How Advocates can Change Transportation Policy

The key to changing transportation policy and planning is to learn your community’s decision-making process and then effectively insert yourself into that process. In this section we’ve provided some information about the federal-level framework for transportation policy and planning, along with samples of letters written by local pedestrian advocacy groups and public testimony.

Using the media to get attention to your issues is another way to effect change. This section also includes information on writing news releases.

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Part I

The Policy and Planning Framework

Transportation infrastructure and services consume an amazing amount of both money and land, and have a tremendous impact on how our public space is used and how we move through our daily lives. Every level of government is involved in providing transportation options; interactions among these governments can be complex. The next several pages provide an overview of the transportation planning processes at the national, state, regional, and local levels.

Federal Policy and Funding

Overview

Two major forces drive the federal government's role in transportation: transportation funding and planning, and air quality protections. Transportation funding and planning is driven by the Transportation Equity Act for the 21st Century (TEA-21) and overseen by the U.S. Department of Transportation (USDOT); while air quality efforts are guided by the Clean Air Act and overseen by the Environmental Protection Agency (EPA). The two efforts, once separate, are now coordinated on a variety of levels.

Three other federal laws significantly affect transportation. The National Environmental Policy Act of 1969 (NEPA) requires studies of environmental impact for major projects receiving federal funding; the Americans with Disabilities Act (ADA) requires certain facilities and services for disabled Americans; and the Civil Rights Act of 1964 requires equitable distribution of benefits from transportation investments. Each of these laws will be briefly discussed below.

Historical Context

The federal government has required urban transportation planning since 1962. In 1965, the federal government required states to create planning agencies or organizational arrangements capable of carrying out the required planning process. Metropolitan Planning Organizations (MPOs) were created to capture the growing momentum of the highway program and the federal financing for the planning process.

In 1991, Congress passed the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA, pronounced "iced-tea"). ISTEA was a revolution in the way transportation projects were planned, funded, and built. While previous legislation had largely focused on constructing the national transportation system, ISTEA was designed to guide the operations, management and investment in a surface transportation system that is largely in place.

TEA-21

In 1998, the Transportation Equity Act for the 21st Century (TEA-21) continued ISTEA's trend of flexible funding, significant planning requirements, and coordination with air
quality efforts. Like ISTEA, it contains six years of transportation funding authorizations and policy guidance for how that money could be spent.

The new approach of ISTEA and TEA-21 requires an enhanced planning and programming role of MPOs. It maintains a strong role for local elected officials, requires stakeholder involvement, and moves away from auto-centered planning toward integrated, modally mixed strategies for greater system efficiency, mobility and access.

ISTEA made funding flexible, allocated more funding for alternative transportation modes, allowed for more local decision-making on the allocation of funds, and allowed for more public participation in the transportation planning process than previous transportation packages.

TEA-21 continued those trends. For example, although TEA-21 provides funding by specific categories, there is a great deal of flexibility within the categories. Funds for highway alternatives can be used on projects from bikeways to mass transit, and funds designated for highways can be used for mass transit.

In exchange for increased flexibility in funding decision-making at state and local levels, planning requirements increased significantly under ISTEA (and TEA-21). Comprehensive plans at the state level are now mandatory for the first time. ISTEA established MPOs as the transportation planning and programming agencies at the local level for all urban areas with a population greater than 50,000. Under TEA-21, MPOs and states are required to submit 20-year transportation plans as well as three-year transportation improvement plans (TIPs).

Key provisions of federal transportation law:

- **MPOs Have Strong Roles and Responsibilities.** TEA-21 requires strong working relationships between MPOs and other agencies involved in regionally significant transportation planning in each metro area.

- **Long Range Plans Must Have a Variety of Scenarios.** TEA-21 requires the long-range plan to define and evaluate several distinct alternatives in terms of broad costs and benefits and the ability to accomplish clearly state area-wide goals. Fifteen factors must be explicitly considered throughout the planning process, including congestion management strategies, travel demand reduction, land use effects, and expansion of transit.

- **The Long Range Plan and TIP Must Be Clearly Related.** Under TEA-21, Transportation Improvement Programs (TIPs) function as strategic management tools to accomplish the objectives of the plan. TIPs are to be prioritized, financially constrained, and subjected to air quality conformity requirements in non-attainment areas. There should be clear and substantial linkages between the strategic directions set in the plan and the short-term actions in the TIP. Transportation projects should be selected based on cost and performance — their ability to accomplish the objectives of the long range plan.

- **Long Range Plans and TIPs Must be Financially Constrained.** TEA-21 requires plans be financially constrained over a 20-year time horizon, comparing existing and proposed revenues to costs of constructing and operating the
planned system. Plans should not be a ‘wish list’ of projects. Plans must also show the existing transportation system can be maintained without detriment. In clean air non-attainment areas for carbon monoxide and ozone, TIPs must be fully funded for the first two years and dollars committed to projects.

- **Significant Public Participation Required.** TEA-21 requires a ‘proactive public involvement process,’ including access to complete technical and policy information, timely notices, full access to key decisions, and support for early and continuing involvement in plan and TIP development.

- **Funding is Tied to the Realization of Clean Air Goals.** TEA-21 set aside specific funding to help with air quality efforts. TEA-21 also requires TIPs to conform to air quality goals and places restrictions on the kind of programs they can fund if they are a “non-attainment area” (see page 5). TEA-21 requires explicit consideration of whether adding transportation capacity in ozone and carbon monoxide non-attainment areas produces more, rather than less, air pollution.

- **Larger Picture Must be Considered.** ISTEA requires states and localities to incorporate non-transportation considerations into their transportation plans and it provides funding for what would be traditionally considered ‘non-transportation’ items. This is accomplished in three ways. First, Surface Transportation Program funds can be used on any mode of transportation including transit, bike and pedestrian and planning for transportation. Second, Congestion Mitigation Air Quality Improvement Program funds must be used to build projects that do anything except provide added capacity for the automobile system. Third, Transportation Enhancement funds must be spent on non-car lane projects like streetscapes, bike lanes, highway landscaping, and/or transportation museums.

- **Whole-system Thinking.** By providing flexible funding sources and requiring transportation planning TEA-21 emphasizes the efficiency and performance of the overall system, not just the automobile system.

TEA-21 also included:

- Continued programs for National Scenic Byways, bicycle and pedestrian paths, recreational trails, and roadside wildflower plantings.
- Increased tax-free transit benefits to encourage transit ridership.
- An innovative jobs access program to help those moving from welfare to work.

Finally, TEA-21 created a new, $120 million program to support better coordination of land use and transportation, called the “Transportation and Community and System Preservation Pilot Program.” This program provides USDOT with $120 million over six years that can be granted to state, local and regional agencies that partner with non-profits, private sector interests and each other to bring together transportation and land use decisions.

**Federal Funding**

The federal gas tax is 18.4 cents per gallon; divided among the Highway Account, 15.44-cents; Mass Transit Account, 2.86-cents; and Leaking Underground Storage Fund, 0.1-cents. The federal government transfers this money back to the states to fund projects. Oregon receives an average of $213 million per year (date?) in federal funding. These funds can be used on transit, bicycle, pedestrian, or auto-related projects (see appendix).
The Clean Air Act

The Federal Clean Air Act (CAA) Amendments of 1990 may be the most powerful of all environmental laws affecting transportation. They are intended to significantly affect transportation decision-making, not only to achieve air quality goals but also to affect broader environmental goals related to land-use, travel mode choice, and reductions in vehicle miles traveled. The CAA Amendments require greater integration of transportation and air quality planning, and assign a greater responsibility to transportation plans and programs for reducing mobile source emissions.19

Air Quality Standards

The CAA requires each urbanized area to meet federal standards for clean air.11 As a part of this, the Act require state and local transportation systems to be consistent with the Environmental Protection Agency’s (EPA) National Ambient Air Quality Standards (NAAQS). These standards set maximum levels for the concentration of certain gases and particles in the air that are harmful to human health and other organic life.12

Under the CAA, the EPA regulates three major pollutants caused by transportation sources: ground level smog (ozone, O3), carbon monoxide (CO), and soot, or particulate matter (PM10 and PM2.5). They do this for good reason: mobile sources produce about half of the ground-level ozone nationwide;13 transportation sources produce about 77% of CO emissions nationwide;14 and small particulates are likely responsible for most of the adverse health effects of particulate matter as they can reach the lower regions of the respiratory tract.15

States are required to establish State Implementation Plans (SIPs) that lay out a plan to attain the air quality standards. The TEA-21-required states and MPO Long Range Transportation Plans and three year Transportation Improvement Plans (TIPs or STIPs for states) must comply with the standards.16 In addition, projects included in the Transportation Improvement Program must demonstrate compliance with the Clean Air Act by reducing regional auto travel when compared to the No-Build alternative.17

For each pollutant there is a scale of severity and a series of “non-attainment requirements,” measures required if a locality fails to meet the applicable air quality standards. The EPA may designate areas where air pollution levels persistently exceed the standards as “non-attainment areas.” The CAA may require the minimization or management of vehicle miles traveled (VMT) and other transportation measures as surrogates for control of vehicle emissions to achieve the NAAQS.18

Types of Air Pollution

**Fine Particulate Matter (PM10 and PM2.5)**
Particles in the air smaller than we can see (10 microns in diameter or smaller) can get stuck deep in our lungs and damage lung tissue and lead to serious respiratory problems. Woodsmoke, wind-blown dust and industrial emissions are the biggest sources.

**Ground-level Ozone**
Commonly referred to as smog, ozone is formed near the ground by chemical reactions between volatile organic compounds and nitrogen oxides in the presence of sunlight and temperatures over 90 degrees. Ozone lowers resistance to colds and pneumonia and causes irritation to the nose, throat and lungs. Emissions from motor vehicles, gas-powered garden equipment and motor boats, gasoline and paint vapors, aerosol products and industry all significantly contribute to the formation of ozone.

