

PLANNING FOR WALKING AND BICYCLING

Kentucky's Guide to Creating Active Transportation Opportunities
in Local Communities

DEVELOPED IN PARTNERSHIP BY

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Planning for Walking and Bicycling

Objectives

- Explain the purpose of pedestrian and bicycle travel plans
- Describe the components of the pedestrian planning (P.L.A.N.) process
- List the outreach strategies and methods to engage community members in the P.L.A.N. process
- List organizations and partners that can be involved in planning, adopting and networking your local plan
- Use the P.L.A.N. process to begin pedestrian planning in your local community

PEDESTRIAN AND BICYCLE TRAVEL PLANS are the first step to making communities more accommodating for all modes of transportation. These detailed plans engage community members to identify priorities for creating a safe, attractive walking and biking environment for people of all ages and abilities. A non-motorized transportation plan adopted by local government will serve as official documentation of your community's need and readiness for improvements to pedestrian and bicycling facilities.

WHY SHOULD COMMUNITIES PLAN? Without an approved plan that is documented with local officials and transportation planners, your community could be missing out on funding opportunities to design and/or construct these projects. Having these plans developed to a certain level of readiness provides an opportunity for the projects to be incorporated in future state, district and local transportation projects.

MAKING KENTUCKY A GREAT PLACE TO WALK. We move more when we have inviting places to be active. But there are still neighborhoods where personal safety is an issue, communities without adequate sidewalks, and business districts that don't connect with one another or residential areas. *Step It Up, Kentucky!* is a pledge to increase walking by building places where being physically active is not only safer and easier but also more engaging and fun! By attending this training, you are contributing to a statewide walking movement that is building a demand for safer, healthier, more walkable communities. Visit [Step It Up, Kentucky!](#) for more innovative small steps that help promote walking across the Commonwealth.

*More information on statewide assistance? <https://transportation.ky.gov/BikeWalk/Pages/Home%20Page.aspx>
Questions or technical assistance help? Troy.Hearn@ky.gov or (502) 782-5060*

Pedestrian and Bicycle Travel Planning Process: P.L.A.N.

Follow these easy steps for your community to develop a pedestrian and bicycle travel plan:

P – People

L – Locations

A – Assessment

N – Network

PEOPLE

- 1. Identify groups or places that can help connect with the grassroots community and assist with the recruiting, planning and support of projects in your community, such as information gathering, walkability audits or area cleanups, etc.**

Potential informal groups:

- School groups
- Scout troops
- 4-H clubs
- College classes/organizations
- Neighborhood associations and housing authorities
- Church groups
- Civic Groups (Rotary, Civitan/Ruritan, Chamber of Commerce)
- Bicycling, running, or walking clubs/organizations
- Food banks

- 2. Get to know your grassroots community members, what they like, what they need, and why they care about this work! These community members will be equal partners in your committee.**

This usually includes:

- Children
- Seniors
- Economically disadvantaged
- Active walks or runners
- College students
- Tourists and visitors
- Local business patrons
- People using canes, walkers or wheelchairs
- People who rely on walking, biking, or public transit as their primary transportation

Outreach strategies to invite the grassroots community to be partners in planning:

- Reach out to community leaders and informal groups
- Attend community meetings of *other* interest groups
- Hold big public forums, smaller town meetings
- Focus groups, one-on-one interviews and conversations
- Photovoice
- Interactive surveying
- Door-to-door knocking
- Street outreach
- Tabling

3. Identify professionals who have expertise and resources to help with pedestrian planning.

Potential formal organization members:

- Local Health Department
- Cooperative Extension
- Area Development District (ADD)
- Main Streets Program
- Tourism
- Chamber of Commerce
- Hospitals
- School representative
- Local citizens, parents, business owners
- City and/or County Official (mayor's office, county judge executive) **it makes the approval and adoption process much easier if you have their input from the beginning*

4. Convene your committee.

- Both formal organization partners and informal grassroots community members will form your pedestrian planning committee.
- Whereas it is possible that a professional partner is also a member of the community, it is equally important to recruit additional community members whose involvement is completely unrelated to their job duties.
- Together, your committee will work through the remaining steps and share in the decision-making.

LOCATION

5. Get a map of your community and have your committee mark original and destination points or common points of interest.

