

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



North Bethesda
Transportation
Management District
7-21-2021

In the beginning

- HIGHLIGHT PEDESTRIANS/WALKING
- DEFERENTIATE 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 6, 2021) - while expanding the agenda to reflect broader planning and advocacy concerns identified as part of Maryland’s Bicycle and Pedestrian Master Plan

WALKTOBER 2020 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/walktober2020>

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.

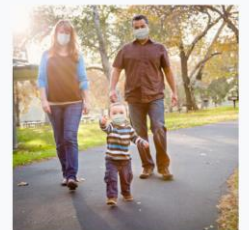
Walk Leaders are the change agents from different sectors of the community who see the health benefits of walking and encourage fellow Marylanders to take time out of their day to enjoy a walk within their community. **"Sole Mates"** are participants who sign up to join registered walks throughout the 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 will have a new WALKTOBER 2021 Website

The screenshot shows the top portion of the website. At the top left is the 'UNIVERSITY OF MARYLAND EXTENSION' logo. To its right is a search bar. Below the logo is a navigation menu with links for ABOUT, TOPICS, PROGRAMS, LOCATIONS, GET INVOLVED, RESOURCES & PUBLICATIONS, and NEWS & EVENTS. The main heading is 'Walk Maryland', followed by a sub-menu with links for Walk MD!, Walk MD! Trail, Exercise Equivalents, How To, Resources, and Walk Maryland Day. A sidebar on the left contains links for Walk Maryland, Walk MD!, Walk MD! Trail, Exercise Equivalents, How To, Resources, Walk Maryland Day, and Connect With Us (with social media icons for Facebook, Twitter, and YouTube). The main content area features a map titled 'Walk MD 500 Mile Trail and Milestones' showing a red route across Maryland. Below the map is the text: 'Registered walkers use an interactive map to track progress along the trail.' At the bottom of the section is the text 'Walk MD! Trail and Milestones'.

This screenshot shows a different view of the website. At the top is a red header with 'UNIVERSITY OF MARYLAND' and a search bar. Below is a dark navigation bar with 'UNIVERSITY OF MARYLAND EXTENSION' and a search bar. The main navigation menu includes ABOUT, TOPICS, PROGRAMS, LOCATIONS, GET INVOLVED, RESOURCES & PUBLICATIONS, and NEWS & EVENTS. The page title is 'Walk Maryland', with a sub-menu for Walk MD!, Walk MD! Trail, Exercise Equivalents, How To, Resources, and Walk Maryland Day. The main content area features a large graphic of a person walking on a map of Maryland, with the text 'WALK MARYLAND' in large red letters. To the left of the graphic is an 'About' section with text: '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!' Below this is a 'Contact Us' section with the address: 'Walk MD! 1102 Symons Hall 7998 Regents Drive College Park, MD 20742 Get Directions'. To the right of the graphic is a 'Registration & Log-in' button and a 'UMD RIGHT NOW' banner with the text: 'New Evidence Shows Regular Exercise Improves Blood Cholesterol & Reduces Cardiovascular Disease Risk'. At the bottom of the page is the text 'Welcome to Walktober!'.

MESSAGING - Draft 2021

October is Walk Month; it aims to encourage people to get out and start walking more during the month of October. October is ideal for walking! This October we want you to walk anywhere, everywhere, for any reason, or no reason at all.

Walking is the State of Maryland's official exercise and is a vital transportation mode that strengthens communities, reduces pollution, and promotes good health both physically and mentally. What better way to support the need to incorporate more walking in our daily routines than during Walk Month? Walking was recognized by the Surgeon General of the United States of America as one of the single most important things we can do for our health.

WALKTOBER highlights the many benefits of walking as part of our daily routine by introducing you to the physical and mental health benefits of walking, the equity of walking for EVERYONE, programs, planning exercises, and initiatives. MDOT is pleased to offer the second annual Walktober. Please look at an even bigger and better campaign! WALKTOBER celebrates in conjunction with National Pedestrian Safety Month.

