

DESIGN YOUR OWN
NEIGHBORHOOD

Go

CAMPAIGN



What is a Go Campaign?

The Go Campaigns are City of Chicago neighborhood campaigns meant to encourage more biking, walking, and transit use through community events and resource sharing. This document provides tips and best practices for communities who are interested in building their own Go Campaigns or for those who would simply like to organize a community bike ride, group walk, or transit-related event.

The City of Chicago received a federal grant to organize Go Campaigns in 5 Chicago neighborhoods. The first program piloted in 2013 with *Go Bronzeville* and continued with *Go Pilsen* (2014), *Go Albany Park* and *Go Edgewater* (2015), and *Go Garfield Park* (2016). Each campaign offered free resources, activities, and support to residents to encourage them to walk, bicycle, and take transit more often.

By the end of each 4-month run, the programs received enthusiastic support from residents who felt the programs filled a need in their communities. Residents felt the programs fostered a greater sense of community and increased awareness of and use of transportation options. The programs are now being run voluntarily by local stakeholders as grassroots campaigns.

Launching Your Own Go Campaign

Go Campaigns are ideal for communities who want to promote safer streets, improve health and wellness, and increase trips made by bicycle, foot, and transit. The goals of your Go Campaign may include (but are not limited to) any of the following:

- Reduce drive-alone trips in your community
- Increase trips made by foot, bicycle, transit, and carpool
- Increase the use of bike share, particularly at stations within your community
- Foster a sense of community around walking and bicycling activities
- Support local businesses and existing community efforts

If you are interested in designing and implementing your own campaign, you can get started by using this guide to help you launch and run a campaign. The guide's sections are organized as follows:

GUIDE CONTENTS

- Getting Started: Steps for creating your own Go Campaign
- Event Organizing
 - » Event Planning
 - » How to Lead an Event
 - » Event Talking Points
 - » Organizing a Kidical Mass Ride
- Resources
- Spreading the Word
- Appendix: Additional Resources

Getting Started: Steps for Creating Your Own Go Campaign

Your Go Campaign can be a short-term summer initiative or an ongoing, long-term campaign used to encourage more biking, walking, and transit use in your community—it's up to you!



Women's Wellness Walk, Go Bronzeville, 2014

WHAT DOES IT INVOLVE?

Successful campaigns are open to everyone and should involve the following two elements:

1. Organize free biking, walking, or transit events
2. Share biking, walking, and transit resources with your community

WHAT IS THE TIME COMMITMENT?

The time commitment for running your campaign varies.

Your campaign can be very simple (e.g., organize one bike ride or walk and create a Facebook page to share news, resources, and promote existing biking, walking, and transit activities) or more involved (e.g., organize weekly or monthly bike rides or walks, promote with flyers and posters, send out weekly emails, and create a Facebook, Twitter, or Instagram account) or anywhere in between.

Again, it's completely up to you.

WHAT DOES IT COST?

You can run a Go Campaign in your community for free as long as you have volunteers. If you are able to secure funding (perhaps through your local chamber, SSA, or a community-based organization), you might consider using it in any of the following ways:

- Hire a local resident to organize community biking and walking events and act as a walking, biking, and transit champion.
- Print flyers and posters to bring awareness to the campaign and to events.
- Purchase a special gift to pass out to residents who join your events. Gift examples include a magnet, sticker, button, t-shirt, bike bell, bike light, or water bottle.

TO GET STARTED ON YOUR CAMPAIGN, FOLLOW THESE 6 STEPS:

1. **Decide who will lead your Go Campaign coordination efforts.** This point person(s) could be a local volunteer, a community organization representative, an intern, or a staff person if funding and other resources exist.
2. **Define your campaign goals.** What are you hoping to accomplish?
3. **Decide who you are trying to reach or who is eligible.** This could include everyone in the neighborhood or certain groups such as college students, high school students, families, seniors, employees, business corridor customers, etc.
4. **Put together a plan** for organizing walking, biking, and/or transit events and sharing resources. How often will you organize events? How will you spread the word? How will you share transportation resources?
5. **Contact the Chicago Department of Transportation (CDOT)** to let them know of your plans to launch your own Go Campaign. Email Sean Wiedel at Sean.Wiedel@cityofchicago.org.
6. **Use the rest of this guide to help you as you launch your campaign** - find resources to share with community members, learn best practices for planning and leading bike rides and walks, and start spreading the word about your campaign.
7. If you'd like to hire program specialists to help with or run your campaign, contact Kristen Maddox O' Toole at Alta Planning + Design at kristenotoole@altaplanning.com.

Event Organizing

Organizing free community events such as themed neighborhood walks, guided bicycle rides, and bike safety workshops can be a great way to increase the biking and walking culture in your community. Examples include a mural walking tour, an architecture or history walk, a wellness walk, a group Divvy ride, a family bike ride, or a ride to the Lake or a nearby natural area or park. You can also incorporate a transit ride into a bike ride or walk to increase awareness and comfort on the train or bus.