You can get maps from:

- Google Maps
- Area Development District Office
- Chamber of Commerce
- Department of Transportation
- [KYTC Photo street view of State maintained roadways](#)
- [KYTC General Highway Map](#)

Potential places to identify on the map:

- Homes and neighborhoods (include low-income housing)
- Schools
- Libraries
- Grocery stores (include farmers' markets and or food banks)
- Major places of employment
- Bus stops
- Parks
- Recreation facilities
- Businesses
- Churches

6. Use your map and community needs/goals to narrow in on a small 6-10 block focus area (start small).

- Consider where people live, places they have access to, where businesses, the current traffic flow.
- Consider what the community goals are: safety, connectivity, health and economic development.
- Priority areas can be identified with the input of a diverse committee or more public input (through a public meeting or forum) may be necessary.

7. Look at your existing networks on a map that shows all of your current facilities. Ideally, this is a GIS map with file layers you can turn off/on to show each different type of facility.

Potential facilities:

- Sidewalks
- Bike lanes
- Shared-use paths
- Water ways (if in your town)
- Off-road trails
- [Strava Heat Maps](#) (shows usage/activity patterns)

Assessment

8. Work with your committee to develop a public survey to gain community input on potential needs or proposed projects in the focus area.

- Determine the method of survey, what partners will help distribute the survey, and who the target audience is for your particular assessment.
- The survey should be short (5-10 questions) with very simple questions. Be sure to test your survey on members who are not involved in the project to make sure it is clear to them.

Method	Partners	Target Audience	Responses
– Online – Survey Monkey	– Churches	– General public	– How many do you need?
– Facebook	– Schools	– Specific project area	– How many did you get?
– QR Code	– Social media	– Parents of students	– <i>Expect only a 10% response rate.</i>
– Door-to-door	– Local business	– Business owners	
– Postcard			
– Paper-pencil			

Survey examples:

- [Washington State - Public Attitude Survey of Bicycle and Pedestrian Planning](#)
- [South Alabama – Bicycle and Pedestrian Survey](#)
- [Victoria Transport Policy Institute](#)
- [Spokane Regional Transportation Council](#)

9. Conduct a walkability or bicycling audit to identify concerns related to safety, access, comfort and convenience of the environment in your focus area.

- We recommend using an informal group of individuals from the community or a more formal team of engineers, planners, transportation and bike/ped specialists.
- Use this [“Walkability Checklist”](#) or [“Bikeability Checklist”](#) handout to rank each feature and note potential dangers and improvements.
- In the field, be alert, be visible and follow all rules and laws of the road. Consider all types of walkway or bikeway users (elderly, low vision, wheelchair users, children, all levels of bicyclist and more).

Auditing resources:

- [2015 FHWA Resident's Guide for Creating Safer Communities for Walking and Biking](#) (page 64 on *how to organize a walkabout*)
- [Pedestrian Road Safety Audit Guidelines and Prompt Lists](#)

10. Meet with your committee to review results from the community survey, the walkability audit and other roadway information to identify your priority projects.

Roadway information can be gathered from KYTC by contacting Troy.Hearn@ky.gov. Potential items to include in your review:

- Traffic counts
- Lane width
- Striping/painting
- Signs
- Signals
- Injury or accident reports

11. Define project goals and objectives (sometimes referred to as *needs and purpose statement*).

- Write a goal and objective(s) for *each project* within the plan. This will document that your identified priority projects are responding directly to the needs of the community.
- Once you've determined the needs (location and possible facility type), then you should define the purpose. The purpose explains why you are addressing the need and may be something like, safety and/or accommodation.
- Once you determine the goal, think about the outcomes you want to achieve (your objectives), action steps to take, and identify possible funding sources.

SAMPLE GOAL AND OBJECTIVES

Goal 1: Improve mobility for all modes of transportation in the northwest portion of Bowling Green, KY.

Objectives:

1. Improve connectivity across multiple modes including vehicular, transit, bicycle, pedestrian, and air quality by creating a connected and logical transportation network
2. Promote equity of all people independent of age, race, ethnicity, economic status, and physical ability by placing these transportation networks in all logical areas in need
3. Restoring or enhancing current facilities (sidewalks) when and where appropriate
4. Create and implement context-sensitive design standards (for example, 5' or wider sidewalks that conform to current ADA standards).

