

A group of cyclists is riding on a city street, viewed from behind. The scene is overlaid with a blue tint. In the foreground, a cyclist in a blue jersey and black shorts is prominent. Other cyclists are visible further down the road. To the left, a traffic light pole has a green light and a sign that reads "TURNING VEHICLES TO" with a right-turn arrow and a bicycle icon. Another sign further down the road shows a bicycle icon and the word "SIGN". A white van with "ep" on its side is visible in the background. The street is lined with trees and a building with a steeple is visible in the distance.

The Multimodal Suburb: Transforming Communities Through Planning, Policy, Advocacy

Active Transportation Alliance

2019 APBP
Conference



Maggie Melin
Advocacy Manager



Our Mission

To advocate for walking, bicycling, and public transit to create healthy, sustainable, equitable communities.

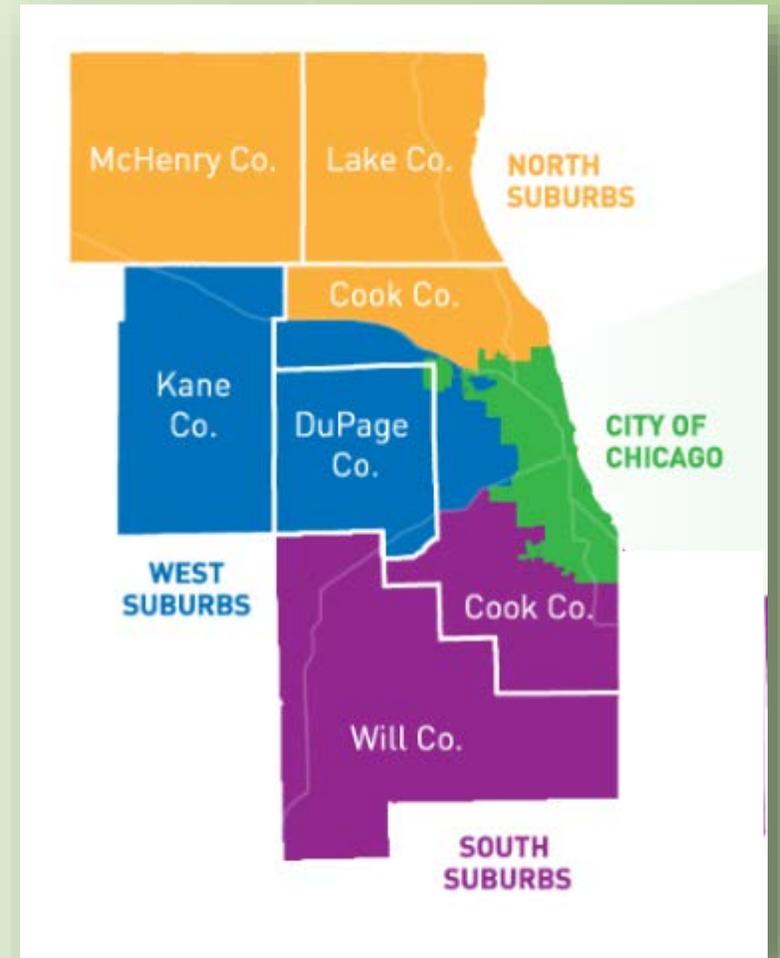
- Member-based not-for-profit organization
- Serves Chicagoland region
- Founded 1985 as Chicagoland Bicycle Federation
- 20,000+ members and supporters

Chicagoland Region

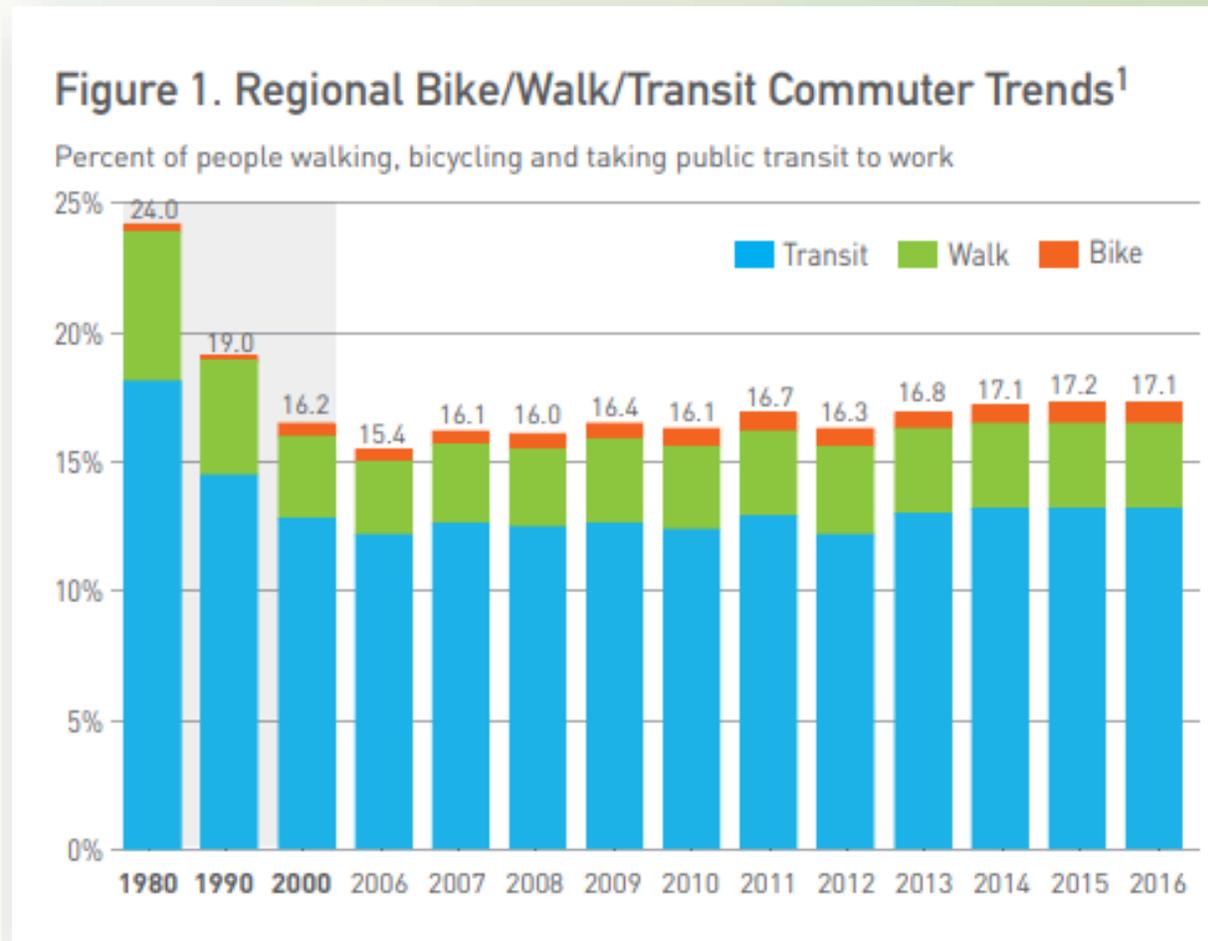


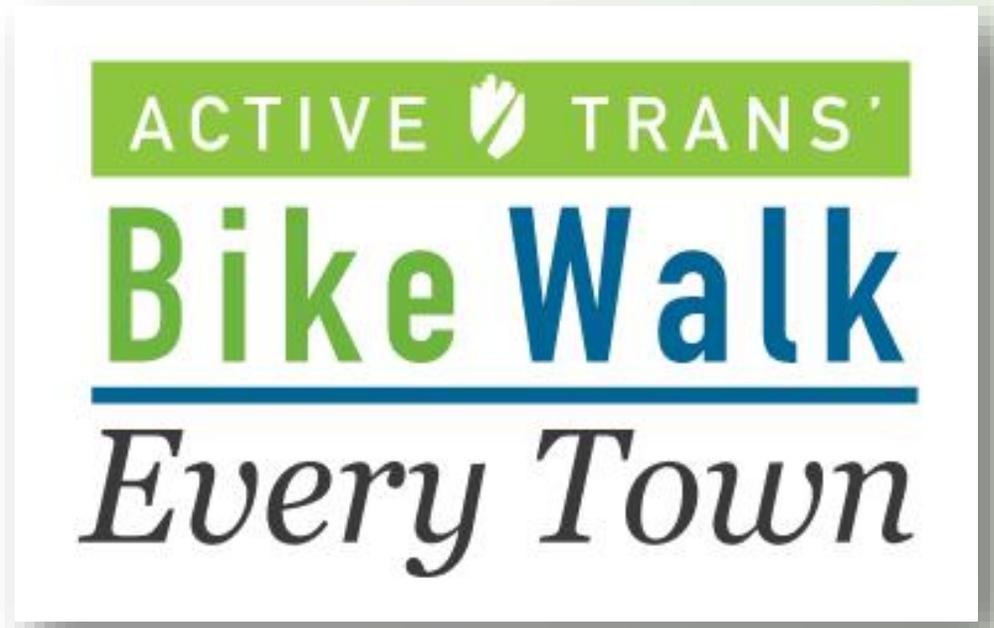
Chicagoland Region

- 7 counties
- 284 cities and villages
- 8.5 million people



Chicagoland Region Commuting Trends





Agenda

- Suburban Advocacy Program
- Campaign Action Planning
- Campaign Examples

Suburban Advocacy Program

Projects are easier to implement when there is strong community support and the right policies/plans are in place.

 <h3>Skills building training</h3> <p>Hone your skills and become a savvy advocate.</p>	 <h3>Issue based education</h3> <p>Learn the nuts and bolts of biking, walking, and transit infrastructure and policy issues.</p>	 <h3>Local advocate network</h3> <p>Meet other advocates in your area and start building your local movement.</p>	 <h3>Professional coaching</h3> <p>Active Trans' expert advocacy staff to help you bring change to your town.</p>
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Advocacy Gatherings

Regional Networking

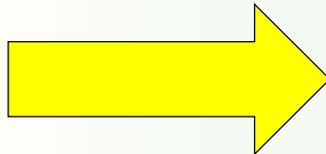
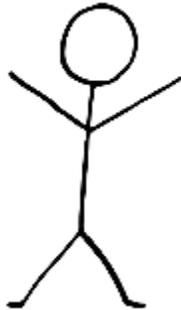
- In-person trainings
- Socials
- Conference calls
- Google groups



Bike Walk Every Town – Creating Change



You



Policy/Plan



Projects

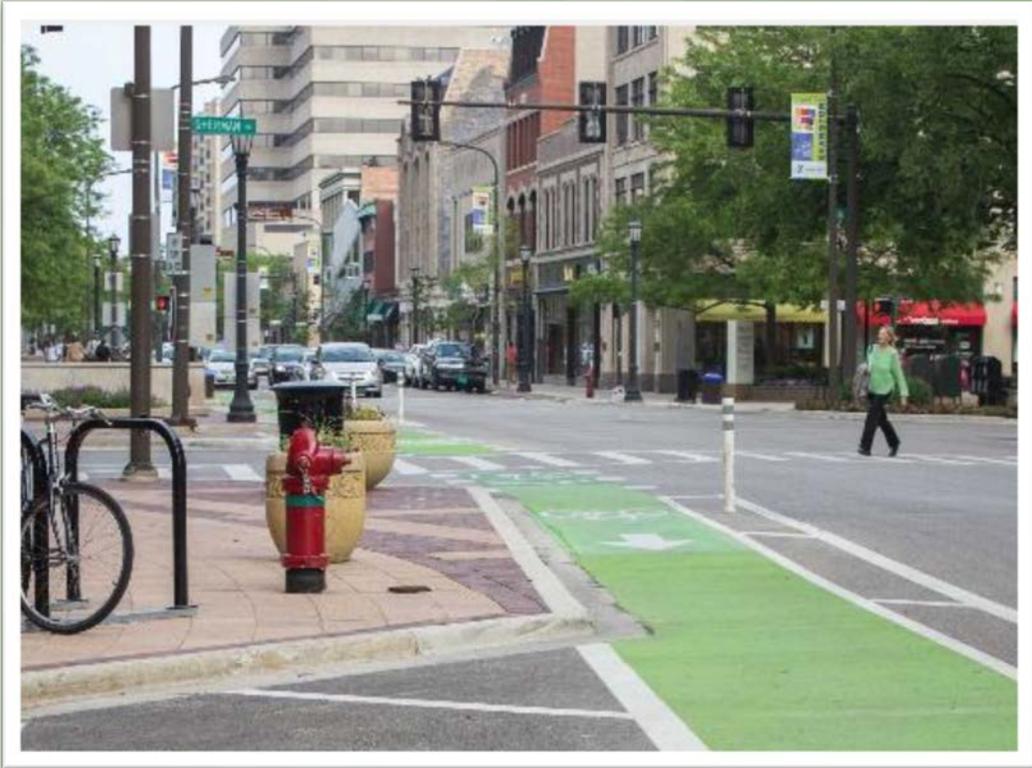


Bike Walk Every Town – Advocacy Priorities

- Complete Streets Policy
- Active Transportation Plan
- Funding
- Implementation
- Advisory Council



Leadership with a plan creates change ...





ACTION PLAN



Learn More
Bike Walk
Every Town

CAMPAIGN ACTION PLAN

Striving to change your community needs to promote biking and walking takes a lot of hard work and persistence. It can be easy to get discouraged when your efforts are in vain, but a lot of hard work is probably not. That's why it is so important to have a clear roadmap for reaching your goals, so you'll be able to keep track of your progress and stay focused on your goals.

Creating a Campaign Action Plan is key to success in your campaign. It allows you to set specific goals, identify your goals and be more strategic. Below is a step-by-step guide to establishing your campaign action plan, which includes definitions of campaign fundamentals and space for you to brainstorm your own plan.

Objectives

- Define your public goals
- Create your campaign action plan
- Document your steps in your campaign

Campaign Action Plan Steps

- Step 1: Define your goals
- Step 2: Pick a team
- Step 3: Tell your story
- Step 4: Assess your resources
- Step 5: Plan your timeline
- Step 6: Create your action plan breakdown



Campaign Action Plan

- STEP 1: Define your goal**
- STEP 2: Who is your target?**
- STEP 3: Who is your base?**
- STEP 4: Assess your capacity**
- STEP 5: Plan your tactics**
- STEP 6: Create your action plan benchmarks**

ACTIVE TRANS Bike Walk Every Town CAMPAIGN ACTION PLAN

Bringing about the change your community needs in order to promote biking and walking takes a lot of hard work and persistence. It can be easy to get discouraged when your efforts run into barriers, like a lack of local funding or political will. That's why it is so important to have a clear roadmap for reaching your goals, so you'll be able to keep track of your progress and stay focused on your goals.

Creating a Campaign Action Plan is imperative to your success. Without a clear and specific plan, achieving your goals will be more challenging. Below is a six-step guide to establishing your campaign action plan, which includes definitions of campaign fundamentals and space for you to brainstorm your own plan.

Objectives

- Define your policy goal(s)
- Create your campaign action plan
- Document next steps in your campaign

Campaign Action Plan Steps

- Step 1: Define your goals
- Step 2: Who is your target?
- Step 3: Who is your base?
- Step 4: Assess your capacity
- Step 5: Plan your tactics
- Step 6: Create your action plan benchmarks

Campaign Action Plan

STEP 1: Define your goal

STEP 2: Who is your target?

