

# WalkBike Worcester

---

KARIN VALENTINE GOINS, MPH

CO-FOUNDER AND CHAIR

# Objectives

---

Context of active transportation

Overview of WalkBike Worcester

Suggestions for collaboration with Green Worcester

# My background

---

Public health training

Advocacy

Research

Practice

# Context

---

Contribution of transportation sector to climate crisis

Rising fatality and injury rates for pedestrians and bicyclists

- Disparities

“Arrested mobility”

Vehicle characteristics and driver behavior

Funding opportunities

- Complete Streets
- Bipartisan Infrastructure Law
  - Increased funding to existing programs including Transportation Alternatives
  - New discretionary programs, e.g. Safe Streets and Roads for All, Reconnecting Communities

Shifting transportation preferences

# Timeline

---

2011: WalkBike Worcester founding – 2 initial goals

2013: WBW launches membership and events

2015: City convenes pedestrian safety task force

2017: Worcester Complete Streets Policy; implementation begins

2018: Red Sox announce Polar Park and MassDOT launches Kelley Square redesign

2020: Covid-19 pandemic

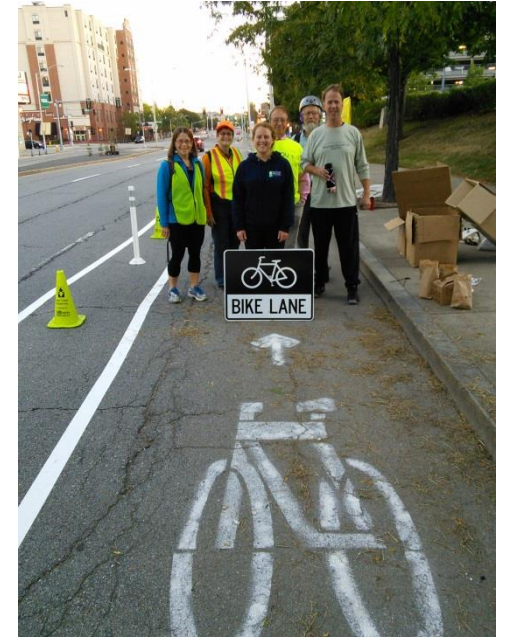
2021: Green Worcester Plan, Department of Sustainability & Resilience launched

2022: Master plan, Complete Streets Prioritization Plan, Department of Transportation & Mobility launched

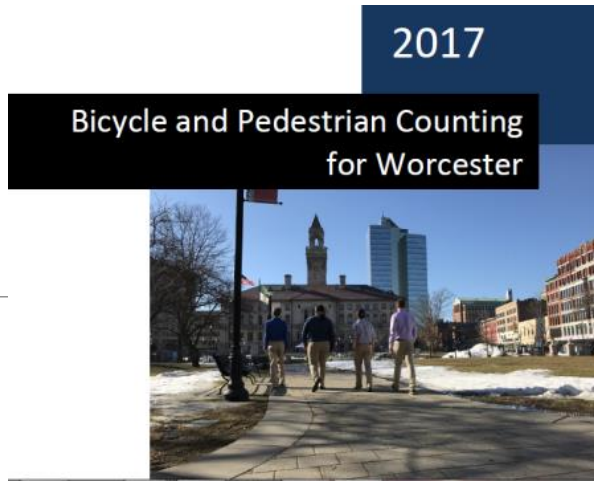
# Walk Bike WORCESTER



*Working to make walking and bicycling in Worcester more safe, pleasant and convenient*







## Policy / technical activities

- Transportation Advisory Group (TAG), MPO Advisory Committee, MassDOT Road Safety Audits and comments

## Communication / education activities

- Community
- Policy makers

## Collaborations

- Worcester / Central MA
- Statewide

# Current active transportation advocacy needs

---

## Focus on implementation

- From *What* to *How*
- Changes to City policy, practice, and process

Focus on equity and disproportionately impacted populations

Build public support for changes needed and coming



# WalkBike Worcester current activities

---

## Communications

- E-news, Facebook

## Service

- Transportation Advisory Group (Complete Streets implementation)
- Central Mass Metropolitan Planning Organization (MPO) Advisory Committee
- MA Bicycle and Pedestrian Advisory Board

## Collaboration

- Local coalitions (Act4All, YES for a Better Worcester, UPP)
- Statewide active transportation (T4MA, WalkMassachusetts Network)
- Guest speaker to university and high school classes

## Comment on federally funded projects

# Public education/communications goals

---

Make connections to local, regional, state and national developments

Share opportunities for action

Manage expectations

Build support for practice changes at local level

# Collaboration opportunities w/Green Worcester

---



## **NOW: build public support for changes**

Help build our reach for public education and action alerts

Contribute content

Share our content

Refer people interested in active transportation to us



## **FUTURE: collaborate on demonstration projects**

---

# Contact information

WalkBike Worcester

Karin Valentine Goins, co-chair

[kvgoins@gmail.com](mailto:kvgoins@gmail.com)

[walkbikewoo@gmail.com](mailto:walkbikewoo@gmail.com)

Like WalkBike Worcester on Facebook