**Carbon Monoxide**
This deadly, colorless, odorless gas can cause dizziness, nausea, blurred vision, headaches, slowed reflexes and drowsiness. Cars and trucks produce up to 90 percent of urban carbon monoxide emissions. Carbon monoxide levels are higher in the winter, especially during air stagnation periods.
Transportation Conformity Rules

In November 1993, the EPA and USDOT jointly issued rules to implement the Clean Air Act's requirements. The Clean Air Act requires areas that fail to meet air quality standards to develop and submit to EPA State Implementation Plans (SIPs) demonstrating how these standards will be achieved and maintained. Each area is required to establish a motor vehicle emissions budget allocating a certain amount of air pollution emissions to motor vehicle use. The motor vehicle emission budget is part of the total emissions budget in the SIP that includes emissions from industry and other sources.¹⁹

EPA and USDOT rules and the Clean Air Act require states to adopt transportation conformity rules. Under the rules, all transportation projects must conform to the state implementation plan, so state and local transportation planning remains consistent with state and local air quality planning.²⁰ Transportation conformity provisions apply to all designated non-attainment areas. In addition, conformity regulations apply to maintenance areas (non-attainment areas re-designated to attainment areas) based on progress made to achieve the NAAQS.²¹

In metropolitan areas, transportation conformity is linked to the transportation planning requirements under TEA-21. In non-metropolitan areas, the regional air quality analysis must be linked to the statewide transportation plan and improvement program (STIP).²²

Transportation conformity rules:

- Require air quality analyses demonstrating projected emissions from the use of a proposed transportation system are consistent with the emissions allocated to motor vehicle use in the SIP. Plans must also demonstrate the “build” scenario (implementation of the Plan and TIP) reduces emissions more than the “no-build” scenario (do not implement the Plan and TIP) until emissions budgets are approved, and must demonstrate adherence to attainment budgets.²³
- Require plans to show transportation projects will not cause new, or increase existing, violations of NAAQS.²⁴
- Require funding and implementation of the Transportation Control Measures (TCMs) identified in an area's SIP as necessary to achieve healthy air.²⁵
- Establish a process for coordination between state and local air quality and transportation planning agencies.²⁶
- Direct Oregon metropolitan areas to coordinate these efforts through standing committees, which include representation from local governments, transit providers, ODOT and DEQ. In non-metropolitan areas, affected parties must meet annually to ensure coordination between transportation and air quality planning. The rules also require DEQ to establish working groups of interested and affected parties to assist DEQ in developing air quality plans.²⁷

The following actions of transportation agencies are subject to the conformity provisions:

- Transportation Improvement Plans (TIPs).²⁸
- All projects which receive TEA-21 funding or those which require USDOT approvals in order to proceed.²⁹
- Regionally significant projects (see 40 CFR Parts 51 and 93, 11/24/93 for definition), regardless of funding source, are partially affected.³⁰
- Long-range transportation plans required under TEA-21.³¹

The MPO is responsible for making the conformity determination in each non-attainment
area. Ultimately, the USDOT is responsible for making an affirmative finding on each MPO’s finding and has delegated this to the Federal Highway Administration and the Federal Transit Administration. These agencies collaborate on reviewing the conformity findings and make the final determination to accept or reject the MPO’s determination. This is done in consultation with the EPA.  

State Departments of Transportation must also play a role in the conformity process for projects outside MPO boundaries. State air agencies (in Oregon, the DEQ), in consultation with MPOs, state DOTs, and where they exist, local air agencies, must agree on SIP budgets under which transportation sources must operate.  

Fiscal constraint requirements are incorporated into the conformity process in part to ensure conformity findings are based on realistic plans and programs and that Transportation Control Measures (TCMs) and other projects, which may be beneficial for air quality, are not continually postponed due to lack of funding or funding commitment. Further, this requirement is incorporated into criteria for making conformity findings because the MPO must demonstrate in detail all TCMs that are contained in their SIPs, their funding sources, their eligibility under TEA-21 and that they are meeting their implementation schedule.  

In 1995, the Oregon Environmental Quality Commission (which oversees the Oregon Department of Environmental Quality) adopted rules to ensure state and local transportation planning and funding is consistent with state and local air quality planning. The rules apply only to those areas in Oregon classified as non-attainment or maintenance areas under the 1990 Clean Air Act amendments. These areas either have monitored violations or have the potential for future violations of health-based air quality standards.  

The DEQ is still making some determinations on conformity with the NAAQS. Currently, the following areas are expected to soon be designated as maintenance areas for either carbon monoxide or particulate matter: Portland, Salem, Eugene-Springfield, Medford-Ashland, Klamath Falls, La Grande, Grants Pass, Lakeview and Oakridge.  

Salem is expected to be in non-attainment for the ozone standards; Portland’s ozone status is uncertain. It is also unclear which cities may be in non-attainment with new particulate matter standards.  

Transportation Control Measures  
The CAA includes a list of Transportation Control Measures (TCMs) which must be considered for inclusion in the State Implementation Plan (SIP) for air quality in ozone non-attainment areas. These measures [example] also form the basis for funding eligibility in the Congestion Mitigation and Air Quality Program under TEA-21.  

Public Participation in the Conformity Process  
Under TEA-21, the public must have an opportunity for early and continuing involvement. Individual citizens, affected public agencies, and other interested parties should be involved in the development of TIPs, plans, and all other stages of the planning process. These include major investment studies, environmental analyses conducted under the National Environmental Policy Act, and consideration of the fifteen planning factors metropolitan areas must consider in their long term planning efforts.
The National Environmental Policy Act and Environmental Impact Statements

The National Environmental Policy Act of 1969 (NEPA) established national policies and goals for the protection of the environment. Section 102(2)(C) requires federal agencies to prepare an Environmental Impact Statement (EIS) for proposed major actions significantly affecting the quality of the environment. The EIS must include projected environmental impacts of the proposed action, alternatives to the proposed action, and any adverse environmental impacts which cannot be avoided should the proposed project be implemented.38 EIS requirements apply to all projects defined as “major actions” and at least partially funded with federal funds. Examples include construction of a highway, major renovation of a bridge, or construction of a federal building.

The Federal Highway Administration (FHWA) has its own regulations that implement NEPA for the projects it funds. These regulations establish different criteria for classes of action that: (1) normally require an environmental impact statement (EIS); (2) normally require an environmental assessment (EA, see below) but do not necessarily require an EIS; and (3) require neither an EA nor an EIS (the “categorical exclusions”).39

An Environmental Impact Statement is required when the project requires federal or state funding, has significant impact, and requires significant funding. This applies to a new highway, new highway capacity, a highway interchange, and light rail or bus rapid transit.

If the action requires an EIS, the agency must publicly publish a Notice of Intent (NOI) and begin the scoping process (review possible alignments and impacts). The agency then prepares a draft EIS (DEIS), solicits comments from affected parties and governmental entities, and writes a final EIS (FEIS) considering comments received.40

The contents of the FEIS must be considered when making a decision on the proposed action. The agency must prepare a record of decision (ROD), a statement of its decision discussing its choice among alternatives and the means that will be employed to mitigate or minimize environmental harm.

If the agency action does not fall within the category of actions designated as categorical exclusions or requiring an EIS, the agency must prepare an EA. The EA determines whether or not an EIS is needed. If the EA determines that an EIS is not needed, the agency must issue a finding of no significant impact (FONSI) briefly explaining why the agency’s action will not have a significant impact on the environment.41

Although NEPA requires agencies to take what is known as a “hard look” at the environmental consequences of their actions, it does not force them to choose the most environmentally sound alternative.42

For more about the NEPA process, contact XXX.

A transportation advocate can use NEPA to her advantage by:

✓ Review scoping to see if various possible alignments and impacts were considered. If not, the project may contain fatal flaws that were not brought forward.
✓ Checking to see if all the potential impacts were identified.
✓ Checking to see what alternatives were considered. If the DEIS contains only a No Build and Build scenario, it might be challengable, as courts have decided that is not a fair alternatives analysis.
✓ Checking to see how costs and benefits were calculated and distributed. The social equity impacts should be considered.
Americans with Disabilities Act

The Americans with Disabilities Act (ADA) has a number of transportation-related provisions. Among the most important: requirements for wheelchair lifts on buses and ramps and lifts at rail stations and door-to-door dial-a-ride services for corridors where services aren’t fully accessible by persons with disabilities.

Civil Rights Act of 1964

As explained in The Transportation Project Planner (STPP, July 1997), the Civil Rights Act prohibits racial discrimination by governmental agencies. In response, the US Department of Transportation adopted guidelines requiring local transit operators who receive federal funds to demonstrate minority populations receive equal quality of transit service. Recipients of federal funds must periodically document service quality and use of transit service for various neighborhoods.

This law has been supplemented with President Clinton’s Executive Order 128982, “Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations.” That order requires federal agencies to identify and address disproportional impacts on various populations.
April 25, 2000

Ben West
U.S. Environmental Protection Agency
61 Forsyth Street
Atlanta, GA 30303-8960

Re: Proposed 17th Street Bridge

Dear Ben:

As President of Pedestrians Educating Drivers on Safety (PEDS), I am writing to express support for the City of Atlanta’s proposal for design modifications and phased construction of the 17th Street Bridge. The success of the Atlantic Steel Project as a Transportation Control Measure depends heavily on the proper allocation of incentives and disincentives. As currently proposed, the design for the bridge provides a level of convenience for Single Occupant Vehicles that will keep most drivers in their cars. Virtually every downside of the project—including eight-lane intersections, free right turn lanes, double right turn lanes, and skewed intersections—adversely affects pedestrians.

PEDS supports the City of Atlanta’s recommendations for reducing the design speed of the bridge to 25 miles per hour; eliminating the free right turn lane from Spring Street; and eliminating an eastbound right turn lane from the bridge at Spring Street. PEDS also recommends reducing the lane width to 11 feet and reducing the turning radii at intersections. Additional right of way purchased for the later phases of the bridge could be used for attractive medians and public space. These modifications would encourage travel behavior to change, possibly eliminating the need for future expansion of the bridge. Phased construction would also enable the GDOT to obtain more accurate forecasts of traffic conditions in Midtown before building additional capacity. If congestion on the Downtown Connector and/or on the surface streets of Midtown indicates that additional capacity on the bridge would have little impact on mobility, expansion of the bridge could be avoided.

Midtown is currently one of the most intense pedestrian environments in metro Atlanta, a condition that is likely to increase in the future. Yet unless modifications are made to the GDOT’s concept for the bridge, the hostile design of the intersections between the bridge and the city’s surface streets is likely to discourage all but the heartiest pedestrians from walking. The wide sidewalk on the southern part of the bridge will receive little foot traffic if pedestrians have to take their lives in their hands to get to it at Spring Street or West Peachtree Street.

PEDS encourages you to support the City of Atlanta’s proposal for design modifications and phased construction of the bridge. The region cannot build its way out of congestion, but must rely on changing travel behavior. Give pedestrians a chance!

Sincerely,

Sally Flocks

Sally Flocks, President and CEO  •  1447 Peachtree, Suite 801  •  Atlanta, Georgia 30309
Phone 404-873-5667  •  Fax 404-873-6978  •  e-mail info@peds.org  •  http://www.peds.org
June 2, 2000

Mr. Nicholas Theocharides, Project Manager
Public Works Department
927 - 10th Street
Sacramento, CA 95814-2904
(916) 264-5065
(916) 264-8357-FAX

Mr. Fred Buder, Environmental Project Manager
Neighborhoods, Planning and Development Services Department
Office of Environmental Affairs
1231 - 1 Street, Room 300
Sacramento, CA 95814
(916) 264-7602
(916) 264-7185-FAX

RE: Draft Environmental Impact Report
Power Inn Road/Folsom Boulevard Intersection Area Improvements
Project (Southeast Area Transportation Study, Phase I)

Dear Mr. Theocharides and Mr. Buder:

WalkSacramento is an organization dedicated to achieving safe, walkable communities for personal health and recreation, for livable neighborhoods, for traffic safety, and for clean air. We did not receive the Notice of Preparation for this project and thus are commenting for the first time on the Draft Environmental Impact Report (DEIR). We appreciate the opportunity to comment and we appreciate the assistance of Mr. Theocharides in meeting with our organization to help us understand the nature of this complex project.

