Communications

Put your best foot forward! Many of the successful local groups that make up America Walks have won acclaim for the quality of their newsletters and other publications. Regular newsletters serve the dual functions of keeping members informed and educating decision makers. The current prevalence of desktop publishing and inexpensive copying makes it possible to produce a crisp, clean newsletter on a tight budget.

In our increasingly computer-savvy culture, the worldwide web is another place to publish your group's activities. If you don't have a web page, America Walks can offer you one for free. And publishing a regular electronic newsletter using a listserv is a cheap way to reach your membership.

Contents:
**Sample fact sheets:**
- PEDS .......................................................... 6-1
- WalkBoston ..................................................... 6-3
- WalkSacramento ............................................. 6-5

**Sample brochures**
- Feet First ....................................................... 6-7
- Philly Walks ................................................... 6-9
- Peds ................................................................. 6-11

**Sample newsletters**
- Philly Walks ................................................... 6-13
- Na Kama Hele (Honolulu) ................................. 6-17
- Walk San Jose ................................................ 6-23
- Willamette Pedestrian Coalition ........................ 6-25
- World wide web sites ...................................... 6-29
- Marketing through Communication and Coalition Building 6-33
- More brochures and newsletters ....................... 6-39
- Press coverage ............................................... 6-45
Pedestrians Educating Drivers on Safety

BACKGROUND

Pedestrians Educating Drivers on Safety (Peds) is a member-based non-profit organization that is dedicated to making metro Atlanta safe and accessible for all pedestrians. Peds was founded in 1996 by Sally Flocks, who had been unable to drive since she was diagnosed with epilepsy in 1978. Since then, Peds has grown to become the largest pedestrian advocacy group in the United States. Through its work with the media and with government agencies, Peds put pedestrian safety on the radar screen in metro Atlanta.

Major accomplishments include:
- Generating increased media attention to pedestrian issues
- Presenting workshops on pedestrian facility design to over 200 transportation professionals in metro Atlanta
- Convincing the Georgia Department of Transportation to create a Pedestrian Task Force, to adopt high visibility crosswalk markings as the state standard, to create a Pedestrian Advisory Subcommittee and to commit to developing a pedestrian design guidebook for the state
- Helping to convince retail establishments to open their doors to pedestrians
- Encouraging and facilitating the investigation of pedestrian fatalities by the Centers for Disease Control and Prevention and the Georgia Department of Human Resources
- Assisting the City of Atlanta in the creation and leadership of a Pedestrian Safety Task Force and the development of a combined education and enforcement campaign
- Assisting with the passage of pedestrian-friendly legislation, including an ordinance restricting the ability of developers to close sidewalks
- Building momentum for legislation authorizing the use of cameras to ticket red light runners.

GOALS AND ACTIVITIES

Peds' activities are aimed at achieving five major goals:
- Changing community attitudes to favor pedestrians
- Increasing walking and other pedestrian activity
- Ensuring the design of pedestrian-oriented communities
- Advancing the equitable use of transportation funds
- Reducing the risk to pedestrians of injury and death

Peds' ongoing activities focus on increasing public awareness, providing technical expertise on the pedestrian environment, participating in transportation planning, and encouraging government agencies to provide programs, policies, and facilities for pedestrians. Peds provides a quarterly newsletter, Footnotes, a web site, www.peds.org, and slide presentations for the community. Peds contributes frequently to print and television news stories. Special projects
underway this year include a KidsWalk-to-School Program, which encourages children, led by adults, to walk to and from school with their friends. PEDS is also emphasizing improving pedestrian access to transit, particularly in major activity centers and along transit routes that have experienced high pedestrian injury and/or fatality rates. PEDS also encourages state and local legislators to develop pedestrian-friendly legislation and is currently promoting ordinances authorizing the use of cameras to catch red light runners.

PEDS provides a voice for pedestrians on numerous task forces, committees and councils in metro Atlanta, including:

- Georgia Department of Transportation’s Statewide Bicycle and Pedestrian Advisory Committee
- Georgia Regional Transportation Authority’s Environment and Neighborhood Policy Council
- Atlanta Regional Commission’s Bicycle-Pedestrian Task Force
- Safe Communities of DeKalb County’s Pedestrian Committee
- Midtown Alliance’s Transportation Committee
- Buckhead Area Transportation Management Association’s Pedestrian Committee
- Buckhead Community Improvement District’s Design Advisory Committee

At the grassroots level, PEDS’ members participate actively at public hearings regarding land use, zoning and transportation planning and funding.

ORGANIZATION AND ADMINISTRATION

PEDS is a membership-based private non-profit (501(c)-(3)) organization. A working board of directors and elected officers oversee the activities of the organization. Two full-time employees, together with a large and committed volunteer base, provide the manpower to effectively promote and facilitate the vision and mission of PEDS. The organization is funded by contributions from concerned individuals, foundations, businesses, and government agencies.

For further information, please contact Sally Flocks, President, PEDS at 404-873-5667 (phone), 404-873-6978 (fax) or email, info@peds.org.
How WalkBoston Works

WalkBoston is a metropolitan member-based nonprofit corporation dedicated to promoting walking for transportation and recreation. It was the first organization in the country to give pedestrians a voice in transportation and urban planning.

Of all means of transportation, walking is best for the environment and affords the deepest appreciation of the people, culture, architecture, and history of any area. Transportation engineers and planners, however, have historically been trained to increase the speed and volume of vehicular traffic, often at the expense of pedestrians' safety and comfort.

WalkBoston educates the public, urban planners, and transportation professionals. At neighborhood groups and at professional conferences and symposia, WalkBoston members describe pedestrian-friendly designs and explain pedestrians' vital role in the vibrancy, safety and commerce of urban areas.

WalkBoston advocates for pedestrians by joining and advising citizen reviews of transportation and development projects, primarily in Greater Boston, but also in other communities. WalkBoston frequently promotes and implements "traffic calming" -- a concept that originated in the Netherlands, where street and sidewalk designs slow vehicular traffic, permitting pedestrians, bicycles, and motor vehicles to share the same space with maximum ease and safety. Because many WalkBoston members are professionals in traffic and urban design, WalkBoston has had substantial impact, with a very small budget, on many existing and planned streetscapes.

WalkBoston advocates in two ways:

As an organization: A group of members spearheads a large project, often with a complicated design component.

As individuals: A member represents WalkBoston in a community group that is advocating for pedestrians, or a member acts alone in his or her home community. Members with professional expertise in architecture and design, landscape architecture, transportation, traffic engineering, etc. advise and support other members. An important factor in WalkBoston's success, this gives the organization the ability to suggest sound design alternatives to vehicle-oriented roadway improvement schemes, rather than merely objecting to them.

WalkBoston Publications


Walking Communities: Resource Guide. (1996; limited copies) $10.00

Walkable Communities: 5 Steps to Making Your Community Safe and Convenient for People on Foot. (1995; pamphlet) $1.00

A Pedestrian Perspective on the Central Artery Project. (1994) $10.00
Some WalkBoston Highlights

Recent Products

Shawmut Peninsula Walk, a map with text that traces Boston's original 17th and 18th century shorelines. Available in bookstores.


Advocacy Achievements

Nationally: Co-founded America WALKs, a coalition of 17 pedestrian groups

Regionally: Created Massachusetts Trails and Greenways Network, a collaboration of environmental and transportation groups.

Boston: Successfully proposed a traffic-calming plan for downtown Congress Street, creating a new plaza in front of the historic Old State House, safer intersections and streetscape enhancements.

Represent walkers on the Advisory Committee of Transportation (ACT) overseeing the development of a Transportation Plan for Boston.

Currently working with neighborhood group to traffic-calm Blue Hill Avenue in Roxbury.

Assisting neighborhood and preservation coalition to save the Old Northern Avenue Bridge as a vital pedestrian link to the South Boston Seaport District.

Brookline: Advising Conservation Commission on Green Walks which will be incorporated in a town-wide map.

Arlington: With the Town of Arlington developed a pilot Safe Routes to School program that will encourage students to walk and bicycle to school.

Watertown: Convinced the Mass Highway Department to convert 4-lane roads along the Charles River to 2 travel lanes, with a bike lane and parking.

Member Services


Professional Status

WalkBoston members present papers and chair panels at national and regional conferences on transportation and urban design. WalkBoston’s President chairs the Committee on Pedestrians of the Transportation Research Board.
WalkSacramento works with others to improve the walking environment!

- Sacramento Safe Communities Pedestrian Project — WalkSacramento, the Safe Kids Coalition and the Snell Safety Foundation are collaborating on a 18-month project funded with a $40,000 grant from California Department of Health Services. The project is creating a coalition of groups to support pedestrian and other traffic safety improvements, is assessing current pedestrian safety in Sacramento and will be developing an action plan to make improvements. We will be selecting 1-2 neighborhoods for pilot studies. You can find out the latest information on this project at its website, www.scsp.org.

- Safe Kids Coalition — We chair the Safe Kids’ Coalition’s Pedestrian Safety Sub-Committee working to make our community safer for walking kids.

- Transportation Roundtable — We represent walking on this 55 member regional group which is charged to develop a regional transportation plan over the next 3 years.

- SACOG Bicycle & Pedestrian Advisory Committee (SACOG is the Sacramento Area Council of Governments). We represent walkers on this group.

- Sacramento Trails Planning Committee — We are part of an informal committee that has met to take initial steps to develop a Sacramento Regional Trails Plan.

- Safe Routes to School Advisory Committee — We participated in helping to write the guidelines to implement this new funding legislation. $20 million will be available for two years with the first applications due to Caltrans April 27, 2000.

- The CSUS Access Project — this project will bring access for pedestrians and bicyclists to the University from the light rail station in time for the Olympic Track Trials. Our involvement has improved the sidewalk configuration of the design.

WalkSacramento is Action Oriented!

- Elected Officials — We meet with City Council members and County Supervisors and our issues are beginning to be addressed. We testify at hearings related to transportation funding issues.

- Walk to School Day is October 4, 2000 — WalkSacramento is working with the American Lung Association’s Clean Air Challenge Program — a teen leadership program promoting Walk To School Day activities in their elementary schools.

- Development Review — We comment on development projects and have drafted sidewalk guidelines for arterial development and widening projects.

(over)
WalkSacramento Walks!

- Monthly Walking Events – WalkSacramento hosts monthly walking events and promotes the walking events of other organizations. We enjoy the fellowship of walking together, getting some exercise, and seeing and experiencing interesting features of our urban and natural landscape. These walks are open to members and guests. Check our web site for locations, dates and times.

- Walking is important to our health – WalkSacramento recently collaborated with the City of Sacramento’s 50+Wellness Program to develop a brochure showing the benefits of walking and how to start a walking group in your neighborhood. Walkers can be an important component of community policing since they become the "eyes and ears" of the neighborhood.

WalkSacramento meets:

- Every second Thursday at noon – at the Sacramento Metropolitan Air Quality Management District, 777 – 12th Street (on the Light Rail Line) in downtown Sacramento.

- Walking issues explored – meetings include presentations about walking issues, offer time for discussion and development of action strategies.

- Bring your lunch -- All are welcome -- You don’t need to be a member to attend.

If you: enjoy walking, see the importance of walking and share a vision of building more walkable communities in the Sacramento region – we invite you to become a member of WalkSacramento. We also invite you to be a part of the Sacramento Safe Communities Project.

[ ] Sign me up as a WalkSacramento member; here’s my $25 for the year.
[ ] Sign me up for WalkList, the WalkSacramento (members only) e-mail list.
[ ] Sign me up for the Sacramento Safe Communities Project Newsletter.
[ ] Sign me up for Sacramento Safe Communities Project e-mail list.