STEP 3: Who is your base?

STEP 4: Assess your capacity

STEP 5: Plan your tactics

**STEP 6: Create your action plan
benchmarks**



- Complete Streets Policy
- Active Transportation Plan
- Funding
- Implementation
- Advisory Council
- A specific project

Campaign Action Plan

STEP 1: Define your goal

STEP 2: Who is your target?

STEP 3: Who is your base?

STEP 4: Assess your capacity

STEP 5: Plan your tactics

**STEP 6: Create your action plan
benchmarks**

- City council member
- Mayor
- Village Manager
- Trustee/Alderman
- Engineer
- Public works person
- Planner

Campaign Action Plan

STEP 1: Define your goal

STEP 2: Who is your target?

STEP 3: Who is your base?

STEP 4: Assess your capacity

STEP 5: Plan your tactics

**STEP 6: Create your action plan
benchmarks**

- Influential residents
- Organizations
- Businesses
- Other



Campaign Action Plan

STEP 1: Define your goal

STEP 2: Who is your target?

STEP 3: Who is your base?

STEP 4: Assess your capacity

STEP 5: Plan your tactics

**STEP 6: Create your action plan
benchmarks**

How to engage base?

- Regular meetings
- Event
- Flyer or fact sheet
- Petition
- Short video
- Presentation
- Other



Campaign Action Plan

STEP 1: Define your goal

STEP 2: Who is your target?

STEP 3: Who is your base?

STEP 4: Assess your capacity

STEP 5: Plan your tactics

**STEP 6: Create your action plan
benchmarks**

- Availability
- Strengths
- Skill development
- Needs



Campaign Action Plan

STEP 1: Define your goal

STEP 2: Who is your target?

STEP 3: Who is your base?

STEP 4: Assess your capacity

STEP 5: Plan your tactics

**STEP 6: Create your action plan
benchmarks**

Communication

- Traditional media
- Social media
- Email/e-newsletter
- Press conference

Engagement

- Petition
- Write, call, or meet elected official
- Testify

Campaign Action Plan

STEP 1: Define your goal

STEP 2: Who is your target?

STEP 3: Who is your base?

STEP 4: Assess your capacity

STEP 5: Plan your tactics

**STEP 6: Create your action plan
benchmarks**

- Short-term (1 week to 2 months)
- Medium-term (3 months to 8 months)
- Long-term (8 months to 1+ years)



Resources

Visit activetrans.org/bikewalkeverytown

- Worksheets
- Case studies
- Templates
- Policy & plan tracker
- Webinar links

Resources

Campaign Building Worksheets

- [Policy Assessment Worksheet \(pdf\)](#)
- [Policy Assessment FAQ \(pdf\)](#)
- [Sample Request Letter \(doc, pdf\)](#)
- [Campaign Action Planning Worksheet \(pdf\)](#)

Policy Platforms

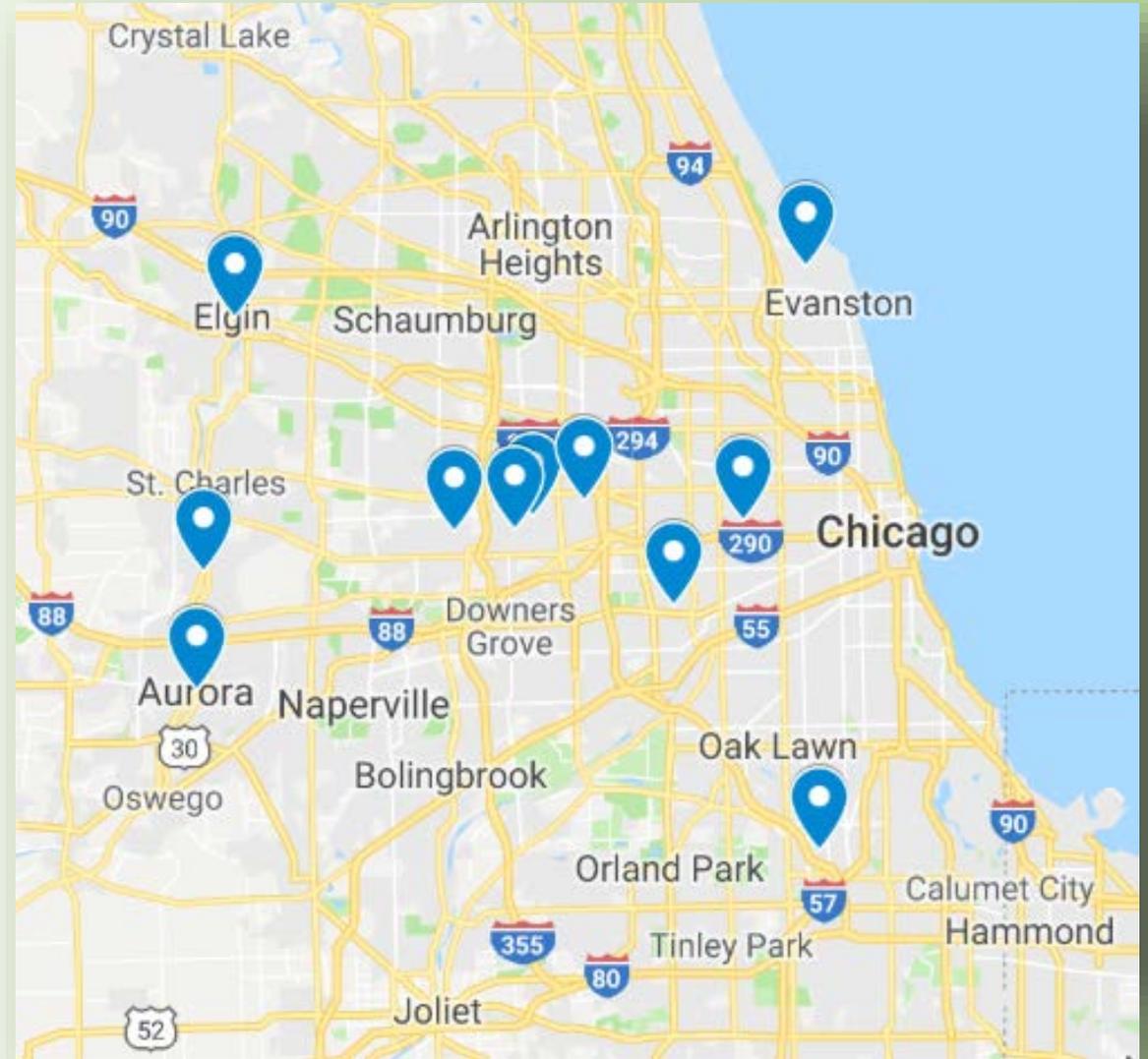
- [Bike Walk Every Town Local Policy Platform \(pdf\)](#)
- [Bike Walk Every Town State & Regional Policy Platform \(pdf\)](#)
- [Bike Walk Every Town Model Resolution \(pdf\)](#)

Campaign Building Tip Sheets

- [Building a Base of Supporters \(pdf\)](#)
- [Outreach and Communications \(pdf\)](#)
- [Engaging Decisions Makers \(pdf\)](#)
- [How to Write a Petition \(pdf\)](#)
- [How to Develop an Elevator Pitch \(pdf\)](#)

Mini-stipends

- In 2018 and 2019, we included **\$2,000 in our budget for suburban groups and individuals** to fund local campaigns.
 - 2018: 7 communities awarded
 - 2019: 6 communities awarded



Campaign Examples – Glen Ellyn & Lombard

Friends of the East Branch DuPage River Trail (EBDRT)

Build the EBDRT

- 2,200+ petition signatures
- Met with local, county, and federal elected officials
- Agencies committed \$160,000 for EBDRT planning study



Campaign Examples – Oak Park

Bike Walk Oak Park

Implement the Greenways & Bike Plan

- Bike/ped line item in budget
- Election advocacy
- Trustee meetings
 - Road diet saved (4 to 3 vote)



THE OAK PARK BIKE PLAN

What is it?

- Encourages safer cycling and family-friendly streets that are comfortable for cyclists age 8 to 80.
- Establishes a bike boulevards network (a.k.a. Neighborhood Greenways) on low traffic, low speed side streets designed to accommodate cyclists of all levels.
- Creates Safe Routes to Schools with safer roadways for students biking or walking to school as an alternative to driving or bussing.
- Connects All Oak Park Business Districts making it a breeze to shop and dine on bike.

What is it NOT?

- More bike lanes on busy streets. The Oak Park Bike Plan focuses on side streets, where advisory pavement markings are recommended.

How much will it cost?

- Infrastructure pieces range from the high end of HAWK signals (~\$75,000/signal) to the low end of wayfinding signs (~\$50/sign).
- Bike Walk Oak Park proposes an annual \$200,000 budget line in the Capital Improvement Plan to build out and maintain the Bike Plan. By comparison, the average cost to resurface one mile of road is \$903,000 (Illinois Department of Transportation Annual Report 2014).

Creating and maintaining a network of streets with safe crossings at all major intersections is the key to making the village's plan a reality. Infrastructure investments will focus on high traffic points, ensuring safe crossing for pedestrians and cyclists. Additional low-cost infrastructure such as wayfinding signage will visually highlight bike boulevards, reminding drivers and cyclists to share the road.

Find the Bike Plan at <https://www.oak-park.us/sites/default/files/public-works/2016-07-20-greenways-like-there-never-was-a-road-study.pdf>

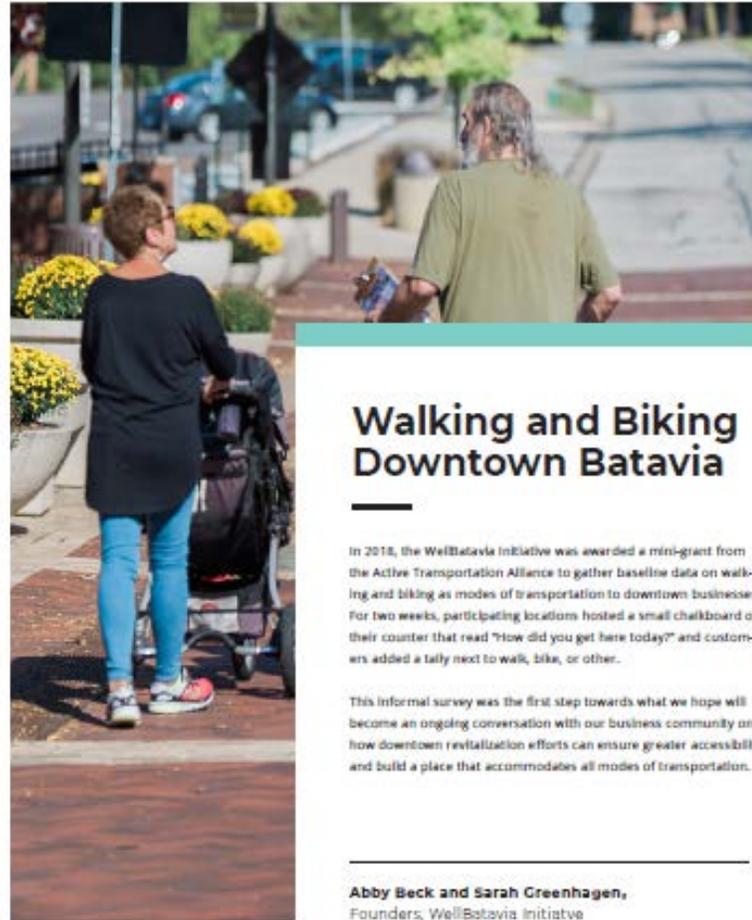


Campaign Examples – Batavia

Well Batavia

Complete Streets chalk project

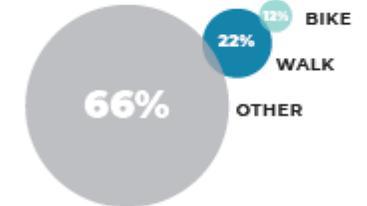
- Customers marked how they traveled on chalk board
- Organizing roundtable conversations with businesses



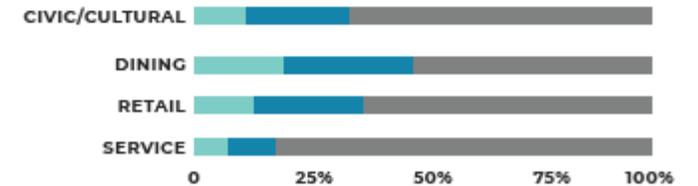
PARTICIPANT OVERVIEW

- SERVICE PROVIDERS**
 - Beardsgaard
 - Salt Escape
- CIVIC AND CULTURAL**
 - Batavia Park District
 - Batavia Library
 - Water Street Studios
- RETAIL**
 - Kiss the Sky
 - Salvaged Heart
 - Windmill City Discount Liquors
 - Healing Arts Metaphysical Center
 - Bookstore
 - Six + Cypress
 - Tea Tree
- DINING**
 - Andre's
 - Briana's
 - Limestone Coffee and Tea
 - Creamery
 - Daddio's

TOTAL MODE SHARE



PERCENT MODE SHARE BY SECTOR



Campaign Examples – Elgin

Elgin Bike Hub

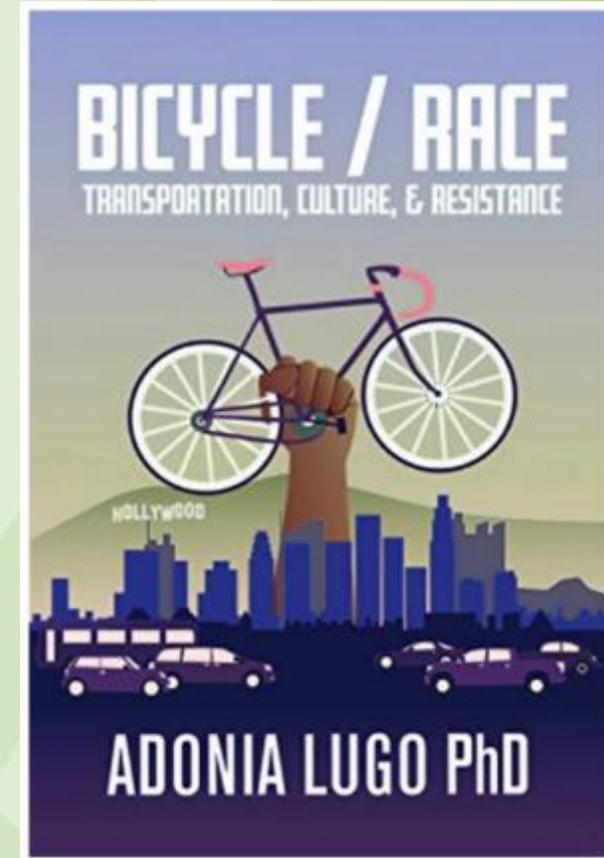
Balance bike program for kids

- Workshops for low-income, Latino neighborhood
- Feedback to update ATP



Film screening & book discussion

- Community engagement
- Leadership development
- Equity discussions



Campaign Examples – Robbins

Rain Ready Robbins

Complete Streets Charette

- Educate residents and leaders about Complete Streets and benefits of biking/walking
- Workshop to collect community feedback



Lessons for building suburban advocacy

- Far reaching interest
- Structured advocacy plan
- Teams create momentum
- Build relationships for statewide/regional advocacy



Thank you!



