

Example Strategies Promoting Opportunities for Transit

Following are some example strategies for promoting opportunities for transit. While these have been collected from the literature and are showing some promising potential, their inclusion on these pages does not imply they are a good fit for your community. Please use the links provided to learn more about the strategies. The strategies are organized into three categories:

Environment Strategies



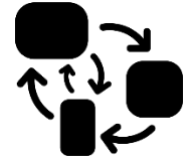
Page 1

Policy Strategies



Page 4

System Strategies



Page 5

Environment Strategies

Strategies to shift aspects of the physical, built, or social environment

Create community environments supporting active transit



Adopt a Complete Streets planning approach

Complete Streets is a planning and development approach to make the street network safer for drivers, transit users, pedestrians, & bicyclists. For instance, development featuring a mix of commercial and residential uses provides greater opportunities for walking and biking, while development patterns that feature high density and/or a series of buildings with continuous street or sidewalk frontage are more conducive to pedestrian activity than low-density development that is set back from the road behind a large parking lot. (Directly cited from Networks Northwest, 2015)

<http://www.networksnorthwest.org/userfiles/filemanager/5578/>

Some specific intervention ideas include:

- Well-lit sidewalks, shared-use paths, and recreational trails
- Safe roadway crossings
- Creation of bicycle-supporting infrastructure including shared-use paths and interventions that reduce motor vehicle traffic and vehicle speed on neighborhood streets (e.g. bicycle boulevards)
- Safe pedestrian and bicycling connections to public transportation
- Safe and convenient pedestrian and bicycling connections to public park and recreation areas (Directly cited from CDC, 2010) <https://www.cdc.gov/transportation/recommendation.htm>
- **Example:** The City of West Palm Beach, Florida, adopted a downtown-wide traffic calming policy to improve street safety for nonmotorized users. The city's main streets were retrofitted with important pedestrian safety measures, including raised intersections, two-way streets, road narrowings and roundabouts to slow traffic, wide sidewalks, tree-lined streets, and shortened pedestrian crossings. As a result of these efforts, city streets are perceived as safe by pedestrians, property values more than doubled in the downtown area, and commercial retail space is 80% occupied (Directly cited from CDC 2009 https://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf)

Example Strategies Promoting Opportunities for Transit

Use “transit oriented” mixed-use development to locate housing next to jobs, services, shopping, and public transit

Affordable housing shortages force many people to commute farther into the countryside where homes are cheaper. Use city planning, legislation, local and state financing incentives, and zoning processes to put higher density residential housing or mixed use development close to jobs, services, and shopping to promote active transit, lower transportation costs, and reduce traffic and congestion. (Networks Northwest, 2015

<http://www.networksnorthwest.org/userfiles/filemanager/5578/>; CDC, 2009

https://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf)

- **Example:** The Amtrak station in Emeryville, California, is an example of transit-oriented development (TOD) which focuses on creating compact growth around transit stops as a way to increase access to public transportation. EmoryStation incorporates a 550,000-square-foot mixed-use complex surrounding a regional commuter rail line station. The station complex includes 150 units of owner-occupied lofts and townhomes, a senior living housing project, office and commercial space, and plentiful above- and below- ground parking to accommodate commuters and residents (Directly cited from Parker & Arrington, 2002). https://archive.org/stream/ERIC_ED507769/ERIC_ED507769_djvu.txt
- **Example:** The city of Richmond, California, attracted a national discount grocery store to an urban retail center with adjacent affordable housing by offering an attractive incentive package, which included land sold at a reduced cost to the developer; a Federal Urban Development Action Grant of \$3.5 million for commercial development; a zoning designation that provided tax incentives; assistance in negotiations with State regulatory agencies; improvements to surrounding sidewalks, streetscape, and traffic signals; and concessions on design standards (Directly cited from CDC, 2009).

https://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

Use public transit to connect high-poverty communities with job centers

Many regions are prioritizing creating transit connectivity between concentrated areas of poverty and regional job centers (e.g., the Twin Cities, Boston, Denver, Sacramento, and the San Francisco metro areas are tying future transit investments to affordable housing zoning and production). (Rose and Miller, 2016)

http://www.policylink.org/sites/default/files/HCO_Web_Only.pdf

Remove barriers to using public transportation

Strategies can be used to remove barriers to accessing public transportation stations, bus stops, and city car-share locations.