By creating fun, social activities for residents, you create positive associations around biking, walking, and transit, a more dynamic and vibrant street life, a chance for people to meet their neighbors, and greater community cohesion.

To create an event, you need one or two volunteers or staff who can plan and implement the activity. Events can be quite simple and do not need to cost anything. Read on for tips on planning and leading a free bike ride or group walk.



Edgewater Bike Parade, Go Edgewater, 2015

Event Planning

Before you get started planning your events, think about how often you would like to commit to organizing bike rides and walks. Do you prefer once per week, once per month, or something else? Once you decide what you can commit to, it's time to start planning your events.

GENERAL PLANNING TIPS

Below are general tips as well as tips specifically for bike rides and walks.

1. **Consider partnering with other community groups** who could help spread the word to residents or assist in other ways.
2. **Choose a compelling event theme**
Events should have themes to pique people's interest. When choosing a theme, be creative and tie event ideas into your community's personality, needs, and nearby amenities/events. To get started with brainstorming, have a look at some examples of popular events from past Go Campaigns (see right column).
3. **Choose a date, time, and start/end location**
Events held on the weekends and weekday evenings are more likely to have higher attendance rates.
 - » Avoid Mondays
 - » Avoid dates with major events (e.g., The Chicago Marathon, other high-profile sporting events).
 - » Plan a 15-minute gathering period before events (e.g. Gather 6:15pm, Depart 6:30pm).
 - » Bike rides typically last one to two hours. Walks typically last one hour.

If you are stopping at multiple locations, be careful about timing, especially if people are waiting for you at other locations. Best practice is to stop at no more than three to four destinations.

If possible, either start and end your event at the same location, especially for bike rides, or support a local business by ending your ride or walk at their store location. Be sure to warn the business ahead of time - they may even be willing to give your group a special discount or coupon.

Create a Facebook event where people can RSVP. You could also consider other platforms for creating an online RSVP such as [eventbrite.com](https://www.eventbrite.com) or [thechainlink.org](https://www.thechainlink.org).

See the Go Albany Park event list on Facebook as an example: [facebook.com/GoAlbanyPark/events](https://www.facebook.com/GoAlbanyPark/events).

POPULAR EVENTS FROM GO CAMPAIGNS

Group Walks

Eugene Field Park Wetland Walk - Go Albany Park
(50 participants)

Paleta Paseo - Go Albany Park
(40 participants)

King Drive Women's Wellness Walk - Go Bronzeville
(40 participants)

Edgewater Historic District Walk - Go Edgewater
(50 participants)

Beach Walk & Sandcastle Party - Go Edgewater
(13 participants)

Pilsen Mural Walking Tour - Go Pilsen
(50 participants)

Bike Rides

Playground Family Bicycle Tour - Go Albany Park
(25 participants)

Biking Like A Viking - Go Albany Park & Go Edgewater
(50 participants)

Bronzeville Legends Bike Tour - Go Bronzeville
(40 participants)

Edgewater Bike Parade & Rodeo - Go Edgewater
(100 participants)

Market to Garden Bike Ride - Go Pilsen
(40 participants)

Bike Ride and Star Party - Go Pilsen
(50 participants)

EVENT ORGANIZING



Loop & Purl Transit Ride & Walk, Go Pilsen, 2014

MAP YOUR ROUTE

- Plan on one to three miles for group walks, four to eight miles for adult bike rides, and two to four miles for kid-focused rides.
- Ride or walk the route prior to the event and make adjustments as needed.
- Assign a leader for the group. The leader should ride or walk at a slow pace, making sure the group stays together.
- You can create an interactive, shareable route at plotaroute.com.

BIKE RIDE PLANNING TIPS

- Ask participants to bring their helmet, bike light, water bottle, and lock.
- Routes should obey the rules of the road.
- Cross busy intersections at stop lights.
- Stay on residential, side streets as much as possible.
- Right turns are preferred over left turns.
- Avoid construction areas.
- If you are a large group, try to pre-arrange stopping locations that can accommodate bikes and (if possible) not block pedestrian ways.
- Have a rain plan.

GROUP WALK PLANNING TIPS

- Recruit a knowledgeable resident who is an expert in a certain field to lead the walk. Organized walks are more attractive when people feel they will gain some knowledge or skill.
- When stopping for discussion, choose stops away from busy roads and in a shaded area, particularly if it is a hot day. Try not to completely block the sidewalk when making a stop.
- Have a rain plan.

