

“No one can whistle a symphony. It takes a whole orchestra to play it.”



In the beginning

- HIGHLIGHT PEDESTRIANS/WALKING
- DIFFERENTIATE WALKING FROM BICYCLING
- DEFINE A PLACE IN ITS OWN CATEGORY





This “WALKTOBER” initiative builds from core agency partnerships around Health, Education, and Aging to help celebrate “Walk Maryland Day” (October 7, 2020) - while expanding the agenda to reflect broader planning and advocacy concerns identified as part of Maryland’s Bicycle and Pedestrian Master Plan

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



WALKINAR

Get Maryland Walking:
What Can We Do? #1

October 1st

MDOT TSO OPCP

AARP

America Walks

WALKINAR

Pedestrian Infrastructure,
Safety, and Health #2

October 15th

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 Community Walk
Initiatives #4

Walking the Walk of Maryland's Pedestrian Agenda

October 29th

Walk Wicomico

Montgomery County Walk & Ride

Walk Howard

Get Maryland Walking: What Can We Do?



AARP

Danielle Arigoni
Director of Livable Communities



America Walks

Ian Thomas
State and Local Program Director
America Walks



Maryland Department of Transportation

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



Pedestrian Infrastructure, Safety and Health



Maryland Motor Vehicle Administration

Jeff Dunckel

Pedestrian - Bicycle Safety Program Manager
Maryland Highway Safety Office



Maryland Department of Health

Olubukola (Buki) Alonge, MD, MPH

Program Team Manager for the Center for Chronic Disease Prevention and Control
Maryland Department of Health



Maryland State Highway Administration

Kandese Holford

Regional Planner, Montgomery and Frederick Counties

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.



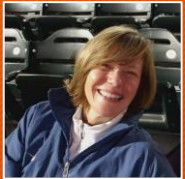
Dan Hudson is a Trail Planner with the Department of Natural Resources/Maryland Park Service.



Anat Caspi, Principal Scientist at the Paul G. Allen School of Computer Science & Engineering. Director of the Taskar Center for Accessible Technology.



Maryland Community Walk Initiatives: “Walking the Walk of Maryland’s Pedestrian Agenda”



Cara Rozaieski

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



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

The National Highway Traffic Safety Administration

The National Highway Traffic Safety Administration, is launching the first ever national campaign to address pedestrian safety. October will be “Pedestrian Safety Month.



Outreach & Social Media

[https://www.mdot.maryland.gov/tso/Pages/Index.aspx?
PageId=136](https://www.mdot.maryland.gov/tso/Pages/Index.aspx?PageId=136)

- GOVERNOR'S PROCLAMATION
- WEBSITE
- E-BLASTS
- LINKEDIN
- TWITTER
- FACEBOOK
- Secretary of Transportation's Welcome Videos

AGENCY & Interagency PARTNERSHIPS

- Office of Planning and Capital Programming (Brittany Brothers)
 - Writer & Editor
 - Design Consultant
 - Social Media Outreach & Development
 - Website Development & Content
 - Newsletters
 - Messaging - E-blasts, Scripts
 - WALKTOBER charts for presentation (Catherine Skeeter)
- Office of Strategic Customer Service
 - Logo design (Matt Straffin)
 - Website construction (Matt Straffin)
 - Videographer (David Walton)
- Maryland Department of Planning (Michael Bayer & John Coleman)
 - Host webinars
 - Newsletters
 - Walkinar Invitations
- The Secretary's Office of Public Affairs (Erin Henson & Team)
 - Press Releases
 - Proclamations
 - Twitter
 - Facebook



INTERAGENCY PARTNERSHIPS continued

- Office of Commerce
- Office of Tourism
- The Secretary's Office
- Department of Natural Resources
- Department of Health
- State Highway Administration
- Motor Vehicle Administration - Highway Safety Office



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.

Join for Walk-Related Webinars or “Walkinars” to hear of and share new thoughts and trends for promoting Walking and Walkability in Maryland.



Walking is an activity that many of us take for granted. But as pedestrian crash rates continue to rise, while walk access for daily needs is diminished, it’s becoming increasingly clear that walking and walkability is not something that will happen without our deliberate attention and action. This four-part series of webinars or “WALKINARs” is being convened by MDOT in partnership with a broad range of partners to help highlight how we can collectively rally around Walking - not only as an important element of our Active Transportation efforts, but also a critical component of how we hope to promote wellbeing for people throughout our state. In fact - Walking has also been recognized in statute as *The State of Maryland’s Official State Exercise!* Perhaps some of you didn’t realize that we had one? Well...

Participants will learn about new approaches to problem-solve and support advocacy for safer infrastructure, key resources to identify and strengthen partnerships, new tools and technologies to identify and plan for accessible routes for all ages and abilities, and other ways that both planners and practitioners can help build the momentum for making Maryland a great place to walk for all.

State Agency Testimonials on WALKTOBER

“October is perfect weather for walking in Maryland, and MDOT SHA has worked diligently to identify and implement infrastructure improvements that make walking a safe transportation alternative. Walktober is another opportunity to refocus on pedestrian safety and remind both motorists and pedestrians of their shared responsibility to make smart choices on our roadways. During this time of year, when daylight hours decrease and pedestrian visibility becomes more challenging, it is imperative that motorists stay alert, park their phones, obey posted speed limits and stop for pedestrians. MDOT will continue to enhance pedestrian safety by providing infrastructure that strives to positively influence good driving behavior while also encouraging safe pedestrian travel.”

**Tim Smith, Administrator, Maryland Department of Transportation
State Highway Administration**

“As Marylanders across the state are out enjoying *Walktober*, we want to remind everyone on the roads that we all have a responsibility to keep each other safe. Drivers should remain vigilant and stop for pedestrians, and pedestrians should use crosswalks and wait for the appropriate signals. No matter how we choose to get to our destination, let’s all get there safely.”

Chrissy Nizer, Administrator, Maryland Department of Transportation Motor Vehicle Administration and Governor Larry Hogan’s Highway Safety Representative.

"Walktober is a fun way to get outdoors to travel around Maryland by foot and explore Maryland's trail system that is second to none."

Kelly Schulz, Secretary, Maryland Department of Commerce.

“As we have been reminded this year, spending time outdoors is essential to our health and well-being. During ‘Walktober’, the Maryland Department of Natural Resources encourages every Marylander to walk in their nearest park or local green space. Participants are also invited to explore Maryland’s state-owned public lands which offer more than 1,000 miles of trails for everything from a light stroll to a serious hike -- including ADA accessible and family and senior-friendly options -- to help you experience and connect with our state’s beautiful natural resources.”

Jeannie Haddaway-Riccio, Secretary, Maryland Department of Natural Resources

State Agency Testimonials on WALKTOBER

“The health benefits of walking are clear and indisputable, and it is an exercise that people of all ages are able to enjoy. The Maryland Department of Health is proud to participate in Walktober 2020 to support the health and welfare of all of our employees.”

Robert R Neall, Secretary, Maryland Department of Health

“As we move through this public health crisis, it is important to continue to take care of ourselves in body and spirit. Walking is one way to do this and it is affordable for everyone. Walktober is a wonderful event which combines fun competition and a truly important health goal, and we look forward to being a part of it.”

Dr. Jinlene Chan, Deputy Secretary of Public Health, Maryland Department of Health

"Promoting health and wellness in our state's communities is a priority for the University of Maryland Extension. We're excited to partner with MDOT to enhance the safety of our neighborhoods, to educate pedestrians and drivers, and help make Maryland a safer, healthier place for everyone."

