



The Ten Toe Express Program

*A campaign to promote walking
and transit use in St. Louis*

Rail ~ Volution Conference

November 3, 2007

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Purpose of Presentation

- ❑ Background on physical activity and public transportation
- ❑ Overview of Ten Toe Express intervention
- ❑ Review of evaluation methods
- ❑ Findings from session I (summer 2007)
- ❑ Next Steps

Partner Organizations

☐ Citizens For Modern Transit

- Advocacy group focused on expanding light rail in the St. Louis region
- Lead organization

☐ Transtria L.L.C.

- Public health research and consulting company
- Provides expertise in intervention development and evaluation

☐ Concept of linking transportation with public health and the Ten Toe Express program came from Rail~Volution conferences

Funder

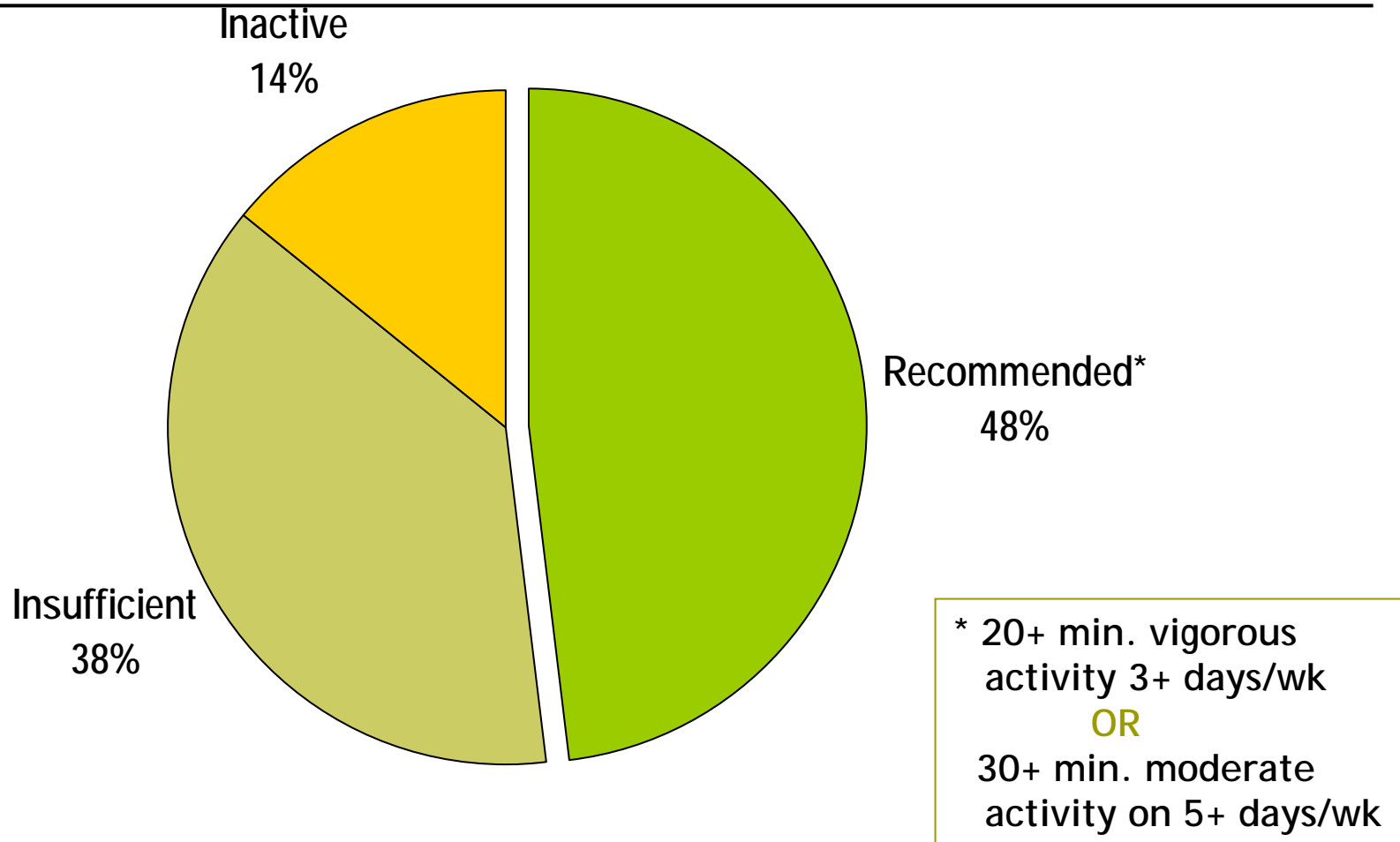
- Missouri Foundation for Health (MFH)
 - Healthy and Active Communities grantee 2006
 - Two year project
 - Start date: November 2006
 - Focused on older adult population

Why Walking and Public Transit?



