

**Using Communication and Marketing to Influence Place**

***Changing  
the Built Environment  
Through Grass-Roots,  
Media Advocacy***

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# Outline

1. Background
2. Street Design Standards
3. Campaign Components
4. Campaign SUCCESS!
5. Contact Information



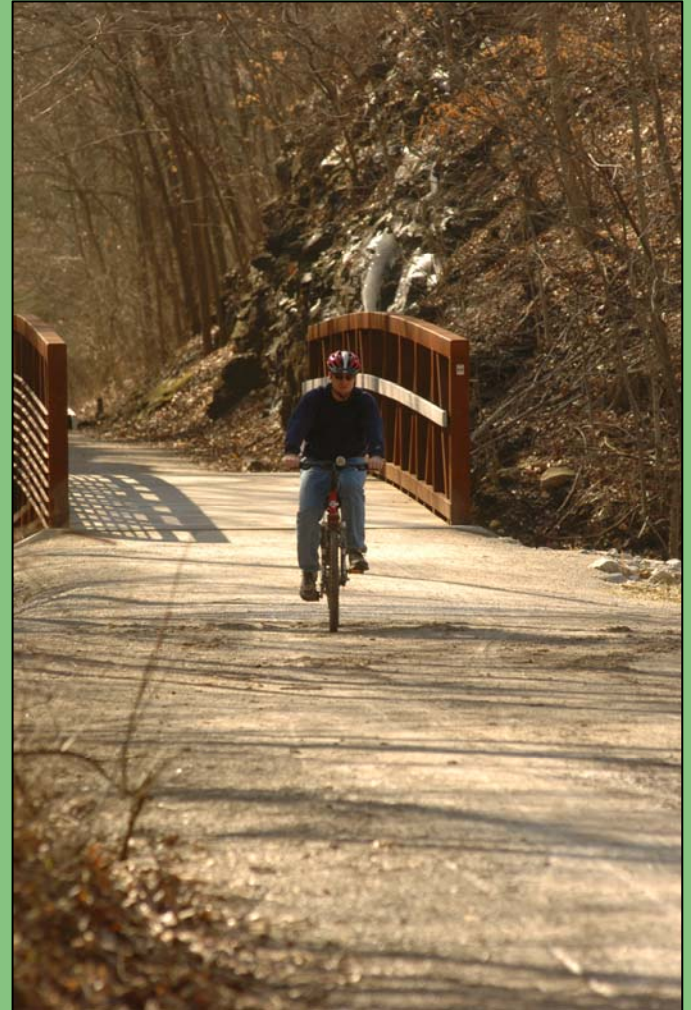
# 1. Background



# The PedNet Coalition

**Mission:** To create a city-wide network of cycle, pedestrian, and wheelchair-accessible paths, and promote their use for health, recreation, commuting, and errands

[www.pednet.org](http://www.pednet.org)

