

Office of Active Transportation and Micromobility

Baltimore Regional Transportation Board
Bicycle and Pedestrian Advisory Group
Draft Final Report
11/20/2024



Agenda

- How Walktober Began
- Walktober Goals and Strategies
- Walktober 2024 Events
 - Walk Maryland Day
 - Walk to School
 - Walkinars
- Accomplishments
 - By the Numbers
 - Milestones



In the beginning

Walk Maryland Day was originally concentrated on Maryland Department of Health employees at State Center in Baltimore.

The “WALKTOBER” initiative began in 2020 building from core agency partnerships around Safety, Equity, Infrastructure, and Community to help celebrate “Walk Maryland Day” (the first Wednesday in October) – while expanding the agenda to reflect broader planning and advocacy concerns identified as part of Maryland’s Bicycle and Pedestrian Master Plan

In 2020 National Highway Traffic Safety Administration also declared October as National Pedestrian Safety Month



WALKTOBER's Goals



SAFETY



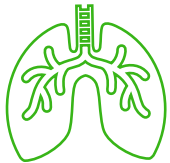
INVESTMENT



COORDINATION



EDUCATION



HEALTH



STRATEGIES FOR SUCCESS



Cultivate advocacy to help problem-solve and promote safer infrastructure and practice.



Demonstrate leadership and share best practices for achieving safe walking networks.



Develop and Strengthen Partnerships and promote local walk events.



Educate Marylanders about the Importance of Walkability and how to achieve it.



Expand awareness and participation in existing Walk Programs and Events.

WALK MARYLAND DAY October 2

MDOT and MDH promoted Walk Maryland Day, with MDH hosting the walk registration website.

Over 100 registered walks on Walk Maryland Day!

MDOT TSO celebrated with weekly walks all month long

Image: MDOT TSO weekly walk email blast



WALK MARYLAND DAY

The Secretary's Office (TSO)
Wednesday, October 2, 2024

Walk Maryland Day is a celebration of Maryland's official exercise and a call to action to support safe walking and walkability.

Join this healthy activity with us!

MDOT HQ Walk Days!

MDOT HQ is excited to launch a series of walks to celebrate **Walktober** – kicking off on Wednesday, October 2, for **Walk Maryland Day!** This special month raises awareness about the health and wellness benefits of walking—a simple yet impactful way to improve well-being.

We invite you to join us on Wednesday, October 2, to kick off the month and every Monday in October for a refreshing walk. During these energizing walks, let's prioritize our health, connect with colleagues, and enjoy the outdoors. Grab your tennis shoes and meet us on the trail!

ALL walks will begin at 11 a.m. Meet us in the lobby!

- **Walktober Kick-off: Wed., October 2**
- **Mon., October 7**
- **Mon., October 21**
- **Mon., October 28**

[Click here](#) to join MDOT HQ's Walking Group as a "sole mate." Please ensure you register under the group name: **MDOT HQ Walking Group.**

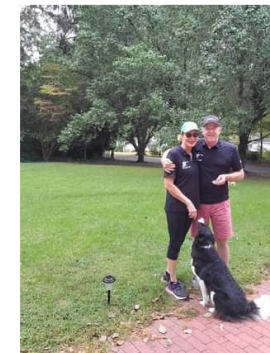
We hope you take some time to join us for our mindful walking. See you out there! For more information on walks, please contact Employee Engagement & Communications Officer [Aasiyah Blow](#).

WALK MARYLAND DAY

October 2



Maryland Department Of Planning





Montgomery County
Department of Transportation



The Prince George's County Department of Public Works & Transportation's Bicycle and Pedestrian Program partnered with the Ridgeley School Task Force of the Prince George's County Alumnae Chapter of Delta Sigma Theta Sorority, Inc. and the Maryland National Capital Park and Planning Commission's Black History Program.



WALK TO SCHOOL DAY October 9

- This year, MDOT worked with Maryland State Department of Education to contact all 24 school systems to promote Walk to School Day.
- **55 Schools across Maryland celebrated!**

Image: Flyer shared with Maryland school systems and PTA organizations for Walk to School Day 2024

WALK MARYLAND DAY: OCTOBER 2, 2024
WALK & ROLL TO SCHOOL DAY: OCTOBER 9, 2024

Register your School Now!