**Jinhee Kim, Family and Consumer Sciences Program Leader,
University of Maryland Extension**

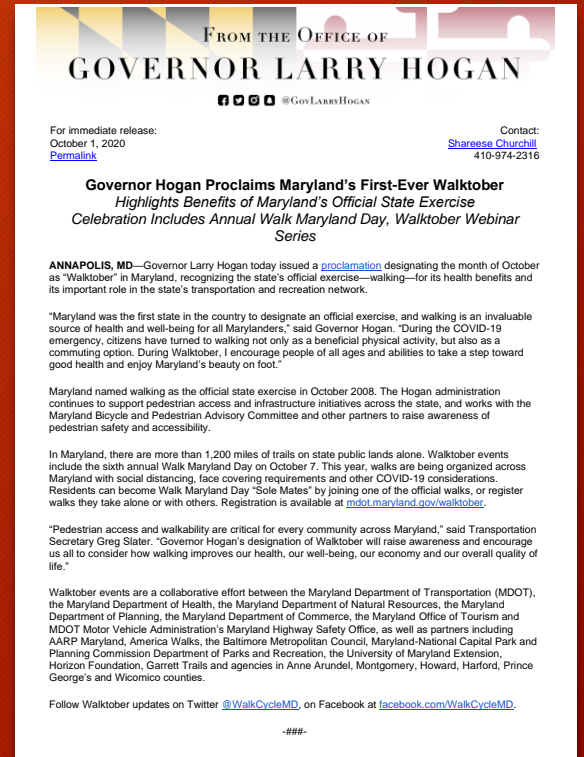
"As a promoter of livable and walkable communities, Planning is proud to support Walktober. This is literally a step in the right direction for building healthier communities and increasing personal health."

Rob McCord, Secretary, Maryland Department of Planning

Governor Hogan Heralds the month of October “WALKTOBER”



WALKTOBER



WALKTOBER E-Blast



**Celebrate Maryland's Official
Exercise with Walktober!**

WALKTOBER

Walking is an activity that's part of daily life for many Marylanders, and is recognized as a healthful transportation choice. In fact, walking is Maryland's official state exercise! But with issues of pedestrian safety and access, many communities recognize walking – and improving the walkability of our neighborhoods – are goals that require public attention and action.

Join us for Maryland's first ever **WALKTOBER**, a month where the Maryland Department of Transportation (MDOT) and partnering agencies will promote and host events and webinars spotlighting Maryland pedestrian safety, health and commuting options in current walk programs and initiatives.

<http://www.mdot.maryland.gov/walktober>

Walk Maryland Day

Wednesday, October 7, 2020

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.

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"** are participants who sign up to join registered walks throughout the State.



Free Walkinars

Walking is an activity that many of us take for granted. But as pedestrian accident rates continue to rise and access to safe pedestrian spaces is diminished, communities are recognizing that walking — and improving the walkability of our neighborhoods — requires public attention and action.

Throughout October, the Maryland Department of Transportation (MDOT), in coordination with a several state agencies and other partners, will sponsor a series of 90-minute webinars, or Walkinars, to highlight how we can collectively rally around walking, an activity that is both central to the state's Active Transportation efforts and a critical component promoting public well-being.



https://extension.umd.edu/walkmd

UNIVERSITY OF MARYLAND EXTENSION

Search

ABOUT TOPICS PROGRAMS LOCATIONS GET INVOLVED RESOURCES & PUBLICATIONS NEWS & EVENTS

Walk Maryland

Walk MD! Walk MD! Trail Exercise Equivalents How To Resources Walk Maryland Day

Home » Walk MD!

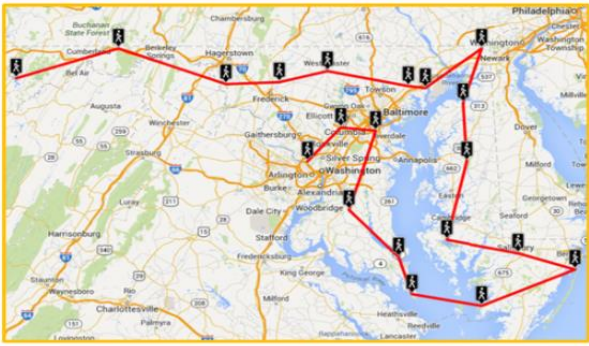
Walk Maryland

- Walk MD!
- Walk MD! Trail**
- Exercise Equivalents
- How To
- Resources
- Walk Maryland Day

Connect With Us

f t YouTube

Walk MD 500 Mile Trail and Milestones



Registered walkers use an interactive map to track progress along the trail.

Walk MD! Trail and Milestones

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WALKTOBER


About:

Walk MD is a program that encourages you to increase your physical activity in a fun, community-oriented way with a challenging 500 mile virtual walk around the state of Maryland. You may participate as an individual or as a group with others, such as a classroom or youth group such as 4-H.

The goals of this program are to help you develop regular physical activity habits, get healthier and more physically fit, and have fun!

Contact Us

Walk MD!
1102 Symons Hall
7998 Regents Drive
College Park, MD 20742
[Get Directions](#)