Outline of our comments:

WalkSacramento finds that the Proposed Project, if implemented, would constitute a significant negative impact to the planned pedestrian environment. The City’s policies and standards support an improved pedestrian environment. The Proposed Project negates that vision.

To minimize the significant negative impact, we recommend that the Proposed Project:

• Implement the City’s Street Standards as they apply to pedestrian facilities.
• Provide shade street trees in the planter strips along all streets of the Proposed Project.
• Include utility poles and traffic boxes in the planter strips to leave the sidewalks clear for walkers including the handicapped.
• Provide crosswalk design that encourages pedestrian usage by including pedestrian islands on all arterials, flashing lights when pedestrians are in the crosswalks, crosswalks on all corners of the streets.
• Manage the speed on the arterials by reducing the lane width to 11 feet, and by timing the signals to maintain the traffic at the appropriate speed.
• Continue to allow parking on streets with lower traffic volumes. This will be a positive for businesses, will help slow the traffic and will provide a barrier between the traffic and the pedestrian enhancing the pedestrian's safety.
• Consider parking on arterials which are currently at lower traffic volumes. Keep on-street parking until future traffic warrants a change.

REGULATORY CONTEXT – The City's General Plan & Street Standards

The City has adopted some important policies related to pedestrians. Very recently, in 1999, the City amended its Street Standards to make changes that would, if implemented, significantly improve the pedestrian environment. These policies and standards are noted in this DEIR. It is important to summarize them here because they form the basis for a finding of significant negative impact that has not been addressed in this DEIR. That is the significant negative impact this project would have on the planned improvement of pedestrian facilities throughout the City as directed by the City's General Plan and by its amended Street Standards.

As noted in the DEIR, the "regulatory context" (pages 6.2-27-29) includes the following policies related to pedestrians:

**Overall Goals related to transportation:** (*emphasis added*)

• Create a safe, efficient surface transportation network for the movement of people and goods.

• Provide all citizens in all communities of the City with access to a transportation network that serves both the City and region, either by personal vehicle or transit. Make a special effort to maximize alternatives to single-occupant vehicle use, such as public transit.

• Maintain a desirable quality of life, including good air quality, while supporting planned land use and population growth.

**General Plan goals for non-vehicular transportation:** (*emphasis added*)

• Pedestrians: Increase the use of the pedestrian mode as a mode of choice for all areas of the City.

• Bikeways: Develop bicycling as a major transportation and recreational mode.

**Regional Transit Master Plan -- relevant goals:**

*WalkSacramento -- Power Inn Road DEIR -- Page 2*
• Promote transit-oriented land use planning and integrate land use and transportation planning policies to maximize public transit productivity.

City of Sacramento Street Standards -- Pedestrian Facilities

The City's Standards for arterial streets and collector streets are as follows (DEIR pages 5-12 to 5-14):

<table>
<thead>
<tr>
<th>Arterial</th>
<th>Collector</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-foot sidewalk</td>
<td>5-foot sidewalk</td>
</tr>
<tr>
<td>8-foot planter strip</td>
<td>6-foot planter strip</td>
</tr>
<tr>
<td>6-foot bike lane</td>
<td>6-foot bike lane (if provided)</td>
</tr>
</tbody>
</table>

In the several sections of this DEIR dealing with bicycle and pedestrian facilities, the discussion focuses mainly on bicycles and the Bicycle Master Plan. There is little analysis of the needs of pedestrians even though the General Plan calls for an increase in this mode (see above).

The Proposed Project does include some pedestrian improvements -- the elimination of free right turn lanes on two roadway segments, the addition of sidewalks to streets that do not now have sidewalks, and the increased street connectivity. However, these improvements are far short of what would support an "increase in the pedestrian mode". They make pedestrian access barely possible but not safe, comfortable or desirable. The "improvements" do not offer a good alternative to the automobile. The automobile continues to receive priority in this facility design to the detriment of pedestrians.

Additionally, the lack of adequate pedestrian facilities affects the effectiveness of the transit system as well. It is a known fact that good transit goes hand in hand with good pedestrian facilities. Before people get on the bus, they are pedestrians. If they wait at uncomfortable, difficult to access spots, they will choose if they can, other modes of transportation. And walking and transit will be left for those who have no other choice -- not something that was envisioned by the City's General Plan.
The key elements that are needed to make the environment pedestrian friendly include:

- **Direct routes** — the ability to go directly to one’s destination — this includes connectivity of the street system.
- **Safety** — along the street, and in the crosswalks — concerns about speeding traffic, large trucks, the time it takes to walk across busy, wide streets, lighting, and eyes on the street.
- **Convenience** — the ability to cross the street from all corners and approximately every 300-500 feet.
- **Comfort** — trees that shade the sidewalk from summer heat, benches to provide places to stop to regain strength.
- **Attractive** — trees, landscaping, interesting vistas, etc.

**PEDESTRIAN SAFETY — Pedestrian Level of Service (PedLOS)**

The State of Florida Department of Transportation recently adopted new Pedestrian Level Of Service (PedLOS) standards that rank transportation facility cross-sections based on quantifying the level of perceived safety of the pedestrian. The Ped LOS ranks the pedestrian space on a scale of A through F with F being the worst and A being the best.

The factors that affect pedestrian safety are the following: 1) how close the pedestrian is to the traffic flow; 2) how fast the traffic is going — the faster it is going the greater distance the pedestrian needs to feel safe and secure; 3) the percentage of large trucks — the higher the percentage, the farther the pedestrian wants to be from that traffic; 4) the barriers and buffers between the pedestrian and the traffic flow. Aspects of the design that provide distance and barriers enhance the safety of the pedestrian. These include bike-lanes, shoulders, planter strips, trees and parked cars.

Most of us are pedestrians for some of our trips. We need only think of the tree lined streets of the downtown area to understand the greater sense of safety that exists there than on the wide arterials of the outer suburbs. If we are to achieve the "increase in the pedestrian mode" we need to include in the design of roadway widenings such as this Proposed Project, the safety amenities of our older areas. The City’s 1999 Street Standards recognize this.

The Sacramento Saë Communities Project, of which WalkSacramento is a part, recently hosted a workshop with Bruce Landis, the Florida traffic engineer who developed the PedLOS method. The purpose of the workshop was to introduce this method to citizens and professionals in Sacramento. Landis provided each participant with the spread sheet methodology. Accordingly, we have applied this quantitative method to some of the roadway configurations outlined in the Proposed Project. What we have found is that the PedLOS for the proposed arterial segments is generally at Pedestrian Level of Service E. If the City of Sacramento Street Standards are applied the Pedestrian Level of Service improves often to Level of Service D. If trees are added, the PedLOS improves to Level of Service C.

It is clear that not implementing the City of Sacramento’s Street Standards for sidewalk width and planter strip will be a significant detriment to the improvement of the pedestrian environment.
The following examples highlights the impacts of the Proposed Project on the Pedestrian Level of Service:

<table>
<thead>
<tr>
<th>Power Inn Road from Fruitridge to Elder Creek</th>
<th>Buffer Width</th>
<th>Trees Width</th>
<th>Sidewalk Width</th>
<th>PedLOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed Project (34,900 ADT at 60 mph)</td>
<td>0</td>
<td>0</td>
<td>5'</td>
<td>E (5.15)</td>
</tr>
<tr>
<td>Proposed Project built to City Street Standards</td>
<td>8'</td>
<td>0</td>
<td>6'</td>
<td>D (4.39)</td>
</tr>
<tr>
<td>Proposed Project, Street Standards and trees</td>
<td>8'</td>
<td>20'</td>
<td>6'</td>
<td>C (2.80)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Power Inn Road from Cucamonga to 14th Ave.</th>
<th>Buffer Width</th>
<th>Trees Width</th>
<th>Sidewalk Width</th>
<th>PedLOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed Project (59,000 ADT at 60 mph)</td>
<td>0</td>
<td>0</td>
<td>5'</td>
<td>E (5.47)</td>
</tr>
<tr>
<td>Proposed Project built to City Street Standards</td>
<td>8'</td>
<td>0</td>
<td>6'</td>
<td>E (4.72)</td>
</tr>
<tr>
<td>Proposed Project, Street Standards and trees</td>
<td>8'</td>
<td>20'</td>
<td>6'</td>
<td>C (3.13)</td>
</tr>
</tbody>
</table>

Attached to these comments are example spreadsheets a few of the roadway segments of this Proposed Project. We would be happy to provide information on this methodology. We recommend that the Final EIR include a PedLOS analysis of all the proposed street changes and support mitigation to bring the streets to PedLOS C or better.

PEDESTRIAN SAFETY – Intersections

The Pedestrian Level of Service methodology does not address intersections. Safety at intersections is crucial to overall pedestrian accessibility. The DEIR notes that "Crossing distances would increase by approximately 36 feet, which would reduce the convenience and functionality of pedestrian access on Power Inn Road." This example does not address the magnitude of the increases in crossing distances that will occur with the Proposed Project. If Power Inn Road is increased from 4 to 6 lanes and then additional turning lanes are added at intersections, the increased crossing distance is greater than 36 feet.

Generally pedestrians are uncomfortable crossing streets wider than 50 feet without some sort of pedestrian island or islands to provide refuge if they are unable to cross in the time of the signal.

We recommend that the Final EIR include a pedestrian analysis of all the intersections including the change in crossing distance, the provision of islands in the median and adjacent to turn lanes, and the estimated time it will take a pedestrian to cross the particular intersection. In addition, we recommend that appropriate mitigations to increase pedestrian safety at these intersections be provided.

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1 Trees planted at 20' intervals are particularly effective at creating a protective barrier for pedestrians.
PROPOSED MITIGATION

1. **Implement the City's Street Standards** as they apply to pedestrian facilities. Provide planter strips and sidewalk widths as required in the Street Standards.

2. **Plant good size trees for shade** in the planter strips along all streets of the Proposed Project. This will enhance the comfort for pedestrians. Additionally it will slow traffic\(^2\) and will enhance the attractiveness of the roadway both for the pedestrians and the drivers. Trees that provide a canopy over the roadway will also reduce the heat island effect of the additional asphalt, an air quality benefit. Additionally, trees by protecting the asphalt, extend the life of the asphalt, a cost-savings.\(^3\) We suggest that the Tree Foundation, SMUD or other arborists be consulted as to what trees would provide good shade and do well for the specific soil type of this area.

3. **Locate utilities outside sidewalk width**: Locate all utility poles and signal equipment outside the width of the sidewalk so that the sidewalk is unobstructed. This is particularly important for handicapped users of the sidewalk. The poles and traffic boxes can be included in the planter strips.

4. **Provide safe marked crosswalks** on all corners of roadways with pedestrian activated signals, flashing lights when pedestrians are in the crosswalks, and crosswalks on all corners of the streets. The lack of safe crosswalks is the major barrier to pedestrians to using arterials.

5. **Provide pedestrian islands in the crosswalks**: Provide pedestrian islands in the crosswalks at intersections of all arterials. Having a pedestrian island gives walkers the assurance that they can go part way if they don’t have time to cross the whole way and they will be protected.