Sign up on the Maryland Department of Transportation [Walk Maryland Day Website](#)
Sign up on the [National Walk and Bike to School Website](#)

Register a Walking School Bus for your school to support walking! A walking school bus is simply a group of students who walk to school together similar to how they would ride in a school bus. It is a fun way for students to get physical activity supervised by adult volunteers and learn about walking safety.



WALKING TO SCHOOL

Photo Credit: Montgomery County Department of Transportation

What is required by schools?

- Assign & Recruit Volunteer "Drivers" to lead the walk.
- Map a starting point and a safe route.
- Promote the program through the school or PTA email, flyers, or social media.
- Celebrate successes and encourage students who walk.

Walking School Buses are just one part of a Safe Routes to Schools program, A Safe Routes program can help a school and a community to:

- Provide healthy physical activity and shared time for students, parents, and community leaders.
- Teach safe walking and bicycling skills to children.
- Bring awareness to how accessible a community is for people walking and biking.
- Promote a cleaner environment.
- Facilitate planning for engineering projects to increase traffic safety.



Photo Credit: Montgomery County Department of Transportation



WALK TO SCHOOL DAY October 9

Images: MDOT and Cheswick the Crab attended Walk to School Day 2024 at Cherokee Lane Elementary School





***From Nation to Neighborhood:
Exploring National and State Perspectives***
October 3

Crafting Safe Spaces for Every Step with Every Trip
October 12

WALK MARYLAND DAY
October 2, 2024

Sustainable Growth: How walkability creates more equitable and vibrant places for all
October 31

Step Forward: Advancing Pedestrian Access and Safety
October 26

Sidewalks to Safety: Ensuring Secure Routes for Students
October 19

From Nation to Neighborhood: Exploring National and State Perspectives - 841 Registrants



Lt. Governor Aruna Miller



Sarah Lock

Senior Vice President for Policy and Brain Health in AARP's Policy, Research and International Affairs Senior Vice President for Policy and Brain Health



Veronica O. Davis

Author of *Inclusive Transportation: A Manifesto for Repairing Divided Communities*. Brain Health

With an introduction from Maryland's Lt. Governor Aruna Miller, this webinar kicked off the Walkinar series with an overview of walkability. It explored:

- Individual quality of life and health benefits of walking;
- Community –wide impacts of walkability on connectivity and equity; and
- The broader public policy impacts that individual and collective decision making can have to advance walking.

Speakers discussed the inter-connected nature of these issues locally and nationally. Live questions were answered about how to fit more walking into your life and to advocate for change.

Crafting Safe Spaces for Every Step with Every Trip - 1182 Registrants



Heidi Simon

Smart Growth America
Director of Thriving
Communities



David Conway

AARP
Maryland State President

At some point in our everyday lives, we are ALL pedestrians. This webinar explored:

- MDOT SHA's second generation policy for Complete Streets, which is a developmental approach for Context Sensitive Solutions (CSS).
- David Conway, Maryland State AARP President, introduced "The Benefits of Walkable Streets for All Ages"
- Heidi Simon from Smart Growth America discussed the latest efforts on Complete Streets in Maryland, then lead a panel discussion to explore local Complete Streets efforts.

Panelists:

Chris Eatough, Howard County

Matt Mullenax - Hagerstown/Eastern Panhandle
Metropolitan Planning Organization

Kevin Small, Bel Air - Town of Bel Air

Sidewalks to Safety: Ensuring Secure Routes for Students - 1164 Registrants

- This webinar explored best practices in “Safe Routes to School” with Kori Johnson, Program and Engagement Manager at the Safe Routes Partnership
- Safe Routes to School projects enable and encourage children, including those with disabilities, to walk, roll, and bicycle to school.
- Grants can fund the planning, development, and implementation of projects to improve safety, mitigate traffic, reduce fuel consumption, and lessen air pollution in the vicinity of schools.
- Lessons Learned panel featured the Maryland Highway Safety Office and representatives from Howard County and Montgomery County, Maryland



Kori Johnson
Safe Routes Partnership
Program and Engagement
Manager

Panelists

Cynthia Spriggs

MDOT/MVA's Highway Safety Office.