ACTIVE TRANS'
Bike Walk
Every Town

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How to get people to bike to the train

Matt Pinder

Senior Designer, Alta Planning + Design



About me



About me

Metrolinx

- Bicycle access planning for 63 GO train stations plus expansion
- Business case for secure bike parking
- Authored new design guidelines for
 - On-site linear bike infrastructure
 - Bike racks
 - Secure bike parking



About me

HOW TO ENCOURAGE PEOPLE TO BIKE TO THE TRAIN?
A REVIEW OF THE LITERATURE AND POLICY REVIEW OF SELECT CANADIAN
AND AMERICAN REGIONAL RAIL OPERATORS

By

Matt Pinder

An MEng Project

Presented to the University of Toronto

In partial fulfillment of the requirements for the degree of

Master of Engineering, in Civil Engineering

Specialized in Transportation Engineering & Planning

Toronto, Ontario, Canada, 2018

© Matt Pinder, 2018



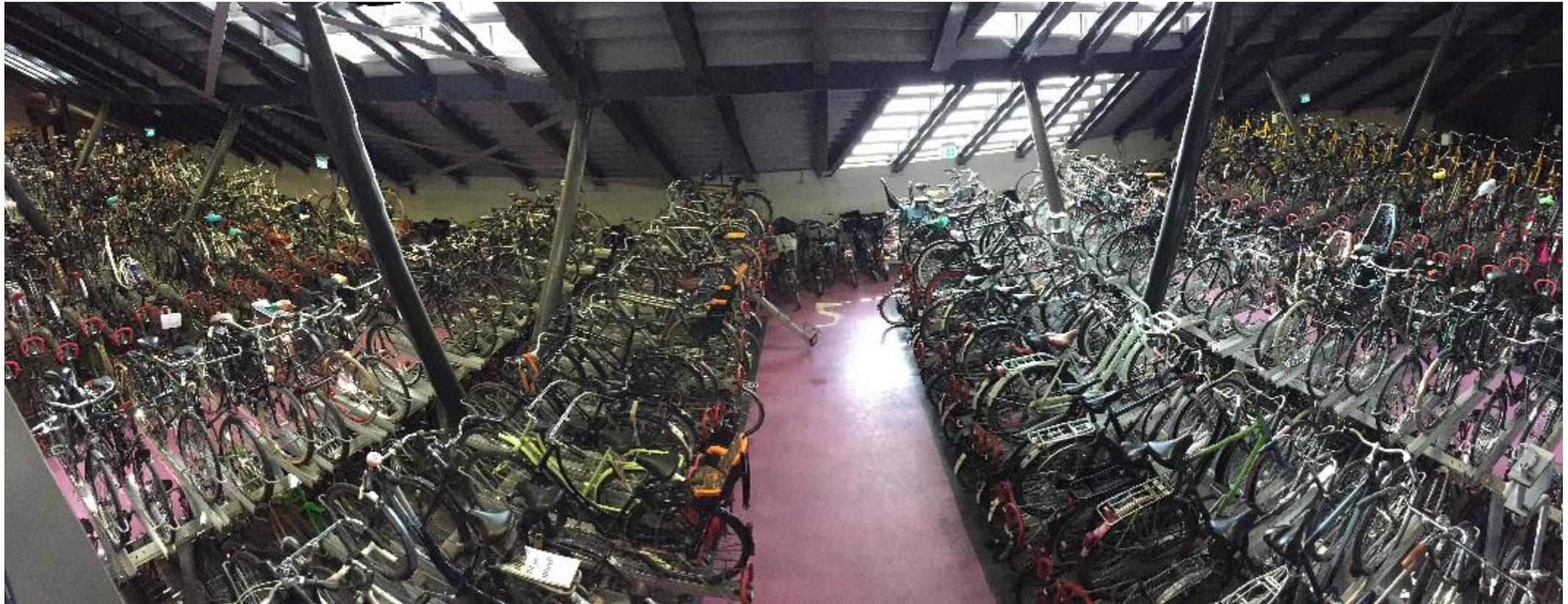


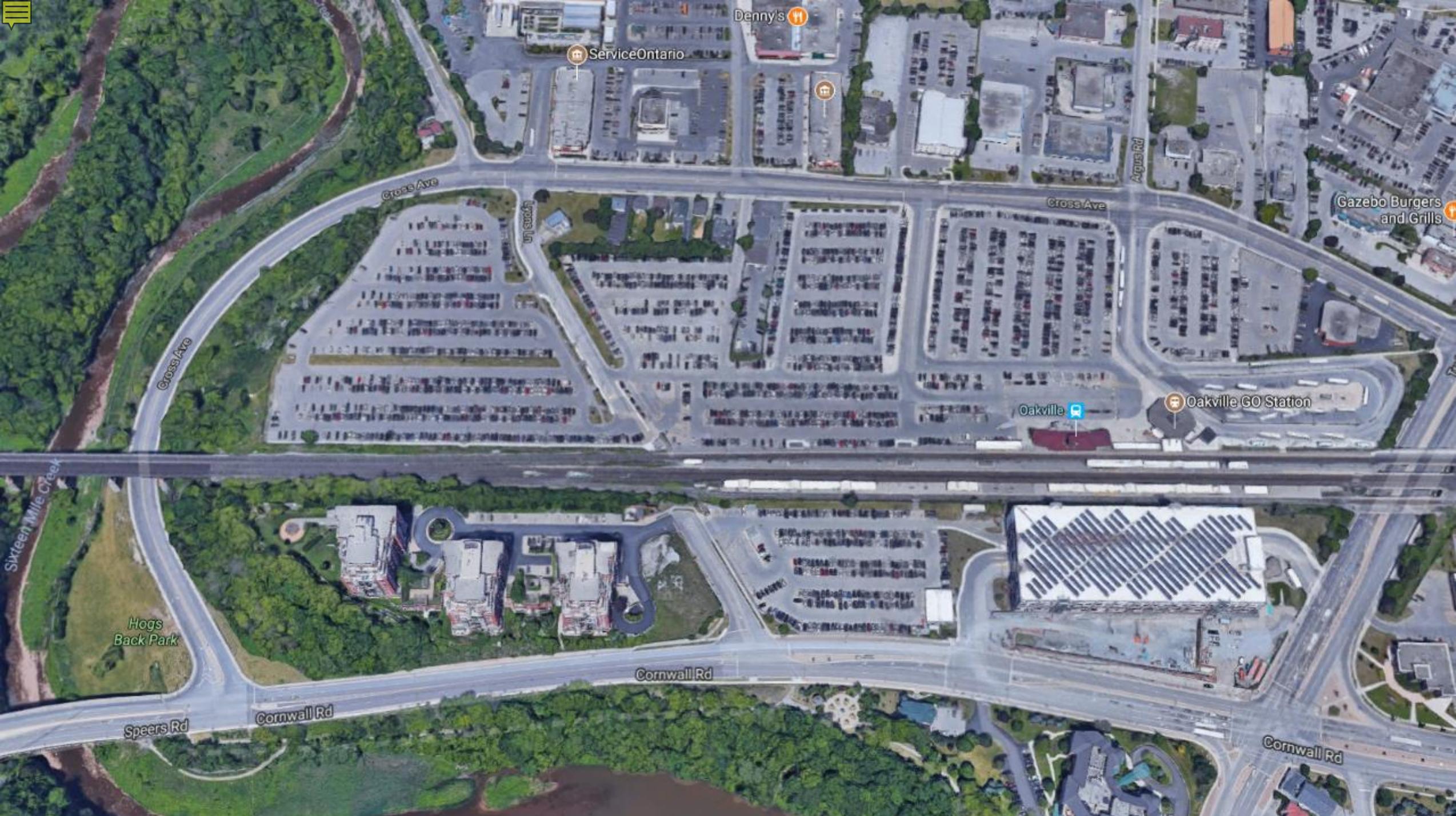




Dutch bike-and-ride success

Nearly **half of trips to train** made by bike





Denny's

ServiceOntario

Gazebo Burgers and Grills

Cross Ave

Cross Ave

Cross Ave

Oakville

Oakville GO Station

Sixteen Mile Creek

Hogs Back Park

Cornwall Rd

Speers Rd

Cornwall Rd

Cornwall Rd

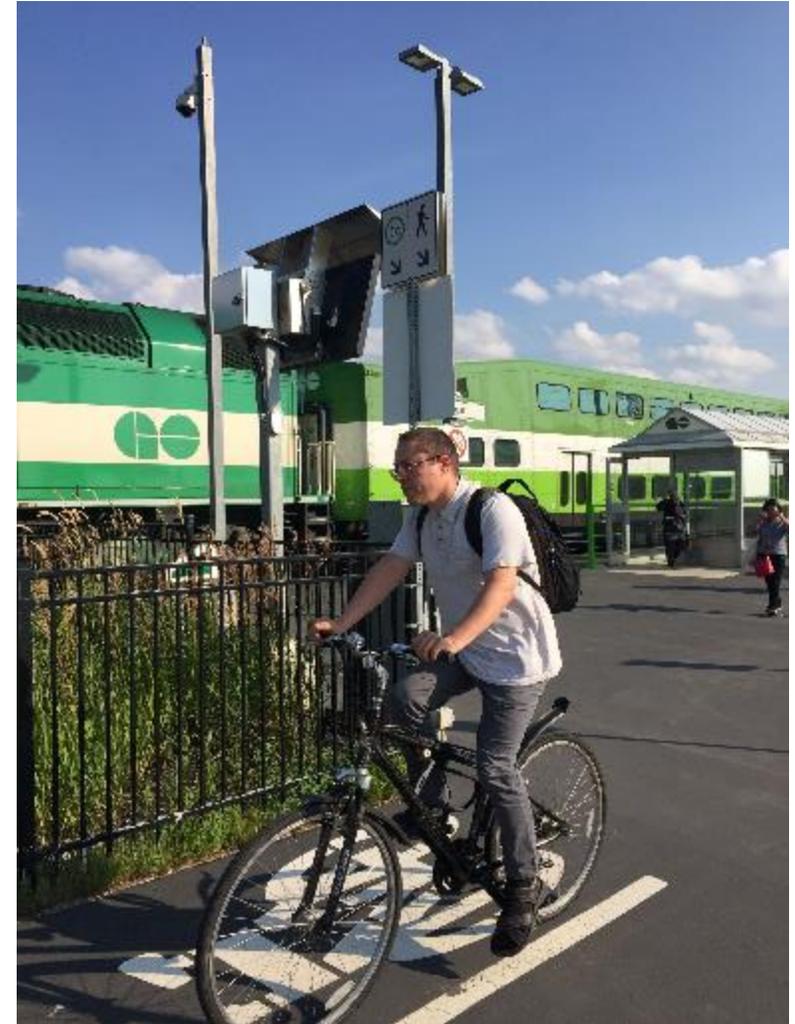


Overview – Cycling in the Suburbs

Why start with the train station?

Is it possible?

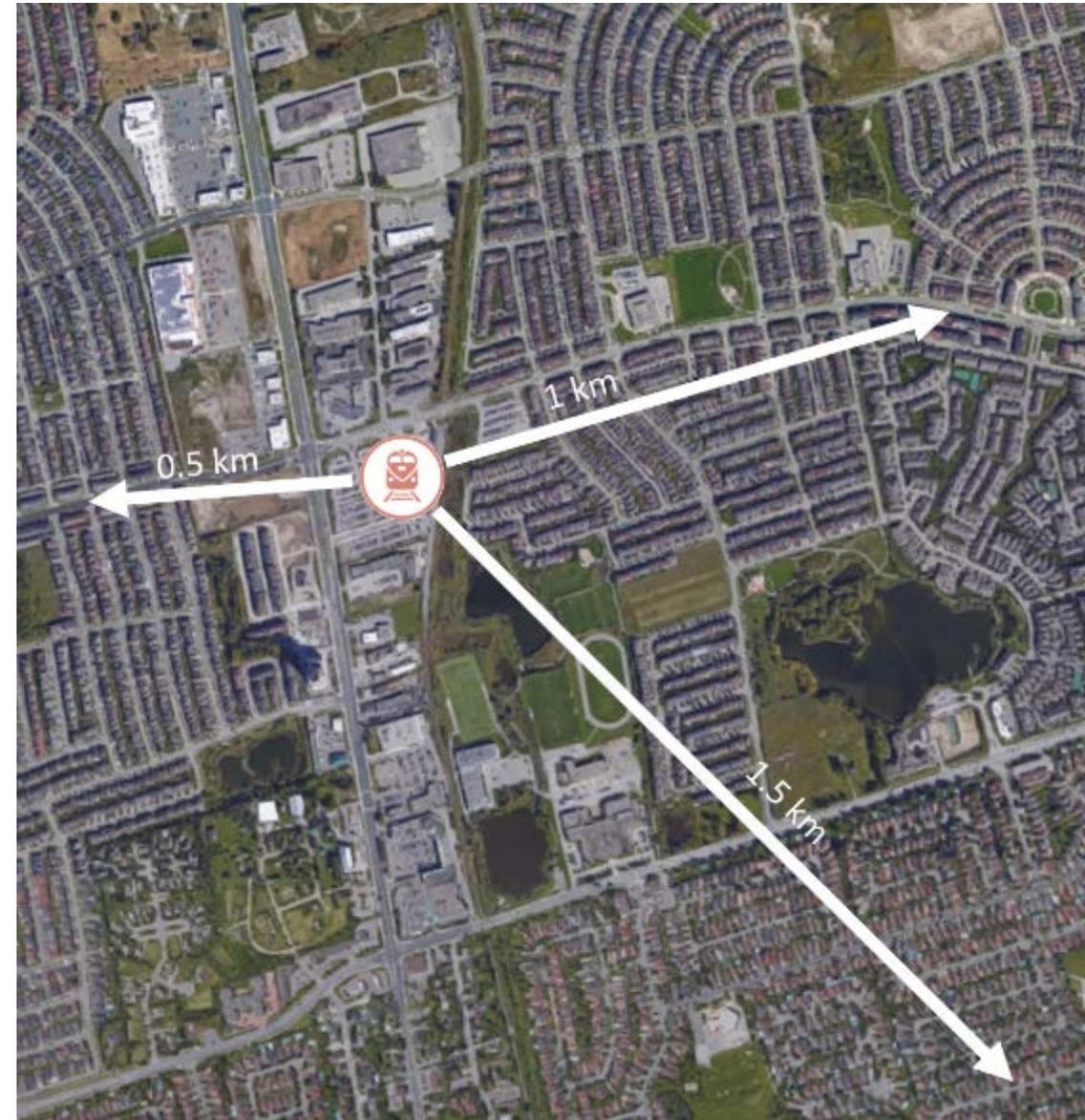
What is needed and where do you start?



Why the train?

