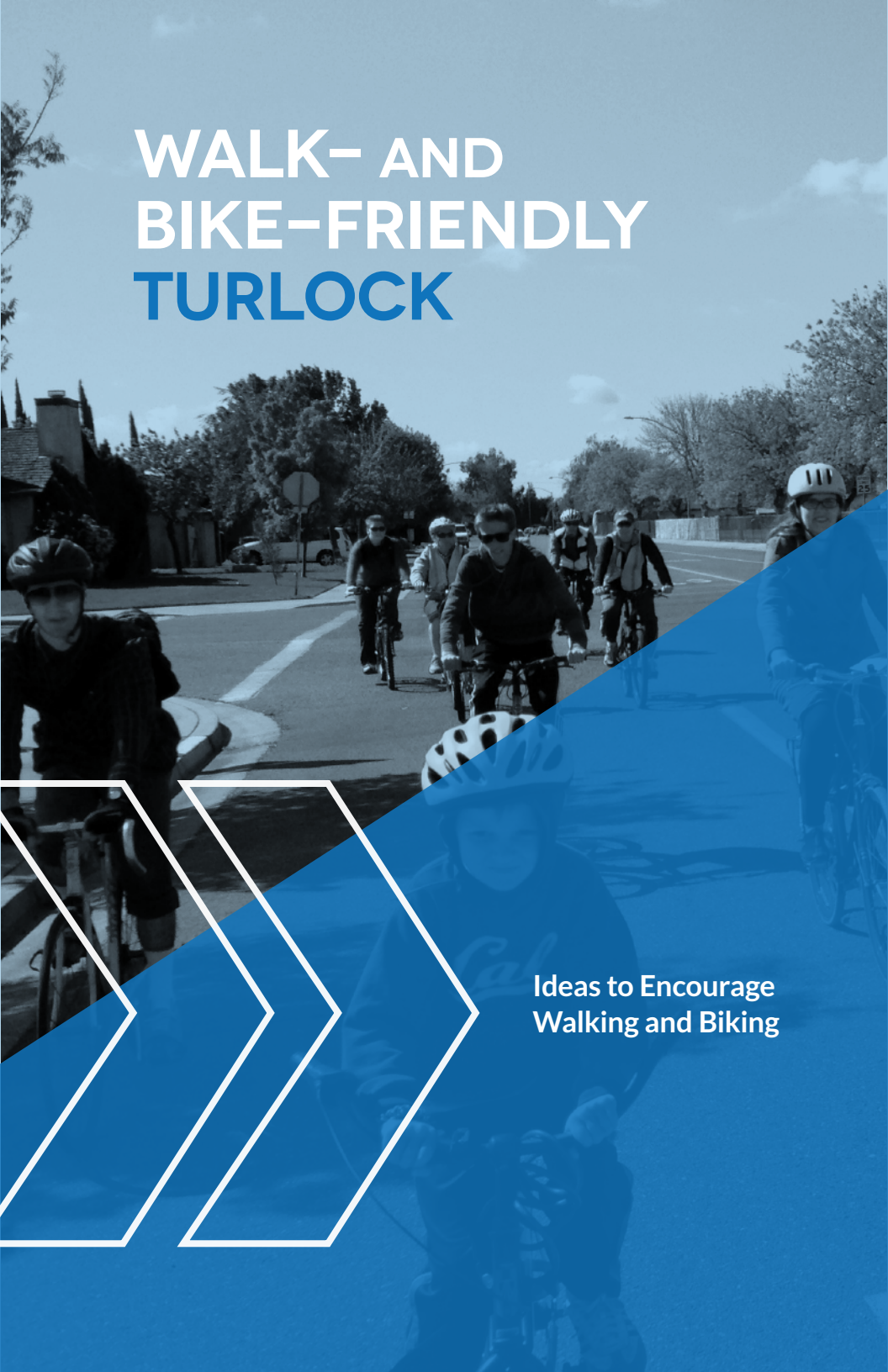


# WALK- AND BIKE-FRIENDLY TURLOCK



Ideas to Encourage  
Walking and Biking



# **BENEFITS** *to the* **COMMUNITY**

## **GET CONNECTED**

People who walk and bike have many more opportunities for casual interactions with friends and neighbors, creating deeper social bonds and broad support networks in the community. Connect with even more people by joining a local advocacy group, volunteering to help out at a school event, or leading a walking school bus in your neighborhood.

## **HEALTHIER COMMUNITIES**

Creating places that support active transportation incorporates physical activity into daily routines. The Centers for Disease Control and Prevention recommend 30 minutes of moderate activity each day for adults, and 60 minutes for youth. Walking or biking to work, school, or the grocery store can help more people meet this goal and live healthier lives.