Program Manager for

Pedestrian/Bicycle/Speed/Aggressive Driving

Elizabeth Schultz (Betsy)

Bellows Spring Phys Ed Teacher

Duwan Morris

Montgomery County Department of Transportation

Step Forward: Advancing Pedestrian Access and Safety - 1278 Registrants

Marylanders complete an estimated 2.1 million walking trips each day. However, relative to other modes of travel, very little data exists to describe the infrastructure that makes these trips possible.

- Pedestrian infrastructure facilitates the most affordable form of transportation, playing a critical role in connecting Marylanders of all ages and abilities with transit, jobs, healthcare, and other destinations.
- Identifying barriers to safe and comfortable walking and rolling represents the first step in ensuring sidewalks meet everyone's needs.



Dara Baldwin

Director

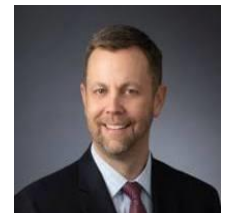
**National Policy, Center for
Disability Rights, Inc.**



Mike McGinn
Executive Director
America Walks



Francine Waters
MDOT



**Marshall
Stevenson**
SHA

Sustainable Growth:

How **walkability** creates more equitable and vibrant places for all - **1688 Registrants**



JOE McANDREW
Assistant Secretary for Project Development and Delivery



JAWAUNA GREENE
Assistant Secretary for Public Affairs & Strategy



REBECCA L. FLORA
Secretary of Planning



JACOB R. (JAKE) DAY
Secretary of Housing & Community Development



LAURA HERRERA SCOTT, M.D.
Secretary of Health

As Maryland's official state exercise, walking has many cross-cutting benefits to sustainable growth, from improved community vitality, health outcomes and transportation choices to reduced pollution and vehicle traffic. During this webinar, members of Governor Wes Moore's Sustainable Growth Subcabinet discussed how walkability and related issues are coming together to contribute to more equitable and vibrant communities throughout Maryland. It featured remarks by Rebecca Flora, AICP, LEED ND / BD+C, Planning Secretary, Jake Day, Housing and Community Development Secretary, Laura Herrera Scott, Health Secretary, Joe McAndrew, Assistant Secretary of Transportation, followed by a moderated discussion by Jawauna Greene, Assistant Secretary for Public Affairs & Strategy on the importance of these issues.

ACCOMPLISHMENTS



Develop and Strengthen New & Current Partnerships

WALKTOBER 2024 maintained more than 51 partnerships, an increase from the inception of WALKTOBER in 2020 partnerships of 20.



