



# Encouraging walking & biking in Latino communities

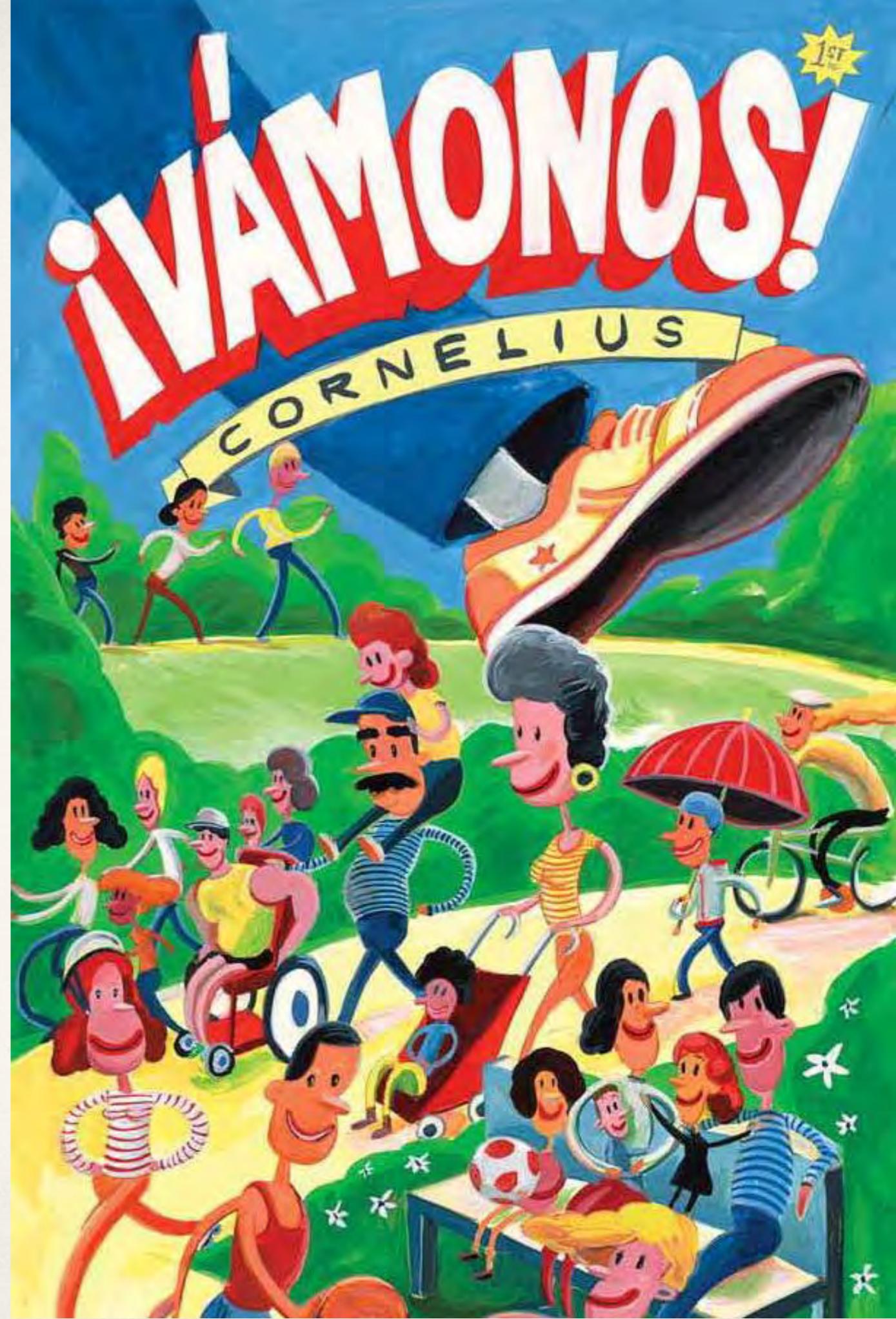
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*Marne Duke, Metro*  
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# ¡Vamonos! Let's explore Cornelius, Forest Grove and Hillsboro

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Free, community originated maps  
that encourage walking and biking  
in communities with large  
populations of Hispanic residents



# History

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- ❖ Building on the success and experiences of Metro's Walk There! book and Bike There! maps
- ❖ Complements ongoing Metro Spanish-language outreach to encourage sustainable living.
- ❖ Hispanics are the fastest growing population segment in the Portland metropolitan region as well as the largest minority group in the area.
- ❖ The ¡Vámonos! project is made possible in part through a grant from the Kaiser Community Health Initiative.