6. **Reduce and manage the speed of traffic** on the arterials by reducing the lane width to 11 feet, and by timing the signals to maintain the traffic at the appropriate speed. Speeds above 40 mph are particularly dangerous for pedestrians. Traveling at 40 mph, the average driver who sights a pedestrian in the road 100 feet ahead will still be traveling 38 mph on impact; driving at 25 mph, the driver will have stopped before the pedestrian is struck.\(^4\)

Research also shows that when people walking are hit by a car at 20 mph, only 5 percent of the walkers are killed, most injuries are slight, and 30 percent suffer no

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\(^2\) Local Government Commission report by Dan Burden.

\(^3\) Local Government Commission report on energy conservation, conversation with Pat Stoner, Local Government Commission.

injury. At 30 mph, 45 percent of walkers are killed and many are seriously injured. At 40 mph, 85 percent of walkers are killed.\footnote{Killing Speed and Saving Lives, UK Department of Transportation, London, England. See also Limpert, Rudolph, Motor Vehicle Accident Reconstruction and Cause Analysis, Fourth Edition. Charlottesville, VA., The Michie Company, 1994, p. 663.}

It is no wonder pedestrians are afraid of crossing high speed arterials such as Power Inn Road. Additionally, abrupt changes in speeds – heavy accelerations are dangerous for pedestrians.

The DEIR does not address how the Proposed Project will affect the speeds on the arterials. It does not indicate the existing conditions nor project future conditions. Clearly, speed will be an issue with the wide lanes and the clear line of sight and the large distance between lights.

We suggest that the City examine the change in speeds that has occurred on similar facilities such as the increase on Howe Avenue (Fair Oaks to Alta Arden) that occurred when the lanes were increased from 4 to 6. It seems particularly noticeable at night when there is less traffic and when pedestrians are more at risk. We also suggest the City review the accident changes that have taken place with these lane changes. Another example is the intersection of Howe and Hurley which was one of the high pedestrian injury intersections noted by staff of the Safe Kids Coalition.\footnote{Data provided to Ron Anderson from Roxanne Woods, UC Medical Trauma Center, 1999.}

7. **Allow parking on streets with lower traffic volumes.** This will be a positive for businesses, will help slow the traffic and will provide a barrier between the traffic and the pedestrian enhancing the pedestrian's safety.

8. **Allow parking on arterials** which are currently at lower traffic volumes. The Proposed Project is being built to address future traffic needs. Keep on-street parking until future traffic warrants a change.

The DEIR states that it is not possible to achieve full compliance with the sidewalk and planter strip widths as outlined in the Street Standards because of the lack of right-of-way available. We suggest the following to address this issue:

9. **Purchase additional right-of-way** -- The DEIR identifies a reluctance to encroach on existing properties particularly where it would reduce landscape setbacks that were required by the City. However, by purchasing enough right-of-way to provide 8’ planter strips, and by landscaping those strips attractively and including large shade trees, there would be a positive benefit to the adjacent properties. This would not be true if the widening only includes a sidewalk.

10. **Narrow the width of the through and turning lanes to 11’.** On the six-lane segments, this will add 6’ from the lanes and 3’ from the turning lanes. Narrowing the width of the through lanes has an added benefit of slowing the speed of the traffic and is recommended for urban boulevards such as this one in a recent
report by Dan Burden for the Local Government Commission. By contrast, 12-foot lanes, the width of freeway lanes, encourage speeding.

11. **Eliminate proposed additional through lanes** — for those arterials with relatively low traffic volumes both currently and in the future. Utilizing the "traffic diet" concepts, re-configure the design of the streets to minimize the need for additional lanes (see Dan Burden's work on "Road Diets").

The Proposed project will be adding significant new capacity well beyond the 24-hour traffic needs of the roadway. While it is true that there is congestion during the peak hour, the addition of the number of new turning lanes along with the new through lanes will provide so much additional capacity that on all hours not at the peak, speeds will be at free flow and very high. The FEIR should define what are the current speeds at the peak and what they are in the off peak. Similarly, with the new capacity, how will speeds change for both the peak and the non-peak? It would seem that with the straight configuration, that traffic will be encouraged to go well beyond the 45 mph speed limit, going 60 mph and higher during the non-peak. This will increase the danger to pedestrians as well as increase the noise from the roadway.

The City’s arterial design standards call for 4 lane divided roads for ADT (average daily travel) of 14,000 to 32,000. Several of the arterial portions are below 32,000 at this time and are not projected to increase significantly above 32,000. The City’s design standards call for a 6 lane divided roadways for ADT 32,000 - 48,000. It is not clear what happens for segments above 48,000 ADT.

**Relationship to bicycle lanes:**

12. **Implement the City's Street Standards for Bike Lanes:** Narrow bike lanes such as proposed for some of the arterials of this project will only address the needs of experienced bicyclists. Wider lanes will attract more bikers and remove some vehicle trips. This is of concern to pedestrians because when bicycle lanes are not sufficiently wide or safe, bicyclists will use the sidewalk to the detriment of pedestrians.

**Relationship to Caltrans standards for the overpass and for Jackson Road**

There is no information in the DEIR outlining Caltrans roadway standards. Will Caltrans be providing sidewalks with planter strips on Highway 16? We request that the Project managers consult with Caltrans and provide this information in the Final EIR. We further recommend that the segments for which Caltrans is responsible be built to meet the City’s sidewalk and bicycle standards or better. While the City may have no jurisdiction over Caltrans actions, it can work with them to influence their design.

**CHAPTER 9 — Special Considerations**

**Elimination of the 4th Avenue Connection and Implementation of Transit-Related Measures**
WalkSacramento supports the 4th Avenue connection. This will improve the connectivity of the area and is thus beneficial for pedestrians and bicyclists.

WalkSacramento supports in concept the implementation of transit-related measures.

We appreciate the opportunity to comment on this Proposed Project and to offer our suggestions for making the Project a positive improvement for pedestrians and the overall community. We would be happy to meet with you to answer any questions you may have regarding these comments.

Sincerely,

Anne Geraghty, President
WalkSacramento
(916) 863-1520

Attachments

cc: Maggie O'Mara, Tahoe Park Neighborhood Association
   Debra Jones, Regional Transit
   Alyssa M. Kelly, Power Inn Business & Transportation Association
   Walt Seifert, Sacramento Area Bicycle Advocates
   Gene Lozano, California Council for the Blind
   SacramentoTree Foundation
   Bruce Landis, Sprinkle Consulting
July 28, 2000

Sally Fogerty
Assistant Commissioner
Bureau of Family and Community Health
Massachusetts Department of Public Health
250 Washington St.
Boston, MA 02118

Dear Ms Fogerty;

We write to support the application of the Massachusetts Department of Public Health (MDPH) for the "Massachusetts Obesity Prevention and Control Initiative."

WalkBoston is a member-based metropolitan nonprofit group dedicated to promoting walking for transportation, recreation and health. We do this through education of the public, planners and transportation professionals about streetscape and roadway designs which will encourage more walking. Of all the modes of transportation, walking is best for our environment, fitness and health. Surveys show that 40% of all trips are 2 miles or less, and our goal is to capture them for walking.

Currently, WalkBoston is working with the Arlington and Boston school systems to develop a "Safe Routes to School" program designed to encourage school-age children to walk as a healthy and safe way to get to school. We assume that learning the independence and pleasure of walking at an early age will set life-long habits which forestall obesity. We will be happy to share our expertise from our collaboration with these schools with local officials and groups in Year 2 and 3 of the grant.

We look forward to collaborating with the Massachusetts Department of Public Health on this project. It will enhance the work to which organizations such as ours are committed. We look forward to a successful award of this grant to the Massachusetts Department of Public Health.

Sincerely,

Ann Hershfang
President
7 December 1993

To: Metro Councillors, JPACT members, and Metro staff

From: Douglas Klotz, President
Willamette Pedestrian Coalition

Regarding: Proposed cuts and substitutions to ODOT's 1995-1998 Transportation Improvement Program

The Willamette Pedestrian Coalition would like to thank the T.I.P. Subcommittee and staff for their efforts to define a T.I.P. cut package that includes $50 million in cuts to be replaced by alternative mode additions.

We urge you to recommend the package that gives more balanced Alternative Mode Options, Option 2.B, which includes monies for pedestrian and bicycle projects. We strongly support the concept of cutting deeply into the list of highway projects in order to divert funds to alternative modes. This incipient diversification is long overdue.

We support the decision to delay the "US 26 – Camelot to Sylvan" project. Light rail is being built to serve this corridor. Delaying further highway widening will give Light Rail a chance to capture this traffic.

It would be sadly shortsighted to go from investing in a single mode to investing in a single alternative mode. We strongly urge you to choose Option B over Option A. Pedestrian facilities, especially on arterials, have regional significance because of their contribution to increased transit use, with consequent reductions in VMT per capita and in congestion on arterials and other regional facilities.
While we welcome the $5 million allotted to pedestrian facilities in Option 2.B, we wish to point out that this is a drop in the bucket compared to the regional need for pedestrian facilities. In the City of Portland alone, almost half of all arterial streets lack complete sidewalks. In other parts of the region, the need is even greater. Earlier this year, Portland neighborhoods identified one hundred and fifteen pedestrian projects needed on City arterials. Twenty-one of these were rated by the Pedestrian Program as priorities, of which nine, at a cost of $6.5 million, were proposed for the next capital improvements budget. Only five of these projects, with allocated funds of $753,000, have survived into the current Portland budget proposal. As you can see, the outstanding need is great.

We urge you to recommend Option 2.B, with an increase to the amount allotted to pedestrian projects, as a first step toward a more balanced regional and statewide transportation system. Thank you very much for your consideration.
CROSSING THE STREET

Crossing the street is the most dangerous aspect of being a pedestrian. On the average, a pedestrian is killed or injured by an automobile every six minutes in the United States. Over 100,000 pedestrians are injured, and about 6000 killed, every year. Roughly ninety percent of these accidents involve a pedestrian who is crossing the roadway.

Pedestrians at greatest risk include pedestrians with disabilities, pedestrians over age seventy, and children, especially poor and minority children. The fact that these populations are those least able to choose to armor themselves in metal boxes on wheels is almost beside the point; everyone should have the right to cross the street safely.

The ingrained notion of the supremacy of the automobile in our culture has undermined the fundamental right of pedestrians to be safe. In Oregon, drivers rarely yield the right-of-way to pedestrians, although the law gives pedestrians the right-of-way in both marked and unmarked crosswalks. Drivers who kill pedestrians are not prosecuted for criminal negligence or manslaughter, even if the pedestrian was legally in the roadway.

Traffic engineers consider crosswalks as an impediment to the smooth flow of automobile traffic—ironic when one considers the Latin root of the verb "to impede," which means literally to hinder the foot. Too often, potential conflicts between pedestrians and cars are resolved by prohibiting pedestrian crossings.

Even pedestrian-activated signals can reduce pedestrian mobility when used inappropriately. For example, the city of Hillsboro, Oregon, recently installed pedestrian-activated walk signals throughout its downtown area. Thus, the pedestrian wishing to cross will never find the walk signal in her favor as she approaches the intersection, but at every corner must push a button and wait, even when the automobile signal is green.