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

bikepedinfo@mdot.maryland.gov
email



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

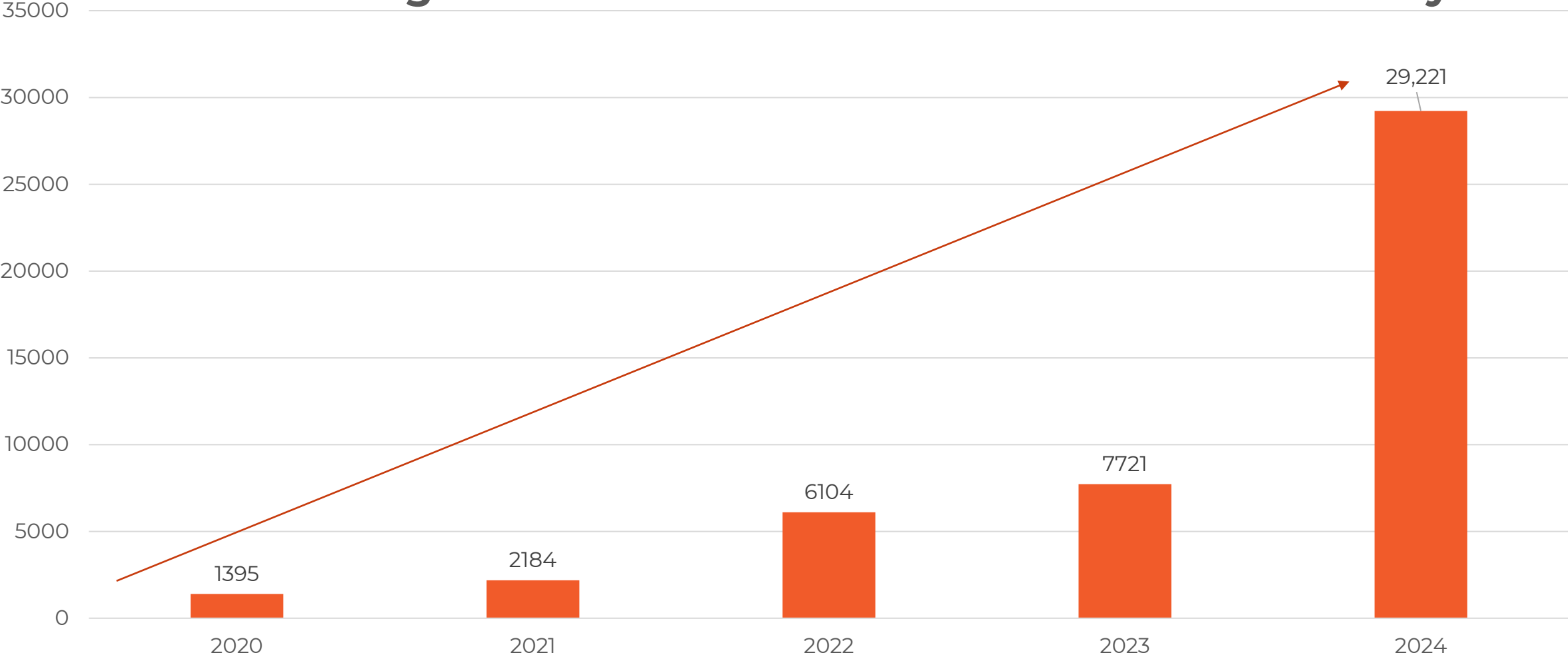
The 1st MDOT MBPAC Pedestrian Subcommittee met in March 2019; now, after our 5th WALKTOBER we have over 147 members meeting quarterly.



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

With our Complete Streets Initiative, Pedestrian Action Plan, Sidewalk Data Collaboration, Safe Routes to School

Clicks & Registration for WALKTOBER Walkinars Annually



WALKTOBER 2024 MILESTONES

The Governor heralded October "WALKTOBER" with a proclamation.

MDP hosted five Walkinars organized by MDOT eligible for American Institute of Certified Planners credits!

The Maryland Sidewalk Data Collaboration won the APA MD/MPCA's Interjurisdictional Coordination award

51 agencies, organizations and non-profits partnered for Walktober

All 24 school districts invited to WALK TO SCHOOL DAY, 55 schools registered

SOCIAL MEDIA OUTREACH
Twitter Impressions – 13,035
LinkedIn Impressions - 16,914
Facebook Impressions - 6,427
Instagram Impressions – 3,851

96 new requests to join the MBPAC Pedestrian Subcommittee!

WHAT ATTENDEES HAD TO SAY



- *“This is all great - and we need leaders in other states to see and hear why safety, accessibility, and economic vitality go hand in hand”*
- *“Excellent panel discussion. I don't currently reside or work in MD but am inspired by the great work underway in the state.”*
- *“Just a comment - the Walkinars were outstanding. Congratulations to everyone involved in organizing them.”*
- *“Appreciate the work of America Walks and the state of Maryland for being so proactive with their efforts.”*
- *“The ADA presentation was outstanding - more, please!”*
- *“The presentations (4 so far) have been great. Loads of great information and the speakers are wonderful and informative.”*
- *“All very good information that I will take with me and apply to my Complete Streets work.”*
- *“I thought today's speakers were inspiring.”*
- *“Each Webinar teaches me another way to cross-pollinate information.”*

MDOT Environment & Sustainable Transportation Program

Francine E. Waters

fwaters@mdot.Maryland.gov