Name ___________________________________________________________
Mailing address ___________________________________________________
Phone Daytime ____________________ Home Phone ______________________
Fax ____________________________
E-mail address ___________________________________________________
Tell us ways you’d like to make our communities more walkable!

Complete this form and mail to:
WalkSacramento
2240 Ralston Road, Sacramento, CA 95821
Why Walk?

- **It's Good For You**
  Walking is good exercise for your heart, lungs, legs and mind. It's productive outdoors time.

- **It's Good For the Environment**
  Pedestrians don't give off exhaust fumes or emissions that clog our air. In fact, good pedestrian routes have lots of trees, shrubs and flowers - things that make the planet healthier.

- **It's Good For Your Neighborhood**
  Pedestrian presence leads to safer streets and creates a more vibrant economic community. Plus you get to meet your neighbors!

- **It's Simple and It's Cheap**
  No traffic troubles or searches for parking spots. You won't have to pay for gas, parking or insurance. All you need are comfortable shoes, and perhaps an umbrella.

Why Don't More People Walk?

- **Streets Don't Feel Safe**
  Narrow (or no) sidewalks, fast moving cars, inadequate intersections, poor lighting, empty streets, no place to rest ... don't make pedestrians feel safe.

- **It's Not a Pretty Walk**
  Poorly maintained sidewalks, few trees, parking lots instead of storefronts and cafes, no barriers between the sidewalks and auto traffic - these factors do not encourage walking.

- **It's Not Convenient**
  If schools, stores, cafes or transit stations are not within a comfortable walking distance, people will have little incentive to ever look the option to walk.

- **People Forget They Can Walk**
  When people get too accustomed to driving or riding (to work, to school, to the store), they forget they can WALK!

Some Simple Solutions

- **Add Trees, Landscaping & Pedestrian Amenities (benches, shelters)**
- **Create Safe Crossings: Traffic Calming (narrow streets, traffic circles)**
- **Promote Pedestrian scale design: Wide Sidewalks, Active Streets**
- **Provide Convenient Connections to Common Destinations & Other Modes of Transportation**

What Can YOU Do?

- **Walk more, and get a friend to walk too!**
- **Network with other pedestrians on Feet First's bulletin board: http://www.pkasystems.com/walkaloa/pedesto1.html**
- **Get involved in the decisions in your neighborhood that influence new development and street redesign.**
- **Inform the City/County and local decision makers of improvements needed in your neighborhood.**
- **Support Feet First!**

About Feet First

Feet First was created in 1996 to address the unique needs of pedestrians within the Puget Sound region. We are a group working to make walking safer, more accessible and more enjoyable. Our goal is for walking to become a viable transportation alternative for everyone.

We support the development of walkable communities, where schools, work, businesses, stores, cafes, movie theaters, restaurants, etc. are within walking distance or are easily accessible by public transportation.

We believe effective change starts small and comes from the community, from the people who know about the needs of their neighborhoods and care about changes that take place. This community action is generated through education and outreach. Feet First is here to help this effort.

A Four-Panel Brochure

This is a very attractive example. (Reduced to 70%).

Note: Always think about what you will get chopped off when someone sends in their membership application.
Feet First

Our mission is to promote walking, bicycling, and transit in order to encourage health and reduce traffic congestion.

Feet First

1600 Dexter Avenue N, Suite B
Seattle, WA 98109

Web: www.seattle.gov/feetfirst
Email: feetfirst@cityofseattle.us
Phone: 206/684-4339

Everyone is a pedestrian.

Become a member.
What can you do?

1) JOIN Philly Walks – see membership coupon inside brochure.

2) WRITE letters to the local newspapers about pedestrian concerns

3) CONTACT government officials or elected representatives about specific pedestrian problems

4) WRITE articles or submit interesting clippings for Philly Walks’ newsletter

5) WALK – it’s healthy and a great way to meet your neighbors. When you walk, be courteous, be aware of your rights as a pedestrian, and be careful.

6) IF you drive or bike sometimes, be aware of pedestrians and their rights. Be courteous.

What is Philly Walks?

Philly Walks is the only organization in Philadelphia that is solely devoted to the needs of pedestrians. And that means just about all of us, whether we walk a lot or a little, whether we walk for exercise, to do errands, to visit with our neighbors, to get to school or work, or just to enjoy a beautiful day. Even if your walking is limited to the distance between your parking space and your final destination, it’s likely that you see things a little differently on foot. Philly Walks was formed to address the issues that arise when we walk, and to make Philadelphia the kind of place where people want to walk more.

Our Mission:

- To work for a safe and functional pedestrian environment
- To promote walking as an activity and as a mode of transportation
- To educate government and transportation officials and the general public about pedestrian concerns
- To create greater public awareness of pedestrian issues
Walk! Join PhillyWalks!

Walk Check or Money Order to: PhillyWalks, 135 S. 19th Street, Suite 308, Philadelphia, PA 19103-2119

Mail: $5
$20 (Suggested)
$35
$100
Other Amount

Name
Email Address (if you have one)
Address
City
State
Zip
Telephone

Support limiting sidewalk closures due to construction.

- Encourage midblock crosswalks in high-density areas.
- Work to make the walk to school safer.
- Promote enforcement of the pedestrian right-of-way over turning cars.
- Designate before government offices and public buildings.
- Support enforcement of the "no bikes on the sidewalk" law.
- Support enforcement of the "no bikes on the streets" law.
- Slow traffic in residential areas so people can cross safely.
- Add sidewalks where missing and needed.
- Make the Benjamin Franklin Parkway more pedestrian-friendly.

Activities:

- Pedestrian Master Plan Task Force on Education
- Currently serve on Pennsylvania Bicycle and Pedestrian Coalition's Advisory Committee to City Council's Operations Committee
- Conducted a "Walks, Workshops" on the Ben.
- Existing laws, including better enforcement of traffic rules.

Tested before City Council on Pedestrian Issues.

Best cities in the country for walkers, Philadelphia could be one of the top two or three.

"Walklethepa" is getting lots of attention these days because it is attractive to visitors and also because it is a draw for residents. Our Wheelshila-Philadelphia is getting lots more attention these days because it is a draw for residents.

But isn't Philadelphia already pretty "walkable"?

Our Goals:

- Pedestrian Master Plan Task Force on Education
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WHO HAS THE RIGHT OF WAY?
What Motorists Should Know about their Responsibilities to Pedestrians

STOP FOR PEDESTRIANS IN CROSSWALKS
♦ Drivers must stop and stay stopped to allow a pedestrian who is on the same half of the roadway, or is approaching and within one lane of that half, to use the crosswalk.
♦ "Half of the roadway" means all lanes carrying traffic in the same direction.
♦ Whenever any vehicle is stopped at a crosswalk to permit a pedestrian to cross, the driver of any other vehicle approaching from the rear shall not overtake and pass such vehicle.
♦ The flashing "Don't Walk" signal means that pedestrians should not enter the street. It does not mean that pedestrians who have already started crossing should not be in the crosswalk or that motorists have the right of way.
♦ Drivers must yield the right of way to any blind person who is carrying a white cane or is being guided by a dog.

TURNING DRIVERS YIELD TO PEDESTRIANS
♦ When turning left or right on a green light or at an unsignaled intersection, drivers must yield the right of way to pedestrians.
♦ Before turning right on red, drivers must come to a complete stop and yield the right of way to pedestrians. Look to your passenger side before turning to make sure no one is walking in front of your car.

KNOW WHERE THE CROSSWALKS ARE
♦ Crosswalks exist on all four corners of intersections in Georgia, whether or not they are marked by painted lines and warning signs.

PEDS is dedicated to making metro Atlanta safe and accessible for all pedestrians

Support our efforts. Join PEDS!
Membership is open to individuals, corporations, neighborhood organizations, or other entities.
NAME(S) ____________________________
ADDRESS __________________________
CITY ___________ COUNTY __________
STATE ___________ ZIP ____________
PHONE ________________
e-mail ____________________________
☐ $ 100 Marathon Runner
☐ $ 50 Whistleblower
☐ $ 25 Foot soldier
☐ ___ other

Contributions are tax deductible!
☐ I'd like to be an active volunteer.

Mail with your check to:
PEDS
P.O. Box 79513
Atlanta, GA 30357
404-873-5667
www.peds.org
e-mail: info@peds.org

Sample
Side 142 of
a handout on
eyellow cardstock

4-11
Pedestrian Resource Directory

How do I report unsafe sidewalks?
Write down the street address of the adjacent property and the following information:
- whether the property is residential or commercial
- what is wrong with the sidewalk, such as loose slabs or uneven surfaces
- whether the sidewalks use regular paving or hexagon-shaped tiles
- whether or not the property is located on a corner
Include your name and number and mail to:
Dept. of Public Services
68 Mitchell St., S.W.
Suite 2900
Atlanta, GA 30335

How do I report pedestrian signals that don’t work?
Call 404-330-6255 or e-mail jemmons@atlanta.org. Indicate the name of the intersecting streets and which signals (NW, NE, SW, SE) have problems.

How do I report faded crosswalks that need restriping?
Write down the names of the intersecting streets where crosswalks need restriping and mail to:
Ms. Sandra Jennings
55 Trinity Ave., SW
Suite 4900
Atlanta, GA 30335

The "Walk" signal is too short. How can I get it lengthened?
Pedestrian signals are misunderstood by 90 percent of the American public. The white "Walk" sign means "Start Walking"; the flashing orange "Don't Walk" sign means "Keep walking." If the solid "Don't Walk" sign comes on before you finish crossing, request more time by writing to:
Mr. John Krueger
55 Trinity Drive, SW, Suite 4900
Atlanta, GA 30335

What can I do about overgrown vegetation or built-up dirt on a sidewalk?
Call the Sanitation Dept. at 404-330-6250.

What can I do to get the City of Atlanta to build more sidewalks?
Inadequate funding is the biggest barrier to sidewalk construction. To help overcome it, encourage city council members to allocate more towards sidewalks. Also encourage state legislators to change the structure of the Atlanta Regional Commission and to amend the state constitution to allow gas tax revenues to be used for alternative transportation modes.

How can I make sure the city follows through on my requests?
Be persistent. If you don’t hear back in two weeks, call or write again. Send your city council representative a copy of your request. For additional help, call PEDS.

How can I learn more about PEDS?
Call 404-673-5667 or check out our website, www.peds.org.
Ben Franklin Parkway Redesign?

Some Pedestrian Thoughts

Philly Walks is pleased that Central Philadelphia Development Corporation's (CPDC) plan for the Benjamin Franklin Parkway has paid so much attention to the needs of pedestrians. Implementation of the plan would significantly improve pedestrian access, mobility and comfort in this most attractive section of Philadelphia. However, we are concerned about the high cost of the plan.

We are especially enthusiastic about the proposal to improve pedestrian access to the fountain at Logan Square and the possibility of a direct crossing to the Art Museum at Eakins Oval. Although we would like more detail, we favor in principle the team’s ideas for pedestrian improvements to the intersections of the Parkway with 16th and 17th Streets.

Construction of massive underground parking garages, however, does not strike us as either necessary or feasible. The addition of large numbers of parking spaces to the center of the Parkway would almost inevitably attract more automobiles. Increased automotive traffic would be likely to lead to more conflicts with pedestrians and to undermine the positive effects of the pedestrian-friendly features of the plan.

A key element of the plan that would tend to favor pedestrians is the proposed grade-separated entrance to the Art Museum. However, this approach would put all non-pedestrian users into a tunnel, a far less attractive approach to Center City than currently exists. Also, construction would be expensive and disruptive. Philly Walks prefers address-

(Continued on page 2)

Message from the PhillyWalks Chair

By Nancy Lavin

PhillyWalks Board Member Debby Schaaf and I had separate but similar vacation experiences in Paris this past summer. Paris, like Philadelphia, is a city with a mix of broad avenues and many much narrower streets, resulting in the need for careful planning for ever-increasing vehicular and pedestrian traffic.