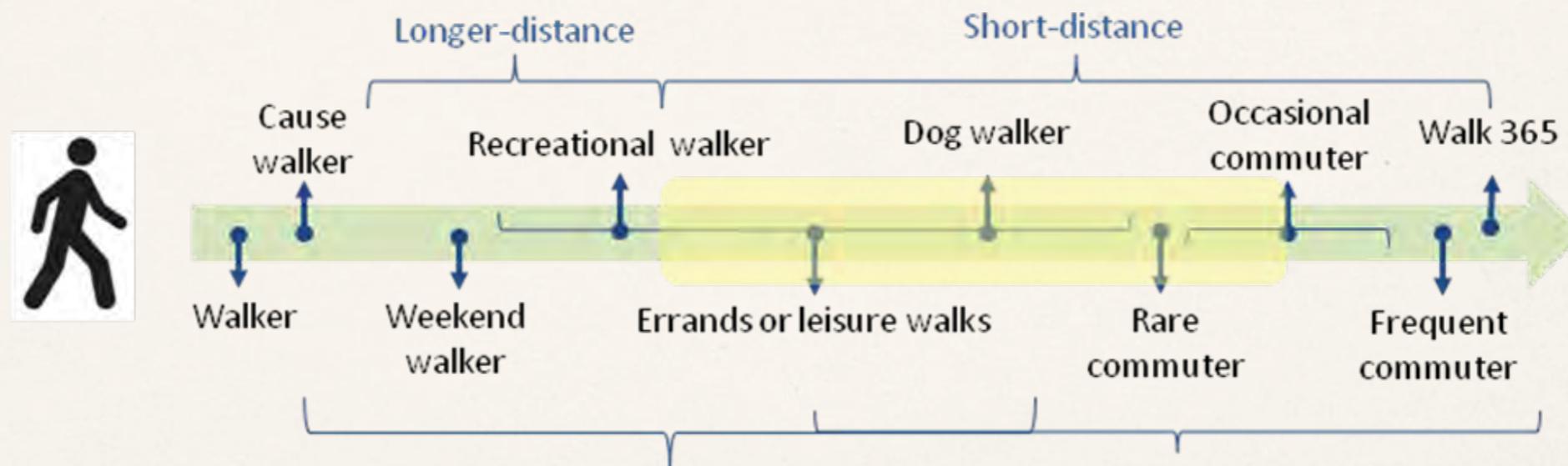
# Goals & objectives

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- ❖ Increase the awareness of safe, convenient places to bike and walk.
- ❖ Engage Hispanic residents in the development of bilingual maps & outreach activities.
- ❖ Encourage healthy and sustainable modes of transportation and recreation > leading to over increase in travel option use.
- ❖ Support Metro's community action plan to engage and provide services to underserved and emerging populations.



# Where is your audience on the continuum?



# Work plan

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Objectives were met through four phases of the ¡Vámonos! project:

1. Map development & production
2. Partnerships
3. Events
4. Promotions



# Map development

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- ❖ **Research and outreach to establish an approach to map design and distribution**
  1. **Gauge interest of staff at the cities of Hillsboro and Forest Grove**
  2. **Interviews with community leaders to determine how to create culturally relevant maps and outreach**
  3. **Surveyed community residents, primarily Hispanics, about walking and biking and their preferences for education and mapping tools.**



# Research

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## Some of the key findings from these interviews include:

- ❖ The need for an event series and face-to-face education, as well as a printed map.
- ❖ Highlighting free and inexpensive activities and points of interest on maps.
- ❖ The use of visuals instead of words on maps to designate points of interest and routes.



# Map development findings

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Community participation and feedback was integral to the development of culturally appropriate maps, messages and design.

# Map development findings

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The planning and design team had to have a willingness to depart from traditional European mapping styles, which were unappealing to Hispanic communities.

# Map development findings

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A cross-disciplinary team - planners, designers, communicators - was important to move the project forward, engage community and delivering a product appealing to public.

# Map development findings

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The large and culturally diverse group made development and design challenging, but a more effective end-product.

# Map development findings

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The objective of the map was to target walking and biking for kids and families, with that focus, some areas had to be left unaddressed.

## Quick guide for better biking

Biking is an excellent way to get around, get exercise and experience the outdoors. This free quick guide provides safety information and resources to make your ride more enjoyable.

Don't forget to check out Metro's Bike There! map, which is printed on durable, waterproof paper and available for \$9. Learn where to purchase a copy, download free maps and watch bike videos at [www.oregonmetro.gov/bikethere](http://www.oregonmetro.gov/bikethere).