Average commute trip length in Suburbs: 7.2km = **27 minute bike ride**

Average trip length to Commuter Rail Station: 2.6km = **10 minute bike ride**

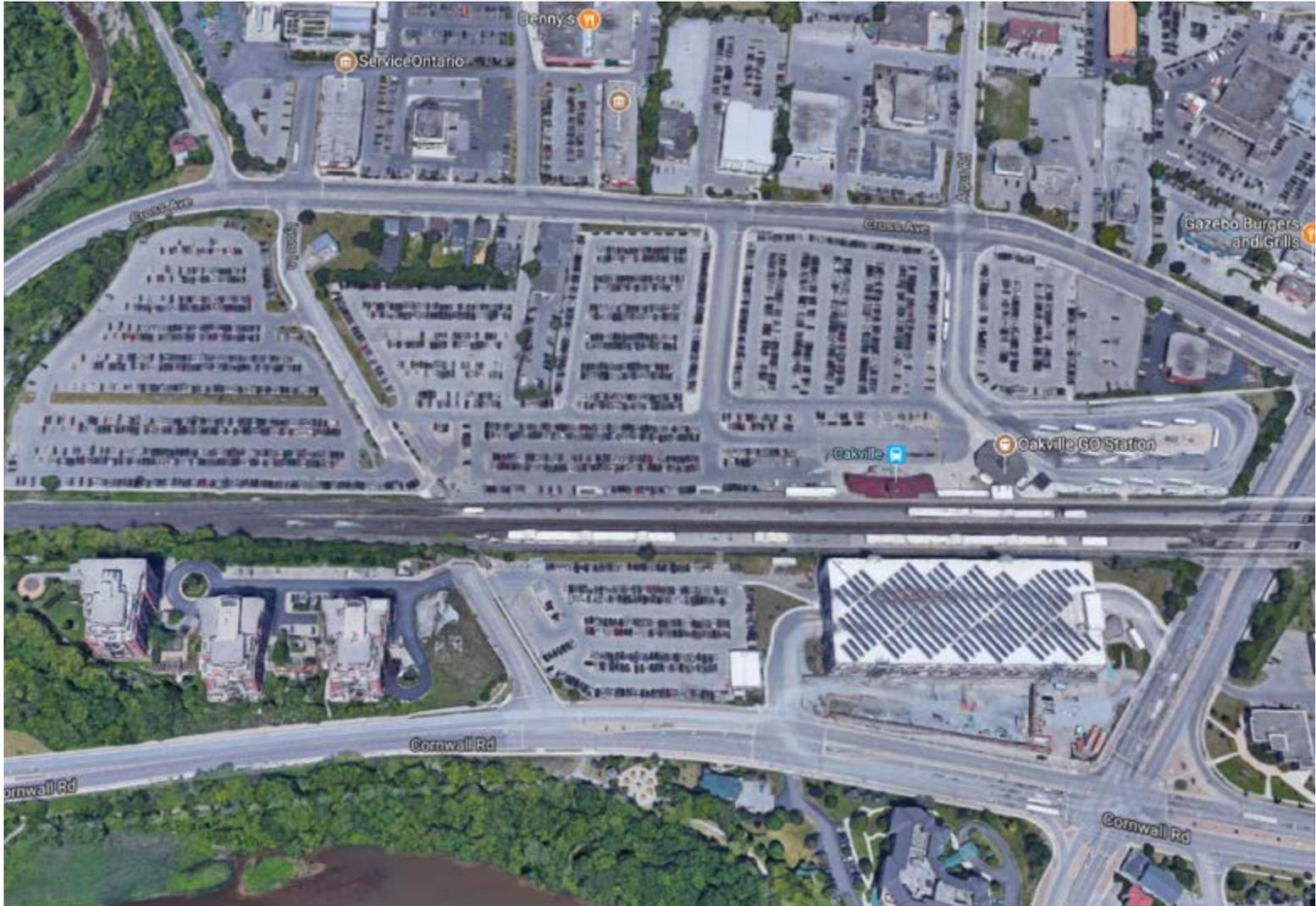


Park and Ride is **EXPENSIVE**

Parking structures can cost **\$40,000+ per space**

Car parking uses **up to 30x more space** than bicycle parking

Within cycling catchment area, access times for car and bike are **nearly the same**



Is it **POSSIBLE?**

The Dutch: *of course!*

Cycling accounts for **over half of trips** to train stations in NL

Largest bicycle parking facility in the world is at Utrecht Central Station, holding **12,500 bikes**

But what about North America?



North American bike-and-ride rates

Metro Area	Service	Cycling Access Mode Share
San Francisco	BART	7%
Chicago	Metra	1%
Toronto	GO Train	1%
Washington	Washington Metro (Metrorail)	0.7%
New York	LIRR	0.7%
Philadelphia	SEPTA Regional Rail	0.4%

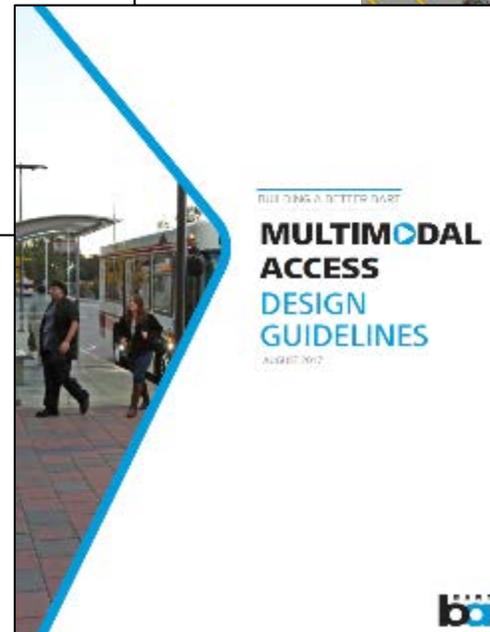
What is BART doing?

Bike made up **just 2.5% of access trips** in 2002

15,000 daily bike trips to stations today,
35,000 by 2022

Published a **bicycle plan** with dedicated capital budget

Builds secure bike parking facilities holding **hundreds of bikes**



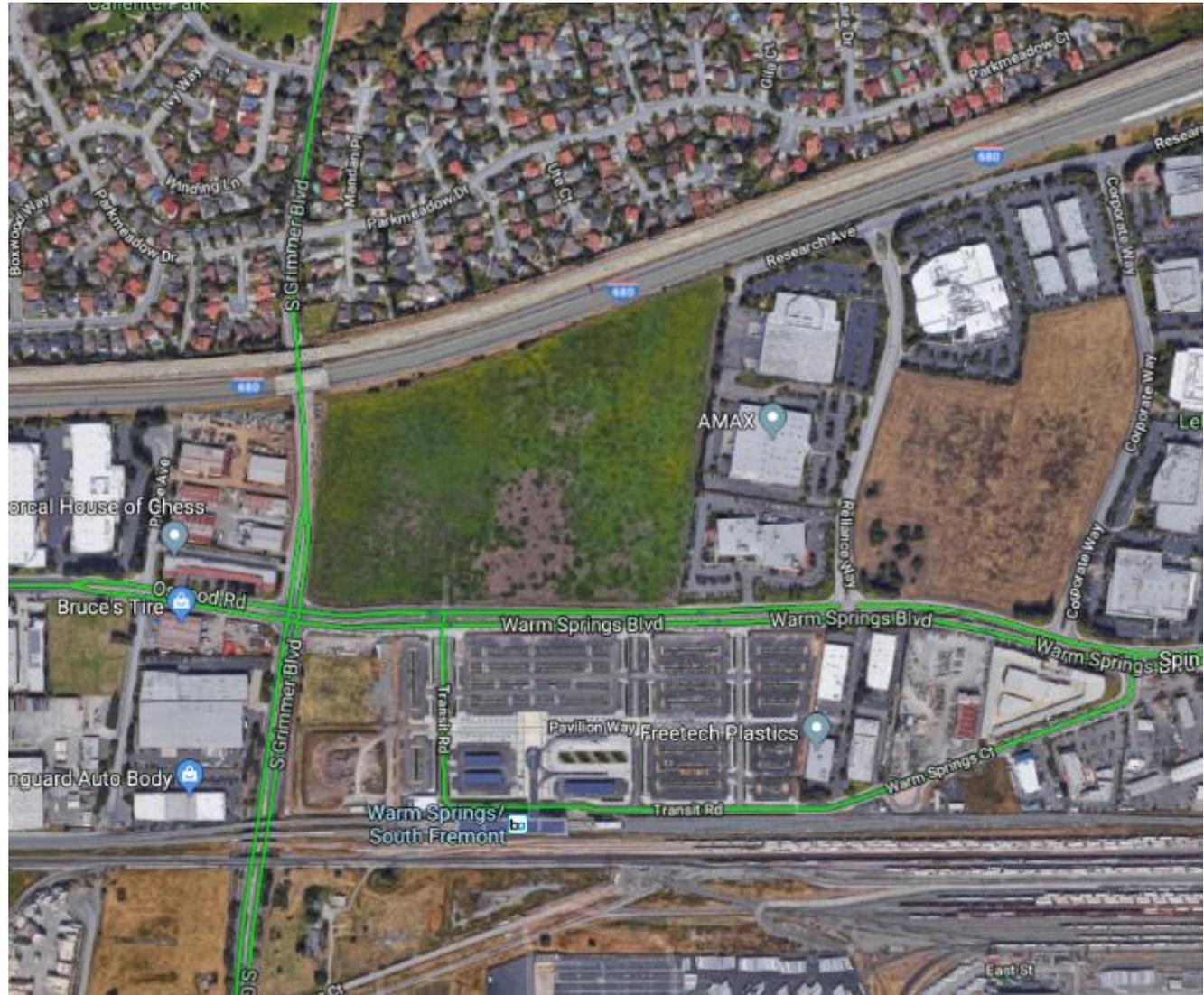
Build the Network

Provide **safe, direct, and comfortable** access to stations with **minimal delays**

Highway crossings and arterial roadways are significant barriers

Cycling is competitive over **1-4 km (0.6-2.5 mi)**

Is your transit agency a stakeholder in station area transportation planning?