The downtown area of Portland, Oregon, has earned rave reviews as a pedestrian environment, but there, too, cars are given preferential treatment. The short, two-hundred-foot block faces in Portland make for a lively streetscape, but they also mean many crossings, and the signals are timed for automobile rather than walking speeds.

It's time to rethink the pedestrian crossing. The new emphasis in transportation planning is on creating a truly multi-modal transportation system. This means shifting trips away from the automobile to walking, bicycling, and transit.
For walking to assume an important role in the system, we must have a safe, continuous and connected pedestrian network, and safe crossings are an integral part of this network.

It's time for a new model. To begin with, schools must replace "driver's ed" with "mobility ed," and teach students the rules and responsibilities of every mode of travel.

Traffic engineers must begin to see streets and heavy traffic as impediments to the flow of pedestrian traffic, and expedite pedestrian travel over other modes. Where potential conflicts exist, it is the automobile which should be prohibited, not the pedestrian.

Auto facilities are designed to meet a certain "Level of Service", or LOS. Establishing LOS standards for the pedestrian network would allow engineers to better evaluate walking efficiency. Measures could include the length of time spent waiting at crossings and time spent walking out-of-direction to reach safe crossings.

There are some encouraging signs of change in the mindset of traffic engineers. For twenty years, they have been reluctant to stripe crosswalks, based on a 1970 San Diego study which concluded pedestrians were more likely to be struck in a marked crosswalk than an unmarked one. A 1992 Seattle study, however, shows that cars are more likely to stop for pedestrians in a marked crosswalk than at other intersections.

Funding must be allocated to making pedestrian crossings safe. To date, pedestrian projects have had to fight with other alternative modes over the "scrap," while billions go to highway safety improvements. It is time to put pedestrian safety projects at the top of the list for safety improvement funding.

In Portland, Oregon, the Oregon Department of Transportation (ODOT) is proposing to spend hazard elimination funding to introduce traffic calming at four intersections on S.E. McLoughlin Boulevard, a wide, busy state highway which has been the scene of several pedestrian fatalities. Jesse Blanchard, Bicycle Pedestrian Specialist for the region, was the preliminary designer for the project, which he describes as "a different approach than ODOT has taken before." The project will install curb extensions and median refuges for pedestrians to improve their visibility and sight lines. Eventually, Blanchard hopes to add continuous sidewalks and bike lanes on both sides of the two-mile stretch.

The rights of pedestrians must be strengthened, and the laws giving pedestrians the right-of-way must be enforced. In some states, regular enforcement of pedestrian right-of-way laws has created a culture of motorists who routinely yield to pedestrians in the roadway. Yet in others, such as Oregon, lax enforcement means no compliance.

In the State of Washington, the law was changed in 1990 to require motorists to "stop and stay stopped" for pedestrians in the crosswalk. The new law has been the subject of a vigorous enforcement campaign in Seattle, with good results. In Oregon, Representative Gail Shibley of Portland introduced a similar bill in the '92-93 Legislature, but it died in committee.

At the national level, on August 6th of this year Senator Ted Stevens of Alaska introduced the "Safe Transit of Pedestrians Act of 1993" (see related story in *footnote No. 11), which would require all states to enact and enforce pedestrian right-of-way laws. Introducing the bill, Stevens proclaimed, "The time has come for us to demand that America's drivers stop for pedestrians."

It won't be easy, but it is imperative that we make walking safe. It requires a change in the priorities of the educators, of the engineers, and of the enforcers, to begin to create a safe walking environment. Most of all, it requires that every motorist be made to believe that putting life above speed is the most expedient course. Only then can crossing the street become as safe and pleasant as the rest of a walking journey.

This issue of Walk-Ways was produced by Ellen Vanderslice and the Willamette Pedestrian Coalition, with assistance from Lynnette Weigand of the Portland Pedestrian Program. Thanks also to Michael Ronkin, Oregon Pedestrian and Bicycle Program Manager, Bill Hoffman, Portland Pedestrian Program Manager, John Aravosis, Legislative Attorney to Senator Stevens; and Doug Klotz.
Working with the media
by Regan McClure, reprinted courtesy Community Bicycle Network of Toronto

Definitions

Media contact person - the designated person in your group a reporter should interview or ask for information.

Photo opportunity - an event that looks visually interesting, so that TV reporters will cover it.

Press release - an announcement you send to a newspaper, TV or radio station about something you want them to report on.

Public service announcement (PSA) - similar to a press release, except that you are asking for a free announcement about something that benefits the public.

Quick tips:
• always have one person in your group who is the media contact
• nothing you ever say is "off the record"
• make it easy for reporters to make news about you

Deciding your media strategy

The media takes your group and the work you do and makes it into a story. This "story," or narrative, will not equal the reality of what you're doing, it will only portray a tiny piece of your work. Make sure the right parts get reflected by planning a media strategy.

A lot of the image you convey isn't actually what you talk about. For example, organizing a celebration of bicycles will tell people that you aren't "scary" activists, whereas chaining yourselves to block Highway 401 will send a very different message.

What do you want your media campaign to accomplish? Promote an event? Get new members for your group? Embarrass a politician? Create an uproar about an important issue? Decide what kind of image you want and what kind of reaction you're looking for. This will help you figure out how to create the story you want portrayed. This may seem like a calculating thing to do, but if you don't decide what the story is - the reporter will.

Appoint a media contact person

Journalists like to deal with one person - it's less confusing for them. If your contact person doesn't have much experience, ask them to hang around a community radio station or newspaper office and just watch how it operates.
If they've never given an interview to the media before, have them role play with a friend first, or have them sit in on someone else's interview.

Don't be taken by surprise. Get to know who's who in the media so you know who's supportive and who is hostile. You can research a journalist by reviewing articles that they've published - what have their views been in the past? You can also ask them some informal questions before they interview you to get a sense of their views.

Nothing is ever "off the record." Don't contradict yourself, blurt out something or confide in a journalist and think they didn't notice because they didn't write it down.

If you are worried about being misquoted, you can tape your interview, however, this may offend some journalists. You may want to explain that you're learning about giving interviews and you want to review how you did.

Be available at all times. Journalists work with very short timelines. Your media contact should be able to respond quickly to requests for quotes and interviews.

**Draw up a media contact list**

Find out where to send a press release or announcement. Ideally, you should also know the reporter you want to receive it. If you can't get a name, try asking for the City Editor, Assignment Editor or Features Editor. Also include newsletters, small community papers, multi-lingual papers, church bulletins and so on.

Make sure you know the deadlines for sending in your material. There are often different deadlines for writing a letter to the editor, a feature story, a community calendar listing and a classified ad.

Make repeated contact with the media as deadlines approach. Send an advisory note about an event well in advance, and then follow it up with a formal press release and a phone call later.

**Create your event with media in mind**

Make your event easy to photograph. TV stations and newspapers are always looking for good images (called photo opportunities).

Make everything into an event. Even if it's a report that you spent 2 years preparing, make a forum to release the results so there's an "event" that can be covered. Rallies, walkathons, book launches, petition drives, well-known speakers and press conferences are all events that promote a more complex issue.
Remember that problems and conflicts are often considered newsworthy events. Don't go public with negotiations you're making with a politician or internal problems in your group unless it somehow serves a purpose (or the information has already leaked and there's nothing you can do). Once a situation is made public, people are usually less willing to change their stand. If you want to put pressure on a politician through the media, ask for something (a meeting with your group, a public forum etc.) that lets them save face.

Try and make abstract ideas concrete. Use visual images and examples to illustrate your point. Don't just give numbers of how many cars come through Metro each year, say that if they were piled nose to nose they would reach however many miles into space.

*Provide all the information needed.*

If you do the background research, they will quote you. Check your sources because they won't forgive you if you make them look foolish.

The less work a reporter has to do on your story, the easier it is for them to fit your news into their schedule. You also want to attract their interest; they receive many more announcements that they can use. Try and catch their attention by being clear, brief and interesting. They are looking for something that's new and of particular interest to their audience.

If you are holding an event, offer them your help in arranging for interviews and photographs. Have any relevant information or background material on hand, and wear badges to identify the organizing crew.

*Writing a press release*

*Style*

Press releases follow a strict style. They are 1 or 1 1/2 pages long, double spaced and typed. They should be clear and concise and designed to grab the attention of the editor who scans 200 of them a day and picks out 20 to follow up on. Try and tell it like a news story, give your event a headline and an angle that you want them to use.

*Leading information*

What, how, why, when and who should be covered in the first paragraph. The "why" is very important - why is this news? Why is this happening and why is it interesting? You need to give this information in 3 or 4 sentences.
Try answering such questions as:
- what will take place?
- why are you holding this event?
- who will be there?
- when and where is it?
- how many people are participating and what will they be doing?
- what do you expect to come out of the event?

Background information

The next paragraphs should give more detailed information, background statistics, a summary of the issue, details about the event. Use sentences that would make good quotes and give facts that capture their interest. If you are asking for an interview, or want them to attend a press conference, remember that you'll have another chance to give them information. Don't drown them in details.

Contact information

At the bottom of the page, include the name of the media contact for your group and their phone number(s), as well as the name of the person organizing the event (who can arrange interviews or filming) and your group's logo.
EMBARGOED UNTIL: June 15, 2000 at 10:00 a.m EST.

Contacts:
Lynn Peterson, Transportation Advocate, 1000 Friends of Oregon, (503) 497-1000
Ellen Vanderslice, Vice-President, Willamette Pedestrian Coalition, (503) 222-1077
Catherine Ciarlo, Executive Director, Bicycle Transportation Alliance, (503) 226-0676

WALKING 36 TIMES MORE DEADLY THAN DRIVING;
AMERICANS LACK SAFE PLACES TO WALK

Report Ranks Most Dangerous Metro Areas in the Nation;
Decrease in Walking May Contribute to Rise in Obesity

A study released today by the Surface Transportation Policy Project uses federal transportation and census data to rank metropolitan areas by the number of pedestrian fatalities and by the amount of walking in the community. The report, "Mean Streets 2000," finds the most dangerous metro areas for pedestrians are in the South and West, places dominated by sprawling, auto-oriented streets that ignore the needs of pedestrians.

The Portland-Salem area was ranked the 27th most dangerous large metropolitan area for walking. The report says 79 pedestrians died in the region in 1997 and 1998. Statewide pedestrian deaths are 12 percent of all traffic deaths.

"This report demonstrates why it's important for the City of Portland to continue its efforts to create communities that are safe for all users," said Vera Katz, Mayor of the City of Portland. "Our Pedestrian Master Plan has helped make Portland a model for other communities, because we recognize for a community to be livable, the streets must be walkable."

Wide, high-speed streets without sidewalks and few crossing points increase the dangers faced by walkers, according to the report. Of the pedestrian deaths for which information is recorded, almost 60 percent occurred in places where no crosswalk was available.

“Our communities are fast becoming areas that people just drive through. There is so much more that needs to be done for neighborhoods and main streets, across the region, to provide safe, convenient and pleasant walking environments for our citizens,” says Carolyn Tomei, Mayor of the City of Milwaukie.

An analysis of federal spending data in the report finds that most states are using little of their federal funds to make walking safer or more convenient. The State of Oregon spent $1.63 per person of its federal transportation funds on pedestrian projects in the years studied, just 1.3% of the total federal funds coming to the state. Oregon spent $68 per person on highways.