## Why bike?

- Half of all trips in the U.S. could be replaced with a 20-minute bike ride.
- Households that walk and cycle as the primary modes of travel save an average of \$694 per month.
- Biking helps weight loss and heightens energy levels.

### LEGEND

#### Most suitable

-  Bike and pedestrian trail  
Closed to motor vehicles, paved multi-use and part of The Intertwine
-  Main bikeway  
Enhanced bike lane, cycle track or low-traffic bike boulevard
-  Low-traffic street  
No designated bikeway, speeds less than 25 miles per hour

#### Moderately suitable

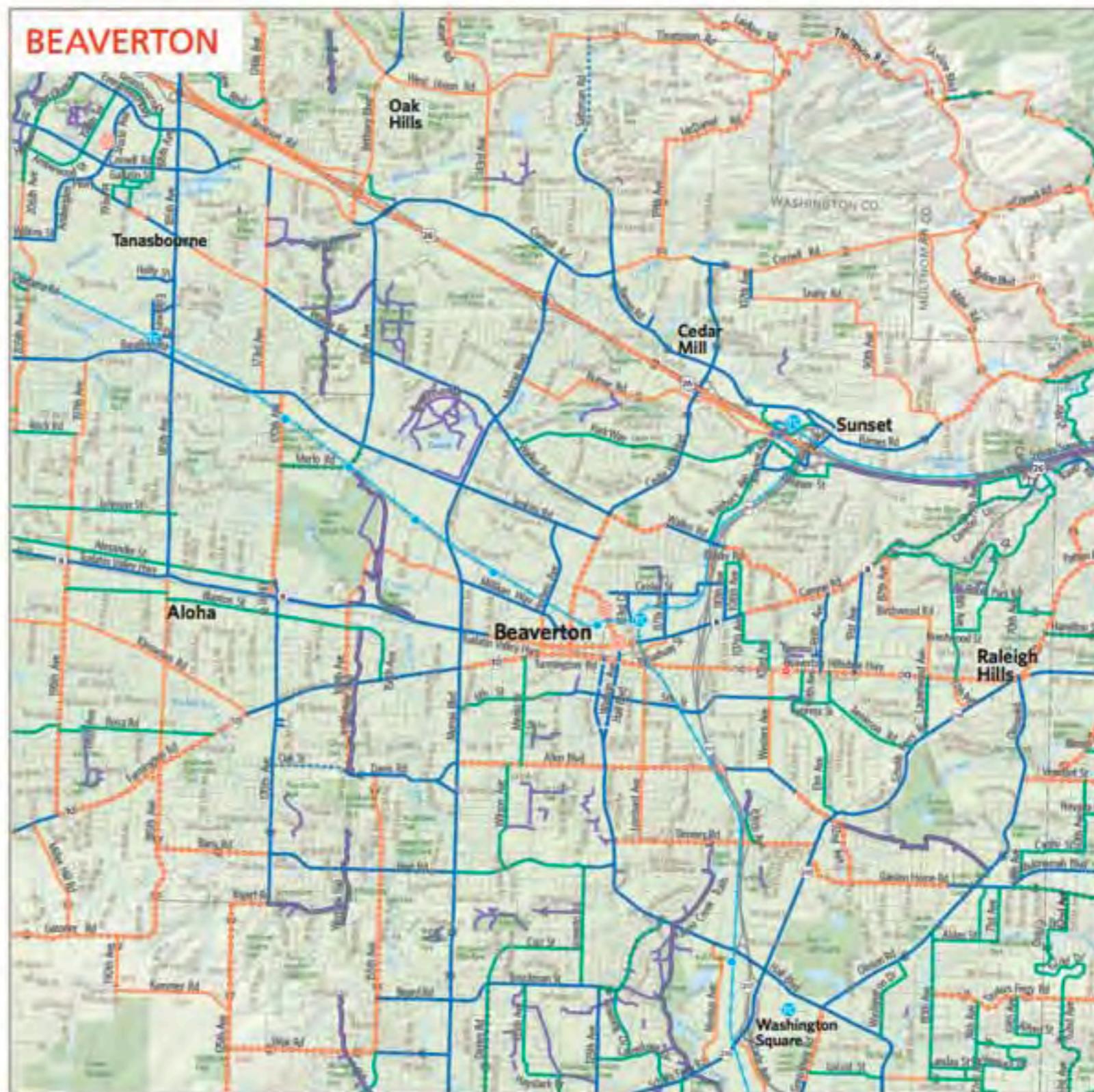
-  Bike lane  
Busy streets with bike lanes, suitable for experienced bikers
-  Moderate-traffic street  
No bike lane, speeds greater than 25 miles per hour