INCORPORATING TRANSIT INTO YOUR EVENTS

- To help increase awareness about local bus and train routes and general comfort levels on transit, you may consider incorporating a transit ride into your bike ride or group walk.
- Look for a fun destination or free event occurring in the Chicago area and map your route using an online mapping tool such as Google Maps (maps.google.com) or Goroo Chicago Trip Planner (goroo.com). Examples of destinations or events could include a free concert at Millennium Park, a beach visit to Lake Michigan, or the 606 Trail.
- Be sure to remind attendees to bring their Ventra Card or cash for purchasing a round-trip train or bus ticket.
- If you are planning a bike and transit event, you will need to choose a train route (buses only allow 2 bikes per bus) and a date and time when bikes are allowed. Bikes are NOT allowed on CTA trains on certain holidays or during rush hour (7-9am and 4-6pm). Check transitchicago.com for more information.



Bronzeville Legends Ride, Go Bronzeville, 2014

OTHER EVENT IDEAS & GROUPS TO PROMOTE

Bicycle Safety Workshop - you can organize an informational workshop at your local library to present rules of the road, how to fit your helmet, and other safety tips:

- Bike Safety Tips: rideillinois.org/safety
- Bike Laws: rideillinois.org/safety

Meetup Walking Groups - Meetup has several walking groups who organize regular walks throughout Chicago: walkers.meetup.com and search for Chicago groups.

• Chicago Bicycle Ambassador Presentations/ Workshops

- You can request the Chicago Bicycling Ambassadors come to a community event, festival, or block party. The Safe Routes Ambassadors can present to classrooms, Local School Council (LSC) or parent meetings, school health fairs, and lead both indoor and outdoor, on-foot workshops.

- Make your requests here:

<http://chicagocompletestreets.org/getinvolved/requestambassador/>

Slow Roll Chicago - A bicycle movement focused on creating social change and making biking equitable and accessible to all. They organize weekly Wednesday bike rides: slowrollchicago.org

Women Bike Chicago - A movement to empower more women to ride bikes for transportation and recreation. Check to see if they have any events planned near your neighborhood.

womenbikechicago.org

Kidical Mass Chicago - Monthly, family bike rides organized by residents. If your neighborhood does not currently have an organized Kidical Mass ride, reach out to parents who might be interested in getting something started. See 'Organizing a Kidical Mass Ride' for more details.

chicagokidicalmass.org

The Chainlink - A source for bike rides organized throughout Chicago. thechainlink.org

Local Bike Shop - check to see if your local bike shop organizes any group bike rides.

How to Lead an Event

Before leading your own walk or ride, you may want to participate in an event organized by a local Chicago group such as Slow Roll Chicago, Kidical Mass, or a Meetup walking group. You will learn a great deal watching how others lead a walk or ride.

GENERAL ADVICE

- Always talk to people and introduce yourself. Make people feel welcome. If the group is small (under 10), start with introductions of everyone - it helps with communication and getting to know each other by creating a good dynamic. Participants will be more likely to return to future events if they feel welcome and included.
- Things may not always go as planned. Don't worry; you will learn something new in every experience.
- Your event may take longer than you think – add an extra 10 to 20 minutes to expected times. Pace may vary based on participants' skill and fitness levels.
- If you notice people wearing their helmet or other safety equipment incorrectly, help them out.

RETURN RIDE/WALK

Offer a return ride/walk back to the starting location if the event ends at a location outside of the neighborhood. Be sure to announce a meeting point and departure time.

EXTRA TOUCHES

- **Music:** If possible, incorporate music with a special playlist (during both the gathering period and the ride/walk) and speakers - this makes the event fun and more memorable.

- **Icebreakers:** Icebreakers are a nice way to get to know your neighbors and create more personal connections between residents (e.g. create a bingo card that requires people to talk to others; paint each other's faces; have everyone write something interesting about themselves and have everyone guess who wrote it; make a list of everyone's favorite spot in the neighborhood or City or relate it to the topic of the event).
- **Free Raffles:** Occasionally include surprise raffles if you are able to get something donated to your campaign - this usually makes participants very happy.
- **Stretch:** For longer rides and walks, incorporate a group stretch before and/or after the event for 5 to 10 minutes to help loosen muscles and prevent injuries.
- **Say, "Hi!":** During the event, go slowly, wave to neighbors walking down the street, and engage with participants to see how everyone is doing.
- **Helmet Fitting:** At bike event, if you notice people wearing their helmet or other safety equipment incorrectly, help them out. You can also provide a helmet fitting demonstration using the eyes, ears, and mouth test. Visit activetrans.org/resources for more details.
- **Treats:** Ask a local business if they would donate a snack such as coffee, apples, or bananas.
- **Recommended Event Supplies:** Camera for photos, band-aids/first-aid kit, printed maps of route, and safety vests for ride/walk leaders and marshals. For bike rides, you may also want to bring along an air pump, spare tube and/or patch kit.
- **Bike Repair:** For bike rides, if you have a designated mechanic, have her/him bring a dual-head pump, flat repair supplies, and basic tools. Introduce them at the beginning of the ride.

SPECIFIC TIPS FOR LEADING BIKE RIDES

Bike rides require a few additional considerations including:

1. Ride Roles
2. Group Riding Rules Of Conduct
3. Navigating Intersections

RIDE ROLES

Make sure all roles and responsibilities are assigned.