Differences were noticed, however, by both PhillyWalks members. In Paris, pedestrian Walk signals at intersections lack our flashing Don’t Walk phase and change directly from a “skinny little green man” to a “skinny little red man.” Since the green phase was very short, we both discovered that finishing a crossing during the red phase could be quite unnerving. At some of the larger two-way streets there was a sign saying “Pedestrians Cross in Two Stages.” Then we waited in the middle of the street, usually on a painted median, for the man to turn green again before crossing the second side of the street.

At one corner there was a flashing sign that read, “Pedestrian Priority” to warn turning drivers. Unfortunately, it seemed to have little effect on vehicle operators.

(Continued on page 2)
Honor Box Regulations Adopted by City Council

An ordinance submitted by Councilman DiCicco establishing rules and a test program for placement of honor boxes was enacted by City Council in May. It establishes a test area in Center City between Vine and Spruce streets and 6th and 21st streets for a period of two years.

The ordinance prohibits the chaining of honor boxes to utility poles, signs, or trash cans as is now common practice. It also prohibits boxes where they reduce the pedestrian right of way below 4 feet or within 3 feet of a driveway, crosswalk or curb cut. It provides for placement of corrals for the honor boxes and establishes rules for maintenance of boxes and their removal if they are not maintained.

The legislation sounds good, perhaps too good. The difficulty with any such regulation is how and by what agency it will be enforced. As written the legislation refers to the Streets Department but only mentions the Streets Department by name. One must infer that the other agency intended is Licenses and Inspections and that it is named elsewhere in the Philadelphia Code.

Herein lies the rub. In order for this legislation to be put into effect the law requires L&I to write regulations, consult with appropriate city agencies and publishers to solicit comments (90 days) and then to issue regulations and procedures for licensing, placement etc.

L&I is not known for its efficiency. In addition, the Streets Department is not known for being friendly to pedestrians. It may be to much to assume the two departments will actually work together and get something out by the time the ordinance takes effect in November.

The ordinance does allow the departments to contract with the Center City District to administer and run the program but that would seem to be after the regulations have been written. As pedestrians have learned from bicycles on the sidewalk, good laws mean nothing without enforcement. We will find out after November whether anything is really going to change with honor boxes.

Many sidewalks were so narrow that pedestrians ended up stepping into the street if people were coming in the opposite direction (not so different from many Philadelphia area streets).

There were raised crosswalks in several places, a very nice treatment that provides a "speed hump" to slow down traffic, while at the same time improving visibility for people crossing the street.

Because the CPDC plan is so costly, Philly Walks plans to propose a more modest package of recommendations, drawn from a variety of sources, including plans from the CPDC, the City Planning Commission, and the Friends of Logan Square. The Philly Walks proposal, which would be relatively inexpensive to implement, can be seen as an interim measure that would improve pedestrian mobility almost as much as, and in some cases more than, the full CPDC plan.
PhillyWalks Meets With 5th District Councilman Clarke

Recently PhillyWalks arranged a meeting with new 5th District Councilman Darrell L. Clarke. The meeting was held as a follow-up to a meeting the Councilman had attended with a Rittenhouse Square group. Along with several members of PhillyWalks, two representatives of the Center City Residents Association also attended.

The main issue of the meeting was concern on the part of PhillyWalks members about the safety of the off-set intersection at Walnut Street and Rittenhouse Square West, particularly as it will be affected by the proposed theatre and parking garage planned for the north side of Walnut Street by the Philadelphia Parking Authority.

The intersection is unmarked for pedestrians crossing Walnut except on the east side of its intersection with 19th Street, and the area will become even more problematic with the theatre complex and its new curb cut mid-block on north side across from Trinity Church.

Agreement was reached at the meeting that possible solutions to the safety problem should be sought once the Parking Authority decides on the kind of development the area will actually receive.

Councilman Clarke indicated he is very interested in pedestrian and traffic safety issues. He also expressed sympathy with those who are concerned about the bicycles on sidewalks. He also promised to keep PhillyWalks informed about future meetings on developments in the Rittenhouse Square area so that pedestrian advocates can remain involved.

INTERSECTION OF WALNUT STREET AND RITTENHOUSE SQUARE WEST, LOOKING NW TOWARDS PARKING AUTHORITY'S LOT.

We Get Letters...

Bicycles riding on the sidewalks are a growing problem. My weekly routine takes me on foot across the city. Some cyclists say that the streets are unsafe for bicycles and they have to ride on the sidewalks. When I see a cyclist with padding and a helmet flying around a corner on the sidewalk, I wonder...where can pedestrians go for their safety?

S. Watson
514e City Business Owner

Cyclists can be a boon to the ecology. On the sidewalks, however, they pose an extreme hazard. They are quiet, fast, and reckless. Laws against riding on the sidewalks are not enforced, and walking is no longer a pleasant experience. It should be a top priority by law enforcement to address this matter before more pedestrians are seriously injured.

B. Polis
Center City
Pennsylvania Task Force Gets TEA-21 Money for Grants

The Education and Enforcement Task Force of the Pennsylvania State Bicycle and Pedestrian Master Plan has received an $850,000 grant from the state's share of Transportation Equity Act for the 21st Century (TEA-21) funding. The task force is a joint effort of the Pennsylvania Department of Education and PennDOT to advance implementation of the Bicycle/Pedestrian Master Plan. Philly Walks Vice-Chair Peter Hecht is a member of the Task Force.

The Task Force has defined two projects of its own. The first project is the production of a video for law enforcement officials that emphasizes the importance of enforcing bicycle laws. The second project is the state-wide distribution of the “soft-sandwich” yield-to-pedestrian crosswalk signs.
Pedestrians Unite In Honolulu

Aloha & Hello
Na Kama Hele brings together citizens who want a better pedestrian environment in communities across Honolulu and the State of Hawaii.
This will be the first of many newsletters about pedestrians and other transportation issues affecting our communities.

Our Role
To educate, advocate and promote a culture of concern and care within the whole community for the rights and responsibilities of pedestrians and our Ohana. To establish social streets and pathways in order to provide all street users with opportunities for exchange, social contact, fitness, safety, and mobility within neighborhoods.

Contact Na Kama Hele by ...
Phone 808.988.0432  Fax 808.988.0432
Post PO Box 22424, Honolulu, HI 96823-2424
E mail boulange@hawaii.edu
Web www.lava.net/~rbrandt/

Footlight on Portland
Pedestrian and Transport Projects of Merit

This publication will spotlight programs and facilities of merit for pedestrians. Several of Honolulu’s Councilmembers and other city staff have recently returned from Portland, Oregon. Portland has become a touchstone for much of the visioning process now underway by the City and County of Honolulu, but Portland’s success is more than just light rail.

Hawthorne Transportation Plan
Hawthorne Boulevard had become a barrier - a place difficult for many to walk across and shop. Business owners and leaders began to ask, was this district a destination in-of-itself or only a transportation channel for downtown commuters and suburban shoppers to zip through and never stop? Something had to be done to protect their investment in their community and the safety of their patrons.

The problem lay in the facilitating and promotion of regional automobile movement through the district. This seventy feet of travel space accommodates 1,200 pedestrians, 9,700 bus riders and 24,000 vehicles per hour. Typically local foot and transit shopping trips sustain the mom-and-pop businesses found along these neighborhoods, but

RAPID Transit Update

Tri-Met MAX
MAX is Portland’s light rail system operated by Tri-Met. An extension of the Westside Light Rail line was just completed at a cost of $1 billion.

Last November voters narrowly rejected the referendum to expand the MAX system. This defeat was related to several factors: a changed project scope, suburban sour grapes and confusion over

Footlight on Portland
New Sidewalk Guidelines 2
Linking Transit to Shopping 3
Honolulu Footnotes 4

10-17
RAPID Transit Update

(Continued from page 1)
claims that light rail would reduce traffic congestion. There is no word yet if these Federal funds will be released for light rail projects in other communities, such as Honolulu.

Central City Streetcar
The Portland City Council approved plans for work to begin on the Central City System last June. These streetcars will be low floor vehicles and smaller than the MAX light rail cars. This route runs between NW Portland and Portland State University. The streetcars will operate with mixed traffic, so that no traffic lanes and few on-street parking spaces will be removed.

Portland will be pursuing novel sources of funds for this new system. Parking garage revenues will be the primary source of construction funding. Operating funds will be generated by a Tri-Met subsidy, parking meter revenue, increased parking fines, advertising and farebox revenue from the streetcar system. Construction will start soon and be completed in a year.

Footlight on Portland

(Continued from page 1)
little if any effort was made to accommodate the travel needs of these individuals within neighborhoods.

The City of Portland, through its Pedestrian Transportation Program, has begun a community based transportation planning and design process. The Hawthorne Boulevard of Southeast Portland was one of its first projects.

Community representatives and the staff of the Pedestrian Transportation Program worked together to develop this plan. Community input was garnered through surveying and analysis of community concerns, the distribution of a project newsletter, and the formation of a Citizens Advisory Committee. In addition, the City sponsored three public workshops and an open house to give the broader community an opportunity to review and comment on the five alternative scenarios proposed during the planning process.

The plan emphasizes the development of alternative transportation modes and enhancements to improve access across the intersections of the boulevard. The overall recommendations included these elements:

- Comfortable and sheltered pedestrian crossings;
- Slower traffic speeds;
- Improved transit service and stops;
- Improved side street bikeways and bike parking;
- Streetscape enhancements; and
- Improved safety for all street users.

This process in turn led to the development of a concept framework for the boulevard affecting the streetscape, transit, bikeways, roadways, and pedestrian walkways. The Portland City Council adopted this plan on July 30, 1997.

New Sidewalk Guidelines
One of the more important activities during the Hawthorne Boulevard Transportation Plan was the development of sidewalk guidelines for the entire City of Portland.

The design difficulties on Hawthorne are similar to those in many of our older commercial neighborhoods.

How to reestablish pedestrian amenities in an area pinched between shops, utility poles and traffic lanes?

Space will have to be taken out of the street. A minimum sidewalk width of nine feet was established to

(Continued on page 3)
Waialae Avenue as it Looks Now

How Do We Want Our Community To Look In the Future?

What Design Options Do We Have?

Curb extensions

Tight curb radius means a shorter crosswalk.

Wide curb radius means a longer crosswalk.

Pavement markings in the outside lane can better communicate that bicyclists will be using Waialae.

Typical sections of Sidewalk Corridor in residential zone, top, and commercial zone, bottom sketch.

Graphics Credit: Pedestrian Transportation Program, City of Portland

Turn The Page Over To Redesign Waialae Avenue 6-19
Kaimuki Master Plan...

Facsimile Design Scenarios

VOTE for your favorite by calling us or faxing this page back to 735.8131
Footlight on Portland

(Continued from page 2)

provide room for comfortable walking and shopping. Within this nine foot walkway there is to be a six-foot wide clear zone for walking. To accommodate additional amenities (street trees, café seating, bike parking, street furniture, and bus stops) selected areas were designed with curb extensions of six-and-one-half foot. The combined widths create a sidewalk of over fifteen feet in width. Other blocks required different improvements made within the street (planted medians, pedestrian refuges, turning lanes, etc.).

NW Portland Parking Study

The City of Portland just completed its NW Portland Parking Study. It did not recommend the addition of a single new parking space!

Doug Capps, Northwest Parking Consultant, outlined two key proposals within the plan:

• Shared use of existing spaces, and

• Limit parking demand.