#### Less suitable

-  High-traffic street  
Speeds greater than 35 miles per hour
-  Caution area  
Streets with narrow lanes, high traffic or sharp curves

#### Map features

- |  |   |
|--|---|
|  Transit center       |  One-way travel                                    |
|  Park or natural area |  Uphill  |
|  Bike shop            |  Railroad track                                    |
|  Elevation marker     |  Light rail, streetcar, commuter rail, aerial tram |



### Resources

Bike lockers: MAX lines, call 503-962-2104 or visit [www.trimet.org/bikes](http://www.trimet.org/bikes)

Road hazards: Washington County, call 503-846-7623

### Safety responsibility

Metro has not undertaken any independent safety review of the bicycle routes and facilities. Metro disclaims any responsibility for errors, omissions or inaccuracies in this guide. In no event shall Metro be liable for any damages or losses of any kind related to data or information contained in this guide. Users of this map agree that their use is at their sole risk.

# IVAMONOS!

## HILLSBORO



**Legend/Leyenda**

(Ivamonos) route	Restroom Baños	Heritage tree Árbol patrimonial	School Escuela
Connection	Wheelchair accessible Accesible y áreas de ruedas	Bus stop Parada de transporte público	Services Servicios
Pathway Sendero	Playground Área de juegos	MAX stop Parada de MAX	Park Parque
Railroad Vías del ferrocarril	Picnic area Área de picnic	Church Iglesia	Food and recreation Venta de alimentos y recreación

# Partnerships

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- ❖ Lack of resources for biking and walking in English or Spanish for the project area
- ❖ Eager for materials and opportunities to engage the public around walking and biking
- ❖ Outreach in design and map design resulted in ongoing involvement



# Partnerships

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Partnerships were formed with:

- ❖ social service providers
- ❖ cultural centers
- ❖ shopping and sporting destinations
- ❖ Spanish-language media outlets
- ❖ city governments and business associations



# Partnership findings

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Spanish-speaking outreach staff was paramount to the success of many partnerships.

# Partnership findings

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Personal relationships were central to the success of the project.

# Partnership findings

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Partnerships helped lessen the stigma of working with the government held by some community members and partners.

# Partnership findings

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Community members acknowledge the benefits of active transportation and want to improve both personal and community health.

# Events

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- ❖ **Outreach at existing community events**
- ❖ **Opportunities to distribute educational information on recycling and sustainable living, as well as gauge interest and knowledge level of walking and biking**
- ❖ **Joined with community partners to host 12 community events that guided and encouraged residents to walk and ride in Washington County**
- ❖ **Over 1,000 participants attended these events where they received incentives and upcoming event information**



# Event findings

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Events are essential to getting people out walking and biking.

# Event findings

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Events helped raise awareness of the project, solicit feedback and participation during the development phase, and disseminate maps and marketing materials.

# Event findings

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Tying efforts with a leading health advocate gave the opportunity position walking and biking as a health issue within the community.

# Event findings

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A good percentage of people were repeat attendees to Metro hosted walking and biking events.

# Promotion

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- ❖ Paid media campaign ran six months and included radio ads, billboards and web resources.
- ❖ Earned media focused on Spanish-language outlets in the area.
- ❖ Suite of marketing materials were created that created enthusiasm around the campaign and increased safety of participants



# Promotion findings

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Spanish radio ads were found to be most effective way to reach Hispanic audiences. At the September events, nearly half of attendees learned of the event through radio.

# Promotion findings

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Word of mouth was strong for event participation. Many attendees reported hearing about events and the program from neighbors and Metro community partners.

# Promotion findings

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Promotional materials were very popular and added to event safety for participants.

# Key findings

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- ❖ Project budget doubled – due to opportunity for events and outreach
- ❖ The project has helped establish a set of brand and map standards to use in future outreach efforts by Metro and its partners
- ❖ “While the end result of the project is the maps, it’s also the strong relationships with the Hispanic community we made.”



# Next steps

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- ❖ Training partners to duplicate and continue projects
- ❖ Surveys to gauge use of travel options and recreational walking and biking
- ❖ Incorporate techniques into future mapping and outreach campaigns
- ❖ Continue relationships to explore further opportunities to promote walking and biking in Hispanic communities



# Thank you

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(related documents at bottom of  
page)