- **Ride Leader:** The leader is responsible for leading the group on the agreed upon route. The leader should follow the rules of the road and ride at a slow pace to make sure the group stays together.
- **Ride Marshals/Corkers:** In addition to the ride leader, having 3 to 4 volunteer ride marshals for large rides is ideal to help keep the ride safe. Ride marshals are responsible for corking or blocking intersections so the group can safely pass through as one unit. Make sure your ride marshals know the route (bring printed route copies) and are comfortable with their role.
- **Ride Sweep:** Assign one of your volunteers to follow the ride so that no one gets left behind. If any of your volunteers have bike mechanic skills, this is an ideal role for them.

GROUP RIDING RULES OF CONDUCT

During the introduction, be sure to emphasize rules of conduct:

- When on side streets, stay to the right (especially to help marshals/corkers get to the front).
- If you notice people wearing their helmet incorrectly, help them out.
- If cars need to get by, stay single file.
- Listen to announcements and spread the word to others on the ride.



Bikes N' Roses International Flag Ride, Go Albany Park, 2015

- Do not go ahead of the ride leader.
- You are ultimately responsible for your own safety - pay attention, don't just go with the flow but actively be making good decisions.

NAVIGATING INTERSECTIONS

Stop Signs

- Slow down at intersections with stop signs and let all cars through that are at or near the intersection. Ride leaders should wait for corkers to arrive at busier intersections before proceeding.
- Even if no cars are present, the ride leader should come to a complete stop to wait for the entire group to come together. Be prepared to ride slowly, especially if the group is large.

Stop Lights

- Stop at all stop lights when the light is red - wait for the light to turn green before corking the intersection.
- If you are leading a large group, you may at times need to stop at green lights to make sure the entire group is together before proceeding.

Event Talking Points

When starting a bike ride or walk, it is best practice to begin with introductions, and in the case of a bike ride, group riding etiquette and expected behavior to keep everyone safe. The following are suggested talking points for kicking off an event:

BEGINNING A BIKE RIDE OR WALK

1. **Welcome** - Welcome everyone to the ride or walk and thank everyone for coming. Introduce yourself, the Go Campaign, and other organizers.
2. **Route Plan** - Explain where the group will be going (point out busy roads or intersections along the route) as well as where the group will end the ride or walk. If the event ends at a destination other than the starting point, explain how/when participants can return home as a group.

GROUP RIDING TALKING POINTS

3. **Leader + Marshals** - Introduce the ride leader(s) and marshals/corkers of the ride, ask that no one go ahead of the leader.
4. **Tight & To The Right** - Ask that participants ride 'tight and to the right' - this will allow cars to pass the group and for corkers to easily get to the front of the group to block intersections. If you will be riding on any busy streets, it may be necessary to ask participants to ride single file.
5. **No Sidewalk Riding** - only children 11 and under are allowed on the sidewalks. It is illegal for adults to ride on the sidewalk.

6. **Intersections & Stop Lights** - Stop at all red lights. Ask that participants follow the leader and listen for instructions. You may need to stop at some green lights before proceeding through to ensure the group stays together. At busy intersections, have your marshals/corkers block intersections until the entire group has safely passed.
7. **Pass the Message** - Call out directions and ask that the group stay to the right (or single file) if a car is trying to get by the group. Leaders may also call out "stopping" or "slowing," especially if those actions are sudden. Ask everyone to pass along messages to others in the group.
8. **Hand Signals (left, right, stop)** - Follow the leader and use your arms to indicate direction changes and stops.



Community Leader Walk, Go Pilsen, 2014

Organizing A Kidical Mass Ride Or Family Ride

A guide for any parent or parent groups interested in organizing regular family rides.

WHAT IS KIDICAL MASS?

Kidical Mass is a national movement to encourage families to ride bicycles for transportation, exercise, and fun. Rides are led by volunteer ride organizers all over Chicago - visit their website at chicagokidicalmass.org.

Kidical Mass rides are typically two to four miles on quiet, residential streets and take about an hour total, including stops. The rides are geared towards kids riding with or without training wheels, as well as younger children riding on trail-a-bikes, child trailers, and child seats attached to their parent's bike.

STEPS TO CREATE KIDICAL MASS IN YOUR NEIGHBORHOOD

1. Contact the Chicago Kidical Mass organizers to let them know you want to officially start a regular Kidical Mass ride in your neighborhood. They can help you organize and spread the word. www.chicagokidicalmass.org/contact
2. Have the parents who are involved go to one of Chicago's other Kidical Mass rides so they can see what an established ride is like.
3. Decide on a regular date, time, starting location (e.g. Every 2nd Sunday, Gather 10am/Depart 10:30am @ Cochran Park Playlot).
4. Map out your route (two to four miles on quiet, residents streets is recommended).
5. Put up flyers at places where families go such as ice cream shops, toy shops, coffee shops, libraries, and park fieldhouses. Put flyers in bikes you see that have child seats.
6. Local family organizations are a great way to spread the word.