The study's recommendations and Portland's resources will compliment the ongoing transportation and parking initiatives by small businesses.

Linking Transit to Shopping

Merchants and other businesses are always looking for a competitive edge and ways of attracting new clients in a tight economic market. Traditionally most shops reward patrons with validated parking, but no similar attempt is made to reward patrons who are transit riders.

Merchants in Portland and other cities, are finding out that they can attract more business and stay competitive by promoting transit use and walking.

The Nob Hill Business Association has a successful program called Free Ride NW. Shoppers and clients who ride transit and make a purchase of $10 or more are rewarded with a transit voucher for a free ride home.

Tri-Mét, the local transit company, in an effort to increase ridership established a program to help businesses link transit trips to shopping trips. The Shop  & Ride Ticket program provides merchants with subsidized books of ten ride vouchers for $11 each – a $2 savings. Each voucher costs the merchant 90 cents. This is often a cheaper alternative to providing free parking validations.

Community Walking Guidebooks

Additional benefits include assistance in developing and distributing walking and transit guides for each neighborhood in the program. In addition to providing readers with transit tips, the guide has a full color map with the location and description of historical sites and participating area merchants. There can be as many as 30,000 maps printed for each area.

This two-year-old program is a strategy for small businesses to remain competitive with larger retailers by keeping more shopping trips within a neighborhood. It also helps to reduce parking pressures in older urban shopping districts without having to build costly elevated parking garages or create construction disruptions to businesses.

In the End - We Are All Pedestrians

Walking must again be recognized as a viable transportation mode and an equal component of any serious transportation plan. Portland’s leadership understands that the new and wider walkways in-of-themselves will fail to create viable neighborhoods without the financial support and institutionalization of pedestrianization in transportation planning. Walking is often the weak link between riders reaching transit stops - for without pedestrian trips there will be few transit riders and projected ridership will not occur. Remember that every car or transit trip begins or ends with a walking trip!

Mahalo to Steve Fosler & Ellen Vanderslice for sharing their information on Portland’s Pedestrians.
Hawaii Footnotes

Alternative Transportation Activities & Calendar

KAIMUKI MASTER PLAN for the Top-of-the-Hill has begun. On February 23 and March 23 community members and business owners met to brainstorm ways of improving the design of area streets and sidewalks to make the area safer for pedestrians. The next meeting will be in late April. For information call Councilmember Bainum at 527-5719.

CITYEXPRESS (A) bus route inaugurated rapid transit service to the University of Hawaii. Mayor Harris’ program of providing convenient bus service is well received by riders. Let us hope for more.

PALOLO TRANSPORTATION FORUM was a success. City staff from the Department of Transportation Services, and members of the Hawaii Bicycling League and Na Kama Hele spoke on community transportation issues involving traffic calming, transit, cycling, and walking improvements.

TRAFFIC SAFETY PETITION collects over 150 signatures. Mr. Chang, of Kaimuki, delivered a petition to Mayor Harris seeking traffic calming for Pahoa. Complaint centers around chronic speeding and hit-&-runs in a residential school zone.

MAUI PEDESTRIAN ROADSHOW was successful in bringing together six safe communities and US DOT resources for 2 training sessions last January.

OAHU TRANS2K is now starting Phase 2. Let your voices be heard on speeding and transit improvements. For more information about the time and place of meetings for your community call 527-6978.

WALK OUR KIDS TO SCHOOL DAY will be held during September. Seeking schools to participate in this national event. Contact Na Kama Hele 988-0432.

FIGHT THE BUS FARE!!! A 50% fare hike is proposed by our City Council. Na Kama Hele is seeking volunteers and coalition members to advocate for improved service. Not higher fares! Call Todd 735-8131.
One Step at a Time

A Report for Key Decision Makers Published by Walk San Jose Summer 2000

Feet:
Downtown's Secret Weapon

By now, just about everyone agrees that one of the keys to making Downtown San Jose a great to live and a great place to do business is to make Downtown a great place for walking.

Auto-dependent office parks, shopping malls, and housing tracts dominate our city, but Downtown offers real alternative that's becoming increasingly attractive in this congested and costly valley -- a place where you can leave your car at home, or, someday, not even own a car.

This report focuses on ten specific things we can do in the next several months and years to give Downtown the competitive advantage of a safe, walkable environment that is lacking for the most part in the southern half of Silicon Valley. The list is hardly exhaustive, but points to several ideas contributed by our members and experts in the field of urban planning.

We look forward to hearing your ideas and feedback. We can be reached at mail@walksanjose.org.

1. Revise Our Auto-Focused Street Standards

The City of San Jose has a strong policy promoting infill development, premised in part on the notion that increased density will translate into increased walking, bicycling, and transit usage, and less automobile dependence.

However, Public Works' blind adherence to 1970s-era “Standard Details” are placing industrial-style intersections in the middle of historic and infill areas, making these areas more dangerous and less walkable. It's a classic case of the right hand not knowing what the left hand is doing.

Under Public Works' inflexible direction, intersections are routinely widened so that crossing the street takes twice as long. Cars make ever-speedier right turns. And up to 16 street trees can't be planted at the newly massive intersection because all the old corners are being hacked off and paved over with asphalt.

We have to change the rules to make Downtown a foot-friendly place. Walk San Jose urges the City to adopt Pedestrian Design Standards (San Jose currently has no pedestrian policies) and to revise the “Standard Details” to account for pedestrian needs as soon as possible.

2. Tame the One-Way Coupllets

San Jose's one-way couplets (Almaden/Vine, 3d/4th, 10th/11th/ Julian/St. John) have had a devastating impact on the downtown neighborhoods they surge through, including Spartan-Keyes, Northside, Washington-Guadalupe, and South Campus Community.

Despite alarming accident rates and repeated requests for relief, the City continues to treat these streets as nothing more than mini-freeways servile to the fleeting convenience of motorists from points south.

Public Works promised that the North-South couplets would be reverted to two-way streets upon completion of Highway 87, but has since backed down, and is resisting demands for safer and slower streets.

There are alternatives to full re-conversion, including removing certain excessive traveling lanes, adding bicycle lanes, adding traffic calming devices, adding visible and safe crosswalks, and lowering speed limits to 25.

3. Create a Pedestrian Plan for San Fernando Street

San Fernando Street, from Third to Tenth, is one of the most heavily walked areas in San Jose, owing to its proximity to SJSU. A few years ago, the City's response to heavy pedestrian presence on this corridor was swift and certain—it removed all the crosswalks!

With the imminent construction of a new City Hall, Library, and other major community magnets, the time is right to finally undertake a full-blown pedestrian plan for San Fernando. The street needs safe crosswalks at every intersection, bike lanes, and street corners designed for pedestrians, not just cars (see #1, above).

4. Bring a Network of Bike Lanes Downtown

Seems like everyone we talk with would like to bicycle downtown and in their neighborhoods, but they're just too afraid. To make Downtown more inviting and accessible from...
the surrounding communities, we need a strong and safe network of bicycle lanes. For example, bike lanes should be included on:

--San Fernando, from 3d to 10th
--Park Avenue
--San Carlos Street
--3d Street
--4th Street
--10th Street
--11th Street
--St. James Street
--Julian Street

5. Adjust Traffic Signal Timing for Pedestrians

Great downtowns don't make their pedestrians wait endlessly for a signal to change. In fact, most downtown traffic signal systems lack push buttons altogether because the signals are automated for pedestrian convenience.

An example of where San Jose falls short: The mid-block signal between Plaza de Cesar Chavez and Paseo de San Antonio rests on green for motorists, and is only activated, after a 45-second wait! -- by a push button for pedestrians and bicyclists. No wonder jaywalking is rampant.

This should be reversed. The signal should rest on green for pedestrians, and be triggered for motorists only upon approach of vehicles. Or, we should cut the pedestrian wait to 5 seconds, with perhaps an exception at morning peak hour.

6. Add Lots More On-Street Parking

Adding on-street parking will help humanize many of our overbuilt freeway-like city streets in the western part of Downtown. On-street parking should be maximized on the following streets:

--Park Avenue, between Delmas and Market
--West San Fernando Street, between Delmas and Market
--Alamaden Blvd., between Santa Clara and Woz Way
--Woz Way

7. Promote the Construction of Naturally Affordable “Car-Free Housing”

With some courage we can give our housing crisis a double whack by promoting an alternative of car-free housing downtown. When parking requirements are eliminated from high-density housing, costs can drop dramatically, up to $100,000 per unit. In addition, life suddenly becomes a lot more affordable without the need to make car payments.

San Jose should encourage car-free living by providing affordable alternatives for those who choose to rely on feet, bikes, and public transit to get around.

8. Improve Pedestrian Connections to Guadalupe River Park

We must address the physical impediments lying between San Jose's growing Guadalupe River Park and surrounding neighborhoods. The following streets must become more walkable and bikeable:

--Julian Street
--St. John Street
--Santa Clara Street (did we mention the need for a moratorium on palm trees?)
--San Carlos Street, between Market and Woz Way
--Park Avenue (redesigning the monster intersections at Market, Almaden, and Montgomery would be a good start).

9. Encourage Sidewalk Entrepreneurialism

We should enliven our public rights of way by allowing increased vendor activities, such as food carts and flower carts. The introduction of cart-based peddlers, like European style open markets, could address some immediate retail needs while maximizing the use of our public spaces.

10. Reward Those Who Leave Their Cars at Home

Pedestrians, bicyclists and others who leave their cars at home are the unsung heroes of this city. We should reward their efforts by making it easier and more joyful to walk.

Walk San Jose will be honoring some of these heroes in its “Non-Motorist of the Year” Awards this September. If you know someone in San Jose who makes walking, bicycling, or other non-motoring activity a substantial part of their life, let us know at mail@walksanjose.org or 295-4715.

Did you know?

1. A recent real estate poll showed that the number one concern of new home buyers is that their street have minimal automobile traffic.
2. A recent study found that per mile traveled, walking is 36 times more dangerous than driving.
3. In 59% of cases for which information is available, pedestrians died in places where they could not find a crosswalk.
4. Not long ago, the majority of school children rode bicycles or walked to school. Now that number is less than 10%.
5. The automobile is the leading cause of death among children, and a suburban child is more likely to be killed by automobile than an inner city child is to be killed by gunfire.

Walk San Jose Meeting 9/26

Walk San Jose's next quarterly meeting is September 26 at 6:30 p.m. at the Martin Luther King Main Library, McDaniel Room. All City leaders and members of the public are invited.
Portland Celebrates Walk Our Children to School Day

Sunny skies and colorful autumn leaves greeted the children and parents who joined in celebrating Walk Our Children to School Day in Portland on October 4. This year the event was also International Walk to School Day. About 2.5 million people participated in countries around the globe.

In the Portland area, eight elementary schools hosted events. The keynote event at King School in Northeast Portland featured Dr. Ben Canada, Superintendent of Portland Public Schools, as Master of Ceremonies, with guest speakers Mayor Vera Katz and County Commissioner Serena Cruz, Principal Joseph Malone and Literacy Coordinator Sandra Boon walked with parents and students to the event. The King School Choir performed two upbeat numbers.

The event at King School was sponsored by the Willamette Pedestrian Coalition together with the Council for Children's Expanded Physical Education, the Oregon Department of Transportation, the Oregon Health Division, One Main DocuMart Printing and Rose City Sound & Lighting.

This year the Oregon events were also endorsed by the Oregon Coalition for Promoting Physical Activity, the Governor's Council on Physical Fitness and Sports, the Arthritis Foundation Oregon Chapter, the America Heart Association Northwest Affiliate, the Bicycle Transportation Alliance and Portland Public Schools.

