

WALKTOBER

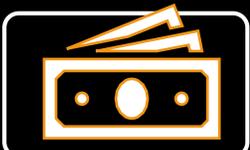
MDOT MARYLAND DEPARTMENT OF TRANSPORTATION

WHY WALKTOBER?



SAFETY

Platform to provide latest data on pedestrian fatalities on Maryland roadways



INVESTMENT

Address quality of life issue for building Sustainable Communities



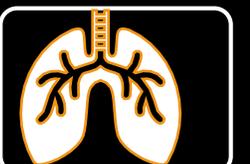
COORDINATION

Agenda to ensure Pedestrian interests and issues are addressed (e.g. MBPAC)



EDUCATION

Emergence of new technologies



HEALTH

Active transportation to support Health outcomes





2040



Maryland

**BICYCLE AND PEDESTRIAN
MASTER PLAN 2019 UPDATE**

January 2019



Message from Governor Larry Hogan

Our administration recognizes the importance of improving safe access for bicycles and pedestrians as a key component of our broader transportation strategy. As we strive to expand opportunity and improve the travel experience for all Marylanders, we are committed to improving the safety of Marylanders who bike and walk as part of their travel. To achieve this outcome, we are pleased to present the 2040 Bicycle and Pedestrian

Master Plan. This document, which is a companion document to the 2040 Maryland Transportation Plan, sets out important goals by which agencies across Maryland can partner to not only improve safety, but encourage more biking and walking activity. Supporting these outcomes will help improve transportation in our state, strengthen our economy, protect our environment, and improve health for our citizens.

Strategy 4.1

- **4.1a** Strengthen outreach and incentives promoting active commuting options
- **4.1b** Develop new initiatives to support walking and biking for non-work trips
- **4.1c** Provide support for planning and design decisions to promote the attractiveness and ease of biking and walking for Maryland residents
- **4.1d** Expand partnerships and improve participation in active transportation events and planning meetings

WALKINAR

What Can We Do? #1

October 1st

MDOT TSO OPCP

AARP

America Walks

WALKINAR

Pedestrian Infrastructure,
Safety, and Health #2

October 15th

AARP Maryland

MDOT SHA

Department of Health

MTA

WALK MARYLAND DAY

October 7, 2020

WALKINAR

New Trends and Technologies to
Support Walkability and Walking #3

October 22nd

AARP - Maryland

Open Sidewalks & Resilient Cities

WaBu Walker

WALKINAR

Maryland Walk Events #4

October 29th

Walk Wicomico

Montgomery County Walk &
Ride

Walk Howard

WALK MARYLAND EVENT
6th Annual Event
1st Wednesday in October

PARTNERS:

**Walk Maryland Day Planning
Committee**

- Maryland Department of Health
- Maryland Department of Aging
- AARP Maryland
- Maryland Department of Transportation
- Maryland Department of Education



WALK MARYLAND DAY 2016

HEALTH

JOHNS HOPKINS
UNIVERSITY



WALK MARYLAND DAY 2016



WALK MARYLAND DAY is a celebration of our state's official exercise and a call to action to promote walking for physical activity and improved health.



HIGHLIGHTS OF 2019 WALK MARYLAND DAY

- Governor Larry Hogan proclaimed October 2, 2019 as Walk Maryland Day
- 62 registered Walking Leaders
- Over 60 walks were hosted throughout Maryland
- 8,114 seniors walked during Walk Maryland Day
- 63 schools in Maryland participated in International Walk to School Day
- 30 senior centers participated in Walk Maryland Day
- All 24 Maryland jurisdictions participated in Walk Maryland Day
- Over 6 million miles walked!



WALK LEADERS

Walk Leaders are the change agents from different sectors of the community who see the health benefits of walking and encourage fellow Marylanders to take time out of their day to enjoy a walk within their community.

Sole Mates



This year we are adding the term “Sole Mates” participants who sign up to join registered walks throughout the State.