Edgewater & Andersonville Kidical Mass Ride, Go Edgewater, 2015

KIDICAL MASS RIDE TIPS

- Start the ride at a park or other open space so the kids can play while families gather.
- A weekend morning is the best time for family rides (e.g., 10am or 10:30am).
- The route should be mostly on quiet, residential streets. Ride the route before the actual event to make sure it is safe. For example, it is best to avoid streets with construction.
- Only cross major streets at stoplights.
- The ride will be slow! Kids on their own bikes just can't go that fast. It will probably go slower than you think.
- If the group gets separated, slow down, and perhaps stop so everyone catches up.
- Recruit other parents on the ride to serve as bike marshals. They can help cork intersections, so cars stop and let the ride through. They can also alert the group if cars are approaching.
- End the ride at another park, a local, kid-friendly shop, or a kid-friendly event happening in the neighborhood. The kids can play or get a treat!

Resources

Connecting residents to transportation resources is an important step to building awareness about biking, walking, and transit. By sharing resources, you can help residents become more familiar and better educated about the benefits of using alternative forms of transportation and help them better locate and utilize their transportation options including nearby bike lanes, Divvy stations, trails, and bus/train lines.

The original Go Campaigns offered residents free Go Kits, which were tote bags filled with transportation resources including free, publicly available maps and brochures produced by the City and other agencies. Your neighborhood's Go Campaign can obtain some resources from the Chicago Department of Transportation (contact them at 312-742-BIKE) or your local bike shop. You may also choose to simply direct residents to the many downloadable resources available online.



Biking Like a Viking, Go Edgewater & Go Albany Park, 2015

Basic Transportation Resources

A few basic transportation resources you can easily find online and share with others:

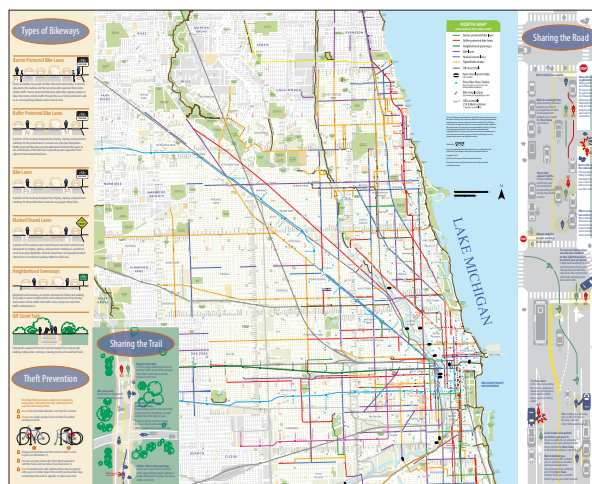
- **Transportation FAQ Sheet:** The Go Campaign produced a transportation resource sheet with answers to frequently asked questions and concerns related to biking, walking, and transit. See the appendix for a printable version.
- **CTA Bus and Rail Map:** transitchicago.com/maps
- **City of Chicago Bicycle Map** (from the Chicago Department of Transportation) Request a printed map (English or Spanish): chicago.com/completestreets.org/your-ride/bikemaps or download online: chicago.com/completestreets.org/resources/cycling/
- **Divvy Bike Share:** divvybikes.com
- **Bike Parking Request Form:** bikeparking.chicago.com/completestreets.org
- **Chicago Police Department:** Contact your local Police District/CAPS chapter to see if they have any free bike helmets, locks, or lights that you can help distribute to residents: <https://portal.chicagopolice.org>
- **Route Planning Tools:** Route planning tools such as Google Maps (maps.google.com), Goroo Chicago Trip Planner (goroo.com), or any number of smartphone apps, such as RideScout (ridescoutapp.com) or CityMapper

(citymapper.com/chicago).

Transportation News

Organizations and city links that provide useful information and local news about biking, walking, and transit:

- **Chicago Department of Transportation:** chicago.com
- **City of Chicago's Complete Streets Portal:** chicago.com/completestreets.org
- **Streetsblog Chicago** - Daily sustainable transportation news source: chi.streetsblog.org
- **Active Transportation Alliance** - Chicago's biking, walking, and transit advocacy organization: activetrans.org
- **The Chainlink** - Chicago's community bicyclist news and events page: thechainlink.org



City of Chicago Bicycle Map, 2015

Spreading the Word

To spread awareness about your events, resources, and news, and to encourage more biking, walking, and transit use in your community, you will need to spread the word to residents. It may help to tailor messaging to topics residents are most interested in such as health and wellness, saving money, improving neighborhood safety, spending time with family and friends, meeting neighbors, supporting local business, etc.