Registration & Log-in

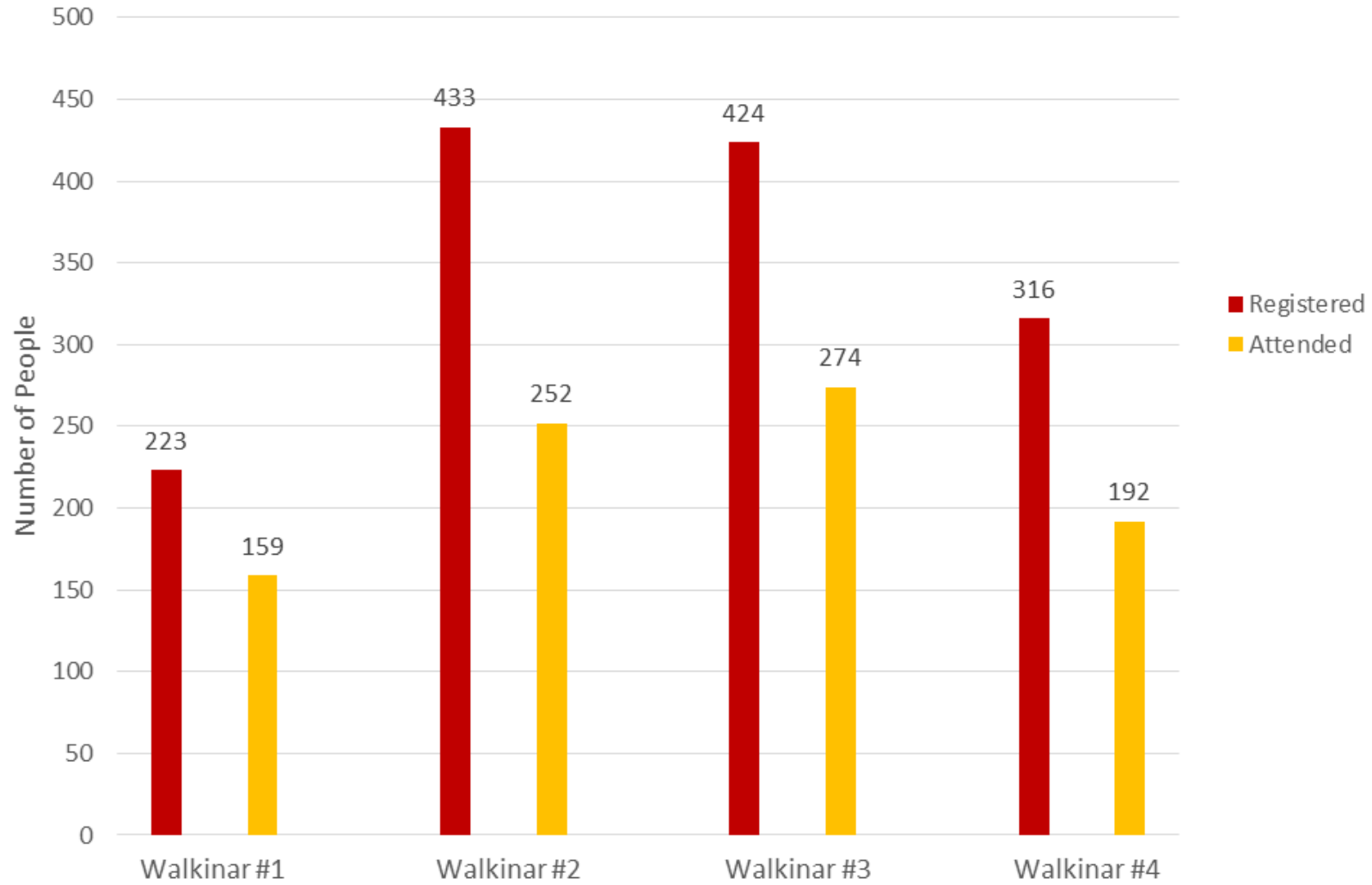
UMD RIGHT NOW

New Evidence Shows Regular Exercise Improves Blood Cholesterol & Reduces Cardiovascular Disease Risk

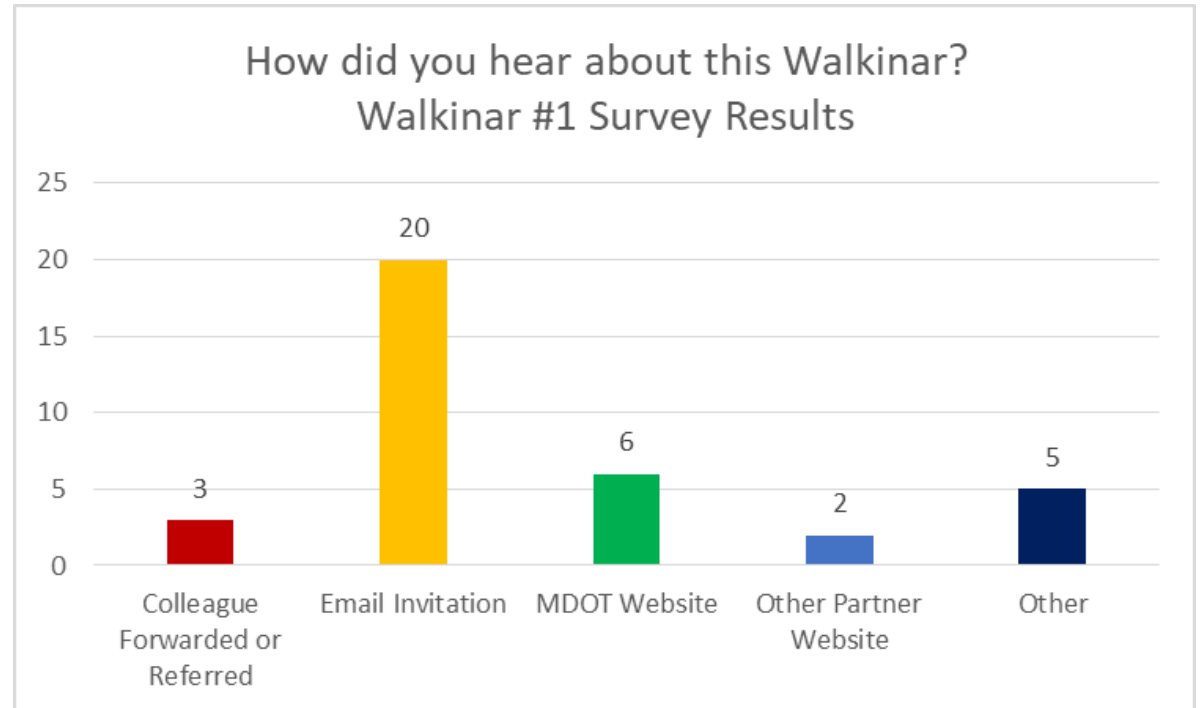
WALK MARYLAND

Welcome to Walktober!