According to the report, some groups of people appear to be at particular risk as pedestrians, including children, the elderly, and Latinos. Senior citizens and Latinos have high death rates compared to other
populations. Latinos tend to walk more than other groups even though they often live and go to school in areas where walking is difficult and dangerous.

The report finds that children are most susceptible to poor community design. A study in 1977 concluded that children walked or biked for 15.7% of all their trips. Today, due to unsafe routes to the school and the lack of accessibility to schools on sidewalks or paths, kids only walk or bike for about 9.9% of all their trips, a 37% decline.

“One of the major reasons kids don’t walk or bike anymore is the danger of crossing a road with high speed traffic and a general lack of sidewalks. We need safe routes to school so that our kids can be independent and healthy,” says Catherine Ciarlo of Bicycle Transportation Alliance.

The report also finds that dangerous streets are discouraging people from walking and may be contributing to the rise in obesity. According to federal transportation and health surveys, the amount of walking has dropped 42% in the last twenty years, while the percentage of overweight Americans has grown from 25% to 35% from the late 1970s to the early 1990s.

"About 300,000 people die each year due to diseases related to physical inactivity and unhealthy eating," says Jane Moore, Manager of the Health Promotion and Chronic Disease Prevention Program for the Oregon Health Division. "One way to fight that is to encourage physical activity by building communities where people can easily walk and bike."

STPP calculated the relative dangers of walking, driving, and flying, and found that walking is the most dangerous. Per mile traveled, pedestrians are 36 times more likely to die in a collision than drivers.

"As a nation, we’d benefit greatly if people walked more and more people walked,” says Ellen Vanderslice, president of America WALKs, a national coalition of pedestrian advocacy groups that includes the Willamette Pedestrian Coalition in the Portland region. "Walking is practical, spiritual, sustainable, and healthy for the individual and the community."

The Surface Transportation Policy Project is a nationwide network of more than 250 organizations, including planners, community development organizations, and advocacy groups, devoted to improving the nation’s transportation system.

Willamette Pedestrian Coalition is a grassroots organization in the Portland region that works together to improve conditions for walking.

The Bicycle Transportation Alliance, based in Portland, OR, promotes bicycling for safer streets, cleaner air, and energy independence.

1000 Friends of Oregon is a statewide land use watchdog group that promotes healthy and compact urban areas, the protection of farm, forest, and range lands, and options for safe and convenient travel.

###

Note: this release was especially effective because it was a joint release by three organizations.
Walk carefully and carry a big whistle

By Sally A. Flocks

While taking my driving test on my 16th birthday, I was in the right lane on a four-lane road and failed to notice that a pedestrian on the other side had stepped into the crosswalk just ahead of me. The examiner flunked me, and I learned an important lesson:

Pedestrians have the right of way.

Right. Try telling that to Atlanta drivers.

Last year in Atlanta, 20 pedestrians were killed, and 572 were injured. Drivers here tend to focus entirely on other automobiles and forget about people crossing by foot. But the Georgia Driver’s Code, like that in nearly every state, says drivers must yield if a pedestrian is:

- In a marked crosswalk or unmarked intersection with no traffic-control signals.
- At any intersection, when the driver is making a left or right turn.
- At a stop sign.
- On the sidewalk, when the driver is entering the street or highway from an alley, drive-
or private road.

Pedestrians don’t always get the right of way on Atlanta’s streets. On the corner of Peachtree Street and International Boulevard, two walkers wait for a car to turn.

Still in the crosswalk when the traffic signal is green.

Or when a blind person is crossing a street and is carrying a white cane or being guided by a dog.

When I’m on foot, I always wait for the traffic lights and walk signals, but invariably cars cut me off when I am halfway across the street. Left-turning drivers who see green take off like sprinters at a track meet. Drivers turning right on red or crossing sidewalks to exit driveways or parking lots rarely look for people walking from the passenger side.

In Atlanta, which relies on a large hotel and convention business and where 475,000 people use MARTA every day to get around the city, these laws are not trivial. A driver directing his car at a pedestrian in a crosswalk is committing assault with a deadly weapon.

Just as higher speeds and more driver aggressiveness have forced many motorists to learn defensive driving, people getting around the city by foot have had to adopt defensive walking. Because they are most vulnerable, pedestrians usually protect themselves by reacting to what the driver does: They walk halfway across a street, give up their right of way to left-turners, and then run for their lives to make it across before the light changes.

Submission like this offers little security to senior citizens or people facing right-turners after the left-turners get by.

Atlanta police officers can’t devote much time to traffic control, so pedestrians need to arm themselves — with whistles and cans. They can remind drivers of their presence, letting them know when they break the rules.

The alternative — submitting to the misbehavior of drivers — will only make these motorists worse.

During the Olympics, many drivers will be forced to rely on the city’s sidewalks and crosswalks for transportation downtown. Maybe the experience will make them more attentive to pedestrians.

In the meantime, pedestrians must be less passive about protecting their rights.

Sally A. Flocks is president of PEDS (Pedestrians Educating Drivers on Safety), an organization promoting pedestrian safety through education and lobbying.

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SPEAKING IN PUBLIC

by Regan McClure

Fear of speaking in public is a very common anxiety. From speaking up at a meeting, to making announcements in front of a large audience - public speaking makes most of us breathless with stress, shaky and ready to run for cover.

These are a few tips that will help reduce anxiety about speaking in public. However, the only real way to deal with your fear is to practice doing it. Try gradually working up to public speaking. It is easier to speak (for most people) if:

a) the group is small
b) the people are familiar to you
c) the people are friendly to you
d) you are familiar with your topic
e) you don't have to speak for very long
f) you have prepared to speak
g) you've done something similar before and know what to expect

Don't try to start your public speaking career by delivering a two-hour lecture to a crowd of thousands. Work your way up into progressively more challenging situations. Practice, and a willingness to try new experiences are the keys to long-term improvement in your public speaking.

Planning your presentation

The format of a presentation can be very simple:

- introduction to the topic - background information, research, purpose of the presentation
- point 1
- point 2
- 3, 4 etc
- conclusion - a summary of what you said, a discussion about what to do next.

However, planning your presentation isn't merely planning what you will say. Take the total presentation experience into consideration - are people tired, can you give some information in a handout, will there be people in the group who could contribute valuable information?

How you plan your presentation affects the group's experience. Do you give them time to ask questions, offer their opinions, discuss ideas? Think about how the people in the group will experience it.

Speaking is different from writing an essay because you can use many different media while you speak. Many people are visually-oriented; they will remember a slide or graph
long after they've forgotten what you've said. Try and give them a variety of ways to learn from you.

You may want to try:
- written materials for reference
- overheads
- draw charts as you talk
- demonstrate whenever possible
- use slides and photographs

Some general tips when you're speaking:
- use as casual a style as you think you can get away with - don't bother with complete, grammatically correct sentences
- ask rhetorical questions and then answer them. For example, ask questions and let the audience answer them
- don't use a poem, quote or someone else's words to open your presentation. Speak from the heart - trust that what you have to say is important and interesting.
- encourage the audience to participate and ask questions
- change your presentation as you go to better suit your specific audience.

**What if I can't stand all those people staring at me?**

When you speak in public you basically give people permission to stare at you. Some people really like the attention. However, for many people the assessing, cool gaze of a crowd can seem very exposing and scary. As you begin speaking, you will begin to warm up the audience and see them more as people. The best way to deal with that initial vulnerability is to hide or stand next to something that the audience can look at instead of you.

Hide behind something:
- a notepad on your lap (at a meeting)
- a table (at a meeting), do all your fiddling underneath the table where it can't be seen
- a podium (at a presentation), make sure it's a comfortable height
- written information that you will refer to while you speak. People will have to look down at their laps every time you refer to the notes, giving you a brief interlude from being stared at.

Stand next to something they can look at:
- props related to your topic - a sample bike, a model of a street designed to slow down traffic etc.
- a flipchart pad with notes on it
- an overhead with information on it
- slides
- other people - sit on a panel discussion or invite your audience to speak up, this shifts attention away from you as well.
What If I get confused about what I was saying?

Make notes for yourself. Making notes is quite personalized to your style - some people like to have each sentence prepared before they speak, others just like to outline that basic points.

Any notes you make must:
- be large enough for you to read. If you will be standing up, make sure you can see what you've written at that distance. You can write the outline to a workshop or speech on a big piece of paper that everyone can read - then you can easily see it and everyone else knows what you'll be talking about.
- be easy to read. Make sure you can read your own handwriting or type out your notes.
- have time limits. Talking for too long or too little is a common problem. Know how much time you have to speak and what you want to say before you start speaking.

Make notes in meetings. Keep a note book on your lap to write down people names (according to where they're sitting) to help you remember. If you want to make a point, write it down briefly so you won't have forgotten before your turn to speak comes up.

Hand out written information. You don't need to say everything in your speech.

Some of the information is quite technical, what if I bore them to death?

If you want to quote a lot of statistics or technical information, put them down on paper so people can read them. It's easier for people to absorb details if they have a chance to look at them. Use visual cues, like pie charts and graphs, that summarize the information.

Talk only about important technical points. As you speak, people visualize what you're saying. It's much less work for your audience if they can look at a visual image of what you're saying. Then you can focus your talk on the certain aspects that you want to emphasize. "As you can see these plans are quite complex, but I'd like to draw your attention to ..." is a way to do this. You can also hand out a lot of information to reinforce your credibility to a sceptical crowd. When you speak you can expand on that topic, now that they've absorbed the background information.

Introduce any acronyms before you start using them. Say them in full at least once before you start using the short forms. Consider writing them on a big piece of paper, or a sheet you hand out. Ask the audience what level of expertise they have in the field before you start talking.

For example, find out if they know what "traffic calming" means by asking them to show hands if they know what it is, and asking them to give their definition of it. As you get to know the audience better, you can talk with them more effectively.
What if I work myself into a nervous frenzy and I avoid the whole task?

Practice is the only way you can get over your fear. Try and practice speaking your mind in more comfortable situations first - small groups, with people you know, short comments about very familiar topics. Then work your way up to more difficult tasks. The skills that you learn in easier situations (how to breathe, how to stop fiddling, how you prefer to make notes etc.) will help you in the more difficult ones.

Don't worry about giving a perfect speech. Try and speak as if you were in an ordinary conversation. It's okay in most situations to stop and shuffle through notes, say "Wait, I almost forgot to say this" and use incomplete sentences and slang. Try listening to the conversations of people on the bus or at lunch - people rarely speak in complete sentences or in entirely logical sequences. Your presentation doesn't have to be any different.

Do I need training in public speaking?

There are classes in public speaking that can give you very advanced skills. They also improve your confidence. However, it may not be what you need. Generally, public speaking courses focus on formal business presentations and mass speaking (to very large crowds). For most people, practice is the best teacher.

How can I involve other people in my presentation?

The idea of just talking at people and never hearing from them is socially unusual. Don't be the only voice. You can feel more comfortable by acting as a person leading a conversation. Speak on a panel, ask the audience questions, end your comment in a meeting with a question to another person. Begin a workshop by asking people what they want to learn. Write their questions down on a big piece of paper. Then, as you talk, you can speak directly to the person who asked that question, and you don't have to worry if you're boring them.

