none"> • Safe routes to school • Workplace, faith, park, neighborhood activity groups (e.g., walking hiking, biking) 	<ul style="list-style-type: none"> • Offer bicycle education programs in partnership with the health department. Publicize the program by providing info about the health benefits of physical activity and active transportation. • Organize community bike rides to provide new riders with a joyful and safe riding experience, and teach people safe routes to work/school/shopping, paired with effective cycling education. • Organize bike to work and bike/walk to school day/week/month/school-year-long events. • Offer school- or community- based sports programs for youth bicycling and walking (e.g. BMX, skateboard, mountain bike, road racing clubs and competitive teams). • Implement student tallies and parent surveys in all area schools to assess obstacles to biking/walking to school and to get baseline numbers. • Hire trained bicycle educators to teach bike/ped safety education in schools and in the community. Include the purchase and management of bike fleets for the trainings. • Incorporate into daily PE curriculum bike/ped safety education that equips children with necessary knowledge to be physically active on their own time. • Hire citywide/countywide SRTS coordinator(s) to run encouragement events and organize in-school traffic safety education, Walking School buses, Walking Wednesdays, etc. • Conduct community inventories of the environment around and at schools to assess the safety of walking and bicycling. • Engage high school and college students as walking school bus leaders for younger kids. • Engage high school students through bike and skateboard clubs and incorporate physical activity into other outdoors clubs. • Incorporate education about the value of active transportation and physical activity into school curricula. Have kids develop posters, school newspaper articles, and peer-to-peer activities promoting walking and bicycling to school. • Implement a bicycle ambassadors program (like Chicago or DC). • Develop a Bike buddy system or community-organized bike trains for commuters and families. • Sponsor events like Sunday Streets where the city closes downtown streets and encourages residents to walk/bike/exercise. • Participate in bike commuting challenges, Walk and Bike to School Day, and other promotion programs and events.

Resources

Case Studies

The Pedestrian and Bicycle Information Center (PBIC) Case Study Compendium contains a collection of all of the case studies developed by PBIC and the Association of Pedestrian and Bicycle Professionals (APBP). The case studies, or success stories, cover pedestrian and bicycle projects and programs from across the US and abroad, including engineering, education, enforcement, encouragement, planning, health promotion, and comprehensive safety initiatives. This compendium is a dynamic document that is updated regularly. http://www.walkinginfo.org/case_studies/

We have also culled out a few of the key case studies that fit with ideas presented above:

- Portland SmartTrips program:
<http://drusilla.hsrb.unc.edu/cms/downloads/ENC.PortlandSmartTrips.pdf>
- Sunday Parkways (ciclovía) in Chicago: <http://www.walkinginfo.org/library/details.cfm?id=4349>
- Creating Active Rural Communities: <http://www.walkinginfo.org/library/details.cfm?id=4279>
- Bicycle Ambassador program: <http://www.walkinginfo.org/library/details.cfm?id=4240>
- Bicycle and Pedestrian Safety and Education program in Tucson/Pima County:
<http://www.walkinginfo.org/library/details.cfm?id=4240>
- Share the Road for a Healthy Maine: <http://www.walkinginfo.org/library/index.cfm>
- StreetSmarts (aimed at motorists watching out for kids):
<http://www.walkinginfo.org/library/details.cfm?id=2867>
- WalkSafe Program for kids: <http://www.walkinginfo.org/library/details.cfm?id=2866>
- Creating a Pedestrian Facility Inventory:
<http://www.walkinginfo.org/library/details.cfm?id=2940>
- Downtown Orlando Transportation Plan:
<http://www.walkinginfo.org/library/details.cfm?id=3971>
- Intermodal Transportation Planning and Development: A closer look at linking transit to bicycling and walking: <http://www.walkinginfo.org/library/details.cfm?id=4251>
- Bicycle and pedestrian route maps:
 - Walk Oakland Map and Guide: <http://www.walkinginfo.org/library/details.cfm?id=2869>
 - Denver Bike Map case study appears on page 145+ of the case study compendium
http://www.walkinginfo.org/case_studies/

Other Links

- Safe Routes to School:
 - Getting Started Locally: <http://www.saferoutespartnership.org/local>
 - SRTS Guide: <http://www.saferoutesinfo.org/guide/>
- Comprehensive bike/ped literature review:
[http://www.transport.vic.gov.au/DOI/DOIElect.nsf/\\$UNIDS+for+Web+Display/70D43560D1141DDFCA2575E8000BA1EE/\\$FILE/WalkingCyclingLiteratureReview.pdf](http://www.transport.vic.gov.au/DOI/DOIElect.nsf/$UNIDS+for+Web+Display/70D43560D1141DDFCA2575E8000BA1EE/$FILE/WalkingCyclingLiteratureReview.pdf)
- Alliance for Biking and Walking benchmarking report, with city/state statistics that could be helpful in putting the application together:
<http://www.peoplepoweredmovement.org/site/index.php/site/memberservices/C529>
- League of American Bicyclists' site on bike education:
<http://www.bikeleague.org/resources/teach/>
- League of American Bicyclists' site on Smart cycling:
<http://www.bikeleague.org/programs/education/>
- Information to help communities assess their bike-friendliness:
<http://www.bicyclefriendlycommunity.org/tech.htm>