Walkinar Registrations

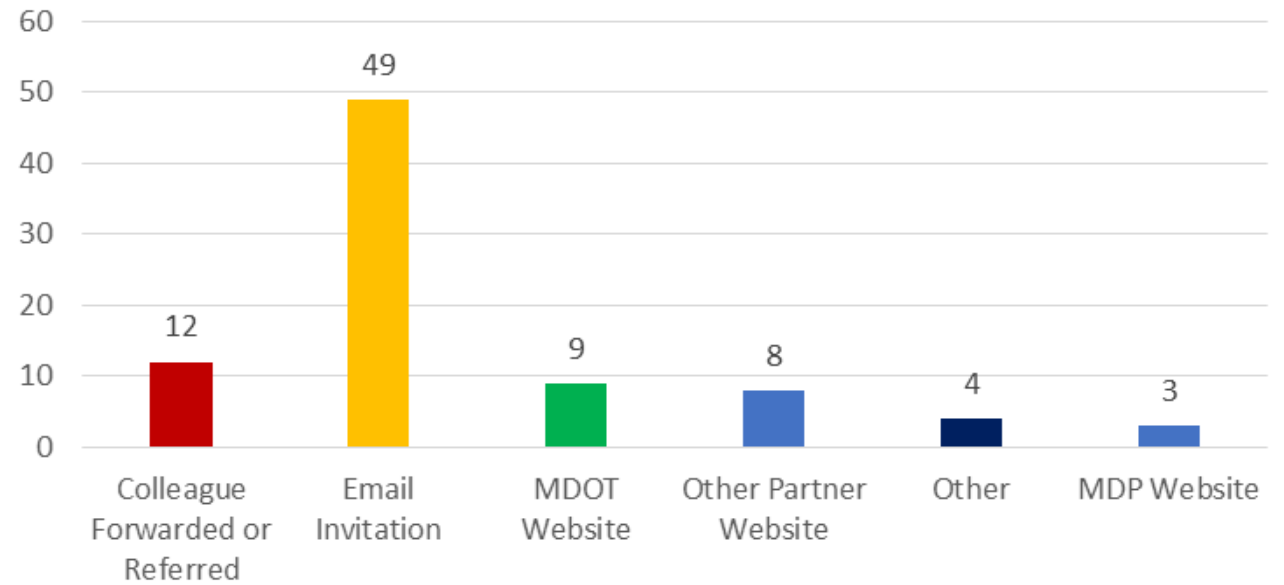


Outreach Impact #1

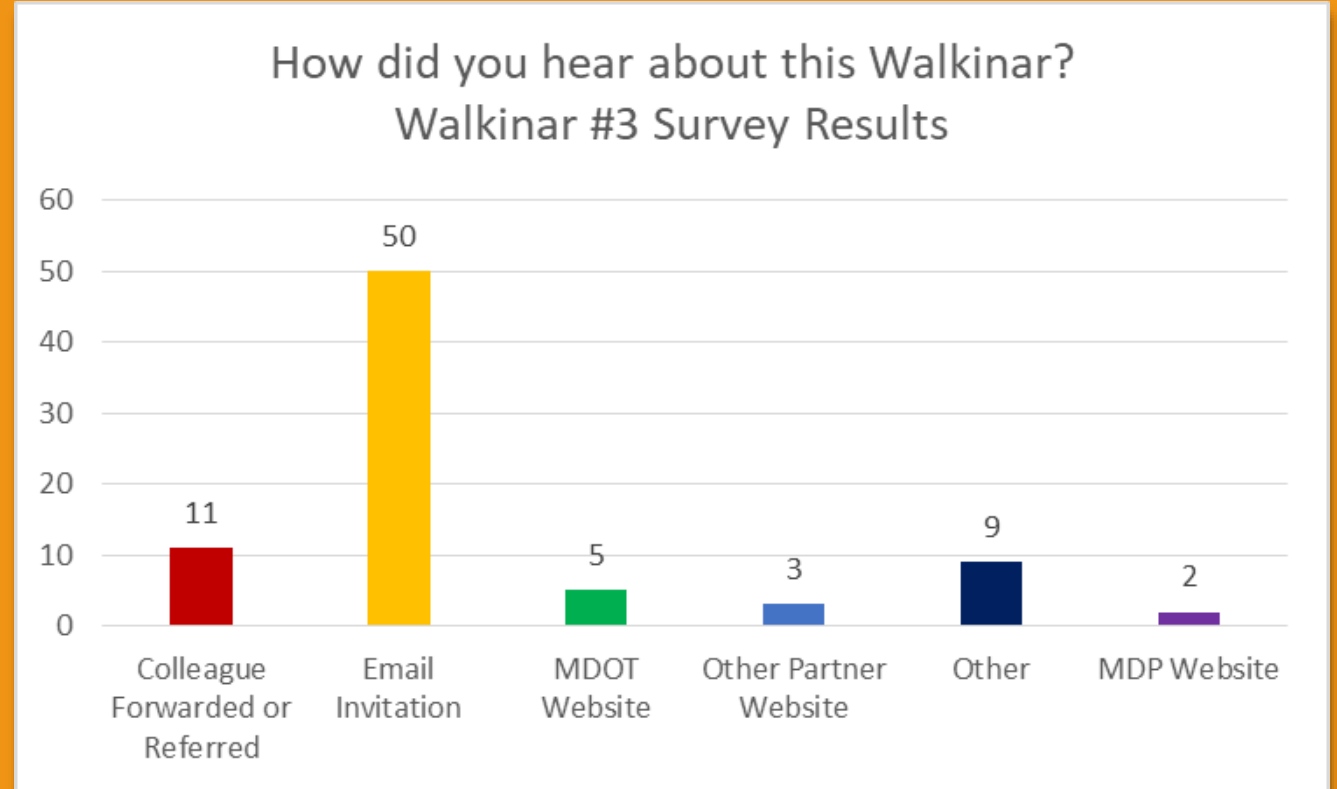


Outreach Impact #2

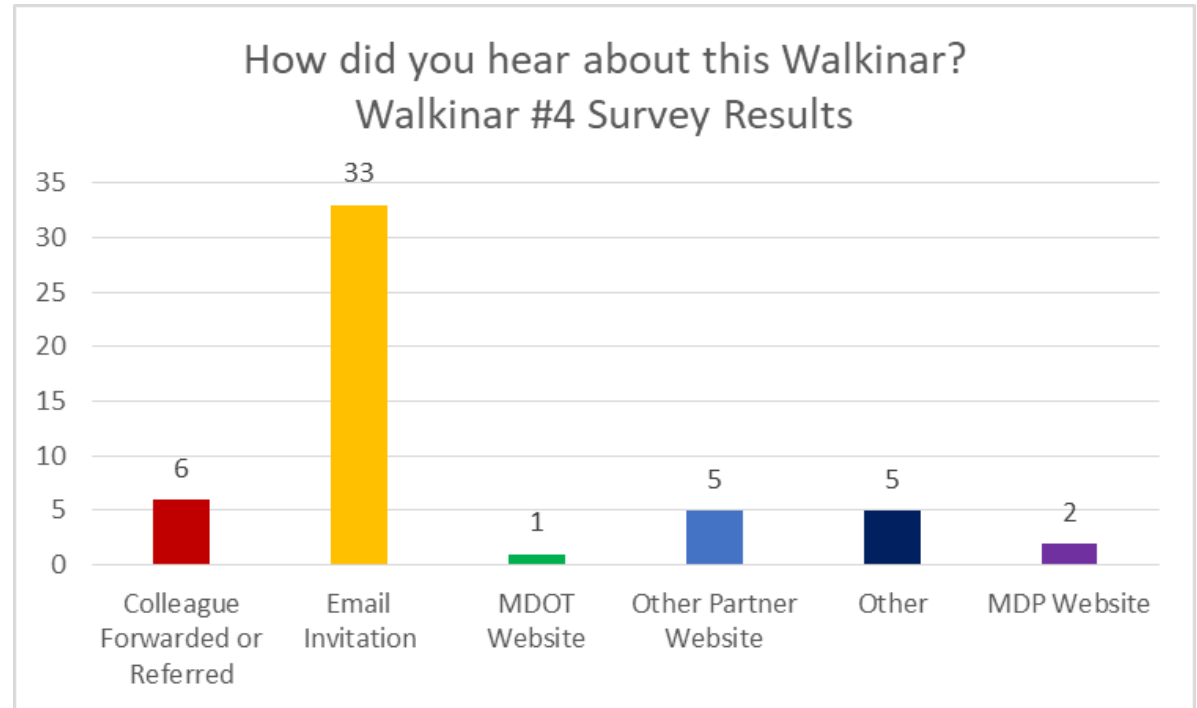
How did you hear about this Walkinar?
Walkinar #2 Survey Results