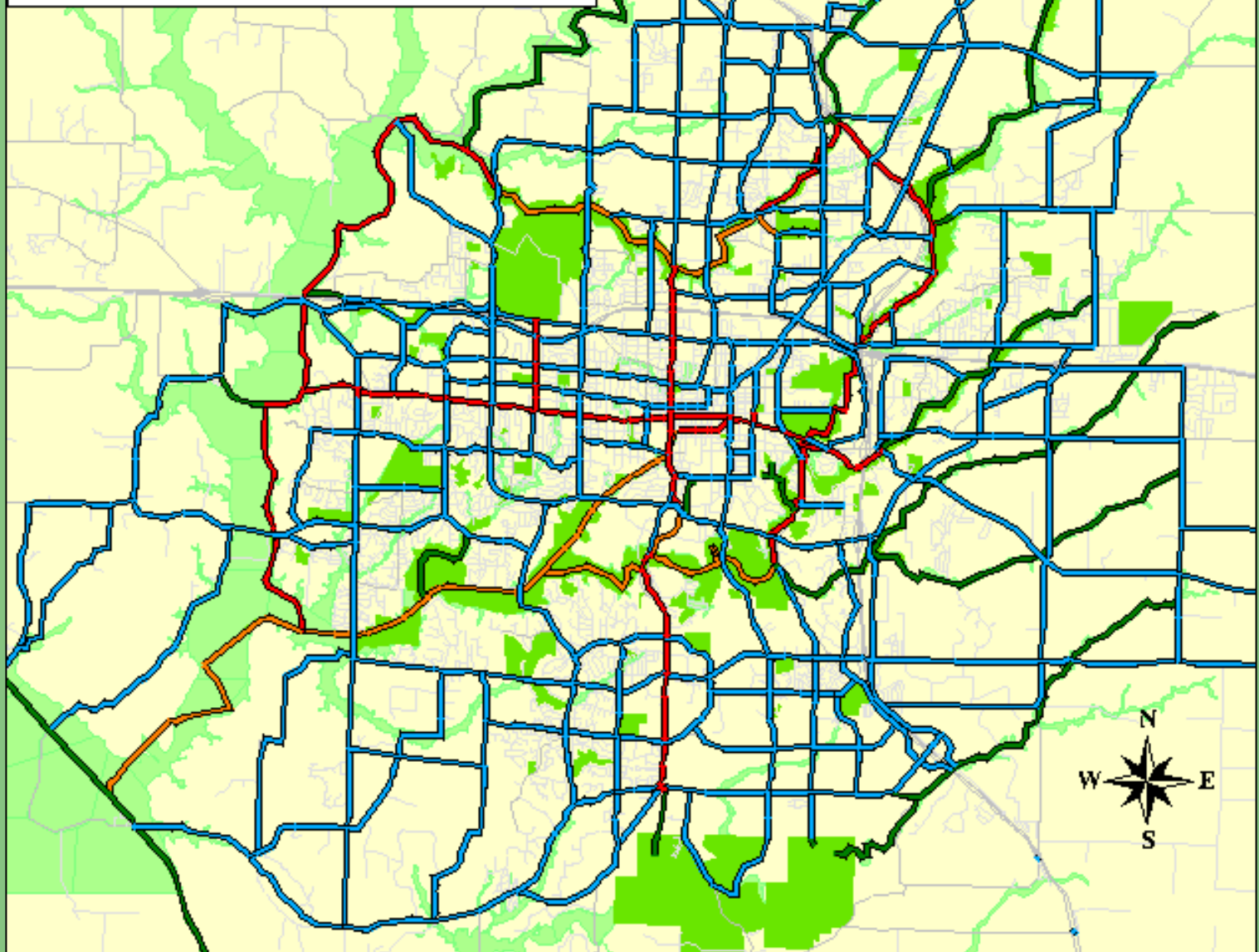


### Trail Types

- Backbone (priority development - nature & urban trails)
- Backbone (built or funded)
- Nature Trails (reactive development)

### Urban Trails/Pedways

- Urban Trails/Pedways (reactive development)



# The Vision



# The Reality



# Organizational Model

*Programs  
That Encourage  
Behavior Change*

*Policies For  
Infrastructure  
Improvements*





# Program Examples



# Policy Highlights

- Passage of permanent 1/8 cent parks sales tax to fund trail network development (2000)
- PedNet Masterplan included in CATSO long-range transportation plan (2001)
- \$200,000 Active Living by Design award for Columbia partnership led by PedNet (2003)
- **Passage of new Street Design Standards providing safe, multimodal facilities (2004)**
- \$25m Non-Motorized Transportation Pilot Program award for City of Columbia (2005)

# Organizational Model

*Programs  
That Encourage  
Behavior Change*

*Policies For  
Infrastructure  
Improvements*



## 2. Street Design Standards



# Street Design Standards

## Columbia, MO: 2001:

- 32' residential streets
- 4' sidewalks on residential streets only
- No required bike lanes
- No required mixed-use paths (pedways)

# Narrow Street Pavement



# Wide Sidewalks



# Safe Crossings





# Bike Lanes



# Complete Street (Before)



# Complete Street (After)



# 3. Campaign Components



# Public Outreach



# “Membership”



# Advocates

- People with disabilities
- Pedestrians and cyclists
- Physicians and health researchers
- School principals and schoolchildren
- Environmentalists
- Government leaders
- Business leaders

# Media Advocacy

- Opinion articles
- Letters to the editor
- Personal visits to the editor/publisher
- Calls/letters to policymakers
- Web site and newsletter
- Public meetings
- Petition



# Policy Advocacy



# Campaign Timeline (2001-2004)

1. Initial meeting of interested parties
2. Formed unofficial “Street Design Standards Working Group”
3. Lobbied City Council and Planning/Zoning Commission
4. Official “Street Design Standards Advisory Committee”
5. Same people, now with institutionally-mandated task
6. Advisory Committee recommendations
7. Back and forth with P/Z Commission and Council
8. Eventual adoption as City Ordinance

