

# FootNotes

*A Regional Coalition Promoting Walkable Communities*



## *And the winner is... Oceanside!*

At WalkSanDiego's Holiday Celebration last December, we bestowed the second annual Golden Footprints Award on the City of Oceanside for cutting-edge traffic calming, pedestrians facilities, and planned safety campaigns. Mayor Terry Johnson, Transportation Director John Watanabe, and Pedestrian Coordinator Cindy Watson attended the event to accept the award.

Oceanside recently won a statewide award for its art-adorned Pier View Way underpass (see page 5). The city has also been selected by the Federal Highway Administration as one of three cities nationwide to pilot a pedestrian safety education project.

Oceanside has installed traffic islands, bulbouts, textured crosswalks, and other improvements that are lushly landscaped and engineered very precisely to slow traffic without causing it to stop. And more improvements are being planned for two downtown corridors.

"Oceanside is making improvements for walking that you won't see anywhere else in San Diego County," noted WalkSanDiego

President Jamie Moody. While the city still has a long way to go, we encourage our members and city agencies to view the progress the city is making.

**Thank You  
to our Holiday  
Celebration Sponsors!**

Assaggio Italian Bakery  
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America Walks  
Monica Zech



*WSD President Jamie Moody, right, presented Oceanside's Transportation Director Frank Watanabe and Pedestrian Coordinator Cindy Watson with the 2003 Golden Footprints Award.*

## **2nd annual fitness fair 'Just for the health of it!'**

The Walking, Health & Fitness Fair will be held Saturday, March 20, in Balboa Park at Park Boulevard and Presidents Way.

The fair will offer a one-stop opportunity to learn about non-profit organizations, recreational groups, and businesses that promote exercise and healthy lifestyles. The event will include informational exhibits, guided fitness walks, exercise and nutrition classes, a workshop on pedestrian safety, a shoe clinic, free body fat testing, massages, yoga, and more!

Be sure to stop by the WalkSanDiego booth. For information, or to be an exhibitor, contact Giovanna Solimine of Uptown Partnership at 619-298-2541 or e-mail [gs@up-inc.org](mailto:gs@up-inc.org).





# Show Me the Money!

*This issue of FootNotes focuses on the green side of walking — not street trees, but dollars. How do we pay for expensive pedestrian improvements or traffic calming? How much do Americans value walking in dollar terms? In the health philanthropy world, how much funding is going to pedestrian-related causes? How can WalkSanDiego sustain or enhance its operations?*

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## Regional Funds for Walking

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In the Fall 2003 FootNotes, we reported that the San Diego Association of Governments (SANDAG) was working on a renewal of the transportation half-cent sales tax known as TransNet, due to expire in 2008. A proposed 30-year extension would generate an estimated \$9.5 billion over 30 years. The TransNet tax will be placed on the November 2004 ballot.

WalkSanDiego, the San Diego Bicycle Coalition, and others have been pushing for SANDAG to devote 10% of TransNet revenues to four related areas: pedestrian improvements, bikeways, neighborhood safety, and smart growth incentives.

Our argument did not fall on deaf ears. In December SANDAG staff recommended its Board of Directors set aside 5% for these programs. For now, the Board recognizes the need but has settled on 4%.

So what is the right number — 4%? 5%? 10%? Since walking is involved in at least 10% of San Diego transportation trips (not counting recreation), this would seem a good number.

When asked to carve up the transportation pie, a recent national poll showed Americans believe 7% is the right number. Counting TransNet, state, and federal funds, we'll actually spend less than 1% of total transportation dollars on walking and biking. Not exactly the 7% the average American would prefer. Still, it's an increase over previous funding levels.

Four percent of TransNet means roughly \$2 million per year for walking and an equal amount each for bicycling and safety improvements such as traffic calming. How far does \$2 million go?

Replacing sidewalks on both sides of one 150-foot block costs about \$10,000. A neighborhood traffic circle costs up to \$50,000; a single roundabout can be \$300,000 or more. Encinitas completely rebuilt several blocks of its traditional main street, Highway 101, for \$5 million.