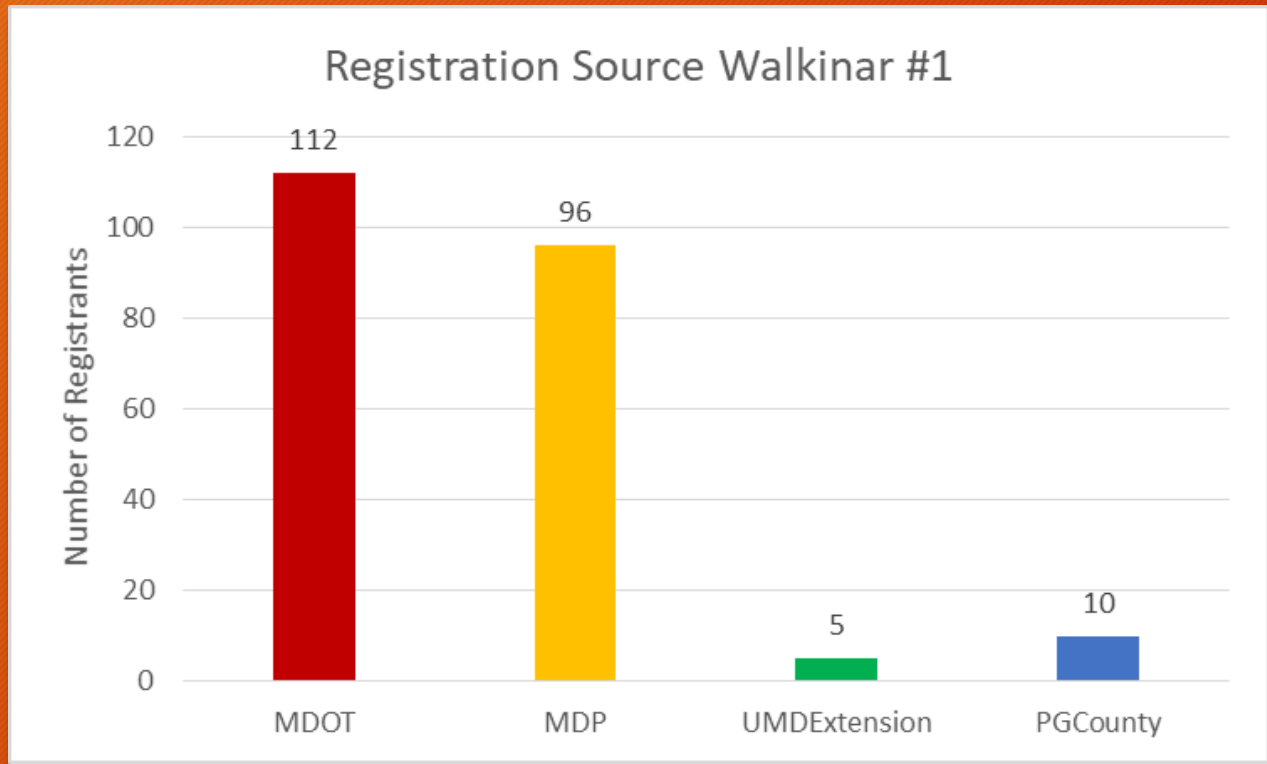


Outreach Impact #3

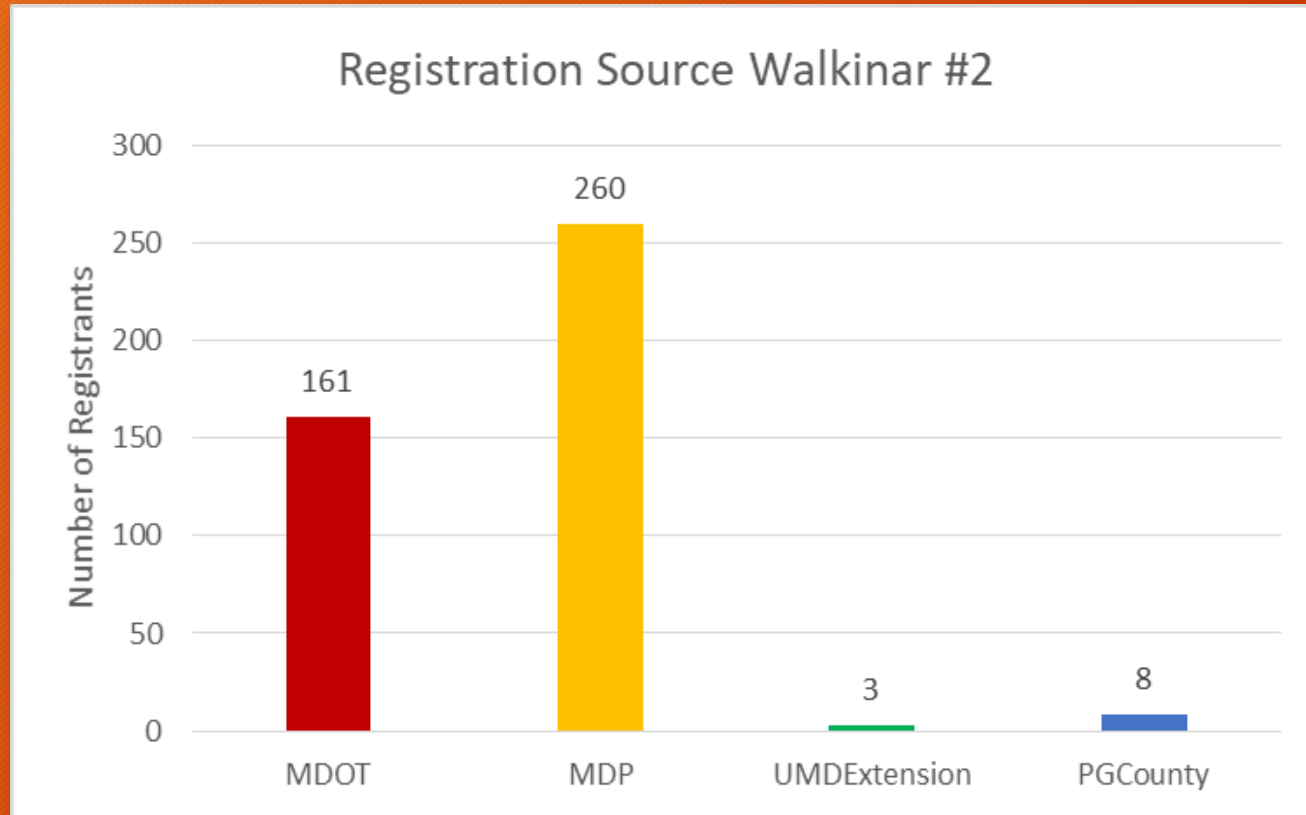


Outreach Impact #4

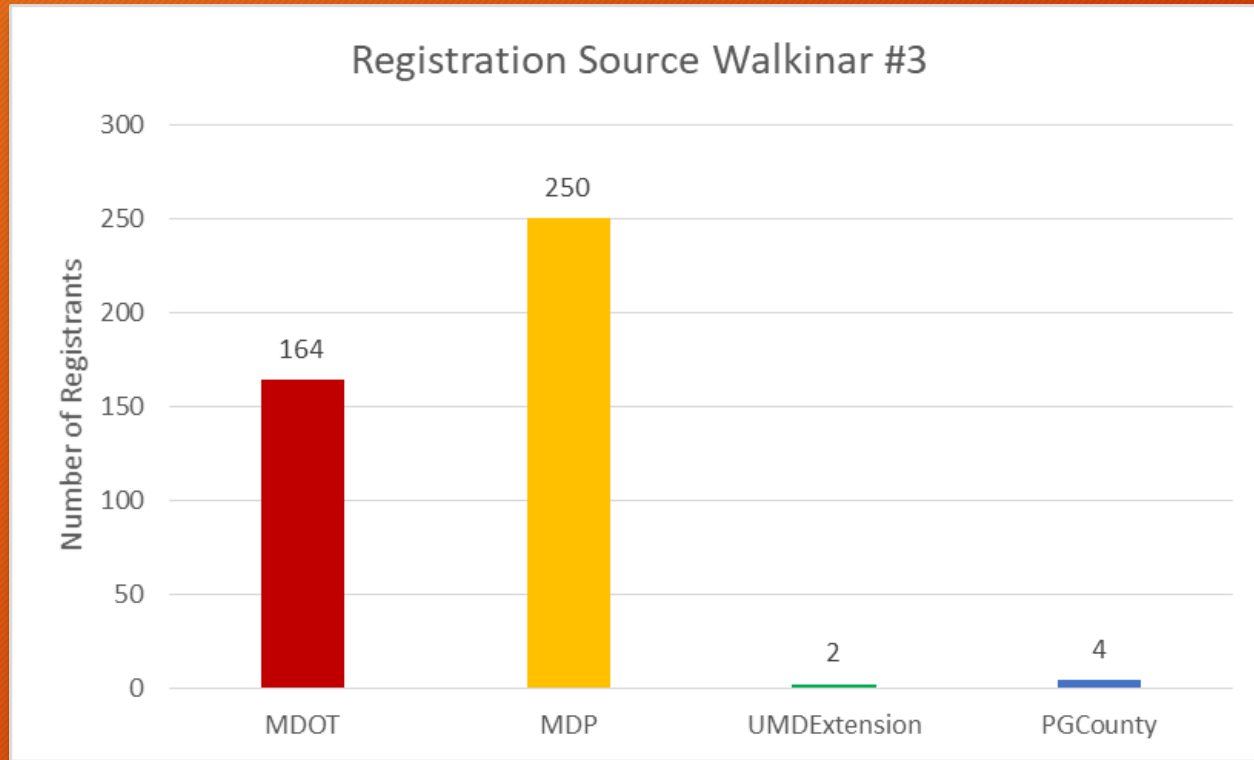