National Walk Our Children to School Day was established in 1997 by the Partnership for a Walkable America to celebrate healthy communities and healthy lifestyles.

Ballot Measures 2 and 7 Imperil Land Use, Alternate Transportation

For months, much of the media's attention has been focused on several anti-government ballot measures. However, two initiatives that have received little attention, Measure 2 and Measure 7, are among the most perilous measures Oregon voters have ever faced. These measures have the potential to dramatically undermine land use and zoning regulations and rules written to make our communities more amenable to alternative transportation. Your help is urgently needed to defeat these two terrible initiatives.

Measure 2: Repealing Critical Public Safety and Environmental Protections

Measure 2 would amend the Oregon Constitution to create a confusing and unaccountable new process allowing special interests to repeal administrative rules, including critical regulations that protect pedestrian rights and mandate rules for alternative transportation — without a vote of the people or the Legislature. An example of an administrative rule that could be compromised would be the State Transportation Planning Rule which mandates development to be bike- and pedestrian-friendly and that requires vehicle-miles-traveled (VMTs) be reduced.

Under Measure 2, anyone could hire petitioners to collect signatures to force the Legislature to review such administrative rules. If the Legislature failed to affirmatively "pass" the rules, they would be automatically repealed.

Since Measure 2 requires just 10,000 signatures to challenge such rules, it would be easy for a special interest with an axe to grind and the right political ally to get critical safeguards repealed. Challenged rules are automatically invalidated if the Legislature does not "pass" them, meaning a single powerful committee chair could overturn a rule simply by not holding a hearing.

Rules could be overturned that govern education, air and water quality, law enforcement, health care, land use, worker health and safety, building construction and much more.

Moreover, by forcing the Legislature to deal with challenges to all kinds of rules, this measure could waste government money that might go to improving the infrastructure for pedestrians. Its confusing language could lead to years of costly court battles just to figure out what it means.

Measure 7: Paying Landowners to Obey the Law

If anything, Measure 7, another (Continued on page 3)
Planning Commission Approves Legalizing ‘A-Board’ Signs, Forwards Issue to City Council

As part of the Signs 2000 project, the Planning Bureau and the Office of Planning and Development Review (OPDR) have proposed legalizing signs on the public sidewalk, commonly referred to as “A-board” signs. The WPC sent a letter to Planning Commission for their September 16 hearing, opposing this move. Planning Commission deferred a decision to September 26. At that time they heard from the city’s Pedestrian Advisory Committee, as well as Portland transportation department staff.

Planning Bureau/OPDR’s version legalized signs up to 3 feet wide and 4 feet high, either near the building or near the curb. The transportation department wants signs up to 2 feet wide and 3 feet high, only against the building. They quoted the recommendations of the 1996 Sidewalk Obstruction Task Force. The WPC participated in the Task Force, but did not endorse the recommendation. The Pedestrian Advisory Committee said that the signs should not be against the building, and they would block pedestrian passage. The Pedestrian Committee recommended that the signs only be allowed next to the curb, with the 2 by 3 foot maximum sizes that PDOT suggested.

At their September 26 work session, Planning Commission approved the Pedestrian Advisory Committee’s recommendation. Commissioner Rick Holt voiced strong opposition to allowing any such signs. Commissioner Ruth Scott, however, commented that she liked the signs, and said that they “add vitality to Pedestrian Districts.” Commissioner Amanda Fritz, while agreeing with Holt that the signs should not be in the right-of-way, suggested a compromise – the smaller signs, only next to the curb. A six-foot-wide clear passage would be mandated, as well.

The proposal, along with all the other proposed sign regulations, goes to the City Council sometime in November. For more information, call Planning Bureau staff Stevie Greathouse at 503-823-7969.

Curb Extensions Create Problem for Visually Impaired

At the April 2000 meeting of the Portland Pedestrian Advisory Committee, City Engineer Brant Williams told the committee about concerns with the design of curb extensions planned for the Interstate Avenue Max line.

Advocates for the visually impaired (the blind and those with limited vision) pointed out that they use the slope of the wheelchair ramp (curb ramp) at the street corner to sense when they are entering the roadway. On many curb extensions, the extension slopes up from the existing sidewalk, because of the “crown” of the street. When the ramp is installed, it is often flat instead of sloping. Williams mentioned several options, including a more pronounced texture such as small “truncated domes” like those found on Max platforms, that could be used.

America Walks Presents Awards at Philadelphia Conference

A highlight for pedestrian advocates at the recent Pro Bike/Pro Walk conference in Philadelphia was an afternoon reception and awards program hosted by America Walks and Philly Walks.

The well-attended reception was sponsored by Orth Rodgers & Associates, a Philadelphia transportation planning consultant.

Three awards were presented by America Walks President Ellen Vanderslice. Two Pedestrian Advocates Honor Awards were given, one to the Surface Transportation Policy Project California Offices and four partners for their leadership in gaining passage of the California Safe Routes to Schools bill in 1999 (see below), and one to the Partnership for a Walkable America for establishing National Walk Our Children to School Day, beginning in 1997.

A “Best Foot Forward” award was presented to the Atlanta group Pedestrians Educating Drivers on Safety (PEDS) for outstanding contributions as a member group of America Walks.

California Safe Routes to Schools Program Wins Honor

The California Safe Routes to Schools bill was signed into law in October, 1999. The two-year legislation earmarks one-third of California’s $58 million Hazard Elimination/Safety program for a competitive grant program that helps local jurisdictions build capital improvements to increase safety for kids walking or biking to school.

Passage of the bill was a great success for a broad coalition of more than 70 groups that lobbied for it. The coalition has succeeded in passing additional pedestrian-friendly legislation in the 2000 Legislature.

The Safe Routes to Schools bill makes $20 million available in the first year, but more than $130 million in requests was received for the first round of grants, demonstrating the need for the program.

Advocates in Oregon, New Mexico and Texas have been assessing the feasibility of introducing similar legislation at the state level. In Oregon, the Hazard Elimination/Safety program amounts to just $2 million each year.
**footnote**

**Stairs from the Burnside Bridge: A Tale of Three Connections**

Photos document a story of three stairways leading down from the Burnside Bridge: Past, Present, and Future.

Photo at left shows where two stairways used to lead from East Burnside to SE 3rd Avenue. In the early 1990s, the Portland Police Bureau asked the stairways be removed because drug dealers and other criminals were using them.

The west end of the Burnside Bridge received new stairways in 1996 from the bridge down to SW 1st Avenue near Saturday Market (lower left). These replaced two stairways that were more enclosed and hidden which were half-a-block east. The Portland Police and some neighboring businesses have recently asked that these stairways also be closed because drug dealers hang out there.

The photo below shows the new, yet-to-be-opened stairway from the Burnside Bridge to the East Bank Riverfront Park. The Buckman Neighborhood Association has expressed similar safety concerns regarding this Burnside stairway.

In each case, pedestrians lose access because criminals also use footpaths and because police seem reluctant to pursue criminals on foot. Similar arguments were made about the Failing pedestrian bridge over I-5 in North Portland.

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**Measures 2 & 7**

*(continued from page 1)*

proposed amendment to the Oregon Constitution, is even more insidious. It would require state and local governments to pay property owners whenever a regulation reduces a property’s value. This means Oregon taxpayers would have to pay landowners, including developers and corporations, to obey hundreds of regulations that protect our communities.

Among its many severe impacts, this measure would have a larger fiscal impact than any other measure on the ballot – indeed, more than any other ballot measure in the Oregon’s history. The state officially estimates the cost of Measure 7 at $5.4 billion a year. This equals over $1,500 per Oregonian per year, and is approximately equal to the state’s entire annual general fund budget.

Under Measure 7, taxpayers would have to pay landowners to comply with Land Use Rules, Urban Growth Boundaries, Open Space Preservation, Farmland Protection, Requirement for Public Plaza or Public Open Space, Requirement for Pedestrian Corridor or other Public Access, Requirement for Sidewalk Construction, any Zoning Decision (particularly downzoning), Building Height Limitations, Setback Requirements, Minimum Parking Requirements, Maximum Parking Allowances, Access/Driveway Requirements, Minimum Density Requirements, Maximum Density Allowances, Minimum Lot Size Requirements, Maximum Lot Size Allowances, Road Design Requirements, Subdivisions, Traffic Generation Limitations, Lighting Restrictions, View Protection, Fence or Hedge Restrictions, Landscaping Requirements, Requirement for Ground Floor Retail, Requirement for Façade Improvements, Requirement for Public Restrooms, Requirement for Bicycle Parking, etc.

The measure’s staggering costs could mean that state and local governments would have to stop enforcing numerous essential laws. For example, Measure 7 could overturn local planning and zoning regulations.

Measure 7 is written so broadly that no one knows what its consequences will be. Like Measure 2, it will require years of litigation to determine just what it means to individual landowners, local communities, and the state.

For more information, contact the No on 2 and 7 Campaign at 503-796-9369, e-mail noon2and7@yahoo.com, or visit the campaign website at www.noon2and7.com.
Plaque Dedicated to Accessibility Advocate Sterling Williams

On July 13, Tri-Met General Manager Fred Hansen presided over a ceremony at the Oregon Zoo MAX stop to unveil a plaque honoring the work of Sterling Williams, who died March 1, 2000. Williams was a long-time advocate for accessibility for all, both on transit and in the pedestrian realm. Over the years, his photographs have appeared in these pages to illustrate various points such as excessive cross-slope on sidewalks at driveways. Those of us who were privileged to work with Sterling will not soon forget his tenacity and sense of humor.

The plaque reads:

In honor of
STERLING E. WILLIAMS
Tri-Met’s Committee on Accessible Transportation
1990-2000

In recognition of his work to make transit service more accessible, especially to people with disabilities. His dedication to improving access to transportation for everyone has truly benefited our community.

Vanderslice Garners Transportation Award

Ellen Vanderslice was awarded the Woman of the Year 2000 award from Women’s Transportation Seminar on May 31, 2000.

Vanderslice was honored for her “outstanding leadership and professionalism in advocating for pedestrian needs in community and transportation plans, projects and policies.”

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Yes, I want to join WPC!

Name ____________________________
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Area of Special Interest: ____________________________

Clip or copy and mail to above address with $24.00 annual membership dues.
WORLD WIDE WEB SITES

THE REVOLUTION: WORLD WIDE WEB

Web sites are an essential online tool for membership development, fundraising, and increase the awareness of the organization.

- If the web site is developed and maintained regularly, it can…
  - Be an important and effective way to get out the message of your organization.
  - Provide an easy way to interact with your membership.
  - Reinforce current and prospective member contributions.
  - Be less intrusive than phone calls and certainly more enjoyable than direct mail.
- Advertise your Web site address through your mailings, brochures, fundraising appeals, and newsletters.
- Be sure your Web site isn’t just a repackaging of your regular materials. That way your current members will quickly lose interest. However, many prospective members will be browsing your material for the first time, so don’t neglect your basic material.
- Limit the Internet access to non-members and offer members more information. Consider offering a members-only section of the Web site where people who are already members can get "more" and "special" information. This becomes a good location to place further appeals for support. Don’t be too forceful in the appeal, but don’t neglect it. This members-only section is a good place to put personal messages from a Board Member or the campaign director.
- Make the site entertaining and interesting. Try to highlight what is "new" and "updated." Feature "alerts." Graphics are important, but make them very small (so they “load” quickly even with a slower modem). People will appreciate it and return to your site.
- To make your Web site more entertaining and you might consider using animation.
- A “server push” allows you to make images move as sequential frames—A good example of this is the moving jaguar on the Rainforest Action Network Web site at http://www.ran.org.
- Other technologies include Shockwave and Java animations, which can animate images and graphics for even more effect.
- Think about assembling the material on your Web site in the same way you publish a newsletter, brochure, or annual report. Don’t get too text-heavy to begin with—but be sure to make longer text materials available for those viewers who come seeking your complete reports, background documents, and so on.
- Link to other organizations. The best sites provide lists of resources such as local and national organizations, books, and press reviews.
HOW DO YOU START DESIGNING A WORLD WIDE WEB SITE?