Wellness Walk, Go Bronzeville, 2014

Spreading the Word

Here are some ideas and examples on how you can get started spreading the word:

EMAILS

- Ask your local Alderman's office, Chamber of Commerce, block clubs, and other active community groups to share information about your Go Campaign and event details in their regularly-occurring e-newsletters.
- Use emails to spread news about events and share tips, news, and resources with residents. See the appendix for tips you can share to motivate residents to bike and walk year round.
- Collect emails at events and send your own email updates via a free, easy-to-use mass email service such as Mail Chimp: mailchimp.com

SOCIAL MEDIA

Create a community page or group on Facebook, Twitter, Instagram, or other social media platforms to engage residents and to share news, photos, events, and resources.

Existing Go Campaign Facebook Pages:

- **Go Albany Park:** facebook.com/GoAlbanyPark
- **Go Bronzeville:** facebook.com/GoBronzevilleGo
- **Go Edgewater:** facebook.com/GoEdgewater
- **Go Pilsen:** facebook.com/GoPilsen

NEWS/EVENT SITES

Ask your local news to help promote your campaign and/or events:

- **DNA Info** - contact your neighborhood's local reporter: dnainfo.com/chicago
- **The Chainlink** - add your events to their calendar: thechainlink.org
- **Local newspapers and blogs**

POSTERS & FLYERS

Design a simple flyer or poster to share online.

If you have the budget (or a community partner is willing) print out event flyers and bring them to your local library, park fieldhouse, Alderman's office, cafes, local businesses, farmers markets, and other local gathering spots. You can also hang bicycle-specific event flyers at local bike shops.

Example blurb for spreading the word online via email and social media:

Go [Program Name] is a volunteer, community-led campaign designed to help [Program Name] residents take advantage of the many transportation choices we have. This summer Go [Program Name] is partnering with local community groups and hosting free events such as themed neighborhood walks, guided bicycle rides, and workshops. Join us and learn more on Facebook [[list social media links](#)]:

A. Transportation Tips - Social Media & Email Blurbs

Below are tips about biking and walking that you can **copy/paste** and include in your email and social media communications:

TIPS FOR SAFER BIKING

- Use lights at night (white light in front, red light in back) and bright/reflective clothing to maximize your visibility.
- Wear a helmet.
- Obey all traffic laws, signs, and signals.
- Ride in the direction of traffic, not against it.
- Don't ride on the sidewalk (it's illegal in Chicago if you are 12 years or older).
- Communicate with drivers and signal your intentions to turn by using hand signals.

7 REASONS TO WALK

Research shows that regular walking contributes to your overall health and fitness in these important ways:

- Strengthens heart, joints, and bones.
- Reduces blood pressure, the risk of stroke, and cholesterol.
- Improves mood, self-esteem, balance, and circulation.
- Gives you energy and helps with a good night's rest.
- Contributes to "brain fitness".
- Boosts immune system.
- Relieves stress and worry.

5 FALL/WINTER RIDING TIPS TO STAY SAFE & COMFORTABLE

1. Shorter daylight hours and cloudy weather mean lights are essential for staying safe and visible.
2. In addition to lights, be sure to wear reflective clothing, signal your intentions, and ride predictably. Other road users have a more difficult time seeing bicyclists and pedestrians during the fall/winter.
3. Pump up your tires! With lower temperatures, your tire pressure also drops.
4. Avoid leaves and other hazards if possible. Wet leaves on the ground, metal bridges, and manhole covers can get slippery when wet.
5. To prepare for rainy and colder weather, wear layers, a scarf/gloves, and a rain jacket or poncho. Fenders can help keep you dry and mud-free and lubricating your chain often can help protect it from rain/rust.

5 FUN, MOTIVATING FACTS ABOUT WALKING (FROM GAIAM LIFE)

6. **Mental Health:** Duke University Medical Center found that a brisk 30-minute walk was just as effective as antidepressant medication in relieving the symptoms of major depression in middle-aged and elderly people.
7. **Lose Weight:** Walking one mile a day burns 100 calories. You could lose 10 pounds in a year without changing your eating habits. Moreover, experts agree that walking 6,000 steps a day will improve your health and 10,000 steps will drop the pounds.
8. **Save Money:** According to AAA, the cost of operating a car for one year is over \$8,000. Walking is free! Every time you walk instead of drive, you save money.
9. **Environmental Awareness:** Avoiding just 10 miles of driving every week eliminates 500 pounds of carbon dioxide emissions a year.
10. **Stay Local:** Approximately 40% of all car trips are less than 2 miles in length — which represents a 10-minute bike ride or less than 40-minutes of walking. Next time you shop or dine in your neighborhood, take a walk there instead!

B. Go Resource FAQ Sheet

The Go Campaign Resource Sheet contains answers to typical questions that come up about biking, walking, and transit. Print the following two pages to distribute to program participants or share the Go Resource Sheet found at chicago.completestreets.org/resources/ through your social media channels.