- **Example:** Provide bicycle storage at point of departure locations. Improve sidewalks, crosswalks, paths, and bike lanes. Integrate safety measures such as well-lighted crosswalks and signal timing. Remove barriers to pedestrians and bicyclists on roads and intersections near public transportation stations and bus stops. Use traffic calming to control automobile traffic in particular areas (CDC, 2010, Litman, 2017).

<https://www.cdc.gov/transportation/recommendation.htm>;

<http://www.vtpi.org/tranben.pdf?b81542c0?db0c3fd8>

Fund “last mile” connections in underserved communities

Strategic investments in sidewalks and bicycle facilities, particularly in low-income communities and communities of color, can provide needed travel options and “last-mile” connections to local or regional buses and trains that travel to employment centers. (Directly cited from Transportation for All, p. 4, 2016)

<http://www.policylink.org/sites/default/files/Transportation-for-All-FINAL-05-10-16.pdf>

- **Example:** California’s Active Transportation Program requires that at least 25 percent of state funding for sidewalks and bicycling paths goes to low-income communities. (Directly cited from Transportation for All, p. 4, 2016) <http://www.policylink.org/sites/default/files/Transportation-for-All-FINAL-05-10-16.pdf>

Example Strategies Promoting Opportunities for Transit

Create public bike-sharing systems

Public bike-sharing systems put shared bicycles throughout an area that can be used for short and long distance trips, as well as to connect to other transit modes (e.g., bus). Individuals can access these bikes through a small fee or through membership in a bike-sharing organization. While the majority of North American bike-sharing operators charge for use, some community-based bike-sharing organizations do not. “By addressing the storage, maintenance, and secure parking aspects of bicycle ownership, bike-sharing encourages cycling among users who may not otherwise use bicycles.” (Shaheen, 2014). http://scholarworks.sjsu.edu/mti_publications/71/

Create public car-sharing systems

Provide short-term rentable cars by the hour or day.

- **Example:** A car-sharing service was started in Ann Arbor, MI by General Motors. GM cars are available to rent by the hour or by the day in 21 parking lots across the city. http://www.mlive.com/auto/index.ssf/2016/01/gm_launches_maven_car-sharing.html
- **Example:** Electric car share program was started in Sacramento public housing complexes. Program puts 2 cars at each complex which can be used for 3 hours or less. To access the car share program, people must live in one of three public housing complexes and register through the program. The program is paid for by a grant from California cap-and-trade funds, the Sacramento Housing and Redevelopment Agency, Mutual Housing California, the Sacramento Municipal Utility District, the city of Sacramento and Policy in Motion. <http://www.cpradio.org/articles/2017/05/05/south-sacramento-residents-to-benefit-from-car-share-program/>

Provide safe routes to school infrastructure and incentives

Safe routes to School (SRTS) is an approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools, safety education and incentives to encourage walking and bicycling to school. Nationally, 10%-14% of car trips during morning rush hour are for school travel. SRTS initiatives improve safety and levels of physical activity for students. SRTS programs can be implemented by a department of transportation, metropolitan planning organization, local government, school district or even a school. Extensive resources are available through a national center, including an SRTS guide, parent surveys and student tallies and simple strategies such as the walking school bus that schools can use to support bicycling and walking. (Directly cited from Transportation Health Tool, 2015) <https://www.transportation.gov/mission/health/Safe-Routes-to-School-Programs>

Locate schools within neighborhoods to promote walking and biking

Locate schools within local community neighborhoods to encourage more students to walk and bike instead of taking the bus.

- **Example:** Milwaukee’s *Neighborhood Schools* initiative built six new schools and revamped and expanded dilapidated schools located in and around community neighborhoods. The initiative’s goal was to reduce the number of students bused to schools around the city and increase the number of students walking or biking to schools (National Center for Safe Routes to School, 2007). https://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

Use “Road Diets” to create space for multi-function roads and sidewalks

Road diets involve reducing the number of lanes on road segments in order to provide room for streetscape and multi-modal facilities, such as sidewalks, bike lanes, or transit stops, within the road right-of-way without causing future capacity concerns. This is especially true for road segments that have adjacent land-use patterns of commercial and residential development that can benefit from additional multi-modal facilities. Aesthetic improvements can also be implemented to improve the design of the corridor. (Directly cited from Networks Northwest, 2015) <http://www.networksnorthwest.org/userfiles/filemanager/5578/>