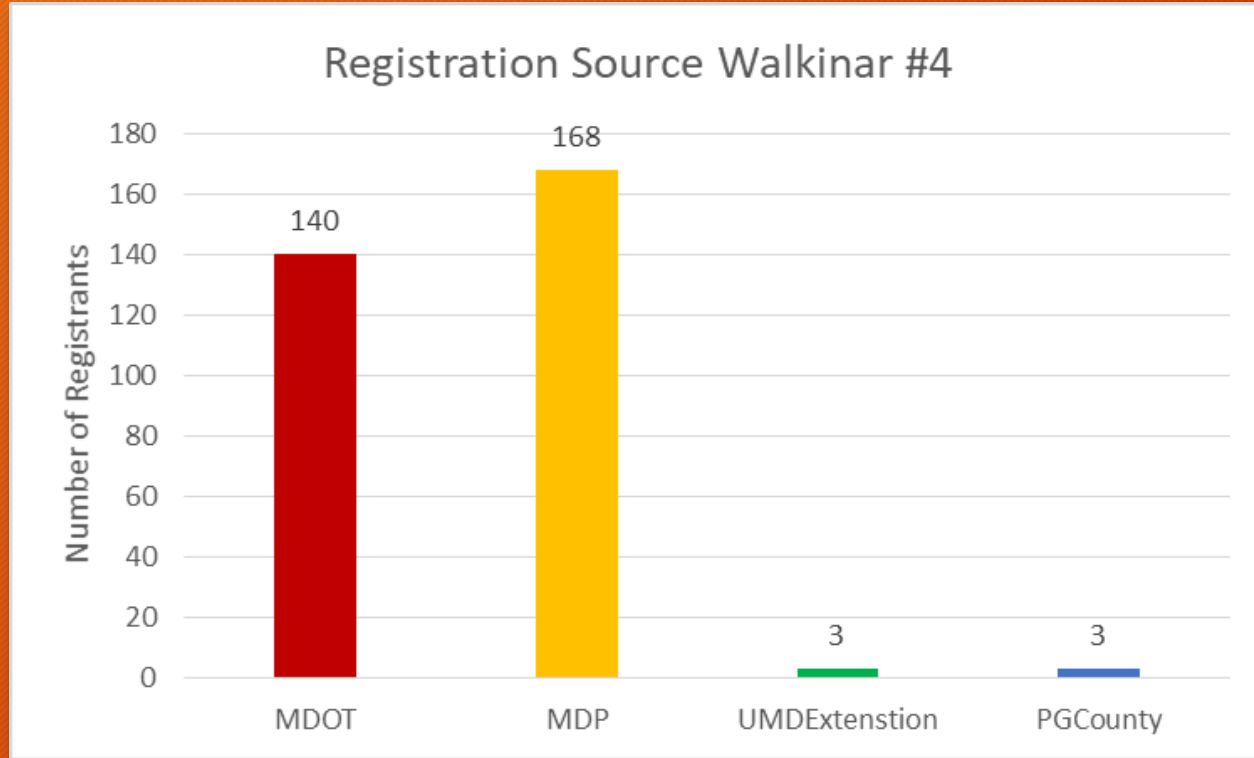
Walkinar #1 - Registration Source



Walkinar #2 - Registration Source

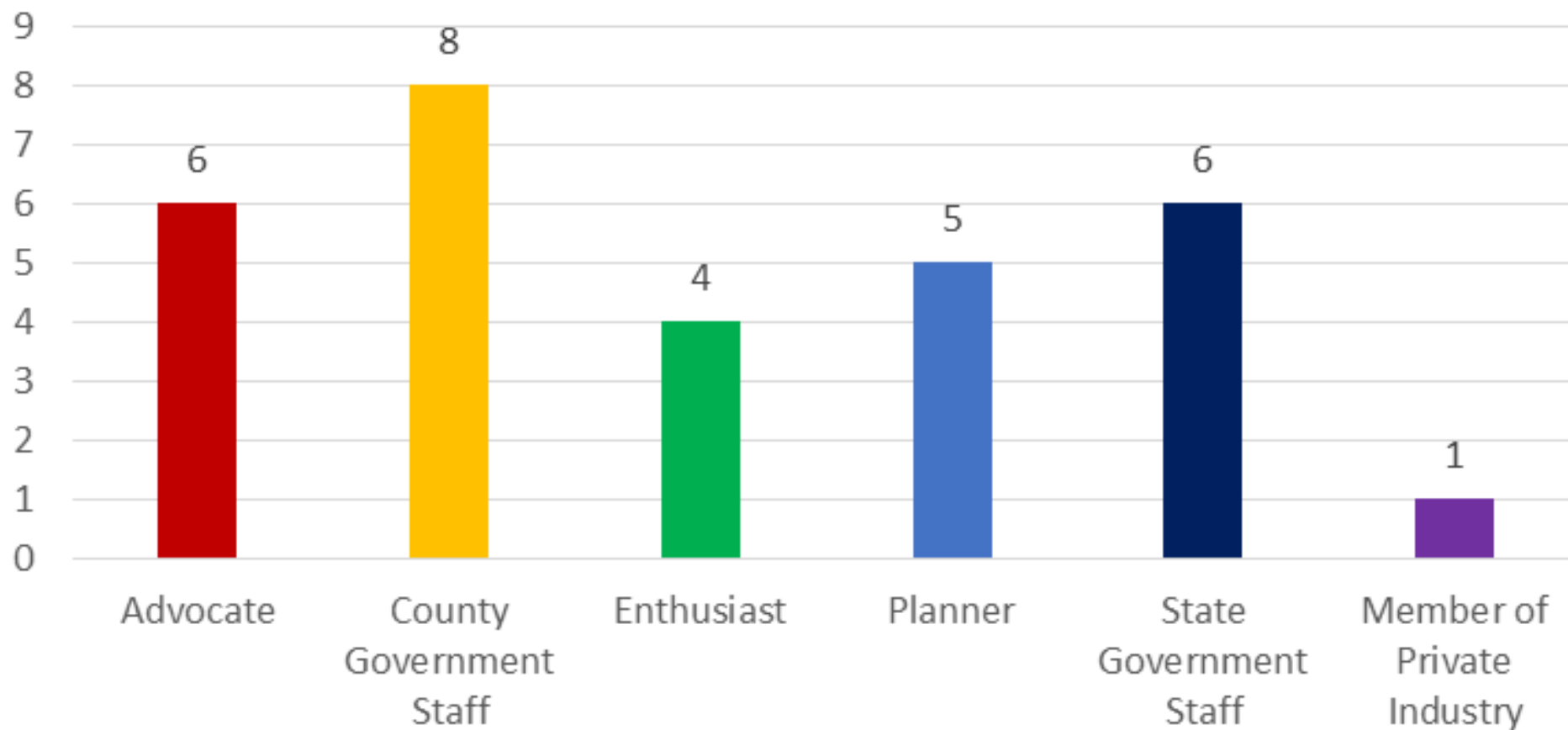


Walkinar #3 - Registration Source