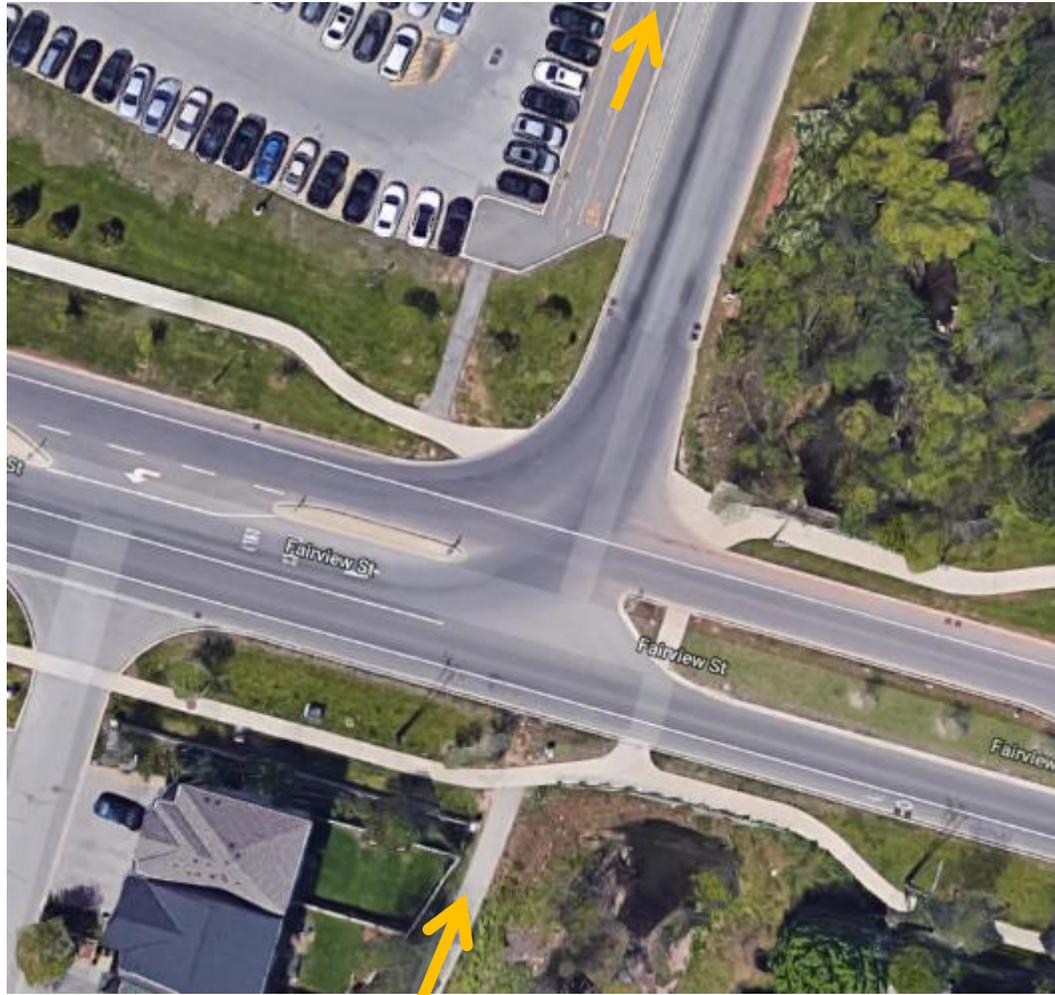


**APPLEBY GO STATION
MULTI-USE PATH**



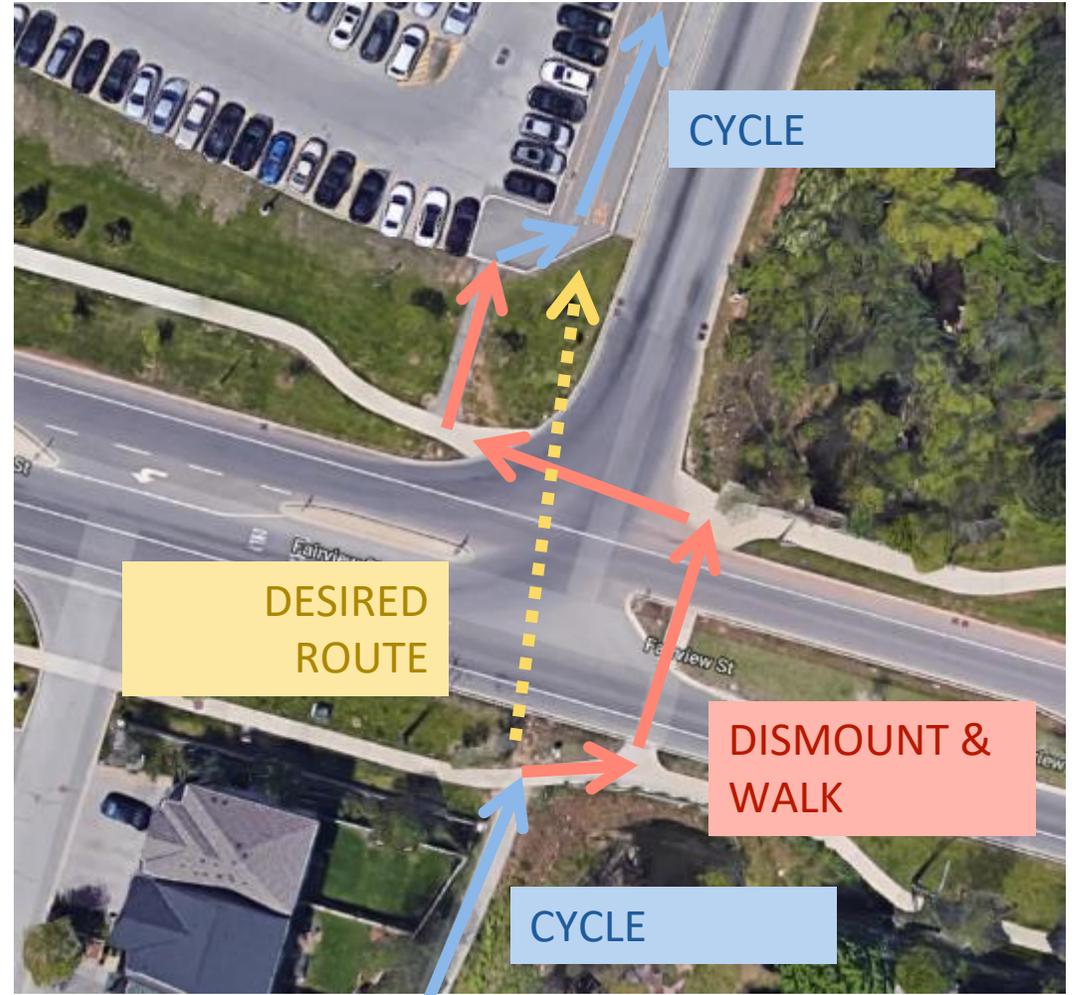
MULTI-USE PATH

**APPLEBY GO STATION
MULTI-USE PATH**



MULTI-USE PATH

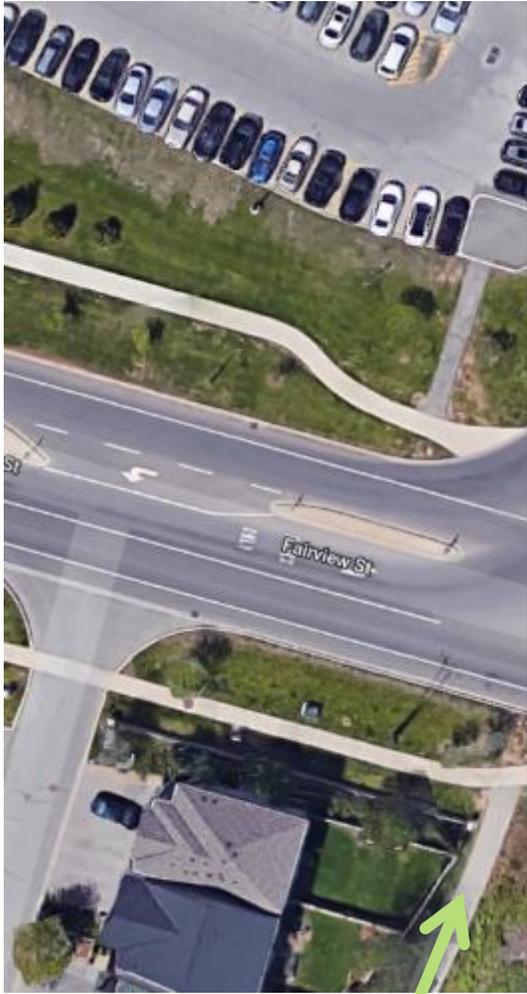
APPLEBY GO STATION



MULTI-USE PATH

APPLBY GO

APPLBY GO

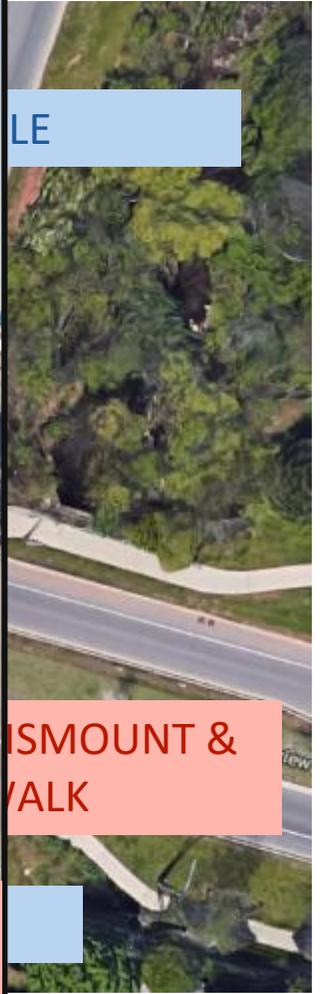


MULTI-USE TRAIL



Case in point: User rejection of design, likely due to lack of directness (Google Street View)

MULTI-USE PATH



LE

ISMOUNT & WALK

Bicycle Parking

Provide parking that is:

- **Well-maintained**
- **Plentiful**
- **Close to platform**
- **Weather-protected**

Provide mix of **secure and non-secure parking**

How many bicycles are you planning for? 10s? 100s? 1000s?





Montreal



Vancouver



Bay Area



Washington D.C.



Which stations are best?

Stations with **higher frequencies** and **more connections**

Paid car parking

Walkable environment

Retail at station



Marketing

Passengers worry about **getting sweaty/dirty, maintaining professional appearance, comfort**

Marketing should work to **normalize cycling**

Consider motivations of passengers: **speed, flexibility, reliability, convenience**





Cycle TO THE Station

Lessons

- Set goals
- Complete the networks
- Build bike parking right
- Focus on site design
- Marketing
- Get good data
- Fund it!



Thank you!



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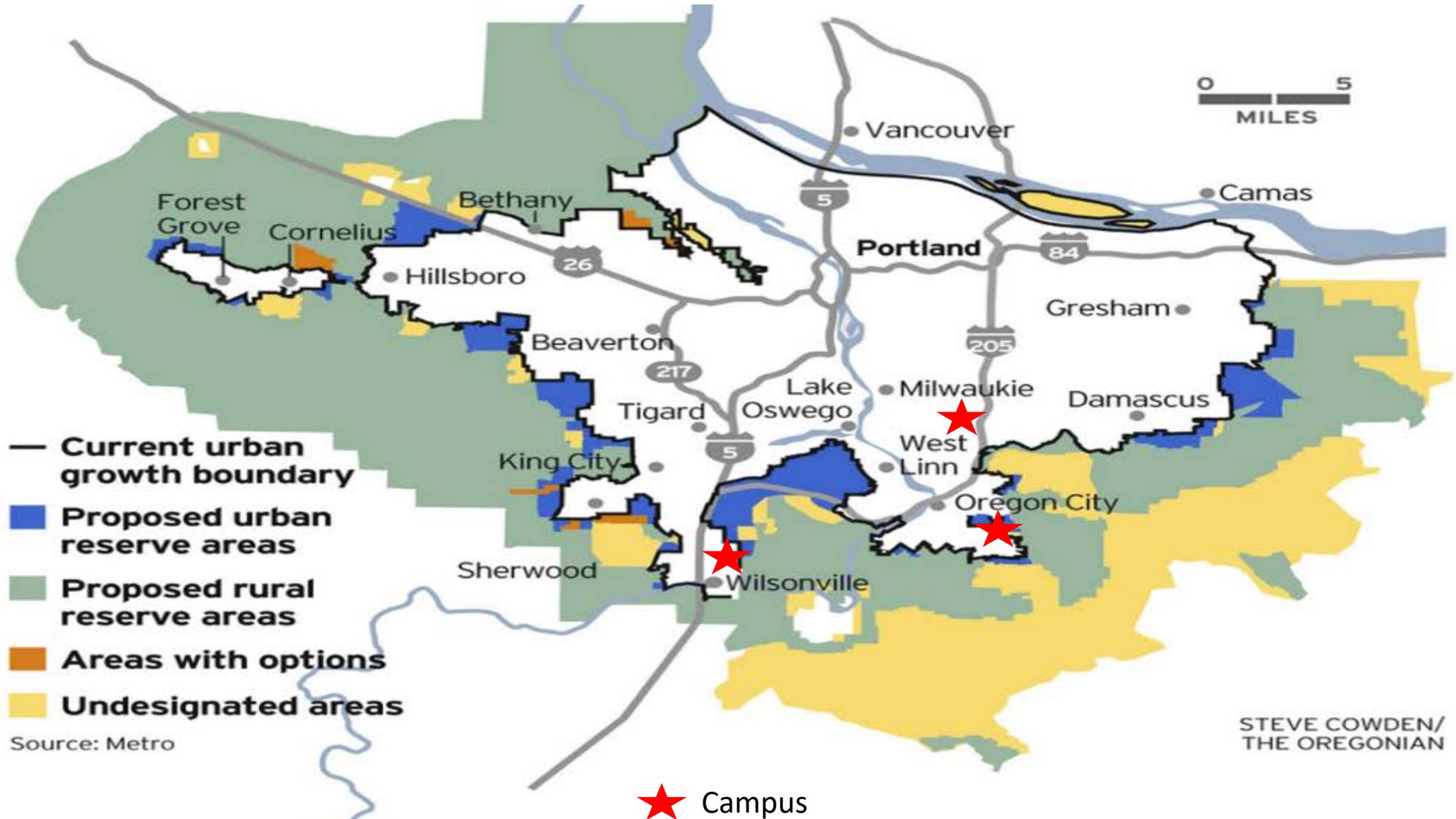
Beyond Urban Areas:

Providing Suburban and Rural Clackamas County with Reliable Transportation Options

By: Ray Atkinson



Transportation Challenges





- Overview

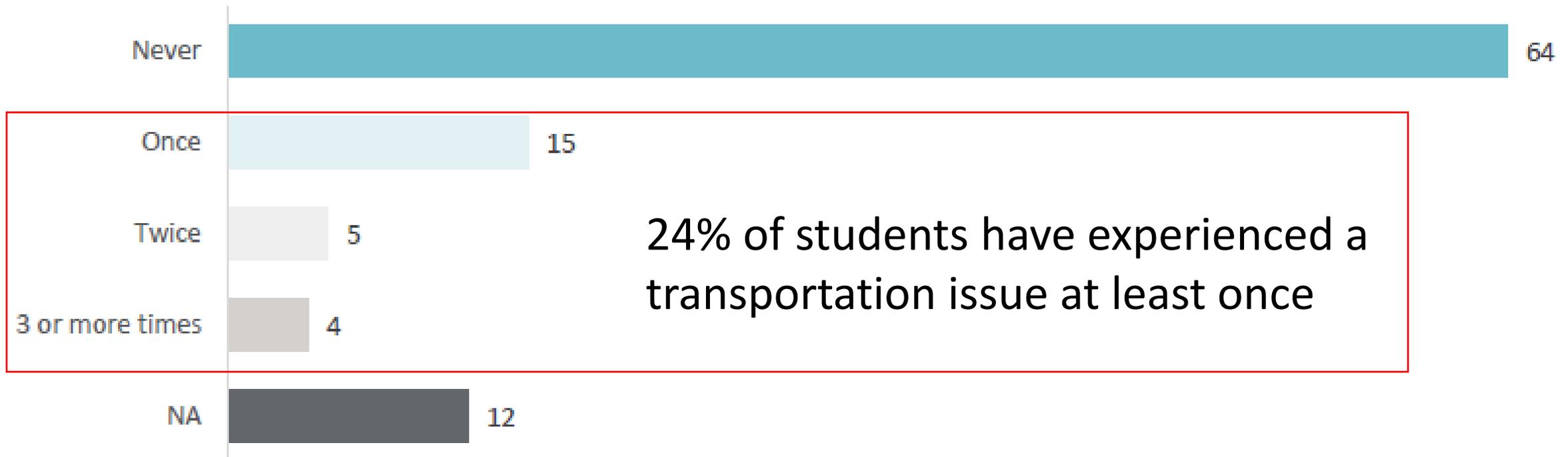
- 25,445 students (2017-18 Academic Year)
 - 6,616 full-time equivalent
 - 50% drove alone, 25% always take online courses, 10% take transit, 5% carpool, 5% dropped off, less than 5% walk or bike
- Three Campuses
 - Milwaukie (Harmony), Oregon City and Wilsonville
- Transportation Systems Analyst and programs funded by student fees and grants
 - Transportation Systems Analyst supervises student assistant
 - Transportation Office is within Student Life and Leadership Department

Spring 2018 Student Transportation Survey

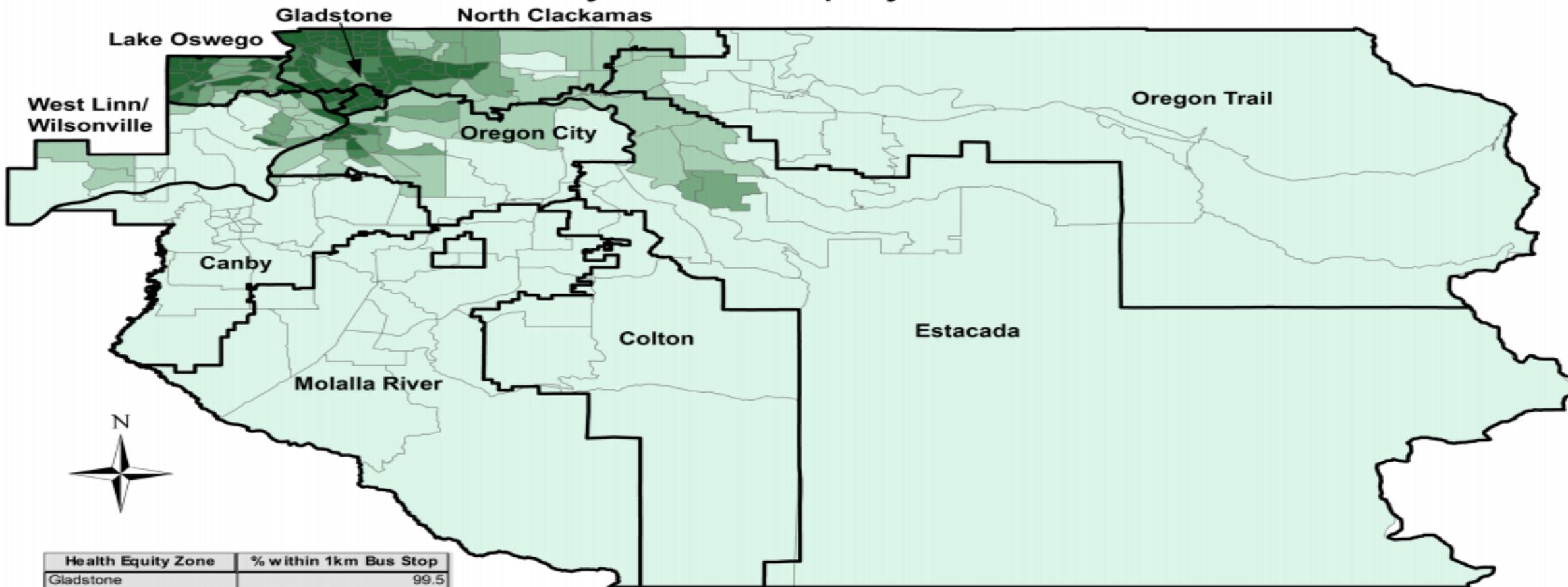
Experienced Transportation Difficulties at CCC

Has a transportation issue ever kept you from taking a class or forced you to drop a class at CCC in the last year?