Full Moon Fire Jam Ride, Go Albany Park, 2015



Bike

I DON'T KNOW HOW TO RIDE

- Learn to ride at any age! Register for a lesson by a League of American Bicyclists Certified Instructor. Lessons usually last 1 hour and cost \$50/hour.
- Visit chicagobicycle.org or email info@ChicagoBicycle.org for more information.

I'M CONCERNED ABOUT BIKING IN CAR TRAFFIC OR AM A BEGINNER

- Try quiet neighborhood streets and nearby trails where cars are not allowed.
- Bike with others for safer riding.
- Connect with Women Bike Chicago (womenbikechicago.org) and get a bike mentor who will help you navigate the streets of Chicago.
- Connect with Chicago Bike Buddies (chicagobikebuddies.com) to find an experienced bicyclists who will help you gain confidence on the road.
- Active Trans holds monthly 3-hour classes to introduce the basics of riding a bike safely in traffic. Register online at activetrans.org/resources/member-discounts/safe-cycling-class

WHAT SHOULD I WEAR?

- You can generally wear everyday clothes when you bike. If you prefer, choose thin natural fabrics and sweat-wicking polyester fabrics for staying cool and looking nice.
- Wear bright/reflective clothing and use appropriate lighting (e.g.- white in front, red in rear) and reflectors at night to maximize your visibility.
- Consider an upright riding bike with a chain guard, skirt guard and fenders to keep your clothes free of debris. Use an ankle strap to keep your pants' cuff clean.

I'M CONCERNED ABOUT GETTING SWEATY

- 1 mile of walking is equivalent to 3 to 5 miles of biking. If you can walk one mile without breaking a sweat, you won't have a problem on a short bike ride.
- If needed, plan ahead by bringing deodorant, a towel, or a change of clothes. Store professional clothes at your office to wear once you arrive.

I DON'T WANT TO MESS UP MY HAIR

- Consider a simple hairstyle that is less affected by helmets. Or bring a brush.
- Wear a hat or bandana under your helmet to reduce marks from helmets and the effects of wind on your hair.

WHERE CAN I BUY BIKE GEAR OR A NEW BIKE? WHERE CAN I GET MY BIKE REPAIRED?

- Try local bike shops for bike repairs, purchasing lights, helmets, locks, clothing, new and used bikes, etc.

FIND THE BIKE SHOP CLOSEST TO YOU IN THIS CHICAGO BIKE SHOP DIRECTORY:

- chicagobikeshops.info

WHAT IF I'M NOT IN GOOD SHAPE, HAVEN'T BEEN ON A BIKE IN A WHILE, OR HAVE HEALTH ISSUES?

- It's all about baby steps! Try riding a block or two on a side street and see how you feel. Most people are surprised at how quickly they are able to build up stamina on a bike. Start by visiting nearby shops, restaurants, parks, and other destinations that are less than a 10 minute bike ride away.
- Bike slowly and at a pace that's comfortable for you. It's not a race! Enjoy the breeze, the view, and have fun.
- Try shorter trips or combine trips with transit. Walking and transit may be better options in some cases.

HOW CAN I CARRY MY GROCERIES OR OTHER ITEMS?

- You can purchase a bike basket, front and/or rear rack, or panniers at any bike shop in the city.
- You can also make your own basket - try a milk crate!
- A good old-fashioned backpack works too.

WHAT IF THE WEATHER GETS BAD WHILE I'M ON MY BIKE?

- Be prepared - bring layers and a rain jacket if you are going on a long bike ride.
- You can also bring your bike on the bus or train if needed (see below).
- To keep your bike seat dry, store a shower cap in your bag or under your bike seat, and put it on your bike seat if it might get wet.

HOW DO I LOAD MY BIKE ONTO A BUS OR TRAIN?

- Bikes can be rolled on the CTA trains any time except during holidays and rush hours (7am to 9am, 4pm to 6pm).
- Bikes are welcome on the front racks of buses at all times.
- Visit transitchicago.com/bikeandride/ for more details.

I'M AFRAID OF GETTING MY BIKE STOLEN

- Invest in a secure U-lock to lock your frame and at least one wheel to a bike rack or immovable object. For added security, secure your other wheel with a second lock or chain. Never use a chain lock without a U-lock.
- Register your bike with the Chicago Police Department online. Search for "bike registration" at chicagopolice.org.
- If your bike is stolen, you should report it with the police and on the Chicago Stolen Bike Registry: chicago.stolenbike.org.

HOW DO I CHOOSE A ROUTE?

- Request a free Chicago bicycle map or download online (chicagocompletestreets.org/resources/cycling/)
- Plan your route with Google Maps (maps.google.com), Goroo Chicago Trip Planner (goroo.com), or any number of smartphone apps, such as RideScout (ridescoutapp.com) or CityMapper (citymapper.com/chicago).

WHAT ARE SOME BASIC BIKE SAFETY TIPS?

- Ride with traffic, not against it.
- Obey all traffic laws, signs and signals. Cross major streets at traffic signals.