When you visit places like Portland, Oregon, or Victoria, British Columbia, it becomes obvious that to make a region truly walkable takes a fundamental shifting of priorities, not just incremental progress as represented by the current TransNet proposal. Two million dollars per year from TransNet is really only a start. But it *is* a start.

Assuming SANDAG sticks with the 4% allocation — and that's not certain — how might we increase regional funds for walking? State and federal funds will be there at some level, primarily for Safe Routes to School grants. But there's another source: roadway projects.

In January, SANDAG's Walkable Communities Working Group (WCWG), in which WalkSanDiego participates, voted to recommend that SANDAG require all future TransNet-funded projects provide routine accommodation of pedestrians and bicycles, consistent with its own guidance documents.

Previously, SANDAG road projects competing for funds might score a few extra points for including adequate pedestrian and bike facilities — usually at minimal extra cost. Still, a great number gave short shrift to these modes.

We've been heartened to see that many SANDAG Board members want to see more spending for walking and biking. Adopting the WCWG recommendation would be one of the easiest and most cost-effective ways to do so.

## *Funding Pedestrian Advocacy*

One of our 2003 goals was to hire an Executive Director and open an office by year's end. We didn't get there, but we've made a lot of progress. A local foundation has offered to provide office space and a computer, and we've submitted several grants and continue to write more. With the economy, state budget cuts, 9/11, and now the San Diego fires, local foundation funding is less available than it has been in a decade, but we remain hopeful.

Our strategy has included applying for traffic safety grants in partnership with local agencies or neighborhood associations. In each case, *WalkSanDiego* would serve as a contractor overseeing community participation in transportation and land use decisions affecting the pedestrian environment. In other words, we're putting our experience to work. To date, we've submitted four such grants — two in partnership with local cities and two with neighborhood groups, with a third neighborhood grant in preparation.

In addition to these "project grants," we've applied for core funding from a statewide healthcare foundation. We've also hired a contractor to help recruit new members and corporate sponsors. We'll know in a few months if we've stitched together enough funding to hire our first Executive Director. If you know of funding leads, please let us know by snail mail or e-mail.

On a national scale, America Walks is finding the health care foundations are still focussed largely on treatment rather than prevention. One exception

is the Robert Wood Johnson Foundation, which funds physical activity research and seeded the National Center for Bicycling and Walking ([walkinginfo.org](http://walkinginfo.org)). America Walks believes direct funding for advocacy is a necessary second step if active living as an obesity prevention strategy is to be achieved.

What about the business sector? By way of comparison, it took 15 years for well-organized bicycling advocates to convince bike manufacturers they should help fund advocacy for biking facilities. They've done so in a big way. Can pedestrian advocates bring the shoe and pedometer manufacturers around? Only time will tell. If you know a Reebok executive, please give us a call!



*WalkSanDiego recently submitted a pedestrian safety education campaign grant with the City of Imperial Beach.*



## Funding Pedestrian Planning

Planning for pedestrian improvements costs money just as surely as the crosswalk paint and curb extensions. Many (probably most) traffic departments know their streets are inadequate for pedestrians, but the problem is so ubiquitous, they don't know where to start.

Some cities have created Pedestrian Master plans. These plans identify danger hotspots or walking opportunities, establish what types of improvements can be used, and prioritize their implementation.

The City of San Diego Planning Department has submitted a grant application to the California Office of Traffic Safety (OTS) to fund a pedestrian master plan. Through the grapevine, we understand the OTS staff is focusing on DUI problems, child safety seats, and seatbelts — in other words, the safety of vehicle occupants. Does this bias sound familiar? This is one of the difficulties of getting pedestrian



*Walking opportunities don't just happen. They require planning and funding.*

improvements built – finding funds for the *planning*.

WalkSanDiego found the same difficulty when we approached the neighborhood branches of two national banks to raise funds for a pedestrian planning effort. “Come back when the plan is done and we'll help fund the improvements,” they told us. A third bank understood planning has to happen first and agreed to contribute. In the same way, we're hoping the OTS will see the necessity of funding pedestrian masterplans as a necessary step to reducing California's annual pedestrian toll of 13,000 injuries and 600 fatalities.