WALKTOBER SAFETY AWARENESS



MESSAGING

Join us for Maryland's first ever WALKTOBER, a month where the Maryland Department of Transportation (MDOT) and other partnering agencies will promote and host events and webinars spotlighting **Maryland pedestrians' Safety, Health and Commuting options in current Walk Programs and Initiatives**. The Maryland Department of Transportation, the Maryland Department of Planning, the Maryland Department of Health, the Maryland Department of Aging, and AARP are sharing a series of informational resources for pedestrians. Each of the four webinars are tailored to interest pedestrian enthusiasts, advocates, planners, and residents. Throughout the month of October, learn: how walking is an easy and accessible exercise, how to safely use pedestrian infrastructure, and how to incorporate walking in your daily routines within the provisions of social distancing and other restrictions.

WALKTOBER POSTING CALENDAR

The Maryland Department of Transportation & Maryland Department of Planning



WALKTOBER

STRATEGIES FOR SUCCESS

- Develop and Strengthen Partnerships
- Cultivate advocacy to help problem-solve and promote safer infrastructure and practice
- Educate Marylanders about the Importance of Walkability and how to achieve it
- Expand awareness and participation in existing Walk Programs and Events
- Promote the creation of new Walk Events and build local momentum
- Demonstrate leadership and share best practices for achieving safe walking networks

What Can We Do?



AARP

Danielle Arigoni
Director of Livable Communities



America Walks

Kate Kraft
National Coalition Director
of the EveryBody Walk!



Maryland Department of Transportation

Office of Planning & Capital Programming
Marty Baker
Deputy Director of Bicycle and Pedestrian
Planning



What Can We Do?

AARP - Livable Communities - AARP Livable Communities program supports communities and states across the country take action to ensure that there are great places to live for people of all ages. The AARP Network of Age-Friendly States and Communities currently includes nearly 500 communities and several states. Learn how AARP resources can support your efforts and those of your community to improve housing, transportation, public space and more.

America Walks - celebrates the passion and hard work of communities across the nation to create safe, accessible, equitable, and enjoyable places for all to walk and be active. This presentation will explain America Walks and what they do. It will showcase several of our local change agents and their successes. It will outline a few necessary actions for developing a robust advocacy effort in your community and provide an overview of resources available to assist.

Maryland Department of Transportation - Office of Planning and Capital Programming - Active Transportation - This presentation will speak to the many ways MDOT has been working with partners to expand on partnerships and develop a stronger platform from which to promote walkability at the local level, as well as clarify MDOT's objectives to expand the understanding of key issues faced by pedestrians in Maryland and to understand how locals interpret and seek to address an emerging emphasis on "walkability" as key to their reinvestment and community development strategy.

Pedestrian Infrastructure, Safety and Health



Maryland Motor Vehicle Administration

Jeff Dunckel

Pedestrian - Bicycle Safety Program Manager
Maryland Highway Safety Office



Maryland Department of Health

Nacole S. Smith

Assistant Program Manager for the Center for Chronic Disease Prevention and Control
Pedestrian



Maryland State Highway Administration

Kandese Holford

Regional Planner, Montgomery and Frederick Counties

Pedestrian Infrastructure, Safety and Health

Maryland Highway Safety Office - Pedestrian-Bicycle Safety Programs. Through the implementation of the Maryland Strategic Highway Safety Plan, crash data and the geo-spatial analysis of that data is used to target engineering, education, and enforcement countermeasures that can eliminate pedestrian fatal and serious injury collisions. Region-wide public safety campaigns educate drivers, pedestrians, and bicyclists about the safe use of Maryland's roadways in the Baltimore and the District of Columbia metropolitan areas and suburbs. The Baltimore **Look Alive Campaign** and the Washington **Street Smart Campaign** work to raise awareness about pedestrian and bicycle safety and highlight enforcement of the laws that protect people while walking and biking.

Maryland Department of Health - "Health Benefits of Physical Activity (Walking)" promotes the recognition of walking as a form of physical activity, which provides measurable health benefits. After this presentation, you will be able to identify walking initiatives from the Center for Chronic Disease Prevention and Control, Maryland Department of Health.

Physical activity guidelines recommend that adults engage in 150 minutes a week of moderate intensity aerobic physical activity, such as brisk walking; children and adolescents should engage in 60 minutes or more each day. People who are physically active have a lower risk for heart disease, stroke, type-2 diabetes, depression, and some cancers.