(% of students in each category)

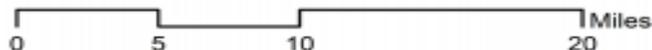
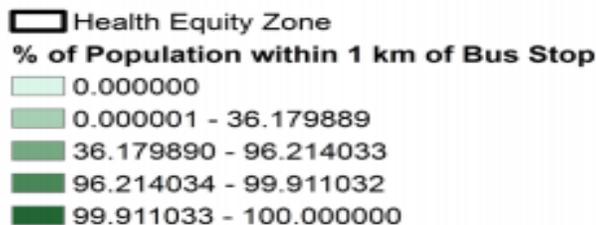


Percent of Population within 1 km of bus stop per Census Block Group by Health Equity Zone



Health Equity Zone	% within 1km Bus Stop
Gladstone	99.5
Lake Oswego	89.1
North Clackamas	77.8
Oregon City	44.6
West Linn/Wilsonville	24.5
Estacada	19.6
Oregon Trail	0.2
Canby	0.1
Colton	0
Molalla River	0

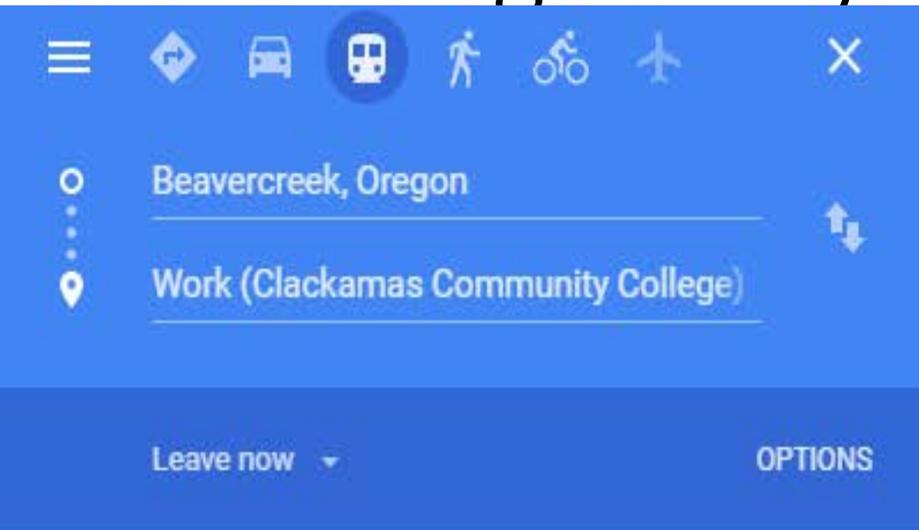
Legend



Public Health
Prevent. Promote. Protect.

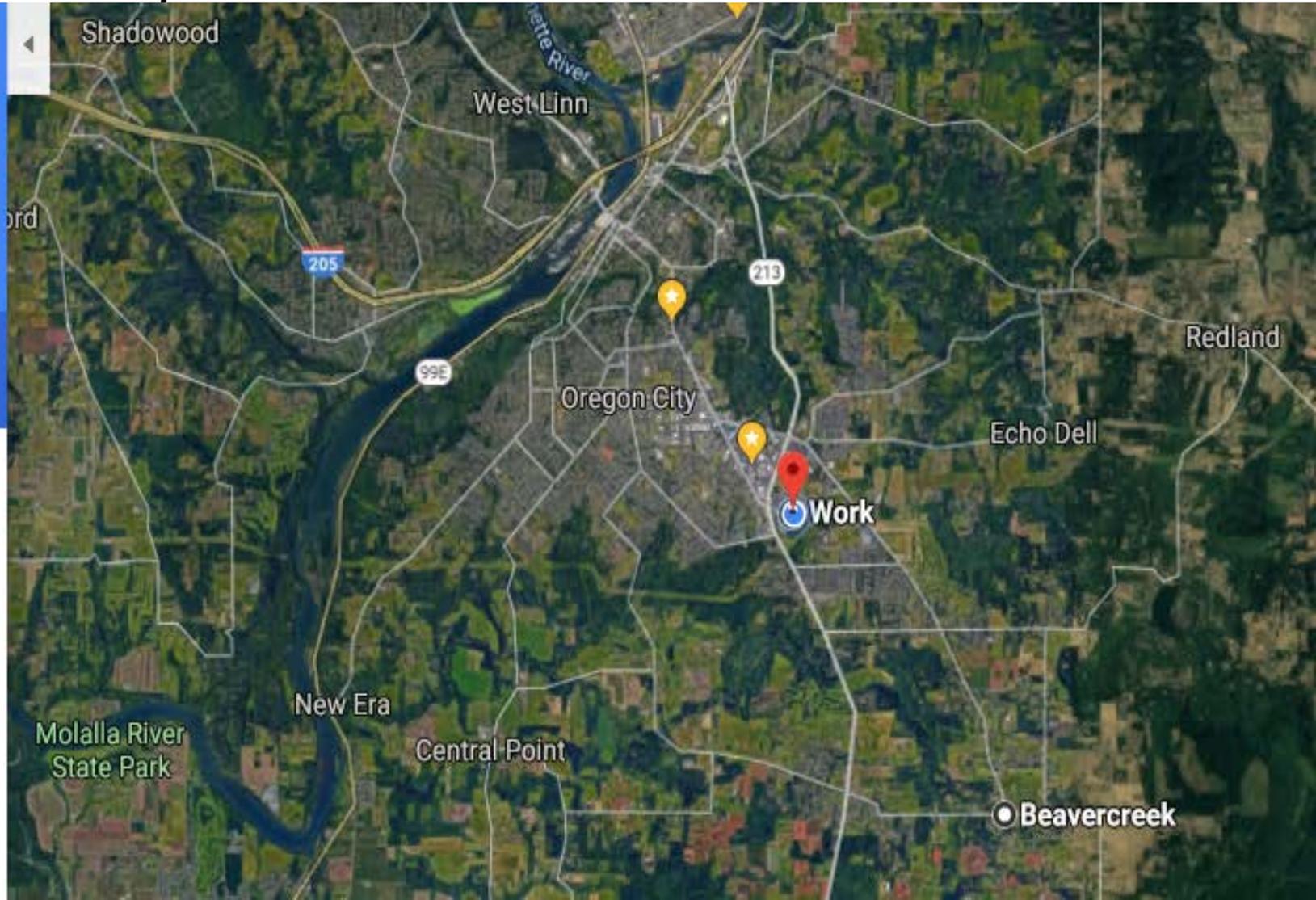
Clackamas County Public Health Department
Data Source: ACS 5-year estimates, 2011-2015 and
Clackamas County Public Health Department
Produced by: OSU Spatial Health Lab; 6/2017

No Transit from Beavercreek to Oregon City Campus



The navigation app interface is shown on the left. It features a blue header with icons for home, car, transit, walking, cycling, and flying. Below the header, the start and end points are listed: "Beavercreek, Oregon" and "Work (Clackamas Community College)". A "Leave now" dropdown and an "OPTIONS" button are also visible.

Sorry, we could not calculate transit directions from "Beavercreek, Oregon" to "Work (Clackamas Community College)"



On-Demand Shuttle

- What about people who do not have smartphones?



Passenger App

Download app, register and request rides seamlessly



Operator Dashboard

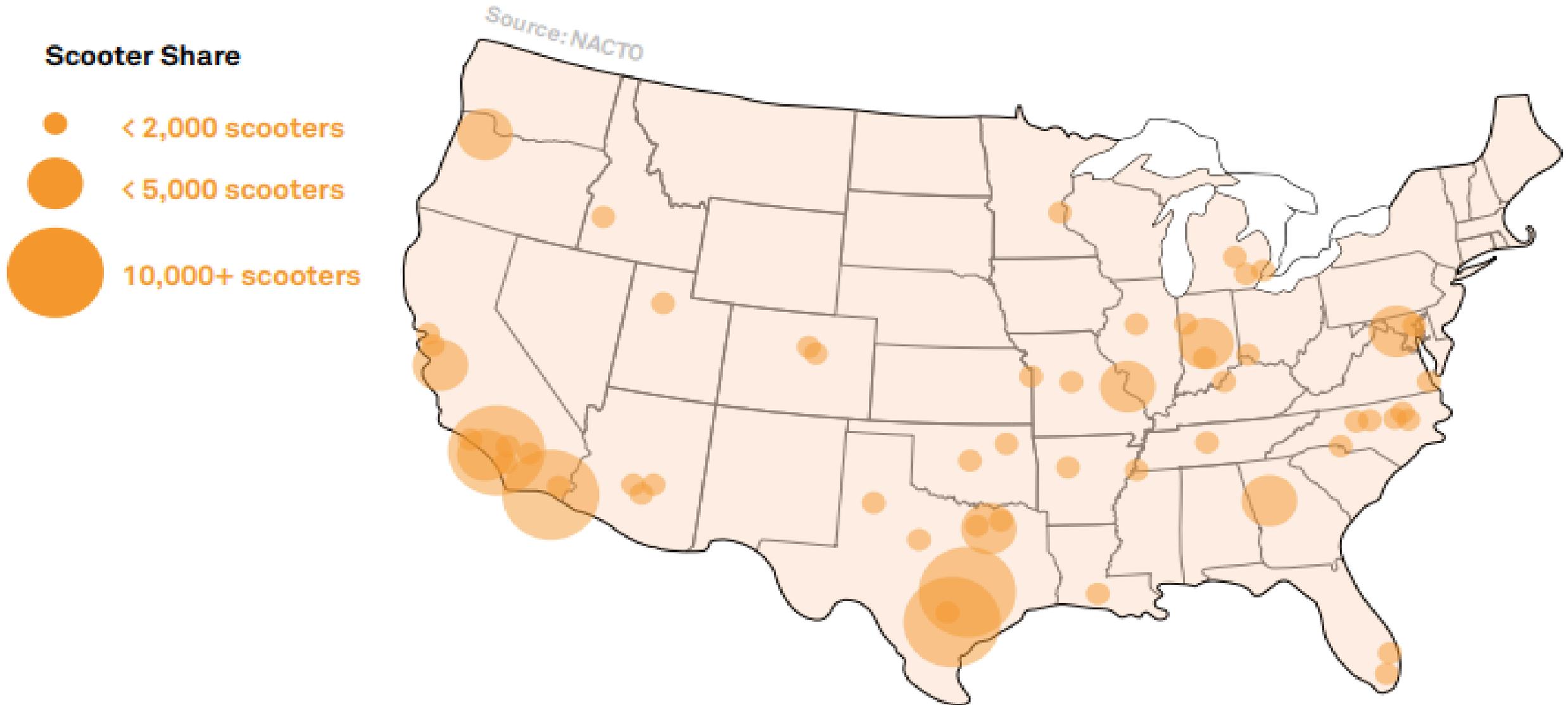
Monitor fleet and get updated status of each ride through a custom dashboard



Driver App

Guidance for passenger pickup and drop-off.

How many scooters are in suburban and rural areas?



Source: PBOT

2018 Portland E-Scooter Routes Traveled

Informed by company-provided route data, this map shows routes traveled by e-scooter riders most often. Darker blue dots signify more trips taken on that street segment. Many of the heaviest utilized routes – including NE Going Street, SE 122nd Avenue, NW Johnson, SW Naito Parkway, and the Willamette Greenway Trail – are also a part of Portland's bikeway network. It is clear e-scooters were utilized in East Portland, where the City required companies to deploy at least 100 scooters.