## **CLEANER AIR**

Driving doesn't just impact public health by reducing the amount of physical activity in communities. By making it safe and comfortable to walk or bike instead of driving, communities can significantly reduce the harmful pollutants that are emitted by automobiles—leading to fewer, less severe cases of asthma and other respiratory conditions.



### **REDUCED CRIME**

When more people walk or bike for their everyday trips, there are more ‘eyes on the street.’ This discourages crime and violence, which in turn will lead to more people feeling comfortable spending time out on the street.

### **BETTER STREETS FOR EVERYONE**

Improvements made for bicycling and walking often result in better conditions for other transportation modes as well. For instance, paved shoulders, wide curb lanes, and bicycle lanes not only provide improved conditions for bicyclists, but also create safe locations for disabled vehicles to pull over and can reduce traffic speeds.

### **BOOK SMARTS**

Children who walk or bike to school arrive more alert, attentive, and focused. They perform measurably better on tasks demanding concentration—a third-grader who bikes to school will show results equivalent to someone six months further along in their education.

### **STREET SMARTS**

When asked to draw a map of their neighborhood, children who are regularly driven to school have difficulty recalling many details. Children who walk or bike frequently, on the other hand, develop a rich understanding of their community, are more spatially aware, and gain confidence and independence from being allowed to navigate on their own.



## COMMUNITY EVENTS

Creating a community-wide culture around biking and walking can indirectly support bike- and walk-friendly businesses.

Consider working with your city, county, and local advocacy groups and non-profits to host some of the following events and programs.

### COMMUNITY RIDES & WALKS

Organize a group bike ride or walk that is free to the public and appropriate for all ages. Pick a theme for dressing up or find a destination/activity along the route, such as a museum or a picnic. Rides and walks can also highlight new pedestrian/ bicycle infrastructure or new bike- and walk-friendly businesses.

### BIKE NIGHT

Work with a local venue to host a week-end Bike Night where families can ride to a destination for bike-related and other fun activities, such as a bike art exhibit, bike demonstrations, a photo booth, live music, and food. Providing free bike valet can help with bike parking at large events.

### BIKE WORKSHOPS & CLASSES

Teaching adults and children basic bike maintenance and traffic safety can give them the confidence they need to try bicycling. Work with your community and

local advocacy group to offer low-cost, on-bike trainings for new bicyclists. Providing discounts at local bike shops can help encourage bicyclists to then purchase the supplies they need and in turn promote local business.

### WALK & ROLL TO SCHOOL DAY

Reduced busing, fears over too many other cars on the road and strangers are leading more parents to drive their children to school. This creates a self-reinforcing spiral where the more children are driven, the less safe it feels to continue or consider walking and biking. However, in communities where large numbers of families participate in school travel program events like a monthly Walk and Roll to School Day, this cycle can be broken. The benefits are huge: reduced congestion and air pollution, improved health and academic performance. The research and more information may be found here: [www.saferoutespartnership.org](http://www.saferoutespartnership.org)



1



PHOTO: STEVE TRACY, DAVIS BICYCLES

2



PHOTO: MAGGIE CREAMER, LODI NEWS-SENTINEL

3



# CASE STUDIES

## 1 LOOPALOOZA

*Davis, CA | <http://www.davisbicycles.org/Loopalooza>*

This family-oriented ride is designed to introduce parents to the Davis Bike Loop—a 12-mile route on off-street paths or quiet residential streets that connects 11 of the 13 public schools in Davis, creating a safe route for kids biking to school. Around 200 children ride the loop each May with their families, participating in ‘passport stations’ with activities like rock climbing, helmet checks, and bike safety courses.

## 2 DOWNTOWN

*Lodi, CA | <http://tinyurl.com/DowntownLodi>*

In 1997, the city of Lodi completed a \$4.5 million pedestrian revitalization project along five blocks of School Street, including widened sidewalks, curb extensions, a gateway feature, street trees, and pedestrian-scale lighting. The City in part credits these improvements to the establishment of 60 new businesses in the downtown area, a drop in the vacancy rate from 18 percent to six percent, and a 30 percent increase in sales tax revenues. Today Lodi has a growing bicycle culture, with local residents organizing Bike to Work Day group rides like the one pictured at left.

## 3 BICYCLE FRIENDLY BUSINESS DISTRICTS

*Long Beach, CA | [www.bikelongbeach.org/bike-friendly-businesses](http://www.bikelongbeach.org/bike-friendly-businesses)*

The City of Long Beach piloted their first Bike Friendly Business Districts in 2011. The Districts provide bikes and cargo bikes to local businesses for errands or deliveries, valet bike parking, bike repair clinics, and discounts to cyclists on Bike Saturdays. As a direct result, 25 businesses have opened or expanded in the city.