BIKE CONTINUED

- Communicate with drivers and signal your intentions using hand signals.
- Ride on streets with bike lanes and enough room to ride outside of the “door zone” when riding alongside parallel parked cars.
- Consider riding on residential streets when starting out, even if they take you a bit out of the way.
- Do not ride on the sidewalks. It is illegal for adults (age 12 and over) to ride on sidewalks in Chicago and cars and pedestrians are not expecting it.
- Take the Ride Illinois safety quiz to learn more: bikesafetyquiz.com and learn about bike laws at chicagocompletestreets.org

I'M CONCERNED ABOUT BIKING WITH MY KIDS

- If you have younger children, you can use a child trailer, child seat, or trail-a-bike.
- Balance bikes help kids learn to be comfortable when bicycling. We recommend children wear a helmet on all rides.
- Neighborhood streets with low traffic volume are great for biking with kids. Children 11 and under are permitted to ride on the sidewalks, but adults must ride on the street.
- Join a Chicago Kidical Mass ride. Kidical Mass is a national movement to encourage more families to ride bikes together. The rides are 2 to 4 miles at a 5 to 6 mph pace on quiet residential streets, typically 1 hour. More information at chicagokidicalmass.org.

HOW CAN I TRY OUT DIVVY BIKE SHARE?

- Purchase an annual membership online or a 24-hour pass from any Divvy station using a credit card or debit card.
- Riders get unlimited trips of 30 minutes or less for the duration of your membership or pass. When you're done, dock the bike at any station.
- Find a station near you and learn more at divvybikes.com.
- The Chicago Department of Transportation's Divvy for Everyone (D4E) program offers \$5 memberships for those who can't afford the regular membership price (no debit or credit card required). Visit divvybikes.com/d4e for more details.



HOW DO I BUY A TRANSIT TICKET?

- Ventra is a combined fare card that can be used on CTA trains and buses, or Pace buses. Learn more at ventrachicago.com.
- Visit transitchicago.com/fares for up-to-date pricing information on single ride tickets, day passes, or multi-day passes. Buy your ticket at any CTA stop, on the bus (cash only), a participating retailer, online, or over the phone.
- Metra is a suburban commuter train system with several downtown Chicago terminals. Riders can use the Ventra mobile app to purchase tickets through their smart phone. Otherwise, if the station's ticket window is open, riders must purchase tickets prior to boarding. Failure to do so will incur an additional fee. Learn more at metrarail.com.

HOW DO I KNOW WHICH BUS/TRAIN TO TAKE?

- Visit Google Maps (google.com/maps), the CTA website (transitchicago.com), or Metra Rail (metrarail.com) for bus and train routes and times.

IS THE BUS/TRAIN A CONVENIENT TRANSPORTATION OPTION?

- In many cases you can save time and money by taking transit. You don't need to find OR pay for parking.
- You can make transit more convenient by timing out your trip. Download one of several CTA smartphone apps to track the bus/train (transitchicago.com/tracker).
- Fun Fact: Did you know the average annual cost of owning a car is over \$8,000? You can save thousands of dollars every year by taking public transit more often.



HOW CAN I MAKE WALKING MORE SOCIAL?

- Make walking fun and social by spending time with friends and family — take a walk for errands, after a meal, or for anything you want.
- Join or form a walking group or hold a walking meeting at work.

HOW CAN I CREATE A WALKING CLUB?

- Recruit Members: Talk to your family members, friends, neighbors, and work colleagues about your idea to start a walking group.
- Get Organized: Gather and share everyone's contact information. When you're in it as a group, you can help keep each other motivated! Determine when, where, and how often you will walk. Figure out your route and decide if you plan to walk indoors and/or outdoors.
- Get going! Try it out (even if it is only once) and walk your way towards better health while reclaiming your community in camaraderie.

I'M CONCERNED ABOUT MY PERSONAL SAFETY WHILE WALKING

- Walk with others.
- Be aware of your surroundings. If you feel unsafe, pop into a local shop. Take your cell phone in case you need to call 911 or a friend.
- Avoid walking late at night.
- Avoid areas with overgrown bushes, confined spaces, or poorly lit areas. Try to find routes with plenty of people around.
- Making eye contact with drivers can help you know whether they see you in crossings. Remember to look both ways before crossing — it's not just for kids.

WHAT IF I'M NOT IN GOOD SHAPE OR HAVE HEALTH ISSUES?

- Take shorter trips and add more walking into your life one step at a time. Try walking around the block first.
- Make a plan - what are some local businesses or organizations you could try walking to?
- Walking is a great low-impact way to improve your health. Over time you will lower your risk of health problems like high blood pressure, heart disease, and diabetes. You will tone your muscles, strengthen your bones, burn calories, and lift your mood.

I HAVE TOO MUCH TO CARRY

- Plan ahead and bring along a cart or backpack. In some circumstances, other forms of transportation may be more appropriate.

