



"Though youth are only 25% of our population, they are 100% of our future."

Olympia's Youth are *Walking and Rolling* Back to School

In October 2008, Thurston Regional Planning Council (TRPC), with partners, Intercity Transit, the City of Olympia, and SafeKids, launched a bicycle and pedestrian program at Madison Elementary called "Walk and Roll." Kids were encouraged to walk and bike to school or ride the bus instead of being dropped off in a car. Safety programs were implemented, encouragement events were held, and newsletters were sent home to parents reminding them of the benefits of walking or biking their kids to school. Halfway through the school year, we expanded the program to Roosevelt Elementary.

The encouragement events, health messages, support from principals, Gayle Mar-Chun and Domenico Spatola-Knoll, school staff and parents, succeeded in reducing car drop-offs on average from 47% - 17% on event days, and increasing Walk and bike trips from 24% - 57% on event days. These successes have led the Walk and Roll team to expand the program to Roosevelt and Pioneer Elementary schools where the success stories are already rolling in. TRPC will continue to seek funds for expanding the program even further. For more information on this program, please contact Kerry Tarullo at 753-8575 or email ktarullo@ci.olympia.wa.us.



City of Olympia Transportation Contacts

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Olympia's First *Urban Cycling* Season a Success



In March 2009, the City of Olympia and the [Capital Bicycling Club](#) set out to educate Olympia on effective cycling. Over the past few years the number of cyclists on the roads had risen significantly.

Motorists and cyclists have increasingly had to learn to share the road; skills that sometimes don't come naturally.

The City and our local bike club set up a series of workshops that teach bicyclists traffic laws, how to ride effectively and predictably, and communicate with motorists. The workshops also instruct on fitting your bike and equipping it with tools and gear you may need on the road. We even had a few workshops geared specifically for women. We held a total of 12 workshops from March-October, educating about 140 cyclists. For more information on Urban Cycling workshops or next season's schedule, please contact Kerry Tarullo at 360.753.8575 or email ktarullo@ci.olympia.wa.us.

Olympia Walks, Olympia Bikes



Work Downtown?

Need an incentive to ride the bus, walk, carpool or bike to work? Need some help getting started?

Learn about new services offered through the Downtown Commuter Program

- Free bus passes
- Carpool permits
- Rewards for walkers and bikers

Visit

www.olympiawa.gov/yourtrip

or contact John Keefe at 360.753.8181 or email jkeefe@ci.olympia.wa.us



Transportation Mobility Strategy Report Accepted

In August, the Olympia City Council accepted the Olympia Transportation Mobility Strategy report. The Mobility Strategy report was compiled by a consultant team and was recommended to the Council by the Ad Hoc Transportation Advisory Committee, a citizen advisory committee.

The City Council articulated the need for the Mobility Strategy: to refine our focus in building a multi modal system; to plan holistically for all modes; and, to play a role supporting transit.

The strategy report is guidance for transportation policy, planning and operations. Directions defined by the strategy represent major new opportunities for the City:

- **Develop bus corridors:** A focused effort to enhance transit's role in

Olympia and the region's transportation system.

- **Land Use:** Better connect land use and transportation, particularly to make the transit system work.
- **Address Congestion:** Rethink the measurement used for congestion and focus on measuring people trips vs. vehicle trips.
- **Connectivity:** Increase connectivity for all modes; further connect the gridded street system and make more connections through non-motorized paths.

To view the Mobility Strategy Report, visit www.olympiawa.gov and go to *City Government* and then *Codes, Plans & Standards*. For more information, contact Sophie Stimson at 360.753.8497 or email ssimson@ci.olympia.wa.us.



Olympia Police Officers Educating Road Users

As a part of our *Olympia Walks, Olympia Bikes* grant program, the City of Olympia's transportation staff has worked with the Police Department to implement a soft enforcement campaign. The focus is to raise awareness of the rules of the road pertaining to pedestrians and cyclists. Educational cards with the rules of the road for pedestrians, cyclists, and motorists, and tips for walking and biking will be issued to road users instead of citations during early fall.

Get Lit Campaign

As a part of this soft enforcement campaign, Olympia Police Officers will be stopping cyclists riding at night without lights. Instead of issuing them a ticket—as it is a Washington State law that cyclists riding at night are equipped with a white headlight and red rear reflector—they are equipping cyclists' bikes with a head and tail light. For more information on rules of the road, contact Kerry Tarullo at 360.753.8575 or email ktarullo@ci.olympia.wa.us.



The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources.