# 4. Campaign SUCCESS!

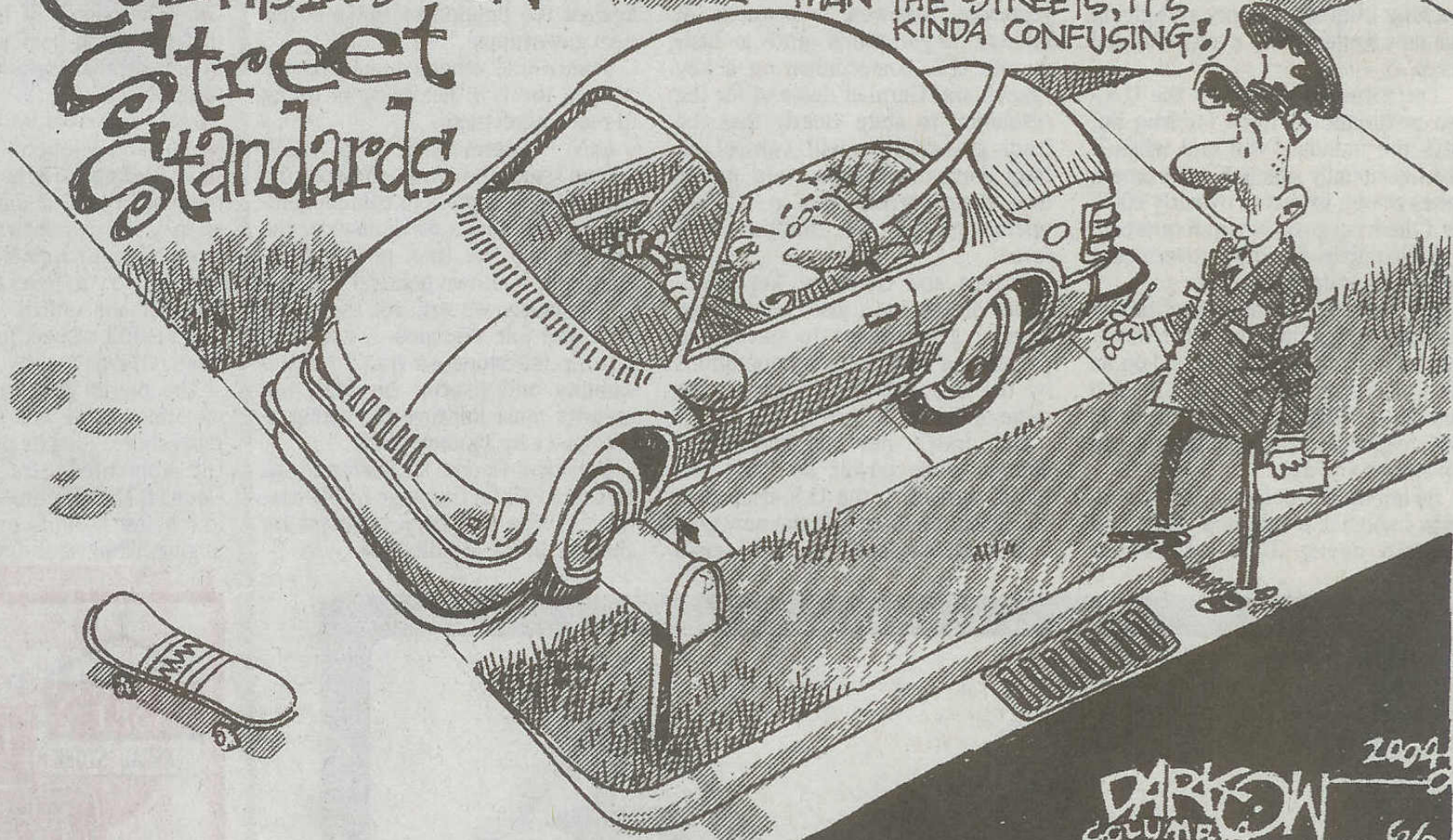
## Street Design Standards Ordinance

Columbia, MO: 7 June, 2004:

- 28' residential streets (previously 32')
- 5' sidewalks on all streets (previously 4' only on residential streets)
- 6' bike lanes on major collectors/arterials
- 8' pedways on major collectors/arterials
- Apply to new streets and existing streets after major repair

# Columbia's New Street Standards

SORRY, OFFICER... BUT  
WITH THE SIDEWALKS WIDER  
THAN THE STREETS, IT'S  
KINDA CONFUSING!



2004  
DARK OW  
COLUMBIA  
DAILY TRIBUNE 6/9

# 5. Contact Information

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