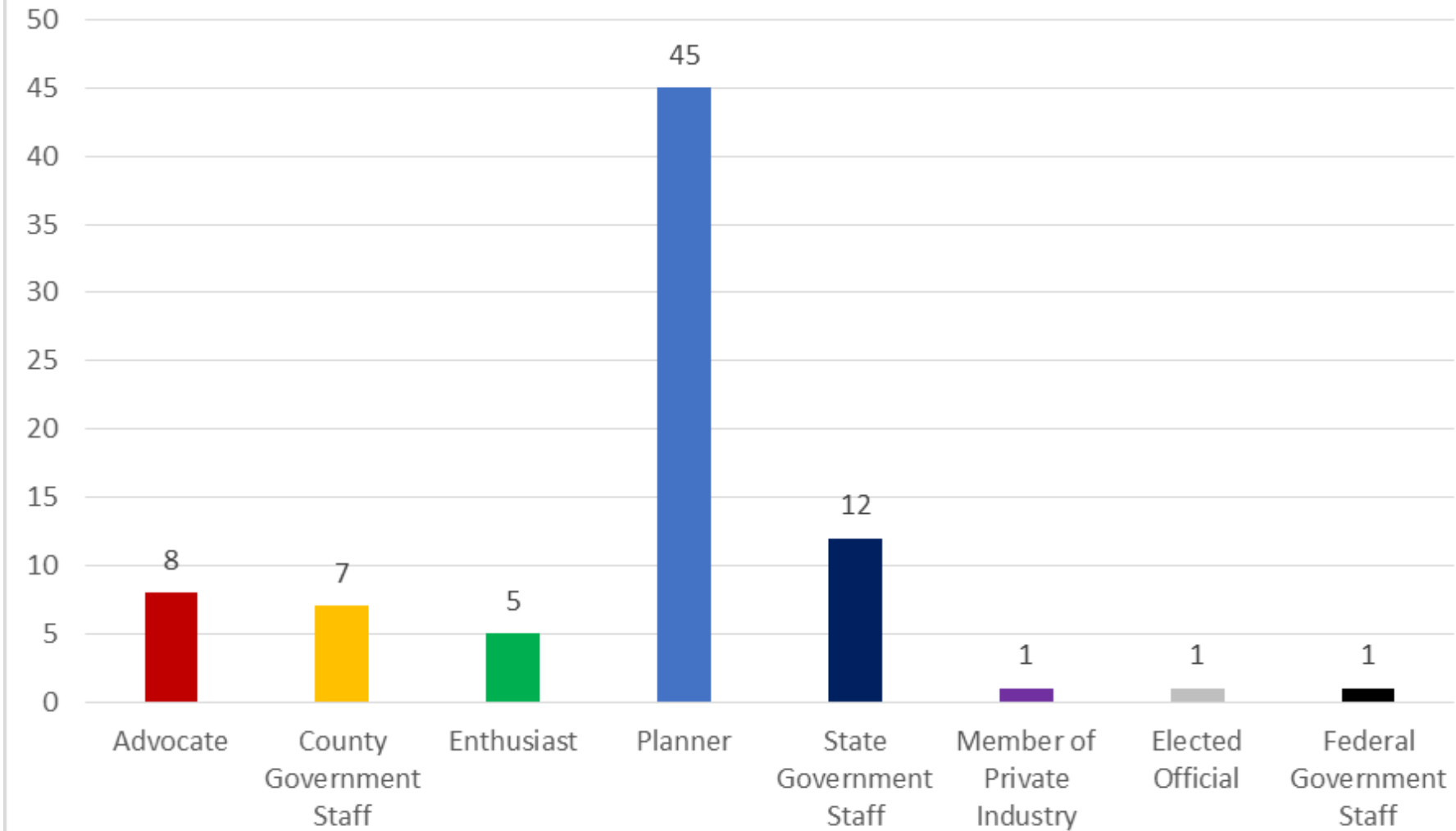


Walkinar #4 - Registration Source

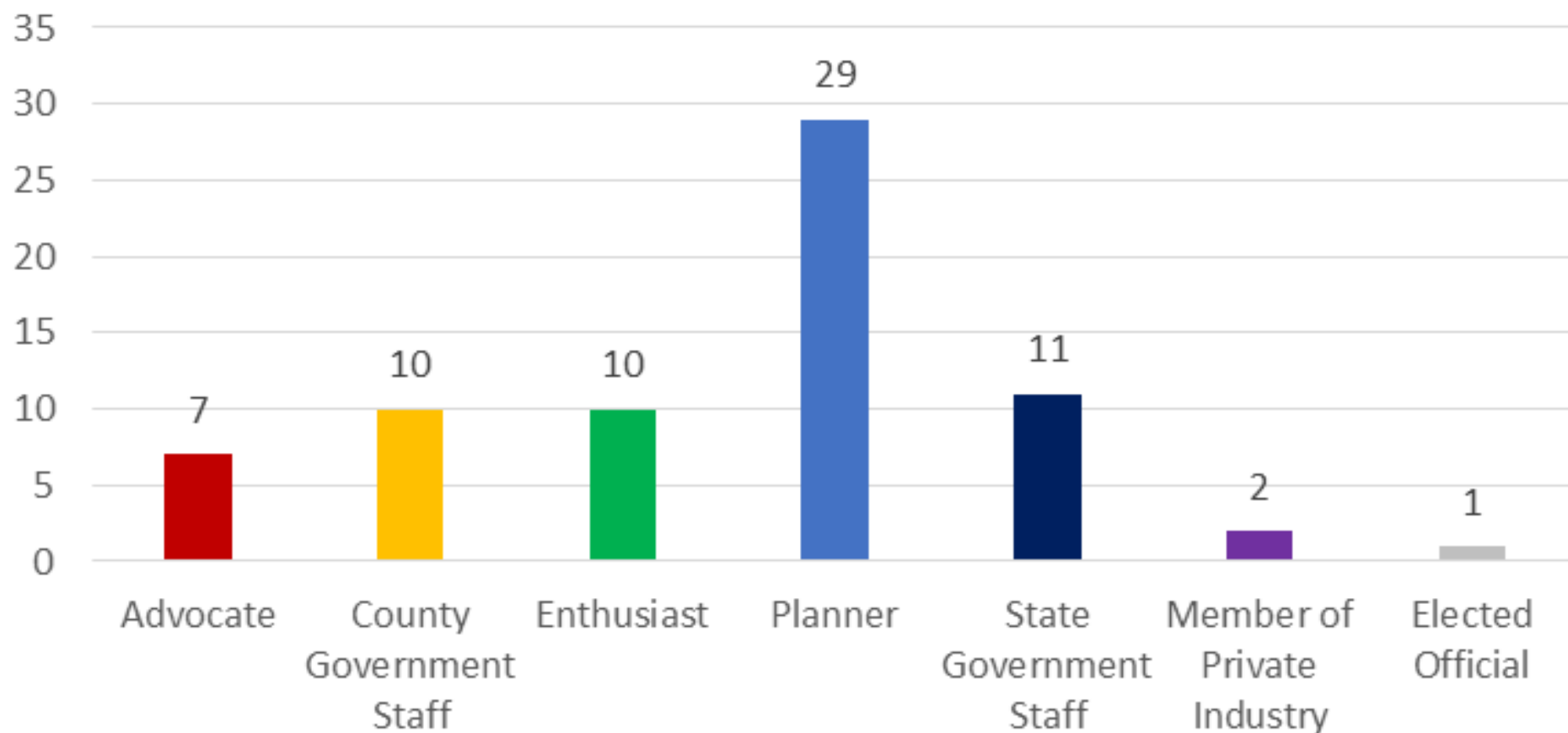
How Attendees Self-Identified, Walkinar #1 Survey Results