Policy Strategies

Strategies to shift policies, practices, or procedures

Create requirements and standards to promote opportunities for active living



Require new development to include sidewalks and bike facilities

Require new residential areas to have sidewalks that are at least 5 feet wide; Require sidewalks to be built for all developments (e.g., housing, schools, commercial); Require bike facilities (e.g., bike boulevards, bike lanes, bike ways, multi-use paths) to be built for all developments. (e.g., housing, schools, commercial) <http://mihealthtools.org/checklist/>

Shift local zoning codes to promote transit

Change zoning codes to require pedestrian access to new buildings and increase the proximity of residential areas to such destinations as workplaces, schools, and areas for leisure and recreation to make them reachable safely by walking or bicycling. (Directly cited from Glickman 2012).

<https://www.ncbi.nlm.nih.gov/pubmed/24830053>

Pass local policies to require use of Complete Streets Approach (see above for details).

Pass local ordinances, executive orders, or city policies to require the use of a complete streets approach for local development. (Networks Northwest, 2016)

<http://www.networksnorthwest.org/userfiles/filemanager/5578/>

Use an “Equity in All Policies” approach to promote transit equity

Align federal transportation performance measures and funding with equity-focused outcomes developed through a meaningful community engagement process. This can steer transportation investments toward greater economic inclusion for low-income people, communities of color, and people with disabilities. (Policy Link, 2016). <http://www.policylink.org/sites/default/files/Transportation-for-All-FINAL-05-10-16.pdf>

- **Example:** In the Seattle area, King County Metro Transit’s strategic plan has 46 indicators prioritizing social equity, including wheelchair accessible bus stops, and ensuring low-income populations and communities of color are within a quarter-mile walk of a transit stop or a two-mile drive of a park-and-ride. (Policy Link, 2016) <http://www.policylink.org/sites/default/files/Transportation-for-All-FINAL-05-10-16.pdf>

Support grass-roots, resident-driven advocacy campaigns

Support residents to approach local, state, or federal officials with information about needed shifts in community planning, budgeting, and infrastructure.

- **Example:** Michigan’s Children Sandbox Party is the state’s leading non-partisan grassroots advocacy network for children, youth and families. Their aim is to advance state policies, practices and investments that support health, development and learning from cradle to career.

<http://www.michigansandboxparty.org/>

Example Strategies Promoting Opportunities for Transit

Expand eligibility policies to improve access to needed supports



Expand eligibility criteria for needed subsidized services and programs

Expand eligibility criteria restricting access to services, or advocate for expansion of needed policies.

- **Example:** The eligibility for South Dakota’s CHIP program was increased from 140% to 200% of the federal poverty level and significantly raised the number of children eligible for free or low-cost health coverage.

www.childrensdefense.org/site/PageServer?pagename=childhealth_chip_whatsworking_frontier

System Strategies

Strategies to shift aspects of the community system.

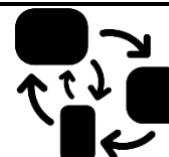
System Strategies address these key community system characteristics:

Resources	Page 5
Connections	Page 8
Components	Page 8
Power	Page 10

RESOURCES

Human, financial, and social resources

Leverage existing human resources to promote transit opportunities



Subsidize ridesharing services for low-income individuals without access to public transit

Transit agencies use a portion of their federal formula funding to subsidize ridesharing or volunteer driving services for low-income residents and families with mobility challenges. The mobile technology developed by ridesharing companies like Uber and Lyft would allow a transit agency to set geographic boundaries, bundle multiple subsidized trips together, and process transactions at a fraction of the cost of traditional reimbursement programs. This strategy is especially important for rural communities where it is unrealistic to provide enough fixed route public transit services. (DeGood, 2016).