Share your power. Playing the expert only makes you anxious about being "caught". If you don't know something, ask "Does anyone else here know the answer to Mary's question?". If yes, then let that person speak. If no one knows, say "That's a good question, maybe I can look into it and get back to you on it afterwards."

Ask the group to contribute their ideas. The people you're talking to know something about what you're saying - even if it's just an awareness of what they want to learn. Ask them questions like "in your experience, how have you approached (riding your bike in winter, coordinating volunteers, marketing plans or whatever you're talking about)." This helps people stay awake and involved in what you're saying.

Sample interactive presentation on marketing bicycle trailers

15 mins. Introductions (ask everyone to introduce themselves and say what they want to learn)
15 mins. Intro to the topic (give out handout on status of current sales, marketing info)

20 mins. Traditional marketing options (present researched background, brainstorm ideas)

20 mins. Barriers to marketing (break into small groups to identify barriers and brainstorm solutions, share with larger group, you write up the ideas)

30 mins. Options for working together (you check off questions as they've been covered, handout resource sheet, are there any possible proposals for working together - ie. marketing coop?)

20 mins. Checkout - ask participants to hand in workshop evaluation forms, sign up on mailing list for further workshops, ask everyone to briefly say their final comments about the topic.

What if I look at all those faces and my mind goes blank?

That's known as panic. It will pass while you shuffle papers. It can also be avoided by preparing to speak.

Wear a watch so you know what time it is. Turn it to the inside of your wrist so you can look at it without anyone knowing that you're checking the time.

Always come early to speak. Run through the checklist to make sure the room is set up the way you want. Sit in the seats where people will be looking at you - is it far away, will you need to speak up. Is the lighting ok? Go to where you want to speak. Sit there until you feel comfortable in that space. Watch people as they come into the room - are they tired, excited, busy? Do they work together, are there several distinct groups you'll be speaking to? Listen to their conversations as they settle in, what's on their mind?

What if I have to go to the bathroom?

Being nervous can give you diarrhea or make you want to pee constantly; it's a natural response of your body to fear. Go to the washroom about an hour before you start to speak and stay there for at least five minutes - it may be hard for your body to relax enough so you can go.

Checklist, while you're in the bathroom:
- fly is zipped up
- no food in your teeth
- contact lenses feel comfortable
- clothes are tidy
- no smeared make up
- no paper stuck on your shoe
- nose is clean
Once you think you're looking presentable - you can be pretty confident that your appearance won't change that much in an hour.

Once you've been to the bathroom, sip water and eat food that won't upset your stomach. Don't drink coffee, tea or alcohol to relax yourself - these drinks will make you want to race for the bathroom every ten minutes.

Keep water and snacks on hand while you talk. Your mouth will get dry as you speak - it's a physical part of fear. Keep a granola bar or nuts in your pocket to quietly snack on when you give a long presentation. Pick any food that's portable, filling and not messy to eat or chew.

**What if I can't breathe?**

Your body's natural response to stress is to take quick, shallow breaths to pump oxygen to your limbs to prepare for action. If you try to speak while taking such shallow breaths, you will quickly run out of air. In fact, you need even more air than usual because your body is very alert. Breathing quickly can make you more anxious, because you can hear yourself straining to inhale when you pause, and because you will start speaking more quickly in order to get to the end of a sentence and breathe.

There are several tricks to keeping your breathing calm:

If possible, sit down to do these exercises. Sit down to speak too, so you don't shake.

Practice taking deep breaths just before you start speaking. Breathe in through your nose and out through your mouth. Slowly count to ten for each breath. This rhythm of breathing will calm down your body and make you less nervous.

Make sure you have enough time to speak so you don't feel rushed or worried. Practice what you want to say and time it. If it's a long presentation, make notes in the margins about how long each section should take you, so you know how you're doing for time.

Speak slowly. People won't notice you pausing for breath if you speak at a slow pace. You can take short breaths at the end of each sentence, and a long one at the end of a paragraph.

Put a big * in your notes at the end of each section where you can take a deep breath. If the pause you take to breathe seems very long, you're speaking too fast - start again a little more slowly.

**What if I'm in a group and can't get a word in edgewise?**

It's hard to get the attention of the group, remember what to say and breathe all at the same time. In some groups, especially when people are very familiar with each other, the pace of conversation is very fast. Also, norms about the pace of speaking vary across cultures, cities and peer groups. You may be in a group where people talk faster than you do, and they don't realize they are not letting you speak.
Keep a notepad in front of you and write brief notes on it so you remember what to say.

Use body language to get their attention. In most social settings, taking a deep breath is a sign that you want to speak. You can do this (as if you were about to speak) while someone is still talking, to warn them that you have an idea. Then lean your body forward and keep eye contact with the person speaking, or with other group members. Be ready to jump in as soon as they finish. If the group is still not slowing down for you, holding your hand up to speak should get their attention.

Mention to the group or the person chairing the meeting that you're finding it hard to speak up. They have a responsibility to help you participate. They can make a list of whose turn it is to speak, stop people from cutting you off or ask everyone to slow down and put their hand up before they talk. Chances are that if you are finding it hard to talk, other people are too.

**How can I warm up my audience?**

Meeting an audience is like meeting a person - each one has moods and a distinct personality. Understanding your audience as a many-headed entity, as well as a collection of some potentially really nifty people will help make you less nervous.

An introduction paves the way. When you see TV hosts walk out to a roaring crowd, remember that the crowd has been introduced and "warmed up" for about half an hour before that person gets on stage. This is the same as asking a friend to introduce you to someone, the audience will be more willing to be friendly with you now that they know "who you are."

You can be introduced by:
- sitting on a panel with a moderator,
- being one of a series of speakers,
- introducing yourself and your topic
- asking your audience to introduce themselves (if the group isn't too big).

If you are attending a meeting where you don't know people, ask that everyone introduce themselves before the meeting begins. Write down names as they go along, this will help you remember.

**What if someone makes me look like a fool?**

Wherever you go to speak, you're there because someone wanted to hear what you had to say. Make sure they attend the presentation - that way, you can be secure of having at least one ally in the audience.

Sometimes, you'll encounter someone who's sceptical about what you're saying, someone who wants to test your expertise or someone who's had a bad day and wants to take it out on you.
Moody crowds

Groups have personalities, just like a person. How you handle someone being rude depends on whether they represent their entire group or not.

If you've come early to the room and you've listened to people talking, you should have a sense of their mood. Someone may be rude just because they're having a bad day. If the group's mood is positive in general, try and be as polite as possible and continue your presentation. Focus your attention to someone who has a friendly face - there's always someone who does - and talk to them directly for a while until you get warmed up. Don't make eye contact with or speak to the person who was rude, this will discourage them from speaking again for a while.

If the group is grumpy in general, take it easy until they have time to shift gears and begin to enjoy your presentation. Try and be low-key and humorous.

Sceptics

If you've been speaking for a while before you get challenged, then you can assume that the mood is not just leftover from a bad day, but that at least one person doesn't like what you're saying. Try and be polite and address their concerns, but don't put up with abusive language or nasty comments. Sometimes the moderator, or at least the person who invited you to speak, will step in on your behalf.

If you have reason to believe the audience will be sceptical, be sure to prepare your sources, statistics and facts in advance. Also, try and draw out the audiences questions as quickly as possible, don't let them stew and get irritated. Write a list of their comments and work through them systematically. Be respectful when you do this, no one likes to be told they're wrong, including your audience. Agree with them whenever possible and say things like "I always thought that too, until someone explained it to me like this..." Be open to learning from their point of view as well - why start an argument if you don't need to?

Repeated questions

Really sceptical groups will ask the same question ten different ways because they just don't like the answer. Write them down on a big piece of paper and address them as best you can one by one. You can even ask for everyone's questions all at once and write down a list. Once people feel they've been heard - and they can look at their questions on the paper - they won't interrupt as often.

One person creating a big fuss

Try and assess if the person represents the entire group. If not, politely say "I can address your questions/comments after the presentation, but right now I'd like to continue with what we'd planned to discuss."
People who are truly obnoxious sometimes crash meetings just to make trouble. The organizers should provide security for the event, who will escort the person out. Yes, they have a right to speak, but so do you. And they can organize their own event if they want to be heard, not disrupt yours.

**Maintaining expert status**

If you want to be an expert, most groups need to be convinced at least once that you know what you're doing. You can do this by handing out well-researched background information, saying the name of a person or organization that will let them know you are a colleague ("as the Minister/famous person/someone they all know once said to me..." or quoting a source that they respect.

You don't always have to be the expert. Quite often, people who want to hear you speak arrive with a lot of knowledge about the topic, and are willing to learn more. You can facilitate the group discussion and sharing information without having to establish yourself as an "expert" who knows more than they do. Ask the audience to work with you to find solutions to your common problems.

Most groups like it if they see you as someone like themselves who's perhaps a few steps ahead of them on an issue - which you will be, having prepared for this presentation. You can find a middle road of "expertise" that is comfortable for you and them.

**Checklist for a room before you begin speaking**

Think about what requirements you might have well in advance of the presentation. Run through this checklist and try to find out as much as you can about the physical environment, the equipment you'll be using and the social environment before you arrive at the door.

- **Date of presentation:**
- **Location:**
- Do you have specific directions to the location:
- **Room number:**
- **Capacity of room:**
- **Number of people expected at your presentation:**
- **Is pre-registration required for the event? If so, by what date will you know the attendance?**
- **Length of presentation:**
- **Other speakers: Before? _______ Topic:**
- **After? _______ Topic:**

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If you're part of a larger event or program, what is the theme, who else will be presenting and who is the audience?

Equipment

Will there be a microphone? Mikes are necessary for groups of more than 40, or even 30 if you have a soft speaking voice. If you're outside, the wind might require you to use a mike for even smaller crowds.

Is the microphone on a podium, wired in but movable or wireless? Will someone be available to test it and instruct you on using the sound equipment?

Will their be flip chart, paper and a marker available?

Is an overhead projector available?

Natural light or fluorescent?

Are there lighting controls in the room?

Can you enter the room early to assess the physical space, or will it be occupied?

Will food be served? Snacks? A meal?

Will there be water for all the speakers to drink?

What is the seating arrangement?
- Fixed seats - in rows
- People will be sitting at round tables
- Movable seats - they will arrange
- you should come early to arrange

Is there room to move around and do games/activities/exercises?

Are there other activities going on in the room while you're speaking (ie. other workshops, a television, kitchen preparation etc.) What kind of noises will you have to speak over? Are there many other distractions?

Is there smoking in the room?

Bibliography


You mean I have to stand up and say something? by Joan Detz, Atheneum, New York, 1986. A good book for people who aren't looking to be "professional" public speakers, but just get over the fear of public speaking. Deals with situations like impromptu presentations at receptions, events, weddings etc.

Workshops and Seminars: Planning, Producing and Profiting by Pat Roessle Materka, Prentice Hall, New Jersey, 1986. Aimed at business presentations and professional speakers, this book is very helpful for dealing with workshop-style small group dynamics, helping group discussion, ideas for creative presentation and other useful tips.
What Makes Politicians Jump?