We are all Pedestrians at some point of each and every day:
“Everyone's a pedestrian, whether it's as you exercise, going for groceries, walking to your car, in your home, walking to school, etc.”

The National Highway Traffic Safety Administration

The National Highway Traffic Safety Administration, is launching their national campaign to address pedestrian safety. October is also “Pedestrian Safety Month.



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.

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



WALKINAR

What's Happening? #1

October 7th

FHWA - STEP PROGRAM

Anat Caspi - DATA EQUITY PROJECT

Peter Norton author of "Fighting Traffic: The Dawn of the Motor Age in the American City"

WALKINAR

Pedestrian Health #2

October 14th

Michael B. Friedman on Mental Health

Maryland Department of Health
WALK WITH A DOC Founder, Dr. David Sabgir

WALK MARYLAND DAY

October 6, 2021

WALKINAR

Planning & Enforcement #3

October 21st

Srgt Tom Morehouse - Baltimore County

Kandese Holford MDOT SHA - Pedestrian Action Plan

Eli Glazier - M-NCPPC - Level of Comfort -

Angie Schmitt author of *Right of Way: Race, Class and the Silent Crisis of Pedestrian Deaths in America*

WALKINAR

Maryland Community Walk Initiatives #4

Walking the Walk of Maryland's Pedestrian Agenda

October 28th

Story Path

Made You Look

Look Alive & Signal Woman

What's Happening?



Data Equity Project

Anat Caspi

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



Fighting Traffic: The Dawn of the Motor Age in the American City

Peter Norton

Associate Professor in the Department of Engineering and Society at the University of VirginiaState



Safe Transportation for Every Pedestrian (STEP)

Timothy Taylor

Federal Highway Administration



Registration link:

Pedestrian Health

Registration link:



AARP

Michael B. Friedman

Walking and your Mental Health - an active mental health advocate as volunteer Chair of the Brain and Behavioral Health Advocacy Team of AARP of Maryland.



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



Walk with a Doc

David A. Sabgir, MD

a full-time cardiologist in Columbus, OH and the Founding CEO of [Walk with a Doc](#), an international nonprofit with a mission to inspire communities through movement and conversation.

Walk with a Doc

CNN HERO



Link to video - <https://www.youtube.com/watch?v=3bPZDaNT3b4&t=20s>

WALK MARYLAND DAY 2016

HEALTH

JOHNS HOPKINS
UNIVERSITY



Link to video - <https://www.youtube.com/watch?v=nkOZcS-JLPk>

Planning, Safety, Equity and Enforcement

Registration link:



Eli Glazier - M-NCPPC - Level of Comfort



Sgt. Tom Morehouse -Traffic Training Supervisor -Training Section - Baltimore County Police Department



Kandese Holford, **Maryland State Highway Administration** RIPD Assistant Division Chief

Angie Schmitt, Author of Right of Way: Race, Class and the Silent Crisis of Pedestrian Deaths in America



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

Registration
link:



Catherine Sorensen

University of Maryland Extension in Frederick,
a Family and Consumer Sciences (FCS) Educator



Quinton Batts & Vilde Ulset

Vilde Ulset and Quinton Batts are graduates of the MICA Center for Social Design Master of Arts program. Since 2018 they have collaborated with MHSO, Baltimore City DOT and community partners to implement and evaluate pilot programs to increase pedestrian and bicycle safety under the Made You Look initiative (madeyoulookbaltimore.org).



Kenna Swift

Sherry Matthews Group, Vice President/Account Director, D.C.



WALKTOBER SAFETY AWARENESS



Link to video - <https://www.youtube.com/watch?v=rOF9R3Xqy1s&t=1s>



STREET SMART CAMPAIGN

Link to video - <https://www.youtube.com/watch?v=QwHjQZCDJR0&t=1s>

OBJECTIVES

for

WALKTOBER 2021



1. Develop and Strengthen New & Current Partnerships

Increase the number of WALKTOBER 2021 Partners from last year, have a program or event for each day in WALKTOBER and have a registered walk in each Maryland county on Walk Maryland Day!