<https://www.americanprogress.org/issues/economy/reports/2016/04/27/135425/can-new-transportation-technologies-improve-equity-and-access-to-opportunity/>

- **Example:** The “Transportation reimbursement Incentive Program” (TRIP) in Riverside County California provides reimbursement for friends and neighbors to transport older adults and persons with disabilities without access to public transit to medical visits and other approved trips. It is funded by partnership between the independent living partnership, Riverside county transportation Commission, the riverside county office in Aging, foundations and participating communities.
 - Passengers are enabled to choose and recruit their own volunteer drivers from friends and neighbors they know and trust
 - Volunteer drivers receive mileage reimbursement payments
 - Rides are scheduled by passengers and volunteer drivers, as mutually convenient
 - Transportation is provided in personal volunteer driver’s vehicles
 - 24/7 transportation is available, as agreeable between riders and volunteers

Example Strategies Promoting Opportunities for Transit

- Travel can be provided to other cities or even outside the county, if needed
- Rides are free to passengers.

Each month, more than 10,000 trips are provided for Riverside County residents who would not have been able to travel to access needed services or for quality of life purposes. In 2009, TRIP was named by The Beverly Foundation as “the best volunteer driver model in the nation”. Also received 2012 STAR AWARD for Excellence. (Directly cited from Independent Living Partnership) <http://ilpconnect.org/trip-riverside/>

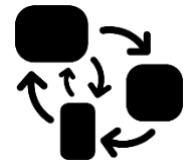
Leverage volunteers to maintain non-motorized trails

Individuals, scouting groups, and other service organizations often collaborate with communities to address specific maintenance or improvement needs for trails or other non-motorized pathways. Other communities work with their sheriff's departments to obtain assistance from jail crews to perform some maintenance and improvement activities. (Networks Northwest, 2015)

<http://www.networksnorthwest.org/userfiles/filemanager/5578/>

Re-allocate financial resources to promote transit opportunities

Use funds from emission reduction policies to fund affordable housing near public transit



Some states have put carbon emission policies in place that require drivers to pay a fee for high emission vehicles. These fees are then reinvested into efforts to promote active transit and affordable housing.

- **Example:** The California Sustainable Communities program set into motion a suite of laws to address carbon emission reduction in 2006 (AB32—carbon emission reductions), in 2008 (SB375—integrated regional planning of housing and transportation), and in 2012 (SB535—cap and trade that capped emissions and charged polluters). Now in its second year, the cap and trade fund has generated \$2.2 billion, and is expected to generate as much as \$16 billion through 2020. Funds are used to invest in affordable housing near transit. (Rose & Miller, 2016)

http://www.policylink.org/sites/default/files/HCO_Web_Only.pdf

Reallocate state, regional, and local funding to expand public transportation

Explore opportunities to increase funding to strengthen the positive health impacts associated with expanded public transportation options. For example:

- Encourage funding decisions that strengthen public transportation
- Encourage states to increase investments in public transportation, congestion relief, air quality improvements, and other options, and to remove barriers to use of gas tax revenues for public transportation and bicycle-pedestrian improvements
- Give state, regional, and local governments more flexibility to choose from transportation funding categories to meet local transportation needs
- Explore the extent to which program requirements and resources can be made to be more comparable for public transportation, highways, non-motorized and rail travel alternatives to encourage investments in all modes of transportation

(Directly cited from CDC, 2010) <https://www.cdc.gov/transportation/recommendation.htm>

Use local, state, and federal funding sources for non-motorized transit options

A number of opportunities exist to fund new non-motorized transportation improvements, including local funding sources such as mileages, bonds, or community endowments. Grants, however, typically finance the majority of new non-motorized facilities; and many are provided by state and federal agencies. Bicycle and pedestrian projects are broadly eligible for most federal surface transportation funding categories, including federal aid, highway, transit, safety, and other programs. (Directly cited from Networks Northwest, 2015)

<http://www.networksnorthwest.org/userfiles/filemanager/5578/>

Example Strategies Promoting Opportunities for Transit

- **Example:** In May 2005, Boulder, Colorado, was awarded Gold status as a Bicycle-Friendly Community by the League of American Bicyclists. The city committed 15% of its annual transportation budget, \$3.1 million, toward bicycle enhancement and maintenance activities. More than 95% of Boulder’s arterial streets have bicycle facilities and all local and regional buses are equipped with bike racks. In addition, Boulder has created an online bike routing system that provides cyclists a direct and safe bike route to travel within city limits. (Directly cited from CDC 2009)
https://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

Leverage private sector support and public-private partnerships

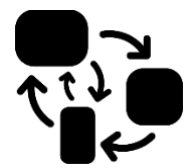
These partnerships can expand the array of available services, programs, and supports.