12. Synthesize all of the information from your assessments to assemble the pedestrian and/or bicycling travel plan.

The plan should include sections on:

- Committee members names/organizations
- Process used to identify focus area/areas
- Methods used to prioritize projects within the focus area/areas
- Short description of each project, including its goal and objectives
- Maps for each project, including a summary of improvements needed for that particular project

Example Kentucky plans:

- [City of Frankfort and Franklin County Pedestrian and Bicycle Master Plan](#)
- [Winchester-Clark County Active Transportation Plan](#)
- [City of Paducah Sidewalk Study and Pedestrian Plan](#)
- [Louisville Pedestrian Master Plan](#)

Additional resources:

- [Promoting Walking & Walkable Communities: Cross-Sector Recommendations from the National Physical Activity Plan Alliance](#)
- [How to Prepare a Pedestrian and/or Bicycle Travel Access and Mobility Plan](#)
- [FHWA Guidance: Bicycle and Pedestrian Transportation Planning](#)
- [City of Chula Vista Pedestrian Master Planning](#)

Network

13. Use committee members to get approval/adoption of the plan by local officials. This step allows your community to be most eligible for inclusion of or funding the construction and development of these projects or improvements.

- When presenting, remind local officials that adopting the plan does NOT mean they are committing to the funding. It means that the local officials agree that it is a priority for the community and agree to post the plan publicly.
- When/if funding becomes available planners will be able to identify a priority project that includes input from the community.

Resources for talking with decision-makers about active transportation planning:

- [FHWA Transportation Planning Process Briefing Book](#)
- [Project for Public Spaces: Great Corridors, Great Communities](#)
- [Project for Public Spaces: A Citizen's Guide to Better Streets \(How to Engage Your Transportation Agency\)](#)

14. Promote your pedestrian plan and share the URL with the KYTC Bicycle and Pedestrian Program.

- Use organization websites, Facebook pages or ADD Office/city websites to host the PDF copy of your document and share it with the broader community.
- Send the URL web address to Troy.Hearn@ky.gov so KYTC can add your community to their statewide database.
- Track when and where the plan is shared and record any feedback. Remember this is a dynamic document: It can (and should) be revised or edited at any time to reflect changes within the community.

People you should share your plan with include:

- District Highway Transportation Office
- Area Development District
- County Judge Executive
- Mayor
- City Commission – lawyer, planner, engineer
- General public – clubs, schools, churches, Rotary, Lions, etc.

15. Continue engaging the community and promoting progress.

- Practice the *Six R's of Member Participation* to keep community members engaged and invested in the progress of your pedestrian planning efforts

SIX R'S OF MEMBER PARTICIPATION

Recognition	Respect	Role
<ul style="list-style-type: none"> – Announcements: verbal praise or paper certificate awards at meetings, listing names in communications, social media – Events: host potlucks or activities that praise/thank member contributions – External: Submit op-ed pieces to local media, apply for community awards 	<ul style="list-style-type: none"> – Scheduling: schedule meetings outside working hours, convenient location central to members – Hospitality: Provide dinner and childcare for families, offer language translation, host a weekend family scavenger hunt walkability audit 	<ul style="list-style-type: none"> – Delegation: allow members to take on tasks that match their skills/interests, agree on concrete deadlines, encourage follow-through by asking members to speak at meetings – Power: create job titles so members are proud/accountable, provide opportunities for members to make decisions, not just give feedback
Relationship	Reward	Results
<ul style="list-style-type: none"> – Invitations: personally ask members to attend, use text, phone call, face-to-face reminders, avoid relying on flyers, group emails and social media – Networking: Encourage members to bring a friend, invite people to stay late/come early to chat, host open table meetings involving food 	<ul style="list-style-type: none"> – Compensation: Find out what members hope to get out of participating, provide small stipends/incentives in exchange for roles – Opportunities: share resources and openings, create a message bulletin (Facebook/email group) for open exchange 	<ul style="list-style-type: none"> – Visible Wins: host ribbon cuttings, kick-offs, clean-up projects, post pictures of new wayfinding signage, host a walking meeting on a newly finished trail, create a brochure or trail map to have available around town – Invisible Wins: Highlight when new members or organizations join, or when old members remain engaged (anniversaries), share email minutes of progress on the P.L.A.N. process