# **BENEFITS** *to* **BUSINESSES**

## **REDUCED HEALTH CARE COSTS**

Employees who walk or bike to work regularly incorporate physical activity into their daily lives, which has been linked to improved morale and productivity, fewer sick days taken, and lower health care costs for employers.

## **INCREASED PRODUCTIVITY**

Bike commuters are shown to arrive at work with fewer delays feeling more alert, happier, and less stressed than those who drive or take transit. This can have big impacts on their productivity—and the quality of their work—throughout the day.

## **CYCLISTS HAVE MORE DISPOSABLE INCOME**

It is significantly cheaper to own and maintain a bicycle than a car – the cost of operating a car for one year has been estimated between \$6,000 and \$9,000, as compared to approximately \$150 for a bicycle. This can lead to bicycling customers having extra cash they can spend at your business.

## **SHOP LOCAL, SHOP OFTEN**

Studies show that pedestrians and bicyclists make more frequent purchases and spend more than motorists over the course of a month. Non-motorized travel happens at ‘human-scale’ speeds, allowing bicyclists and pedestrians to notice businesses that they pass and stop more easily to check them out.





### **EFFICIENT PARKING**

In the space it takes to provide one parking space for a car, 12 bicycles can be parked. Parking spaces for motor vehicles also cost significantly more to build than bicycle parking. Increasing the bike parking supply can save money and potentially increase business by providing spaces for more customers.

### **SAFE, VIBRANT STREETS**

Bicyclists and pedestrians contribute to the safety of downtowns by providing 'natural surveillance'—eyes and ears on the street. This encourages more women and families to bike or walk through an increased level of comfort, thereby potentially increasing sales by attracting additional customers.

### **OPPORTUNITIES FOR GROWTH**

As support for bicycling and walking grow in the community, additional efforts to provide better infrastructure, offer new incentives or programs, and businesses related to bicycling and walking will begin to grow as well. Portland, Oregon, estimated in 2008 that its bike-related industries contribute \$90 million to the local economy every year.



## WHERE DO I START?

There are a number of inexpensive ways to begin supporting and promoting active transportation in your business community, and encourage your employees to walk or ride.

Over time as interest builds, you can expand on these programs or work with other business owners and community organizations to invest in broader initiatives.

## GET EMPLOYEES INVOLVED

Before you get too far into the planning process, have a conversation with your employees or customers about their opinions on biking and walking, and what is preventing them from using these modes more often. This conversation can start with two simple questions: “Why do you choose not to walk or ride your bike to work?” and “What would it take to get you to walk or ride?” Target your program to their needs.

## START SMALL

May is Bike Month and a great way to link your bicycle encouragement to a larger effort. Encourage employees and customers to ride just for one week, or focus on Bike to Work Day. Make these traditions in your organizations, and expand your program from there. Consider working with a local advocacy group to identify safe, comfortable routes for walking and biking to your business, and keep a supply of maps on hand.

## BE FLEXIBLE

Offering employees flexible schedules can promote biking and walking to work. Commuters can adjust their hours to avoid peak-hour traffic, get home before dark, and account for delays like changing a flat bike tire. Relaxing the company dress code slightly, or relaxing it on specific days, can allow employees to commute in their work clothes rather than changing once they arrive.

## MAKE WALKING & BIKING EASY

Provide a secure place for employees to park their bikes where they will be protected from the elements. This could

be as simple as dedicating one corner of the office for commuters to wheel their bikes inside or more formal bike lockers. Work with your city to provide bike racks for visitors in front of your business or purchase a rack and install it on your property.

## PROVIDE SUPPORT

Encourage management to walk or bike occasionally to better integrate active transportation into your organization’s culture. Purchase one or two “loaner” bike locks to keep at the office, in case an employee or visitor arrives without one. Consider offering a guaranteed ride home for car-free commuters in the event of an emergency or registering for a company-wide car share account.

## OFFER INCENTIVES

Provide an incentive program for bicycle and pedestrian commuters to earn points for each non-motorized trip. Awards can include additional time off, a stipend, or gift certificates. If you provide free employee parking, offer to ‘cash-out’ employees who decline their parking privilege. For customers, consider offering a discount to shoppers who arrive by bicycle, or holding a special sale once a week.

## SPECIAL DELIVERY!

If your business offers delivery or courier services, consider using a cargo bike for clients within a mile or two of your store. It will decrease your costs, since you won’t pay for expensive fuel or car parking, and can speed up deliveries in congested traffic areas.



This pamphlet is part of the Turlock  
Active Transportation Plan 2014

[WWW.BIKEWALKTURLOCK.COM](http://WWW.BIKEWALKTURLOCK.COM)