Like all other forms of human communication, a good Web site is a combination of art and science. Effective Web sites combine a clear purpose, thoughtful organization, substantive content, graphic arts, good writing, and ease of navigation. Before you try to design a Web site for your organization, take the time to review some style manuals.

Some references to creating web site:

- **Web Style Manual**
  Patrick J. Lynch, Yale Center for Advanced Instructional Media
  http://info.med.yale.edu/caim/manual/index.html
  This on-line manual is a classic for Web site designers. It describes and illustrates a core set of principles for designing Web pages. The guide builds on traditional editorial concepts and combines them with new graphic, user interface, and information design principles. The guide is very readable, full of examples of good and bad design, and has many technical hints for optimizing the performance of Web pages.

- **The Web Page Design Cookbook**
  All the ingredients you need to create 5-star Web pages
  William Horton, Lee Taylor, Arthur Ignacio, Nancy L. Hoft
  This book takes the approach that a successful Web site is more than "strung-together pages full of text and hodge-podge graphics." It begins with a discussion of why you would want to "do this Web thing" and moves into how to go about "creating complete and balanced Web sites that are both pleasing to the eye and nourishing to the brain." This book won't teach you how to program in HTML, but it will help you build an information structure to guide Web site development, learn elements of style, find answers to the most frequently-asked questions, and learn about international design issues. The companion CD provides hundreds of templates, graphics, and HTML code ready to use and paste into your own pages.

- **Managing Internet Information Services:**
  World Wide Web, Gopher, FTP, and more
  Cricket Liu, Jerry Peek, Russ Jones, Bryan Buus & Adrian Nye
  Nutshell Handbook Series, O'Reilly and Associates (1994),
  This comprehensive guide describes how to set up information services and make them available over the Internet.

- **"Writing HTML, a tutorial for creating WWW pages,"**
  http://www.mcli.dist.maricopa.edu/tut/lessons.html
  Created by the Maricopa Center for Learning & Instruction. This tutorial for creating web pages is on the internet.
GETTING AND KEEPING LINKS

The real key to success on the web is hard work. Publicizing your online presence is going to require many hours to surf the Net and place announcements about your Web site in other sites. These Web announcements are often referred to as "links."

Consider visiting the many electronic white and yellow pages that have cropped up. All these sites—such as Yahoo!, Netscape, InfoSeek, etc.—have submission forms for you to list your new site. You'll have to do much of this work manually, methodically, and repeatedly.

This is a good place to involve interns and volunteers since it's very practical and defined. Be sure to visit these sites a week later to make sure your site has been properly listed.

Another form of publicity is to visit other Web sites that cover issues similar to your own and to "exchange" links. This is a valuable form of publicity, since people go to one site to look for material, and then naturally want to look at related material.

Of course, your own site will have to have links to other sites. In regard to working with allies to exchange links, don't hesitate to pick up the telephone to set this up. It often works more effectively than e-mail, and you'll establish direct contact with other Web weavers.

LISTSERVS AND MAILING LISTS

"Listservs" and "mailing lists" are Internet discussion groups where people congregate to discuss issues and exchange information. A mailing list is a "group" of e-mail accounts that are tied together through a central e-mail address. Each mailing list has a theme or subject and people will "join" this mailing list and expect to participate in discussion or information exchange about that subject. Contact www.cycling.org for details.

MEASURING SUCCESS

Here are two key ways to measure your success on the Internet:

- To assess whether you're actually building traffic and audience for your e-mail, auto-reply, mailing list, and Web site, you can assess this by keeping regular tabs on the numbers of your incoming e-mails, hits to your auto-replies, subscribers to your mailing lists, and hits to your Web site.

- Track the feedback you get from your members. They may be your best measure, since you're doing this all for them. Ask them at meetings, ask them over the telephone, ask them by e-mail, do online surveys—do anything you can to solicit their involvement in using the medium. Ask them flat out: "What would it take for you to take this medium and our involvement seriously?"
A bumper sticker from PEDS, Pedestrians Educating Drivers on Safety, in Atlanta
Marketing Pedestrian Safety and Education Through Communication and Coalition Building

By Joy Riddell

Warning: Walking Can Be Hazardous To Your Health

Walking? Something mankind has been doing for thousands of years. But all early man had to worry about when walking was crossing the path of a volcano, an occasional mammoth or saber toothed tiger or perhaps a messy tar pit or two.

Today's man has far more to worry about when crossing paths of endless streams of cars and trucks all of which are far more dangerous than what early men, women and children had to face a million years ago.

Today, we might walk for convenience. Maybe we have made the decision to stop costly driving and use less expensive public transportation. Or our age and health requires we give up driving. For whichever reason you choose to walk, walking is healthy, and can be an enjoyable relaxing experience. But it can also be a deadly and sad event.

Thus the development of the pedestrian safety programs such as WalkAlert.

Perhaps your community has decided to start a safe walking program. Even with a program such as WalkAlert, which has been around for several years, it is sometimes difficult to know exactly where to start.

Why not think of your program as a product, and apply the principles of marketing. Who do I need to talk to? How do I reach them? How can I make them aware of the fact that there is more to walking than putting one foot in front of the other?

Marketing is a driving force in the modern American economy. Effective marketing makes things happen—funding increases, an empty hall fills with people, the phone rings and human needs are more powerfully met. In many respects we are all marketing experts already. As a consumer you have already been involved in thousands of marketing decisions, but mainly on the buying side, not the marketing side.

Marketing does not have to be confusing and complex. There are simply, basic steps that any organization can learn and use. Once you have got it down, you will have a valuable tool, and perhaps a new perspective, that will prove beneficial time and again.

What is marketing?

Marketing is a process that helps you exchange something of value for something you need. The classic text book approach to marketing is:

1. Assessing the buyer's needs and wants
The 1997 National Pedestrian Conference / Making America Walkable

Joy Riddell spent many years as a pedestrian in New York City while working in the advertising business. In 1968 she moved to Fort Lauderdale, again working for various advertising/marketing agencies until 1982 when she opened her own marketing company.

In South Florida she developed and conducted personal development workshops designed to help people reach their career goals and achieve success by improving their speaking skills, developing leadership techniques and empowering them with self-esteem.

She is now the Pedestrian Safety Coordinator at the National Safety Council, South Florida Chapter, administering the pedestrian program called Walk/Alert, a pilot program funded by the Florida Department of Transportation. It currently covers Dade, Broward and Palm Beach Counties.

2. Satisfying them with a quality product
   In other words find out what the consumer needs before you produce a product.

The Marketing Process

STEP #1: SET MARKETING GOALS

Setting goals is the first step because goals provide direction for your total marketing effort. It is important to be as clear as possible about what you want to accomplish.

There are two kinds of marketing goals: action goals and image goals.

Action Goals: Should be specific, measurable results.

Illus: In one year, we want to reach XXX number of people with our pedestrian safety.

Image Goals: How you want to be known or change how you are seen.

Illus: The National Safety Council, South Florida Chapter should be known as a resource for pedestrian safety information, instruction, and an advocate to promote safe walking and reduce the number of pedestrian traffic crashes in South Florida.

STEP 2: POSITION YOUR ORGANIZATION

Positioning means finding and establishing your niche or unique role in the community. Or “They are the people who ________________” This will involve a series of steps. Look at your competition. What are your strengths compared with theirs? Draft a positioning statement such as “We’re the people who ... No one can _______ as well as we do. We want to be seen as ____________________.

The positioning statement you develop should be a direct expression of your mission or purpose. A usable mission statement accurately defines what good your organization intends to do and with whom.

STEP #3: DEVELOP A MARKETING AUDIT – THE 4 P’S.

PRODUCT
PRICE
PROMOTION
PLACE
SOMETIMES 6
PUBLICS
PRODUCTION

Product: A product is something of value to be exchanged for something you need. People must be able to understand your product. If people don’t understand the product, find it difficult to use, or just plain don’t like it, some adjustments will needed as part of your marketing plan.

Illus: The Walk/Alert pedestrian safety program is the product.

Price: Every product should have a price. Not necessarily does price mean money. But it is something in exchange – a story in the paper, book another meeting, endorse the program. People must feel the product is worth the time it takes to participate, and you must be able to earn and keep their trust. Price can also be a benefit and feature of the program. When the word FREE appears prominently in promotional material, it can have a powerful effect.
Illustration: WalkAlert is a free program which is highlighted in all promotional material and correspondence, as well as sponsored by a grant from Florida Department of Transportation.

Place: How do they get your product? It means the actual physical location. If people want what you have to offer but can’t get it, you have a serious problem.

Illustration: The WalkAlert program is physically located in Fort Lauderdale at the National Safety Council, South Florida Chapter, and is then distributed into three counties. We distribute the program throughout three counties via trainers.

Promotion: Promotion covers all the ways you communicate in order to create an image and motivate people to respond to your message the way you want. It includes broad categories of advertising, public relations, personal selling, and sales promotion.

Illustration: Because WalkAlert operates on federal grant money, advertising is not part of the promotional plan. Therefore, we rely on personal selling by the coordinator, sales promotion items such as posters, Action Bands, sticker etc., and a public relations program.

Publics: They are those who are going to buy your product. Your customers. Often called Target Audience. But you need to remember that you can’t satisfy all consumers needs, you must concentrate your efforts on certain needs of a specific group of potential customer or Target Market. This audience is found through a process called Market Segmentation. This is a “process” of forming sub-markets or market segments who have common needs and will respond similarly to a marketing request.

WAYS TO SEGMENT A MARKET:

DEMOGRAPHICS - (WHO they are) This is the most popular way because it is the easiest to measure. It analyzes: age, family size, religion, race, nationality, gender, income, social class

GEOGRAPHICS - (WHERE they are) City size, region of the country, climate

PSYCHOGRAPHICS - (WHY they are the way they are) During the last decade the emphasis has been on studying the consumer’s behavior and lifestyle such as Activities, Interests, Opinions, and Personality

Illustration: With WA our target audiences were discovered by reviewing the crash statistics according to age and type of incidencces, time of day. Some sources are: County’s Statistical Abstract, Latest Census, Injuries in Florida/Mortality Rates by HRS, Florida Department of Highway Safety & Motor Vehicles - Traffic Crash Facts, Insurance Institute for Highway Safety, and Broward County Medical Examiners Office.

NOTE: After going through the market segmentation process it was discovered that the primary audience for our area was elementary school children, their parents, senior citizens with a secondary audience of civic leaders, business organizations and clubs.

Production: Can you meet the demand. Do you have enough material, manpower, etc. to handle the requests for your product.

Illustration: In order to reach the three county market with the WalkAlert program and fill the requests for programs, we developed an extensive Train The Trainer program of police officers, community policing organizations, parks and recreation directors, boy scout leaders, resource officers.
STEP #4: DEVELOP A MARKETING PLAN:

A Marketing Plan is a blueprint – a road map – you intend to follow in order to achieve your goals. Once you have done your audit, you will know where your strengths and weaknesses are and what needs to be changed. Then you can decide on the steps necessary to implement the plan, who’s going to do what, by when, and with what resources and support, specify how the P’s line up including responsibilities, deadlines, and budget. It helps to take stock of your current marketing efforts - where you stand right now.