By Charles Gandy

Ten tips can be applied to closing a business deal, working out a disagreement with a neighbor and romantic persuasion.

1. **Make a good first impression.** Universally acknowledged as an important first step. Be friendly, have a good attitude, and assume the politician is a nice, good person. Most are and those that aren’t will prove that to you in due time. Expect them to reciprocate and try to make a good impression on you. Most politicians are masters at this first step.

2. **Listen before telling.** A theme that runs through Stephen Covey’s *7 Habits of Highly Effective People* is to “seek first to understand, then to be understood.” How do you get the politician to tell you what she thinks? Ask. Use open-ended questions such as “Where do we need to start with this issue; background, supporters/opponents, current status?” Follow it with something like, “How much do you want to know about this issue?” or “What do you need to see or hear to convince you to say yes to us?” If you can do what she wants, commit to doing it. If you can’t, suggest an alternative threshold you can obtain. She will probably negotiate with you.

3. **Expect to give before you get.** Are you likely to return a favor to someone who’s done one for you? If you like to work with your friends and look for ways to help them because they have helped you, congratulations! You are thinking like a politician.

Savvy advocates work in political campaigns. Look for opportunities to help politicians get what they want. Cynically known as “you scratch my back and I’ll scratch yours.” Accept this law of politics. It is rarely broken.

4. **Be prepared.** Know the technical side of your topic but don’t necessarily use it. Most politicians are generalists and “people” people. They are unlikely to want to become an expert on your topic. You should be confident with the technical side of your issue, be able to demonstrate it if called on, but do not dwell on its details.

More importantly, be prepared by knowing what is important to the politician. You can do this by asking people who know him, other advocates, lobbyists, or his staff. You can ask them directly. You may be surprised to find out he has had a personal friend injured or killed in a bike accident and wants to do something to honor that person.

Know your opponents’ arguments inside and out. You will probably be asked to tell the politician why people will be opposed to your plan. This is your chance to show the weaknesses in your case and immediately rebut them with your overwhelming facts. You are answering the same question you have already asked yourself. “Since nothing is perfect or absolute, what are the holes in this plan and how have I concluded that they are inconsequential or outweighed by the strengths of this plan.”

5. **Be honest.** Don’t lie or stretch the truth. If you don’t know, find out. If you make a mistake, admit it and apologize. You don’t lose face by saying up front, ‘I don’t know but I will find out.’ Integrity and honesty are what make facts persuasive.

6. **Be flexible.** Be ready to answer the politician’s questions however off the wall they may seem to you. Be prepared for the absurd.

Be prepared to compromise on your position. Having a bill pass without negotiation or compromise is often a sign of an inconsequential bill. If you are in the business of progress, change or improving your condition, isn’t it better to take a partial victory through compromise than defeat through intransigence? Of course I’m not suggesting compromising your core values. Be willing to accommodate other perspectives, agendas and timelines to achieve your key objectives.
7. **Be persistent.** Or as Churchill declared, "Never give up. Never, never, never". Recognize there will come future opportunities to exploit if you continue to play the game.

8. **Be sincere and not sanctimonious.** Your key issues may be the centerpiece of your life and define for you right from wrong, good verse evil. You can expect the politician's key issues to be different. Coming on righteously without preaching can be very persuasive. If you cross the line from a fact-based case to a faith-based one you will lose your audience. Remember the officeholder is trying to balance the interests of all her constituents. She truly believes that there are sincere, passionate people on both sides of all arguments. She wants to make the right decision, not necessarily be converted to the cause.

9. **Be focused.** Many individuals and organizations make the classic error of trying to be everything to everybody, forfeiting effectiveness for anybody. Being focused means developing a reputation among the politicians as an expert in your arena. It is good to be known as Mr. Bicycle. On cycling issues they will think of you and value your input.

10. **Be ambitious.** Most of us shoot to a low. We don't think big enough. Upon reflection those who have achieved great things in life often are the most surprised. They had a clear vision of where they wanted to go but probably didn't see clearly the path beyond the first few steps. Having faith, they took those first steps and discovered the closer they came to their vision the clearer it became.

    Politicians respond to advocates with vision. They want to contribute to successful projects because it reflects favorably upon them. The savvy advocate will give them an opportunity to participate.

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**Source:** "What Makes a Politician Jump." Pro Bike News. September 1995. National Center for Bicycling and Walking (Known as Bicycle Federation of America)
Driving pedestrians into extinction

By Andy Hamilton

Along with our climate, San Diego has another distinction: we kill pedestrians at twice the national rate. Walking is America's favorite exercise, but when was the last time you walked to get somewhere? In taming traffic congestion, I would argue our first priority isn't more roads or buses, but restoring the walking environment.

To see what a difference this can make, consider Horton Plaza. If this unique mall had been built in the suburbs, as conceived, 99 percent of its patrons would now arrive by car. Today, 56 percent of Horton Plaza shoppers arrive on foot. Many are office workers strolling over during lunch or after work, even though three-fourths of those workers drove downtown.

And that's the point. Pedestrian connections between intermixed work, live, and play destinations make walking a viable transportation mode for a portion of trips. With the 2020 transit system envisioned by the Metropolitan Transit Development Board, we might travel rapidly to a commercial center by transit, but use our feet at either end of the trip. Using a car would be simply an option, not a necessity.

In San Diego, we're so used to planning for cars alone, we've stopped using common sense. Why, for example, do we design low-density residential streets for 35 mph, even around turns? After decades of this folly, traffic engineers now report their No. 1 issue is how to slow traffic on neighborhood streets.

Enter "traffic calming." Engineers schooled in this field can offer attractive, effective alternatives to the jarring speed bumps and annoying stop signs most people assume are the only antidotes. You can find traffic calmed streets in Del Mar, or log onto www.trafficalarming.org.

While I hate to pummel an entire profession, traffic engineers have spent five decades ignoring the needs of pedestrians. It should come as no surprise, then, that 75 percent of pedestrian collisions occur in crosswalks. But this carnage is unnecessary. Design standards many engineers insist on are in reality highly flexible and actually urge the tailoring of streets for pedestrians where this makes sense. Sadly, many engineers haven't bothered to read their hallowed standards closely enough.

In the same way, the needs of the disabled are treated by cookbook formulas, without considering site-specific conditions, or involving disabled users. There's a reason we don't see more disabled people in public.

Many fire officials don't help either, insisting streets be at least 36 feet wide to maneuver massive ladder trucks, even though a neighborhood might experience a house fire only once every couple of decades. Meanwhile, studies show wide neighborhood streets result in far more pedestrian deaths and injuries than the skinny streets of yesteryear. The reason is simple: wide streets mean higher speeds, and at 40 mph, your chance of surviving a collision is 15 percent. At 20 mph, the survival rate is 80 percent.

Which street would you rather live on? Casualties of the cars-first philosophy are many. Walking has declined 50 percent over 25 years. Few parents allow their children to walk to school. Childhood obesity has increased 14 percent in 10 years, due mostly to inactivity.

The elderly are prematurely warehoused in nursing homes once they can no longer drive. Quaint Main Streets, that afford non-drivers easy access to goods and services, are prohibited by zoning laws and parking requirements.

In most suburbs, where every trip is made by car, the overwhelming demand for more road space means we can never add enough. The only real solution is to create more travel options, and they all start with being able to walk safely and comfortably, and have a place to walk to.

Let's get started.
In 1982, Assad killed 20,000 dissidents in Hama, Syria's third-largest city. And in 1988 Saddam tested poison gases on Iraqi Kurds in Halabjah, killing 5,000 and maiming and sickening countless more. Then, convinced that his gases were sufficiently lethal, he used them in Majnoon Island and its environs. The Iranians promptly sued for peace and ended the Iraq-Iran War.

But if Israel cannot commit such horrendous crimes, it can at least continue to destroy the homes of Palestinian terrorists and the family they love.

The fact is that the Israelis cannot defeat the Arabs in 100 wars and still not be secure and safe. But if the Arabs defeat them in just one war, the Israelis will lose both their lives and their state.

Like most peoples, Israelis prefer congratulations to condemnation. But given their demography and geography — they live, after all, in the Muslim Middle East, not the American Middle West — Israelis prefer to be condemned and alive than eulogized and dead.

Israelis have to stop being good Jews and the family they love.

3/28/02

Keep Portland's Transit Mall pedestrian-friendly

Parking, narrower sidewalks, defeat part of design's purpose

By ELLEN VANDERSLICE

and DOUGLAS KLOTZ

A recent public-private study, financed by the Portland Development Commission and the Business Alliance for Portland Progress, calls for adding on-street parking to eight blocks along the heart of the downtown transit mall.

The price: narrower sidewalks and removal of trees and public art.

The Willamette Pedestrian Coalition strongly opposes this proposal on several counts.

First, we treasure the public space for pedestrians that the Transit Mall represents. The mall is one of the main reasons Tri-Met has been successful in capturing nearly half of the daily commuting trips to downtown. Zoning allows the greatest density along the mall, concentrating workers close to the transit spine. As a result, the most intense pedestrian use is in this area of downtown.

The Transit Mall is well-proportioned, allowing enough room both for walkers and those waiting for buses. Traveling the mall on foot is a pleasant journey through a lovely public space shaded by large trees and punctuated by fountains and art, including the statue of Portlandia by Rud Clark's poster pose, "Expose yourself to art."

Secondly, we question whether any benefit to local businesses would be realized. This proposal would require a huge investment for an unknown return. Although some retail experts insist that on-street parking is necessary to successful commerce, there are numerous examples of downtown blocks where business is thriving without it. One example is Southwest Morrison Street between 11th and 12th avenues. Restaurants abound here, where cars traveling along the MAX line are limited to a single travel lane and there's no parking.

Some critics characterize the Transit Mall retail environment as dull and lifeless. We see successful businesses doing fine without parking right in front. Southwest Fifth Avenue between Morrison and Alder streets hosts a new Williams-Sonoma store, a coffee shop and a large retail clothing store. Southwest Sixth Avenue between Alder and Washington streets is host to Kitchen Kaddish, Marsee Bakery and Office Depot.

Would parking along the street lead to more vital retail? Take a look at the blocks in Five Points. Fifth Avenue between Taylor and Yamhill is lined with Saks Fifth Avenue. What improvement over this is imagined? One block west the entire block is taken up by the Standard Insurance Building. Are storefronts expected to spring up here instead?

We worry, too, that the small amount of added parking would result in a disproportionate increase in drivers circling to look for an on-street spot, adding pointlessly to downtown congestion. Now, savvy shoppers who drive downtown soon learn to head directly for one of the many convenient parking structures, especially since so many merchants validate parking with a purchase.

Finally, we are distressed by the message that such a remodeling of the Transit Mall would send. Portland has gained an international reputation for its longstanding commitment to developing a balanced transportation system that reduces reliance on the automobile.

Hijacking some of the most visible public space currently devoted to transit and pedestrians in order to park a few privately-owned automobiles would signal a significant change in the priorities of our community. We think it's a move in the wrong direction.

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