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

Continue to share local Pedestrian events and programs through: bikepedinfo@mdot.maryland.gov email & WalkCycle MD Facebook!



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

Encourage more members to attend MDOT MBPAC Pedestrian Subcommittee meetings !



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

Expand MDOT's Pedestrian focused newsletter

- *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 posted the walkinars on SmartGrowth.org.*

**WALKTOBER
SUCCESSSES
continued**

WALKTOBER 2020 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

State Agency Testimonials on WALKTOBER

“The cooler temperatures make October an ideal time for pedestrians to be outside walking and enjoying all of the natural beauty Maryland offers, but decreased daylight hours can make pedestrian visibility a challenge. As we celebrate Walktober and MDOT SHA continues to work to identify and implement infrastructure improvements that enhance pedestrian safety, both motorists and pedestrians should remember that safety is a two-way street, and they must stay alert for each other. Motorists must also park their phones, avoid distractions, obey the speed limit and stop for pedestrians.”

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

"As Marylanders enjoy Walktober, it is the perfect time to remind pedestrians and drivers about the importance of sharing the road. As daylight hours get shorter and more pedestrians are out, drivers should remain vigilant and stop for pedestrians. Pedestrians are reminded to use crosswalks and wait for the appropriate signals. If we all remember to Be the *Share The Road* Driver, we can all get to our destination safely."

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

"Fresh air and exercise can do wonders for the body and the soul. Maryland's trail system, which is second-to-none, offers many chances to enjoy the diverse natural beauty of our state on foot."

**Kelly Schulz, Secretary,
Maryland Department of Commerce.**

"The Maryland Department of Natural Resources is proud to join the Walktober campaign again this year which is a great way to highlight the health and environmental benefits of walking. It is also an important reminder of the responsibility we all share regarding pedestrian safety whether we are on Maryland's public thoroughfares or most remote trails."

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

“Walking 30 minutes a day can improve an individual’s overall health. We urge Marylanders who are already walking each day to keep it up and for others to consider participating in this healthy and accessible form of exercise.”

Dennis R. Schrader, 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.”2020

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

"We are pleased to come together with MDOT and their partners to promote our state exercise. We are passionate about educating Marylanders about health and wellness, and making our state a safe place for pedestrians.”

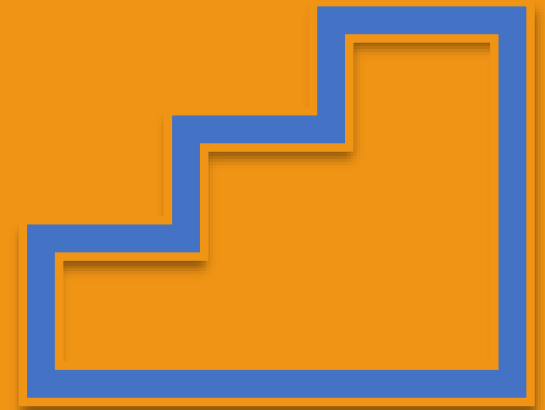
**Carrie Sorenson, Senior Agent Associate,
University of Maryland Extension**

"This year is all about rebuilding connections, so don't forget to reconnect with all there is to discover by encountering Maryland's various landscapes on foot," said Maryland Department of Planning Secretary Rob McCord. "Walktober encourages us all to consider how walking improves our health, our well-being, our economy, and our overall quality of life.”

Rob McCord, Secretary, Maryland Department of Planning

Next Steps

- ✓ Register to walk on WALK MARYLAND DAY, October 6, 2021
- ✓ Sign up for MDOT's Pedestrian newsletter by forwarding your email
- ✓ Be a Partner in the WALKTOBER campaign
- ✓ Join one or more of WALKTOBER's virtual Walkinars (webinars) occurring each Thursday morning in October from 10:30 - Noon.
- ✓ Spread the word within your Organization and share the WALKTOBER website:
<https://mdot.maryland.gov/tso/pages/Index.aspx?PageId=136> (to be updated early August)





Lead

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

Office of Planning & Capital Programming

CONTACT:

Francine E. Waters
fwaters@mdot.Maryland.gov