*In January, the Robert Wood Johnson Foundation's Active Living Research project contracted with WalkSanDiego to lead a walking tour for researchers attending a conference in Del Mar. The city has invested in pedestrian-related improvements to Camino Del Mar and adjacent residential streets.*



*Planning for traffic calming along transit routes requires agency resources but can reap great rewards.*

## The Crowning Jewel



*Oceanside's Pier View Way Undercrossing, which combines beauty with safety features for pedestrians, received Caltrans's 2003 "Three Steps Award" by transforming a no-frills rail-road crossing near the beach into an attractive pedestrian/bicycle path. The project was a key element of the city's Walkable Communities Plan to make downtown more pedestrian-friendly.*

## Become a Member of WalkSanDiego

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Walking interests \_\_\_\_\_

- Individual - \$25     Family - \$40
- Benefactor - \$50+     Sponsor - \$100
- Student, senior or treading lightly - \$10
- Groups 25+ employees or members  
of a business or organization - \$250
- Corporate member - \$500

Send to: WalkSanDiego  
P.O. Box 122491  
San Diego, CA 92112-2491

# Two WSD board members to attend 4th National Congress of Pedestrian Advocates

Effective pedestrian advocacy requires keeping up on what other regions are doing. Two WalkSanDiego board members, Tina Zenzola and Andy Hamilton, will attend America Walks' 4th National Congress of Pedestrian Advocates, being held in Silver Spring, Maryland, in May 2004.

This event is "a hands-on, feet on the ground training camp" for pedestrian advocates, both within and outside of government agencies.

Andy is chairing the America Walks Steering Committee working with a local host committee to plan the conference.

"With the public health community waking up to the importance of walkable neighborhoods, there is a tremendous amount of interest and growth in this field," said Tina. "The National Congress is probably the best way to keep up with the changes."

More information about the Congress and America Walks can be found on their website at [www.americawalks.org](http://www.americawalks.org).



*Pedestrians such as these crossing at University and 6th Avenues will benefit from traffic calming elements.*

## Tidbits

- From a London newspaper: First on the list of "Ways we're not Californian: Britain still has some pedestrians."
- In Finland, police recently issued a record \$216,900 speeding ticket to a millionaire under a system in which traffic fines are linked to the offender's income.
- "I strut down the boulevard, sweating off my excess lard." — Homer Simpson, after losing his driver's license and before being hit by a car.
- 25.5% of California adults engage in no leisure-time physical activity. Compare that to Arizona's 53%. In Utah, only 17% count themselves as couch (or computer) potatoes (source: cdc.gov).

## Uptown staff makes plans to calm traffic

The Uptown Partnership, our community partner in the Hillcrest/Mission Hills area, has completed a conceptual plan for traffic calming on 4th, 5th, and 6th Avenues.

The plan includes more pedestrian crossing opportunities, corner "bulb-outs" to give pedestrians greater visibility and shorter crossing distances, and various traffic calming elements. It also includes more parking by replacing parallel spaces with diagonal spaces in key areas. The plan incorporates SANDAG's eventual plan to run a special express bus service known as "Bus Rapid Transit."

The Uptown staff recently submitted a grant to Caltrans for more detailed planning and has contracted with WalkSanDiego to encourage residents to walk to local businesses and to finalize a design for a key portion of the traffic calming plan.

For regular plan updates, visit their website at [www.uptownpartnership.org/projects](http://www.uptownpartnership.org/projects).

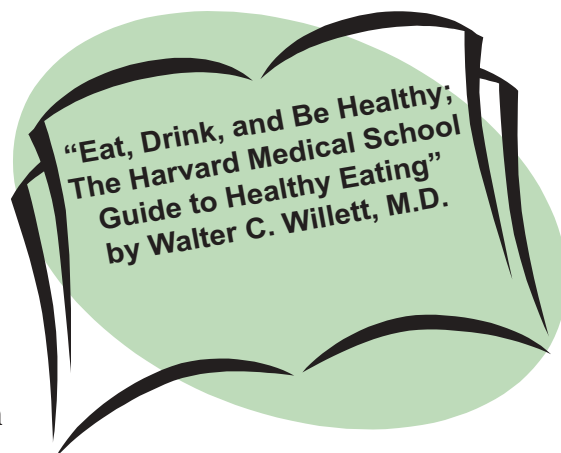
# Not another dry rice cake!