- **Example:** The Illinois Facilities Fund is a community lender that provides low-interest loans and technical assistance to non-profits for facility renovation and construction. Public- and private-sector resources and expertise combine to support capital improvements. <http://www.iff.org/>

Build people’s knowledge and skills to utilize needed services and supports

Offer capacity-building to increase people’s skills and confidence in using public transit

Travel training programs help people become comfortable using transit services by improving their knowledge of routes, stop locations, fares, and other aspects of fixed route bus service. Travel training can include live demonstrations of how to board the bus, pay, and navigate transit schedules and other information such as web based resources and mobile apps. Many communities around the nation have developed successful travel training programs through partnerships between human service agencies and transit providers. Trainings may be conducted at convenient locations such as senior centers or during events attended by target populations. (Directly cited from Networks Northwest, 2015)
<http://www.networksnorthwest.org/userfiles/filemanager/5578/>



Use branding and technology to increase public awareness of available transit options

Transit partners can help to raise awareness of service opportunities by implementing region-wide unified branding and messaging on websites, hard copy materials, buses, bus stops and advertising. Improved communications technology can help residents plan trips while improving the ability of transit providers to maximize services and efficiency. (Networks Northwest, 2015)

<http://www.networksnorthwest.org/userfiles/filemanager/5578/> Given adequate resources, marketing programs can often increase use of alternative modes by 10-25% and reduce automobile use by 5-15%. About a third of the reduced automobile trips typically shift to public transit. (Litman, 2017).
<http://www.vtpi.org/tranben.pdf?b81542c0?db0c3fd8>

Include information into regular mailings reaching residents

Talk with local businesses or organizations to embed key information about available services or targeted changes into regular communications such as gas bills, school report cards, and newsletters.

Promote System Responsiveness

Understand resident input about outreach language and how to best reach them with information

Gather input through direct service interactions, advisory boards, etc. Resident input can ensure outreach information is easy to understand (no jargon) and reaches residents through preferred channels (e.g., social media, direct touches, mail, texts/phone, etc.).

Example Strategies Promoting Opportunities for Transit

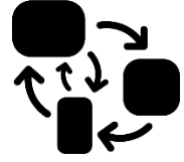
CONNECTIONS

Relationships and exchanges between people and organizations

Coordinate and align services and programs

Coordinate public transit services and fares across regional systems

Consider coordinated routes and fare structures between counties to help residents efficiently reach important services in nearby communities. Work with non-public transportation providers and other transit providers, such as Indian Trails, Amtrak, or private transportation services, to create additional opportunities to offer new or enhanced services. Coordinating with different community partners, such as human service providers, can also help transit providers achieve efficiencies and enhance services. Human service agencies can help to expand services or capacity by contributing funds to meet the whole community's needs. (Directly cited from Networks Northwest, 2015)



<http://www.networksnorthwest.org/userfiles/filemanager/5578/>

Align core priorities and curriculum elements across settings and programs

Ensure programs focused on similar outcomes (e.g., health, education, financial security) have aligned curriculum, practices, and terms.

- **Example:** At McFerran Elementary School in Louisville, Kentucky, pre-K teachers spend the first week of every school year helping to teach kindergarten. This reminds them which skills children need by the end of pre-K. In addition, the pre-K center at McFerran uses a curriculum created by the district and connected to state standards for what students should know at fourth.

[grade.www.jefferson.k12.ky.us/Schools/Elementary/McFerran.html](http://www.jefferson.k12.ky.us/Schools/Elementary/McFerran.html)

Create a shared consent form

This strategy gives families the opportunity to give consent to information sharing across organizations given current policies such as HIPAA and FERPA.

Develop integrated electronic information systems/software

These systems make client information accessible to multiple organizations based on residents' consent.

- **Example:** Healthy Beginnings out of Palm Beach, Florida, includes an integrated data system that tracks individual children as they move between providers in the service delivery network.

<http://www.bridgespan.org/getattachment/feb8d3d3-042c-4a7b-a828-3b5bda8283a9/Achieving-Kindergarten-Readiness-for-All-Our-Child.aspx>

COMPONENTS

Range, quality, effectiveness, and accessibility of services, supports, and opportunities

Design programs to meet local needs and preferences

Engage residents as partners in designing programming

This will ensure programming meets their needs, fits with their cultural traditions and preferences, and includes user-friendly experiences and processes. For example, create a parent advisory board to give input and feedback on local service design decisions (can be used by one or more organizations across a community), or gather input through direct service touches.