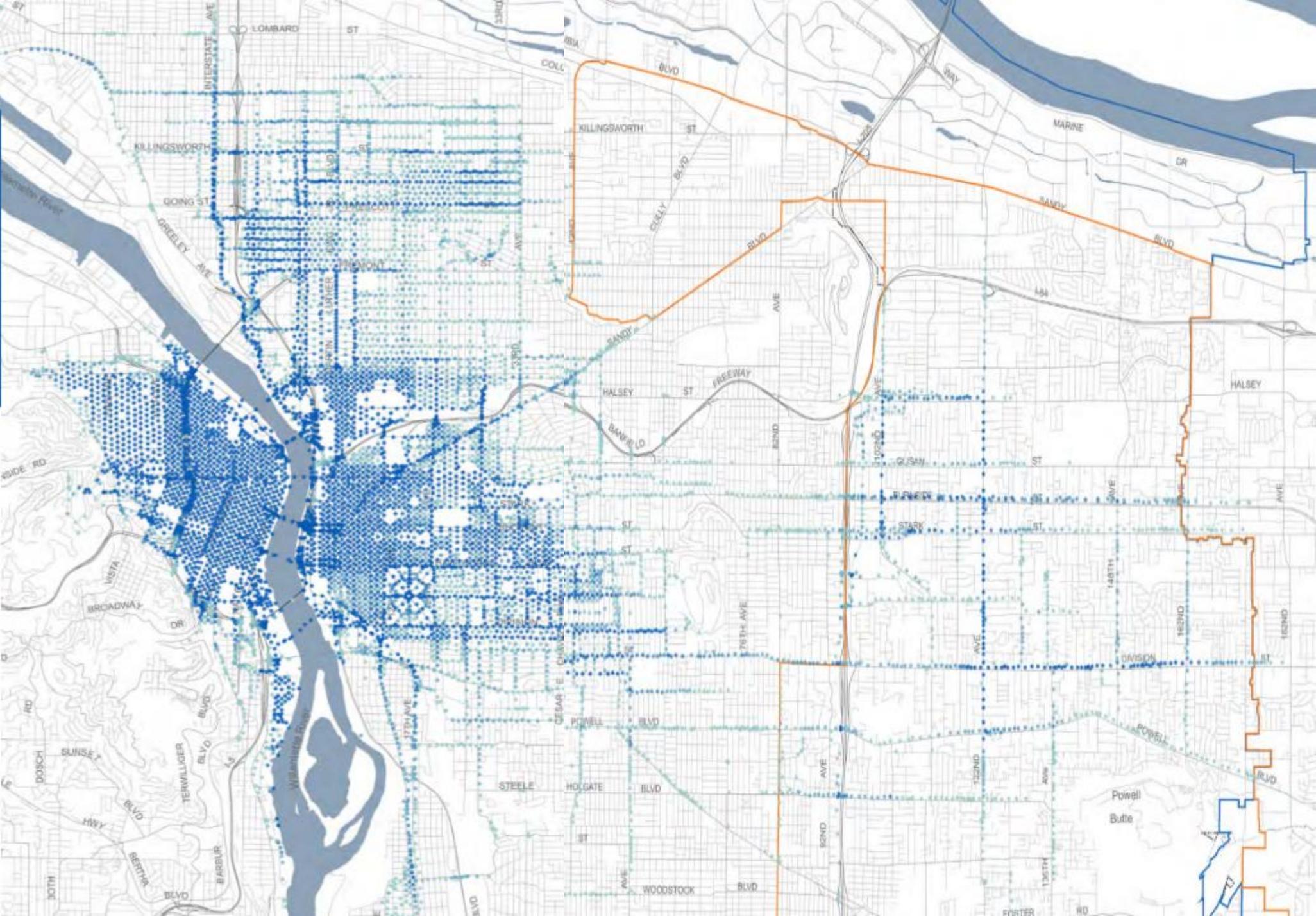
Total Number of Trips



250 1000

Portland City Boundary ———

East Portland Pattern Area ———



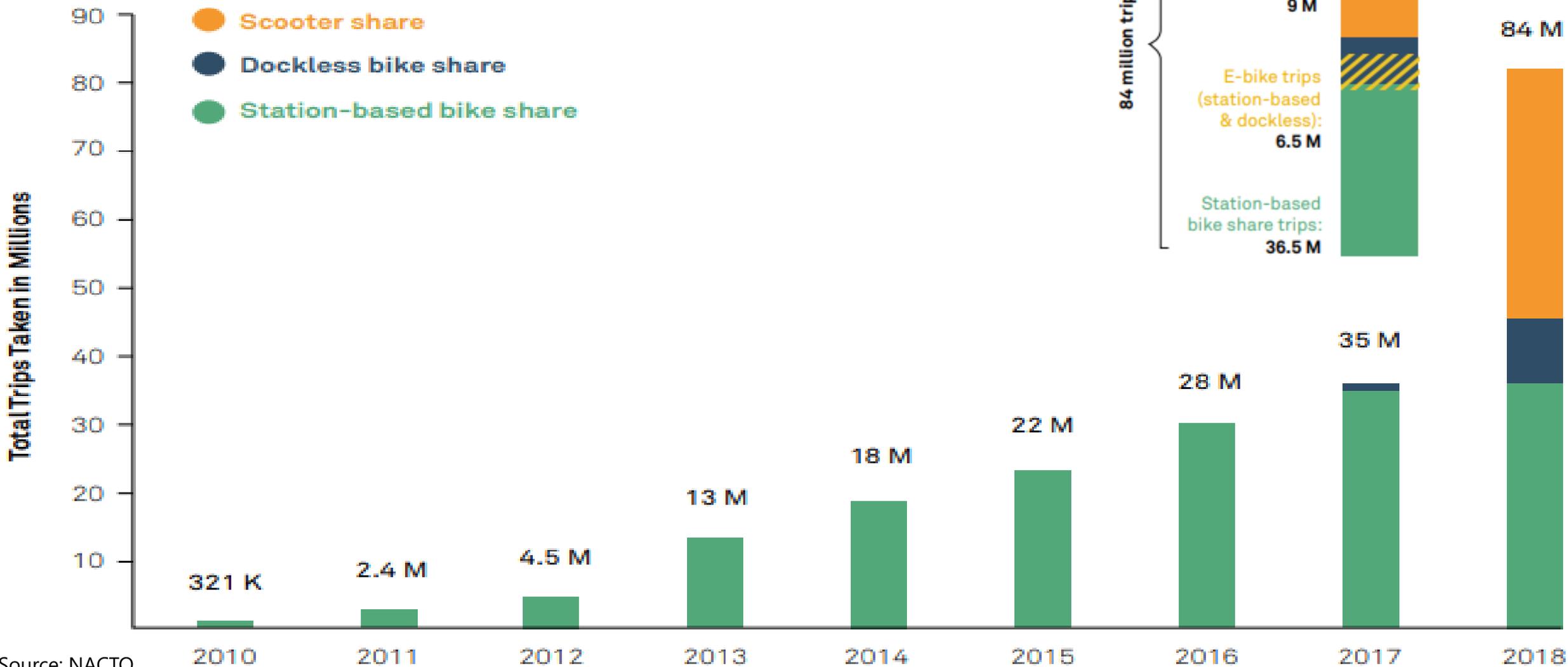
East Portland Scooter Fleet Deployment Requirements

- Only one company, Bird, complied with the East Portland fleet deployment requirements
 - Lime and Skip did not comply



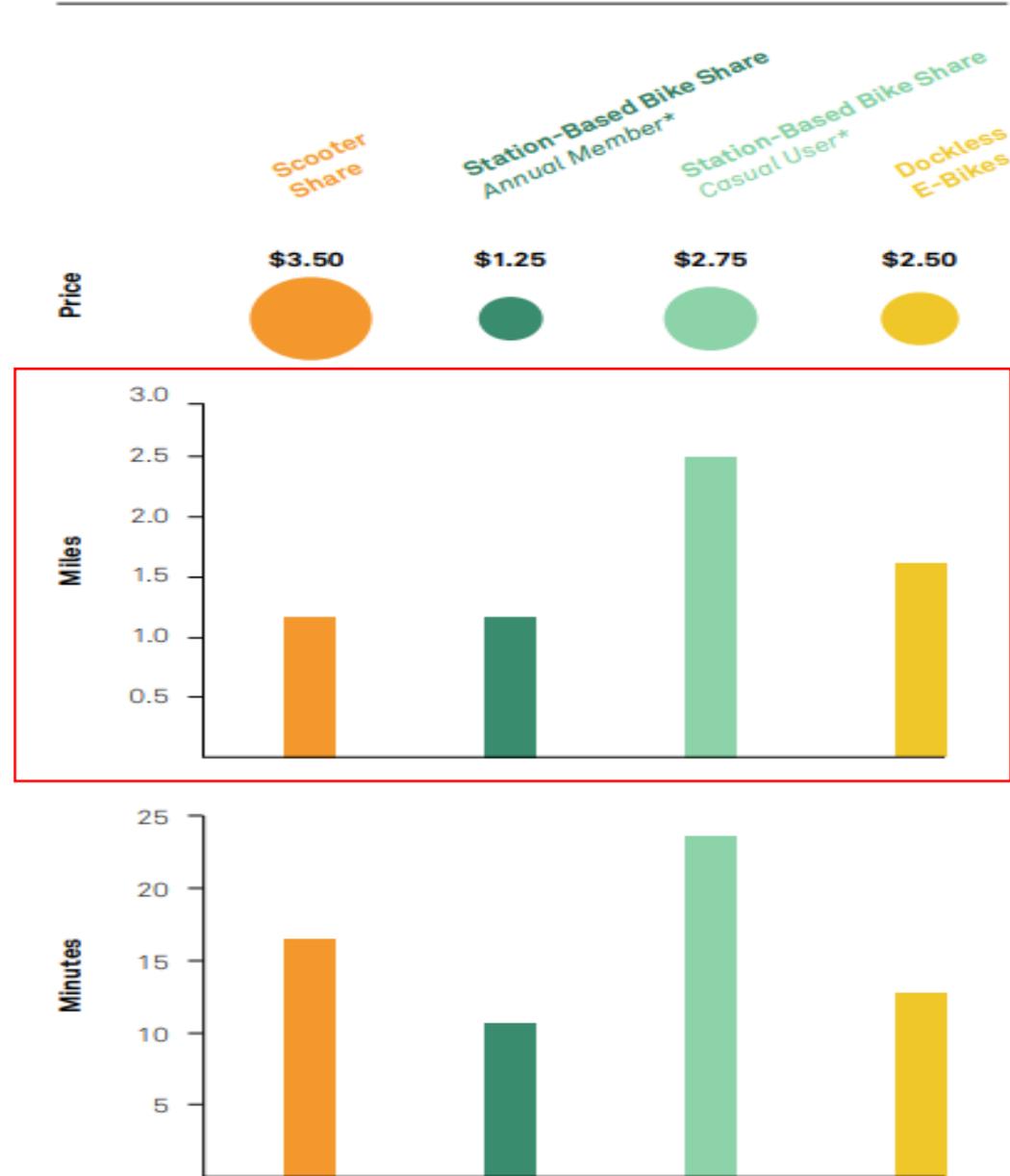
Source: PBOT, Bird, Lime, Skip

Will this trend continue?



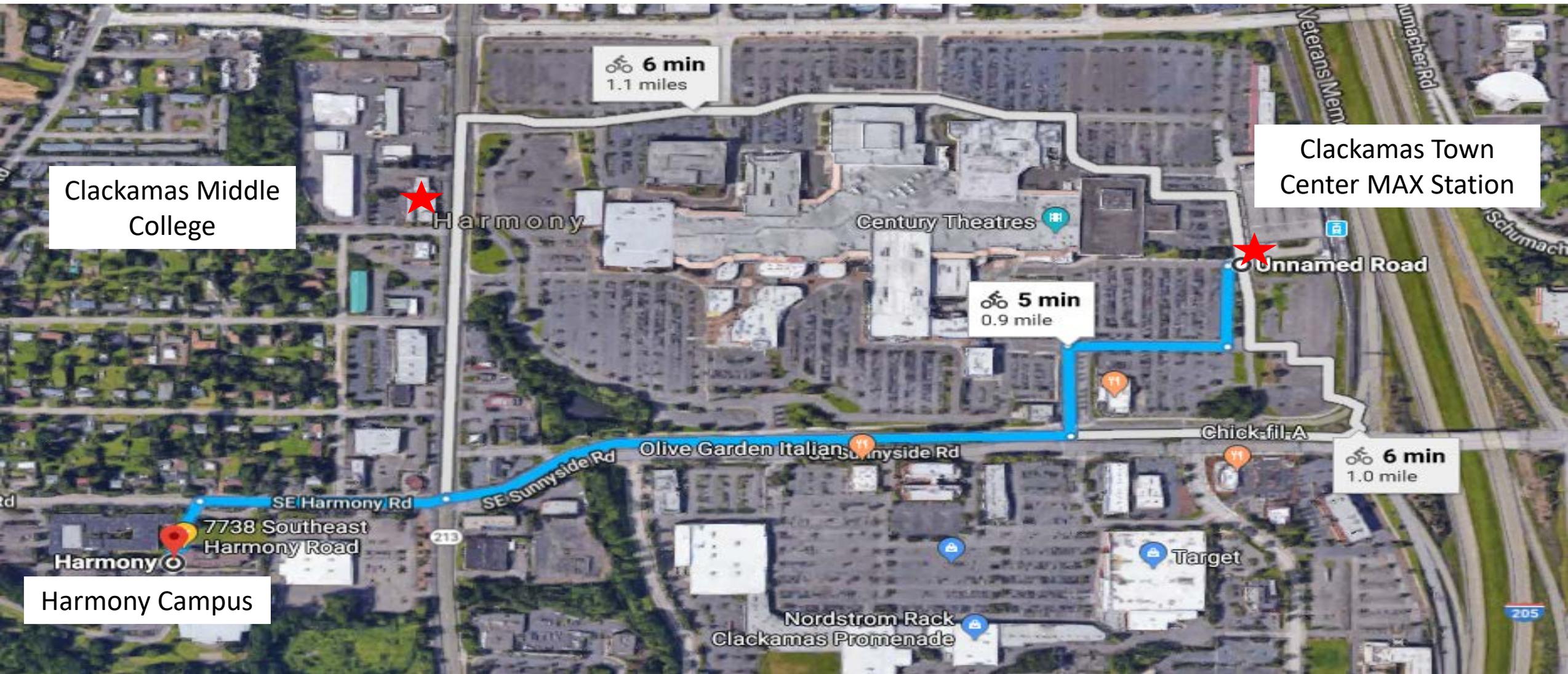
The Average Trip

Average
Scooter
Trip is
1.2 Miles

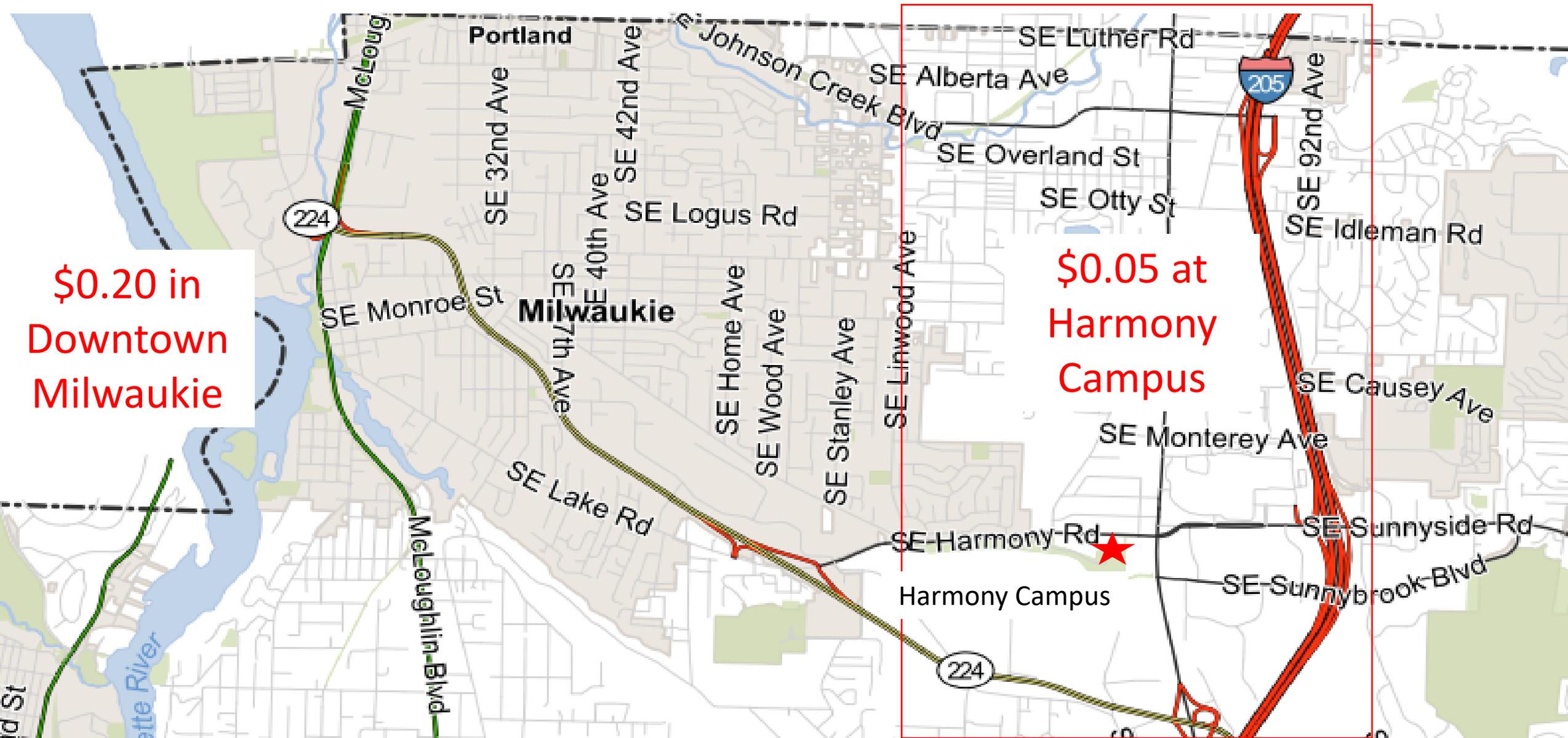


*Based on data from Capital Bike Share, Bluebikes, Citi Bike, Divvy, and Ford GoBike