I LOVE this book!

Usually I find books on nutrition and health to be contrarian in tone and content, or dry as a rice cake. This hype-free offering is packed with nutritional sense from someone who knows. Its recommendations are backed by findings from rigorous, long-term health studies. The author doesn't claim to have all the answers, but he does claim to have summarized what we know so far.

Dr. Willett draws on all the significant health studies of the last two decades and shows why we need to keep our weight down, exercise regularly and follow his (and Harvard Medical School's) healthy eating guidelines.

These guidelines are not the same as the very outdated USDA Food Guide Pyramid, which has not changed in umpteen years despite mounting evidence that they don't



prevent heart disease, adult onset diabetes, or obesity. Americans following the Pyramid reduced fat intake and increased carbohydrates, but still gained weight.

Then they turned to radical diets to shed the pounds, but the results have proved temporary and these regimens usually aren't sustainable. Dr.

Willett explains why fad diets don't work and provides sensible guidelines for diet and exercise that can be enjoyed over a lifetime.

The Centers for Disease Control say that many of our most common and most costly ailments are almost entirely preventable through weight management, exercise and proper nutrition. Personally, I think we need books like this because obesity and obesity-related diseases are robbing us blind financially and denying our aging population of many healthy, enjoyable years. Now, if I just had a safer place to walk...

## My New Year's walking resolution: calories in < calories out

For my New Year's resolution, *Eat Drink and Be Healthy* inspired me to do just that - and to lose a few pounds by walking more. To get the skinny on how I approached it, plus some helpful links and tips, check out [www.walksandiego.org](http://www.walksandiego.org). But here are the basic steps:

Weight loss occurs when calories out (exercise) exceed calories in (food). Now, one pound of body weight equates to 3500 calories. So, if my daily calories out exceed calories in by 500, I can lose one pound every 7 days. This is much easier said than done, of course, but here's how I set my goals:

**Calories Out:** Based on my basal metabolic rate (BMR), I burn about 1300 calories per day without exercising. Three 20-minute walks at a brisk pace (helping me reach 12,000 steps/day) burns another 420 calories a day, for a total of 1720 calories out.

**Calories In:** To achieve the daily 500 calorie deficit, I try to eat no more than 1220 calories of food. I'm able to do this by keeping a food (and exercise) diary. When you're conscious of what you're eating, it's much easier to stick to the plan. If I want to eat more, I throw in a gym workout or a bike ride.

**The Result:** In the first week, I projected I'd lose 0.8 pounds. At week's end, I'd lost 0.7 pounds, plus a half-inch off my thighs. Yay! Overall, I've found this approach provides a great incentive to stay active, because no one appreciates a slice of cheesecake like I do.

# LEGISLATIVE UPDATE



## Federal Transportation Bill

On February 12, the U.S. Senate passed a \$318 billion transportation spending bill known as SAFETEA.

The bill retains all existing categories including pedestrian funding sources plus a new federal Safe Routes to School program. The president has threatened to veto any bill exceeding \$256 billion, so there is still much work ahead.

## California Bills

The state Assembly has passed **AB392** establishing stable funding sources for the Environmental Justice (EJ)

and Community Based Transportation Planning grants (one of which WalkSanDiego helped obtain for North Park). The measure now moves to the Senate.

**AB775** would extend the sunset for the state Safe Routes to School (SR2S) program until 2010. AB775 is companion legislation to SB1087 which would dedicate \$20-25 million a year for six categories of projects: sidewalk improvements, traffic calming and speed reduction, pedestrian/bicycle crossing improvements, on-street bicycle facilities, and traffic diversion improvements.

AB775 was approved by the Assembly by a vote of 54-22 and now moves to the Senate.

## Honda re-designing cars for pedestrians

Honda announced it is re-designing its vehicles to reduce pedestrian deaths by making car hoods and bumpers more flexible.

The move was prompted by Japan's high number of bicyclist and pedestrian fatalities, which account for 30% of all traffic deaths (compared to 12% in the U.S. and 24% in San Diego).



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