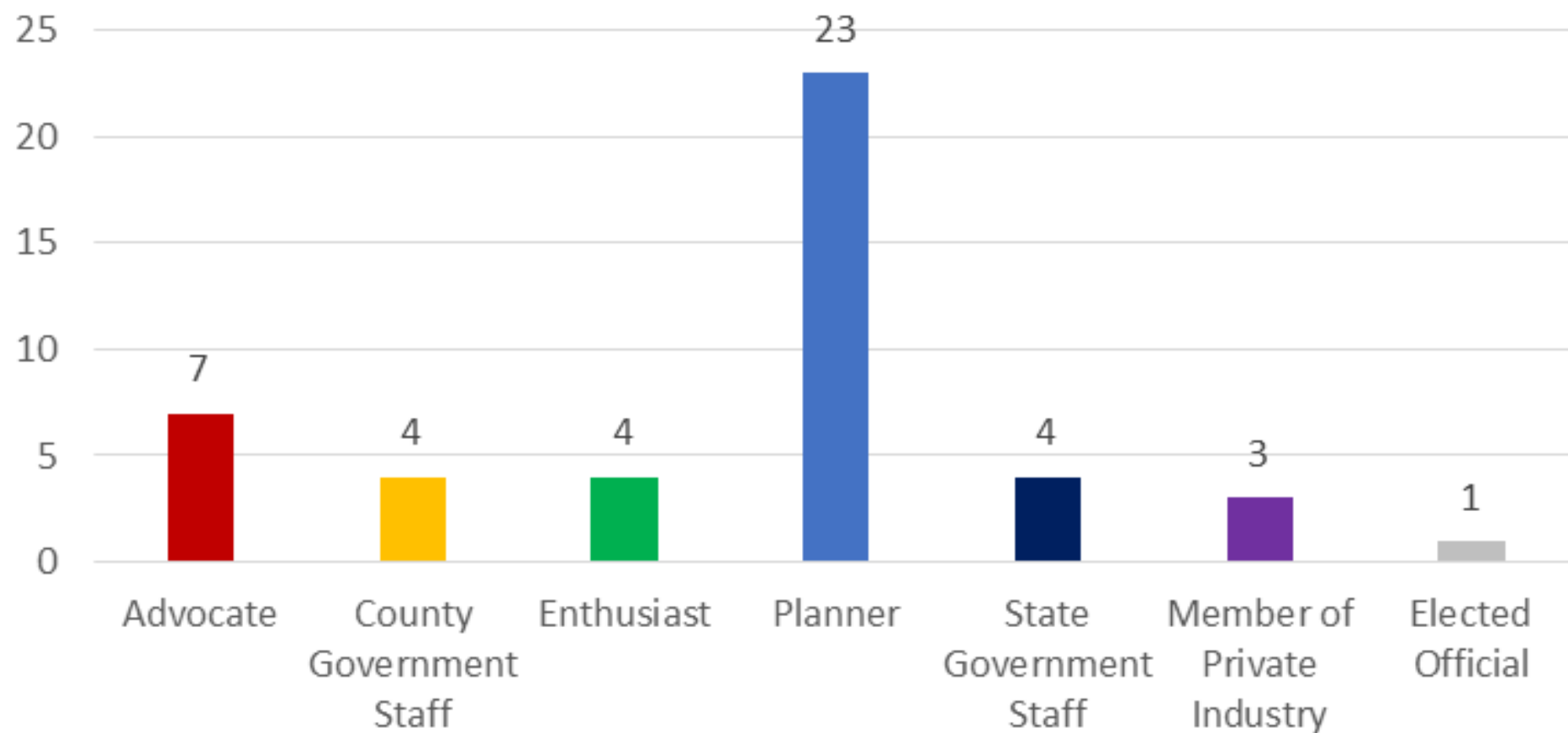
How Attendees Self-Identified, Walkinar #2 Survey Results



How Attendees Self-Identified, Walkinar #3 Survey Results



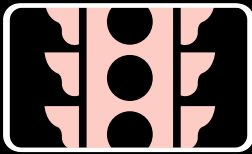
How Attendees Self-Identified, Walkinar #4 Survey Results



STRATEGIES FOR SUCCESS

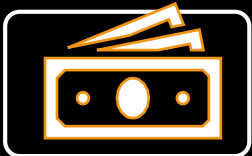
- ✓ Develop and Strengthen Partnerships
- ✓ Cultivate advocacy to help problem-solve and promote safer infrastructure and practice
- ✓ Educate Marylanders about the Importance of Walkability and how to achieve it
- ✓ Expand awareness and participation in existing Walk Programs and Events
- ✓ Promote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

WALKTOBER Accomplishments



SAFETY

Platform to provide latest data on pedestrian fatalities on Maryland roadways



INVESTMENT

Address quality of life issue for building Sustainable Communities



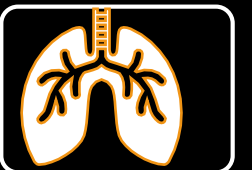
COORDINATION

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



EDUCATION

Emergence of new technologies



HEALTH

Active transportation to support Health outcomes



OBJECTIVES ACHIEVED



1. Develop and Strengthen New & Current Partnerships

WALKTOBER generated over 20 partnerships



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

The Walkinars generated 99 attendees' comments and additional questions



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

1,396 people registered to attend the Walkinars



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

WALKTOBER generated over 70 news events from Baltimore to Frederick to Washington, D.C. on tv, radio and news-print!

- *The Governor heralding October “WALKTOBER” with a proclamation.*
- *Secretary of Transportation, Greg Slater welcoming all the Walkinar attendees.*
- *MDP has been our host for each of the walkinars in which planners received 1.5 American Institute of Certified Planners credits!*
- *If you missed any of these Walkinars, they were recorded and are posted on our WALKTOBER webpage. We have also added a resource page, partners page, and news page to the website.*
- *MDP recorded the Walkinars and have already posted all the Walkinars on SmartGrowth.org. Walkinar #2 has had 7,000 views!!!!*

WALKTOBER SUCCESSSES

HIGHLIGHTS OF 2020 WALK MARYLAND DAY

- Governor Larry Hogan proclaimed October 7, 2020 as Walk Maryland Day
- 70 registered Walks
- 16 Counties hosted registered walks throughout Maryland
- Created Sole Mates and “Sole O” Walkers



Would you be
interested in serving
on an Advisory
Committee focused
on walking?

51 Walkinar Attendees
were interested in serving

WALKTOBER PARTNERS

- Maryland Department of Transportation
- Maryland Department of Planning
- AARP
- Maryland Department of Natural Resources
- Maryland Department of Commerce
- Maryland State Highway Administration
- Maryland Motor Vehicle Administration - Highway Safety
- Maryland Department of Tourism
- University of Maryland Extension
- Montgomery County DOT
- Prince Georges County DOT
- Harford County
- Baltimore Metropolitan Council
- Prince Georges County M-NCPPC
- Horizon Foundation
- Montgomery County Planning
- Anne Arundel County
- Garrett Trails

Current & Possible Next Steps

- Form a Pedestrian Subcommittee under MBPAC from interested Walkinar attendees
- Biennial Pedestrian Newsletter
- ✓ Ask Partners to provide information on their walking events throughout the year. MDOT to support their efforts through social media & pedestrian newsletter
- Continue on-going communication with Partners
- ✓ Save the Date for 2021 WALKTOBER
- Review and follow up on recommendations from Walkinar responses
- ✓ Begin list of possible Walkinar speakers for 2021
- Reach out to possible WALKTOBER sponsors for 2021
- ✓ Update A-Weber list to include all registrants
- ✓ Debrief Partners on WALKTOBER





Lead

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

Office of Planning & Capital Programming

Francine E. Waters

fwaters@mdot.Maryland.gov