STEP #5: DEVELOP A PROMOTION CAMPAIGN:

This includes all ways you communicate in order to create an image and motivate people to respond. Promotions convey the “image” which is the combination of words, pictures, shapes, colors, and sounds that represent your product and your organization. An effective promotion campaign helps to create or reinforce that to the people you to reach.

Define your image: In today’s fast paced world it is important to evoke passionate images that convey compelling and lasting impressions. An effective image says what you’d like to say, captures your uniqueness, and stands out in a crowd.

The right message: An effective promotional message motivates your audience to take a specific action. No matter who you are addressing, your message should be in the everyday language of that audience. When writing your message keep in mind what results you want. What do you want the audience to do.

Promotional Techniques: These are the actual tools you use to convey your image and message.

ADVERTISING – Good if you need to reach a mass market quickly. High cost could be prohibitive.

PERSONAL SELLING – Can isolate a selected market and gives immediate feedback to the message, however, it is usually very expensive if you have to pay sales people.

SALES PROMOTION – Coupons, give a-ways are good for a short time, but are not always memorable.

PUBLICITY – Indirect source through newspapers, magazines, etc. Excellent for “credibility”. However, you lack control as to if the release will be picked up by the media.

NOTE: For publicity to be effective, a planned campaign integrated into the total promotional plan is necessary. In this way, the advantages of advertising, personal selling, publicity and sales promotion can complement each other. A very effective one/two punch is to use advertising because of its control and ability to reach the mass market and public relations with its tremendous ability to create credibility.

When putting together the promotional mix, you must consider the balance of elements to use. Gear the tools to the audience. Keep in mind the market segmentation steps you uncovered. Should advertising be emphasized more than personal selling? When should a promotional giveaway be offered? Plan how each tool can be used to the maximum effect. A critical issue that people often miss: think right up front about how you will use and distribute every tool.
Evaluation

Evaluation is not just the way to complete a marketing plan, it is also a beginning. You gain insight and are that much further along in setting goals, lining up the Ps, choosing the best promotional techniques, and so on. Marketing requires persistent effort for success.

Successful marketing is a sustained effort. Your campaign will produce great results only if they are well executed. It is important to regularly evaluate your progress and be flexible and responsive. The word to remember is “persistence.” You must sustain your marketing efforts in order to realize success.
People love buttons!
**Join Mission: Pedestrian.**

**Your membership:**
- Strengthens the pedestrian voice in Santa Cruz.
- Connects you to other people who walk for health and transportation.

**Your participation:**
- Helps Santa Cruz make changes that make walking safer and more pleasant.

**Your support:**
- Enables us to fund educational flyers and brochures, maintain our website, and continue our work with city and state officials to make our community safer for pedestrians.

Name ________________________________
Address ________________________________
City ____________________ Zip __________
Phone ________________________________
Email ________________________________

**Membership donation**
- $10
- $25
- $50
- $100
- other __________

Use the space below to tell us about a place that is dangerous for pedestrians:

Clip and mail this form with your check made out to Mission: Pedestrian to Mission: Pedestrian, 1711 Mission St., Santa Cruz, CA 95060. Thank you!

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**Mission: Pedestrian** is an organization of residents, business people, and neighbors who live and work in Santa Cruz. We support safe, comprehensive, convenient, accessible, and attractive pedestrian ways. Mission: Pedestrian is affiliated with America Walks, a national coalition of pedestrian advocacy groups dedicated to promoting walkable communities.

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**Everyone is a pedestrian**

The person parking a car and then crossing the street to shop is a pedestrian. Children walking to school are pedestrians. People getting off a bus or out of a taxi are pedestrians when they leave the motor vehicle. Some pedestrians use wheelchairs, motorized carts, guide dogs or canes to assist them. Many older people no longer drive. Good pedestrian street design affects everyone.

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**Why walk?**
- It’s good for you. Walkers improve their fitness.
- It makes your neighborhood safer by both calming traffic and providing “eyes on the street” which discourages crime.
- It saves money. No need to feed the meter or buy gas.
- It’s good for the environment. Walkers don’t pollute the air or drip oil that runs into Monterey Bay.
- Walkers don’t create traffic congestion.
- Walkers meet neighbors and build a sense of community.

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**How to make walking safer**
- Walk more. Pedestrians have a calming effect on traffic. Try substituting walking for driving for short trips whenever possible.
- Write letters to City Council members, City Transportation Commission members and the Public Works Director (809 Center Street, Santa Cruz, 95060) to let them know about areas needing improvement such as missing sidewalks or dangerous crossings.
- Join Mission: Pedestrian
Santa Cruz has a very walkable downtown.

But in other areas of the city it is difficult and even dangerous to walk. Sidewalks are missing or in need of repair, telephone poles and street signs often block sidewalks, intersection corners are cut back so cars can speed around corners.

Pedestrian-friendly designs make walking safer. Features such as adequate lighting of crosswalks, curb extensions which shorten crossing distances, adequate time for walk lights, protective traffic islands on either side of crosswalks, and enforcement of traffic laws contribute to making walking safe and pleasurable.

Did you know?

* Every intersection is a legal crosswalk unless crossing is prohibited. Some are marked by paint on the street (marked crosswalks). If there are no crosswalk markings, it is an unmarked crosswalk. In California, drivers must yield to pedestrians in a marked or unmarked crosswalk.

* Pedestrians have the responsibility to look carefully before stepping off the curb and crossing the street. It is useful to wave or otherwise signal that you plan to cross the street. Make eye contact with drivers, if possible. Without such a sign from the pedestrian, the driver may not realize the person at the curb is attempting to cross.

* One fourth of all trips in the U.S. are less than one mile. Yet three-fourths of these trips are made by car.

* Only 4¢ per person is spent on pedestrian projects in California while 1000 times as much, $40 per person, is spent on highway projects. (Federal funds)

* In 1999 nearly 20% of traffic fatalities in California resulted from pedestrians being struck by a motor vehicle.

* When a pedestrian is struck by a motor vehicle, the likelihood of being killed rises dramatically with speed:
  At 20 mph 15% of pedestrians are killed.
  At 30 mph 45% of pedestrians are killed.
  At 40 mph 85% of pedestrians are killed.
‘Feet First’ gets underway

In March, WalkSanDiego kicked off “Feet First,” a collaboration with The Uptown Partnership, Inc. Uptown Partnership is a Hillcrest-based improvement association funded by parking meters.

In exchange for a $5,000 donation, WSD is conducting pedestrian design training, neighborhood walks (see story page 2), a community health forum, and updating Uptown Partnership’s pedestrian improvements plan.

The two organizations will also collaborate on a campaign to encourage residents to walk to local shops, simultaneously improving their health and supporting neighborhood merchants.

Participants in the “Feet First” stakeholders meeting debate which streets and intersections most need pedestrian enhancements.

WSD welcomes new Board members

As WalkSanDiego continues to grow, it has expanded its Board of Directors from 8 to 15 to better serve its membership.

The Board welcomed two new directors in March, Maryanne Vancio and Kathleen Ferrier. As executive director of the El Cajon Boulevard Business Improvement Association, Maryanne is pursuing pedestrian improvements. She also has extensive experience in trails planning and advocacy. Kathleen is a planner with Rick Engineering, helping to plan pedestrian-oriented streets for new walkable developments.

The WalkSanDiego Board of Directors meets the second Monday of each month. If you’re interested in serving on the Board, please contact Jamie Strelow at 619-594-0588 or by e-mail at mail@walksandiego.org.

Walkers sign-in at the April 13th “Feet First” walking tour in Hillcrest. Featuring “The Vibrant Urban Village” theme, 35 participants explored this unique community of SanDiego.
Training scores big with traffic engineers

In January, WalkSanDiego teamed with SANDAG to offer a traffic calming training by international expert, Dan Burden.

The training attracted about 180 participants including a large number of traffic engineers. The largest contingent came from Caltrans, which is undergoing internal reform to consider all modes, not just vehicles, in future roadway designs.

Overheard hallway conversations suggested Dan won many converts to the idea that designing the public realm for all modes actually reduces congestion, while providing a magnet for people.

Or as Dan put it, “cars are happiest when the planning considers more than just cars.”

WalkSanDiego will offer a half-day traffic calming training in North County this summer.

Membership, website grow

Although we’ve never undertaken a membership campaign, our membership continues to inch upward due to public speaking engagements, our website, and word of mouth. We currently have 70 members.

The number of monthly hits for our website at www.walksandiego.org has also grown from 195 to 1595 in just seven months.

We recently launched a brief monthly e-mail update linked to the News and Updates page. Please share this newsletter or the website address with your friends and neighbors and point out the membership registration form.

City to make street manual more friendly

One of WalkSanDiego’s most important projects is assisting the City of San Diego to revise its Street Design Manual to be more pedestrian and bicycle friendly.

The city’s planning staff is breaking new ground by working with other city departments to narrow road standards, require a planting strip between the sidewalk and the street, better accommodate transit, and provide traffic calming and pedestrian lighting standards.

The format will make the subject far less mysterious to non-professionals. It includes less technical descriptions, generous illustrations, and logical cross-references.

Public support for the changes will be needed later this year during City Council consideration.

See San Diego best on foot

The “Feet First” Walking Tours, assisted by Walkabout International, are designed to highlight fascinating local features waiting to be discovered on foot.

Along the way, we discuss the pedestrian environment - what works well and what needs improvement. And we ask your opinions. So come explore with us and help create more pedestrian-friendly neighborhoods!

All walks are from 10 a.m. to 12 noon.
Remember to bring comfy shoes, hats, and change for the meter.
Encinitas —
Revitalization 101

The City of Encinitas in North County has nearly completed reconstruction of five blocks of its main street, Coast Highway 101.

Last year, the $5.2 million project received a $320,050 Walkable Communities demonstration grant from the San Diego Association of Governments. The project sought to reestablish the historic downtown by widening sidewalks and adding traffic calming elements including landscaped medians, pedestrian lighting, diagonal parking, narrower lanes, colored crosswalks, and corner bulb-outs.

The pedestrian environment will be greatly enhanced with landscaping, street furniture, trash receptacles, and public art. Already, the look and feel of the street and sidewalk is far more inviting. Several businesses have taken advantage by installing sidewalk cafes or displays.

We urge you to check it out and let us know what you think.

WalkSanDiego volunteers admire the new streetscape.

New curbs and a corner bulb-out narrow the roadway.

Above, chairs playfully occupy a corner bulb-out awaiting flowers while, at left, sidewalk tree wells anticipate the addition of palm trees.
Become a Member

Membership in WalkSanDiego:
- Entitles you to free membership in the San Diego Coalition for Transportation Choices, our partner organization.
- Allows you free admission to walks, talks, and training events.
- Strengthens the pedestrian voice of the region.
- Gives you a “seat at the table” of agencies allocating the region’s transportation funds.
- Provides you the know-how to make changes in your community.

Name ____________________________
Address ____________________________
______________________________
Phone ____________________________
E-mail ____________________________
Walking interests ____________________________

- Individual – $25
- Family – $40
- Benefactor – $50+
- Student, senior or treading lightly – $10
- Groups 25+ employees or members of a business or organization – $250

Send to:

WalkSanDiego
P.O. Box 122491
San Diego, CA 92112-2491
Phone: (619) 557-4565
Fax: (619) 744-5965
maint@walksandiego.org
www.walksandiego.org

America Walks Board selects Hamilton

In April, WalkSanDiego Vice-Chair Andy Hamilton was invited to join the Board of Directors of America Walks. Andy will join the Board as secretary and plans to work on fund-raising and establishing technical training for member organizations and others.

America Walks is a national association of pedestrian advocacy organizations, currently numbering 37 groups from the U.S. and Canada. WalkSanDiego’s closer affiliation with America Walks will provide greater access to transportation reform strategies nationwide.