Example Strategies Promoting Opportunities for Transit

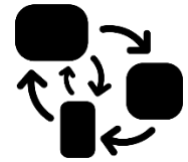
Hire staff representing the demographics of targeted families

Align staff recruitment efforts with this goal through outreach to members of professional affinity groups and specific cultural networks.

Offer programming and supports at accessible times and locations

Co-locate multiple cross-sector providers or programs in same space

For example, locate: programing in neighborhood settings (e.g., churches, schools); a DHS worker within the schools; mental health providers in physician offices. Engage residents in identifying the best locations for these programs and providers.



- **Example:** A high school in North Carolina has partnered with local organizations to provide a resources pantry where high school students in need can anonymously access basic resources like food, hygienic products, school supplies, and clothing. <http://www.wral.com/new-food-pantry-at-raleigh-high-school-serves-hungry-students/16093484/>
- **Example:** The Center for Family Life in Sunset Park, Brooklyn (New York), is the community nucleus for immigrant families who need help overcoming cultural, economic, and language barriers to help their children succeed in school. The hub provides intensive individual, family, and group counseling, neighborhood-based foster care, and emergency services such as crisis intervention, food, and clothing. Networking extends to the police, churches, and elected officials. www.cflsp.org

Have providers deliver bundled services, products, or opportunities

This helps to reduce the number of service visits residents need to make and to simultaneously meet multiple needs.

- **Example** For example, the Santa Clara County Public Health Department awarded mini-grants to community-based organizations to provide bundled tobacco cessation services to populations at high risk for tobacco use. These grants allowed cessation counseling, referrals, and nicotine replacement therapy offered on site in places like health care clinics, mental health facilities, and college campuses. <https://www.sccgov.org/sites/sccphd/en-us/healthproviders/tobaccoprevention/Pages/default.aspx>

Offer opportunities, supports, or services during existing gathering times

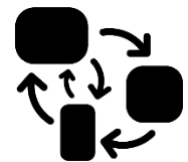
Offer time-limited resources, supports, and services (e.g., flu shots) during parent-teacher conferences, family nights, and other events where families naturally gather.

Simplify enrollment processes to improve accessibility

Simplify application processes to make it easier to enroll in programs

For example, create a common application or common intake hub, reduce the number of intake step involved in the enrollment process, or develop intake applications as a phone app

- **Example:** South Dakota simplified its CHIP and Medicaid application process by issuing a single card for both. www.childrensdefense.org/site/PageServer?pagename=childhealth_chip_whatsworking_frontier



Create automatic enrollment processes

These automatic processes for recurring services to simplify the process and reduce potential gaps in services.

Leverage school-wide enrollment processes

This can make it easy for families to sign up for multiple supports or services.

Have volunteers help families fill out enrollment paperwork.

This is particularly important for families with low literacy levels or who speak multiple languages.

Example Strategies Promoting Opportunities for Transit

Remove separate, stigmatizing intake processes

Design intake processes so they do not stigmatize or discourage low-income residents for using subsidized supports or services (e.g., WIC, social services, housing vouchers, etc.).

Improve affordability of needed supports and resources

Offer sliding fee scales or scholarships

These practices can make it more affordable for residents to engage in needed supports and services

Coordinate third-party payments on behalf of families whenever possible

For example, utilize childcare subsidies or Medicaid to help fund needed services or programs.

POWER

How decisions are made, who participates, whose voice matters

Engage diverse stakeholders in decision-making

Create resident action teams

These settings empower residents to design and implement action to promote targeted changes.

- **Example:** In Michigan, local parent coalitions serve as key partners in the Great Start Network. Parents meet to determine collective priorities, set goals for each year, and work with local services providers to design and implement collective efforts. Parent coalition members are key advocates on the issues of early childhood in their community. <http://www.greatstartforkids.org/content/great-start-parent-coalition-overview>

Help organizations create internal opportunities for staff provide input and engage in decision-making

For example, setting aside time during staff meetings or during annual review processes for staff to identify emerging issues related to targeted changes and design strategies to address them.