Bike/Scoot from Harmony Campus to Clackamas Town Center MAX Station



ROW Use Surcharge to Incentivize Bikes and Scooters at Harmony Campus

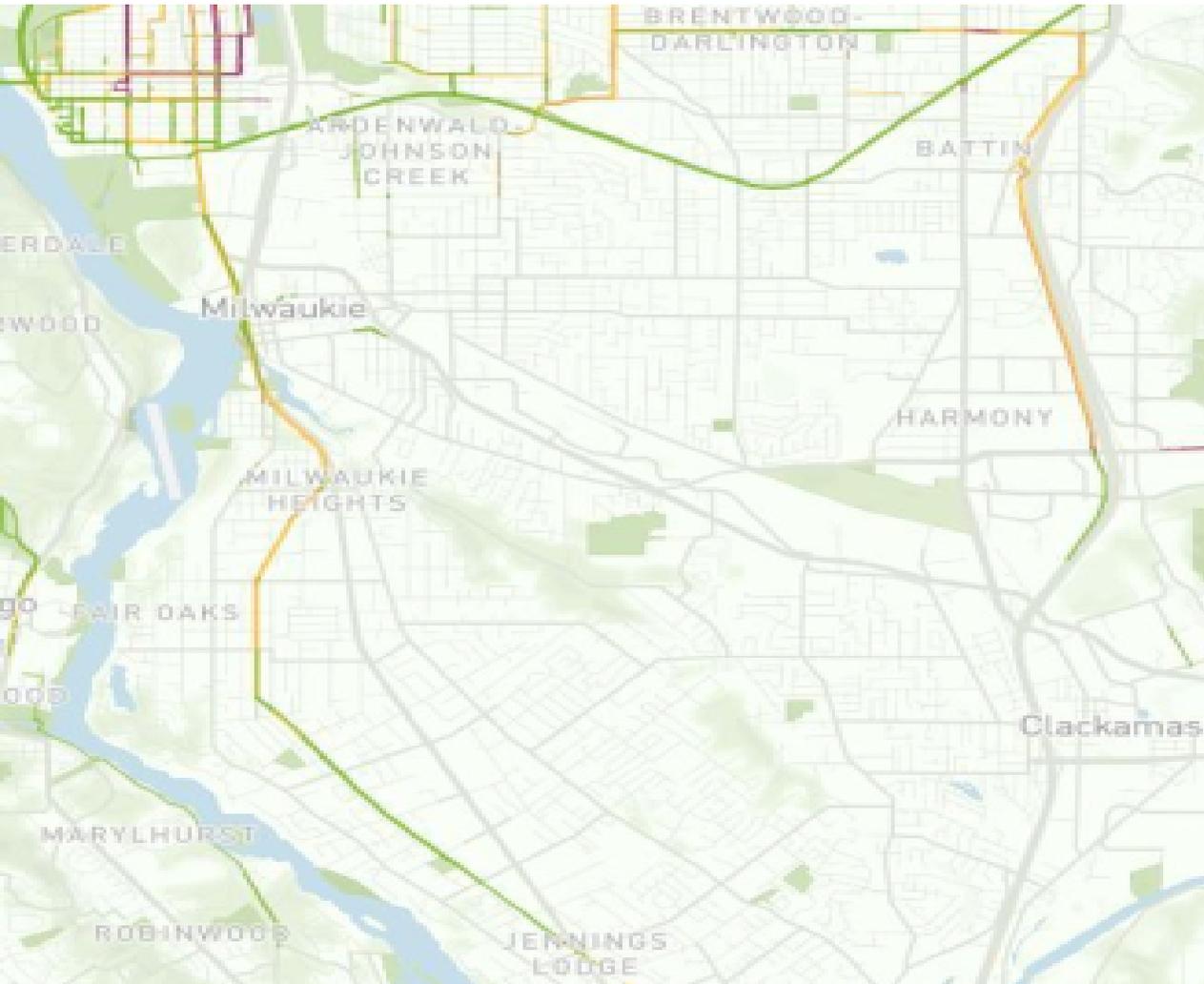


\$0.20 in
Downtown
Milwaukie

\$0.05 at
Harmony
Campus

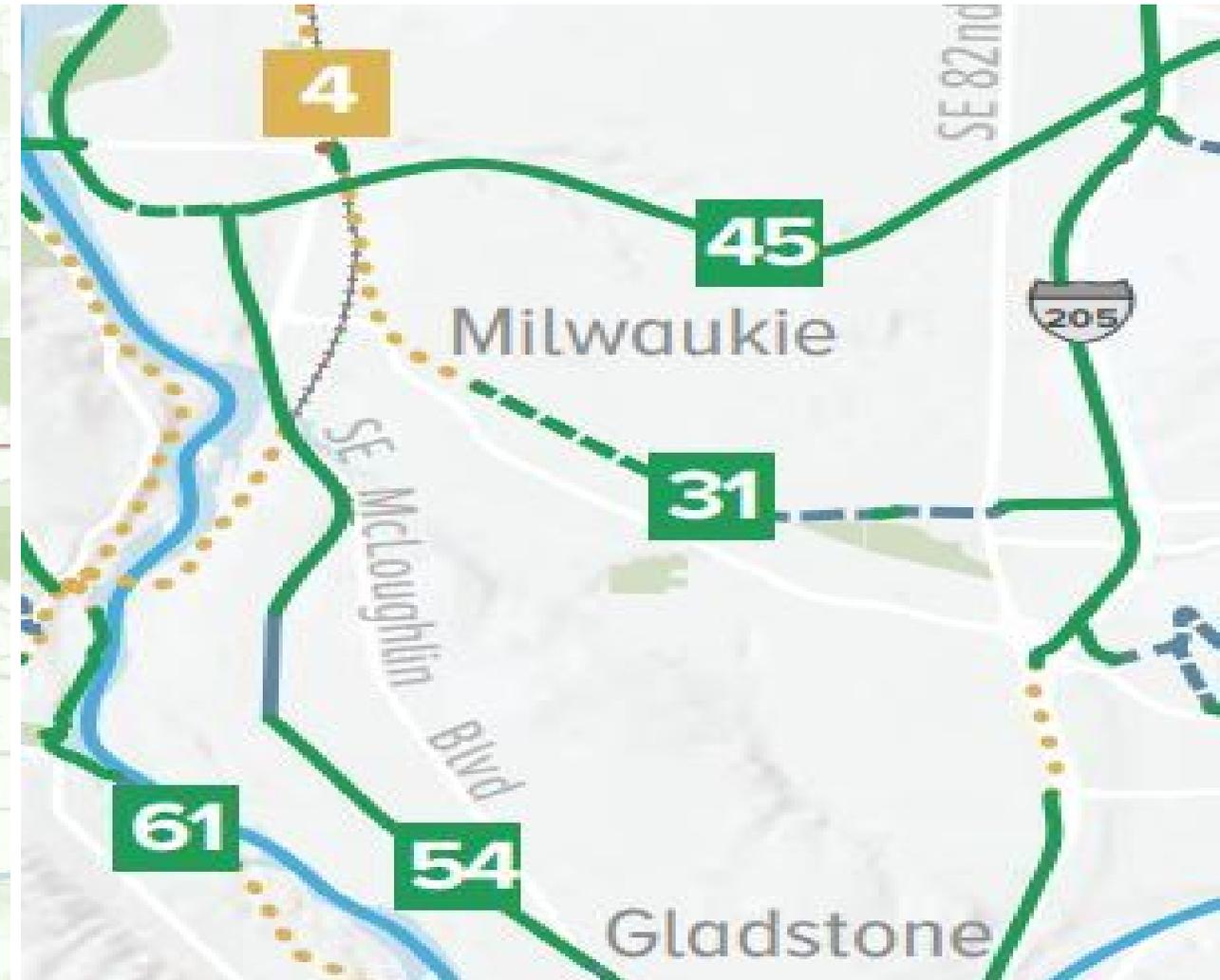
E-Bike/Scooter Trail Legal Issues

Bike Trips



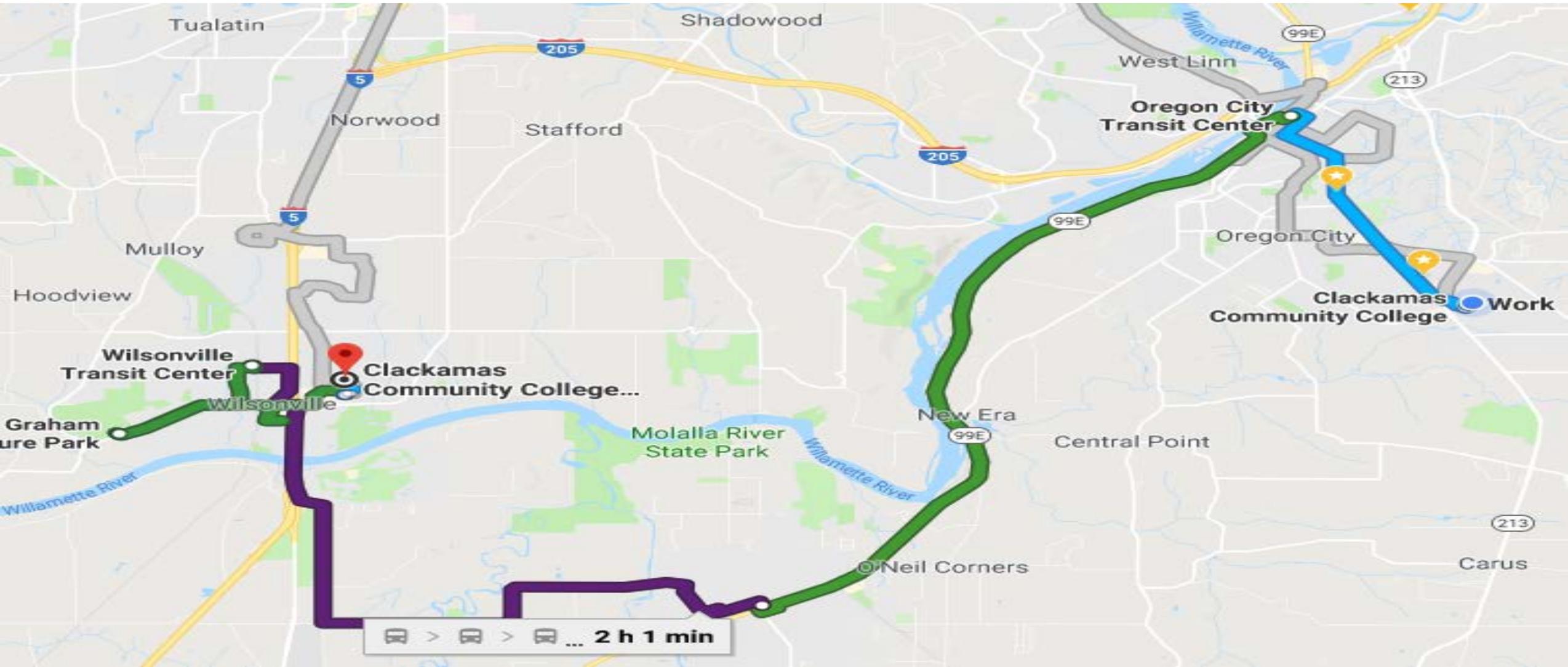
Source: Ride Report

Trails

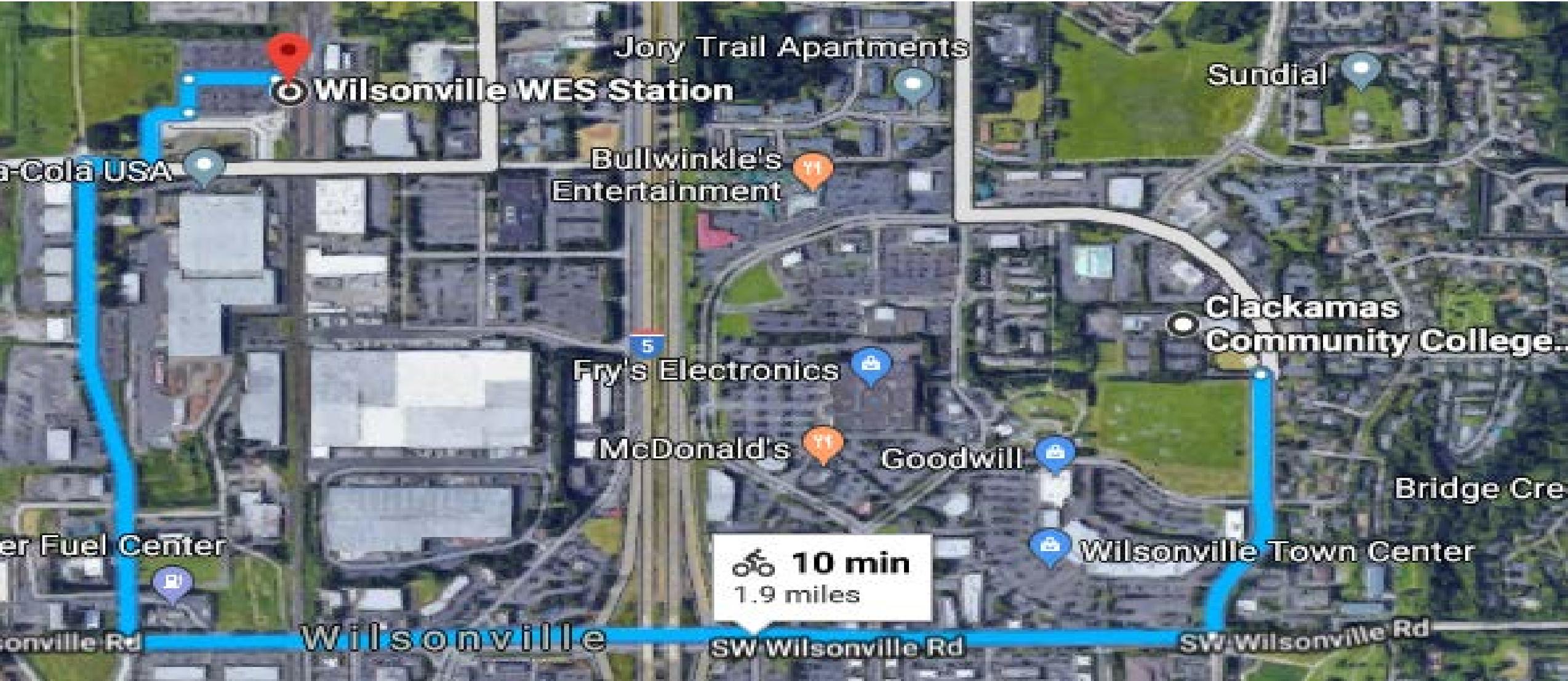


Source: Metro

On-Demand Shuttle from Oregon City Campus to Wilsonville Campus



Bike/Scoot from Wilsonville Campus to Wilsonville WES Station





Ray Atkinson

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Transportation

Small Group Exercise

Case Study: MAX rail station in
suburban Portland area

Group Challenge



Come up with a 1 to 2 minute pitch:

3 interventions to improve active transportation access to the train station and from the station to the campus.

3 advocacy strategies to make it happen.



Clackamas

SE Sunnyvale



SELF SERVICE
MARKET

Salon
HAIR & NAILS

Express Market

Express Market

ascade Hwy

McDonald's

7860 SE Harmony Rd
Portland, Oregon

Google

Street View - Sep 2018



Thank you!