Congratulations, Andy!

Study links walking to people’s perception

A new study from New South Wales, Australia, confirms common sense – people who perceive their neighborhood as attractive, with convenient walking facilities, are more likely to walk for recreation. Those with a walking partner, including the four-legged variety, are also more likely to walk.

Survey data indicate the results are consistent across the population, including men and women, and those with poor or good physical or mental health. The study was published in the journal Preventive Medicine (vol. 33, pg. 434).

WalkSanDiego
Board of Directors

Jamie Strelow, Chair
Andy Hamilton, Vice-Chair
Peggy Gentry, Secretary
Charles Rynerson, Treasurer
Dave Schumacher
Nancy Hughes
Maryanne Vancio
Kathleen Ferrier
"Pedestrians are at the bottom of the food chain when it comes to street design."

GLORIA OHLAND, SURFACE TRANSPORTATION POLICY PROJECT

A pedestrian takes her life in her hands at Second and Cedar in downtown San Diego, which Walk SanDiego rates as one of the most dangerous intersections in San Diego. Jerry Rife / Union-Tribune
Pedestrian group puts its foot down to fight for rights of walkers

By Mark Sauer
STAFF WRITER

It is a jarring serenade no matter how many times they hear it.
"Tires screech every day. We get a crash every week or two. This intersection is terrifying," said Charles Jenkins.
"What's really dangerous," added Kitty Johnson, "is when a driver stops to let you cross. He's being nice, but I always think it will cause a 10-car pileup and we'll end up at the bottom of the pile."

The intersection in question is at Second and Cedar in downtown San Diego, where a pedestrian crosswalk is at the end of a freeway exit ramp. There's no stop sign, no flashing lights, no traffic signal.

Jenkins and Johnson, who work at a law office on the corner, didn't need a study to tell them that this is one of the 10 most dangerous intersections in San Diego.

But there it is on the list compiled by Walk San Diego, a recently formed "grass-roots coalition" of traffic specialists, health-care professionals, political leaders and others dedicated to creating "walkable communities."

The point is that in our tireless quest to accommodate ever more automobiles, society has made life perilous for pedestrians, especially in San Diego, where pedestrian fatalities are twice the national average.

Millions of miles of roads and streets have been built in this country since World War II, yet "very little attention has been paid to design and function when it comes to pedestrians," said Dave Schumacher, a member of Walk San Diego who is a planner for the San Diego Metropolitan Transit Development Board.

"Our answer has been to slap down a sidewalk next to a street, put in a cross-

DANGER ZONES
Walk San Diego identifies the area's terrible 10 intersections
Page E4

walk at an intersection, and that's as far as it goes," he said. "Parents will tell you how they walked to school when they were young, but chances are they don't allow their kids to."

Walk San Diego's focus on dangerous intersections coincides with the release of national and California reports from affiliated pedestrian-advocacy groups on how those of us who walk are in danger as never before on America's streets and sidewalks.

The national report, "Mean Streets 2000" done by the Washington-based advocacy group Surface Transportation Policy Project (STPP), notes that per-mile traveled, you are 36 times more...
Pedestrians face danger daily on city’s streets

likely to die as a pedestrian than you are as a driver.

In 1997 and 1998, 13 percent of all U.S. traffic fatalities were pedestrians: a toll of 10,596 people.

In San Diego County last year, 134 pedestrians were killed — 28 percent of all traffic fatalities here.

Many more pedestrians are injured by vehicles each year. But these alarming statistics are no accident, advocates say.

"Pedestrians are at the bottom of the food chain when it comes to street design," said Gloria Ohland of STPP's Los Angeles office, who co-wrote the report on California pedestrians. "Less than 1 percent of federal highway funds are spent on improvements for pedestrians."

It is no small irony that San Diego — a place where the weather on virtually any day of the year is fine for walking — should end up revering the automobile at the expense of pedestrians.

How did we get this way?

"I think a lot had to do with the way we grew," said Mary Sessom, mayor of Lemon Grove and a dedicated member of Walk San Diego.

"We were sprawling from the start in Southern California, and the car filled the gaps, allowing us to get to far-flung communities quickly. We didn’t grow around the core of our cities the way they did back East where there is a lot more walkability."

### Sidewalk aesthetics

It is a strange word, walkability, sounds like an ad man’s tag for a new line of shoes.

Actually, it refers to how attractive a particular neighborhood or city is for walking.

Sessom cites Philadelphia and Boston, old cities with European-style narrow streets, as being far more walkable than Sun Belt cities like San Diego. Advocates use jargon like "poor pedestrian environment" to describe the problem.

What they mean is that by widening streets, not using median strips or traffic islands, putting sidewalks next to streets with no buffer in between, and not clearly marking intersections, drivers are encouraged to drive faster.

That pattern has been repeated throughout California. The reason, said Kent Whitson, is that his fellow traffic engineers have over the years set standards for moving traffic swiftly and adhere to them in lockstep.

"CalTrans came up with standards for state roads, and counties and cities adopted them. The first idea was always to move vehicles safely and efficiently, especially emergency vehicles, but that comes at the expense of pedestrians," said Whitson, a consultant for SANDAG, the regional planning body, as well as for several cities in the county.

"There has never been a pedestrian lobby, even though we are all pedestrians at some point during the day. If we'd been thinking of pedestrians, we wouldn't have paved over everything."

Whitson said pedestrians were the losers when the small strip of green that traditionally separated sidewalks from street curbs started being removed from plans for new communities.

"That was done for years," he said. "It was said people wouldn’t landscape that strip, wouldn’t maintain it, so why not get rid of it?"

"We ended up with 40 feet of asphalt curb to curb, another 5 feet of concrete sidewalk on each side — 50 feet of pavement. With cars speeding at 40 mph in a residential area posted at 25 mph, who wants to walk there?"

Certain neighborhoods, like Old Town, Mission Hills, Pacific Beach and Del Mar, are attractive to walkers, however. Built before the car became king in Southern California, they feature narrower streets with sidewalks set back from the street, which make it appealing to walk to nearby stores and cafes.

### Solutions

But what can be done elsewhere?

The pedestrian lobby’s catch phrase is “traffic calming.”

The idea is that road design dictates drivers’ behavior and changes can be made to “calm” traffic, to get drivers to think about pedestrians and slow down and drive carefully.

Narrower streets, speed bumps, traffic circles, clearly marked crosswalks, flashing lights in pavement to indicate pedestrians in the street and more stop signs are some ways to make walking safer.

The corner of Third and Cedar downtown, just a block from one of Walk San Diego's 10-worst intersections, is a good example of a street redesign to calm traffic.

Cal Western Law School occupies three corners of the intersection, generating lots of pedestrian traffic. The danger was muted by installation of a four-way stop, curb indentions which squeeze the street and cue drivers to slow down, plus special paving that clearly delineates the crosswalk.

The best idea, though, is to plan it right in the first place, said Whitson, the traffic engineer.

Reworking intersections can be prohibitively expensive.

"It seems we’re stuck with a lot of it. But the first thing we have to do is realize the problem," said Mayor Mary Sessom. "We have to find ways to get back to walking and bicycling, and make it easier to walk to bus and trolley stops."

"We have to do it to improve traffic congestion, air quality and health in general. We have become a sedentary society, and that isn’t good for anyone."
How to fix the worst places to walk in San Diego

- Waring Road at Greenbrier Avenue.
  
  Problem: The recently installed traffic light following the death of a child walking to school fails to solve the problem. The road is too wide for the residential neighborhood and the median is too narrow to provide pedestrian refuge. School children are especially at risk.

  Solution: Slow traffic through such calming measures as curb indentions, narrower lanes, wider median for pedestrians.

- Friars Road and Frazier Street.
  
  Problem: Friars Road is too wide and frightening to cross. One leg of the intersection is closed, forcing pedestrians to cross eight lanes of traffic multiple times.

  Solution: Narrow lanes to create a refuge island in middle of road; allow for direct paths to cross Friars Road.

- Mira Mesa Boulevard and Black Mountain Road.
  
  Problem: The huge intersection is designed to move great amounts of vehicles at excessive speed at the expense of pedestrians. The poorly marked crossing encourages crosswalk creep.

  Partial Solution: Stop cars well back from the pedestrian crosswalk. Widen the median strip to create a pedestrian refuge and a narrower roadway.

- Third Avenue and B Street, downtown San Diego.
  
  Problem: Double right-turn lanes; drivers in the second lane are prevented from seeing pedestrians in the crosswalk.

  Solution: Eliminate the double turn lane.

- San Ysidro Boulevard near the trolley station, San Ysidro.
  
  Problem: The border area is full of pedestrians, yet the street design has focused solely on vehicle movement.

  Solution: Widen sidewalks to create narrower streets to increase pedestrian safety.

- Broadway and H Street, Chula Vista Center.
  
  Problem: Renovating the mall created a good environment for pedestrians inside, but sidewalks leading to center from transit stops are poor.

  Solution: Widen sidewalks that are not immediately adjacent to the street so they are safer and more pleasant to use.

- Second Avenue and Cedar Street, downtown San Diego.
  
  Problem: Uncontrolled intersection at end of a freeway exit ramp is highly dangerous due to the speed of vehicles coming down the ramp.

  Solution: Install an all-way stop sign or signal for the ramp traffic.

- Mission Gorge Road and Father Junipero Serra Trail, Santee.
  
  Problem: Lack of planning for basic pedestrian needs, including sidewalks and crosswalks.

  Solution: Put in sidewalks and crosswalks.

  Mission Valley Center, Camino de la Reina entrance.
  
  Problem: No consideration was given to pedestrian needs, despite high pedestrian use.

  Solution: Create crosswalks and sidewalks.

- I-5 at Clairemont Drive.
  
  Problem: The freeway exit ramp discharges vehicles at high speeds directly into crosswalk.

  Solution: Slow exiting vehicles by tightening the curve and adding warning lights; plus improve sight lines.

Source: WalkSanDiego

Old, young, ethnic groups most at risk

Pedestrian accident data shows that children, the elderly and certain ethnic groups are especially vulnerable.

Pedestrian injuries account for two-thirds of all severe traffic-related injuries among California children. The risk of a child being killed or disabled walking in traffic exceeds the risk posed by any childhood illness, according to the Surface Transportation Policy Project (STTP).

The elderly tend to have slower reactions and walk at a slower pace and often cannot get across intersections with multiple lanes of traffic before the light changes.

In addition, several studies done in California and cities around the country have shown that Latino and African-American pedestrians are involved in accidents at a higher rate than their representation in the population would suggest.

The discrepancy, according to the STTP, comes from the fact that members of these groups not only walk more than others but also live and attend school in areas where walking is dangerous.

Considering the danger, it's not surprising that people are walking far less than they once did. The number of trips taken per adult dropped by 42 percent in the last 20 years, according to a national transportation survey.

Among children, walking trips dropped by 37 percent during that period, and now almost 70 percent of trips by children take place in the back seat of a car.

Health researchers blame this drop-off in walking, the most basic form of exercise, as a significant factor in the dramatic rise in the number of obese Americans. They also cite lack of exercise as a contributor to heart disease and certain cancers.

Also of statistical note is where pedestrians are killed. Nearly 60 percent are hit on streets where they had no access to a crosswalk, while less than 20 percent were killed while crossing.

And speed, not surprisingly, is a critical factor. A 10-mph increase in speed, from 20 mph to 30 mph, increases the risk of death for a pedestrian nine-fold.

A pedestrian hit by a car going 20 mph has a 95 percent chance of survival; that drops to 50 percent when the car is going 30 mph, while at 40 mph the survival rate drops to just 15 percent.

- MARK SAUER

4-48