Context Driven Guide - Safety for all users is Maryland Department of Transportation's top priority. As part of ensuring safety for motorists, pedestrians, and bicyclists, MDOT State Highway Administration (SHA) is implementing its "Context Driven - Access and Mobility for All Users" guide that focuses MDOT SHA on creating a safe, accessible, and balanced multimodal transportation system for everyone on State facilities. The presentation will demonstrate a core tenet reestablished in this guide: the need to appropriately balance accessibility and mobility.

is a planning and design resource offering practitioners' guidelines centered on establishing safe and effective multi-modal transportation systems.

New Trends and Technologies to Support Walkability and Walking

Hank Greenberg, Maryland State Director for AARP where access to quality, affordable healthcare is a priority for its membership of over 860,000 throughout the state.

Anat Caspi, Principal Scientist at the Paul G. Allen School of Computer Science & Engineering.

Director of the Taskar Center for Accessible Technology.

Victor Rodrigez, Creator and inventor of WABU, a new walking buddy system



New Trends and Technologies to Support Walkability and Walking

AARP Maryland - Hank Greenberg, Maryland State Director for AARP, will share AARP's investment in the support of walking as an integral part of our daily routine.

Open Sidewalks & Resilient Cities -Attendees will learn about the use of Open Sidewalks in three communities: Seattle, Bellingham and Mt. Vernon. The talk discusses the important role of GIS and data-driven information technologies in providing equitable access to mobility and transportation for a changing, unequal, ageing demographic.

WABU - Latest Walk APP - How does the future of healthy aging look like in the age of social distancing? Covid-19 stay-at-home orders have exposed us to unprecedented levels of social isolation and physical decline. Walking is the most accessible, safest, and efficient tool to stay both physically and socially active. WaBu helps 50+ adults find walking buddies in their community to exercise and socialize with.

Maryland Walk Programs



Cara Rozaieski

Wicomico County Health Department
Director of Prevention and Health Communications at the



Tracey Greene Gordy

Maryland Department of Planning
Senior Regional Planner, Lower Eastern Shore Regional Office



Sandra Brecher

Montgomery County Department of Transportation
Chief, Commuter Services Section
Office of Transportation Policy



Chris Eatough

Howard County Office of Transportation
Bicycle and Pedestrian Coordinator
Howard County Office of Transportation

Maryland Walk Programs

Walk Wicomico - This workshop will introduce participants to Walk Wicomico; a coalition of community and governmental partners in Wicomico County, Maryland that collectively works to encourage people to walk by improving walking conditions, providing walking resources, and increasing opportunities to walk. Speakers will provide an overview of the coalition's mission, structure, goals, and funding; and highlight organizational successes and challenges, from its inception in 2015 to present.

Montgomery County Walk & Ride - Walk & Ride Challenge - will discuss Montgomery County's "Walk & Ride Challenge," one of the campaigns used by Transportation Management Districts to educate and engage employers and employees about alternatives to driving alone to work. The underlying goal is for employees to learn how they can include walking in their commute, in combination with transit, car/vanpool, or other "ride" modes - or by walking to/from work. The campaign encourages them to incorporate this healthy component into their daily routine, while at the same time helping achieve TMD and community goals. Folks form teams with their colleagues and compete against other teams by logging their steps into the Walk & Ride Challenge website.

Walk Howard - Walk Howard's presentation will include an overview of the WalkHoward plan, providing an insight into the next phase of implementation as Howard County strives to increase walkability and quality of life through the use of online interactive tools for public engagement, project Prioritization Methodology, and grouping of improvements into structured projects.

Outreach & Social Media

- WEBSITE
- E-BLASTS
- LINKEDIN
- TWITTER
- FACEBOOK

FINAL OBJECTIVES



1. Develop and Strengthen New & Current Partnerships



2. To expand our understanding of key issues faced by pedestrians in Maryland



3. Establish communication with pedestrian advocates and enthusiasts, expanding the current pedestrian data base



4. Raise pedestrian safety awareness with the objective of developing a shared understanding for all users.



Lead

Pedestrian Safety and Awareness with Consistent & Regular Messaging
In time of crisis and beyond

Office of Planning & Capital Programming

Francine E. Waters

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