Prevalence of Physical Activity

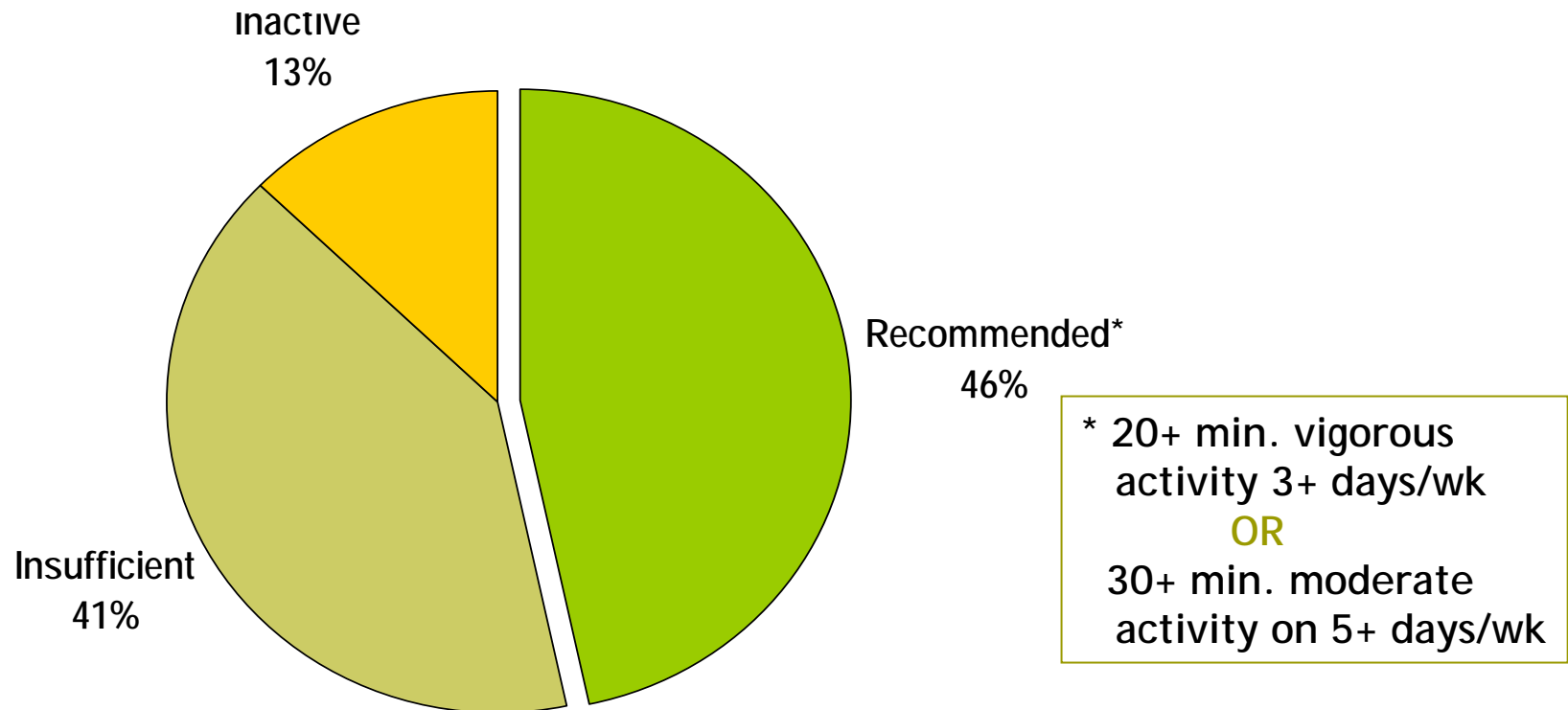
U.S. Adults, 2005



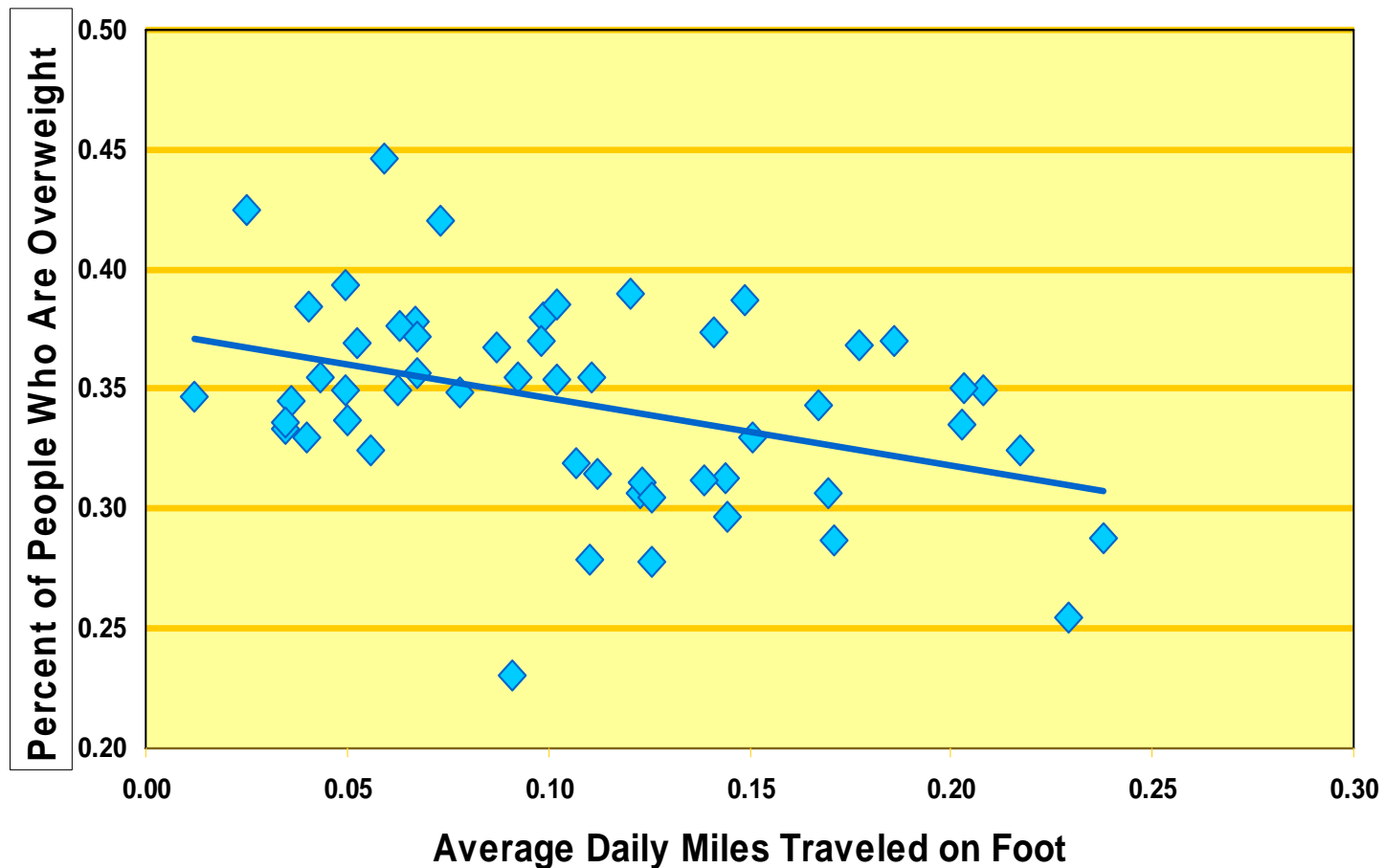
Prevalence of Physical Activity

Missouri Adults, 2005

□ Missouri is below national average



Relationship of Walking and Overweight U.S. Adults 1995



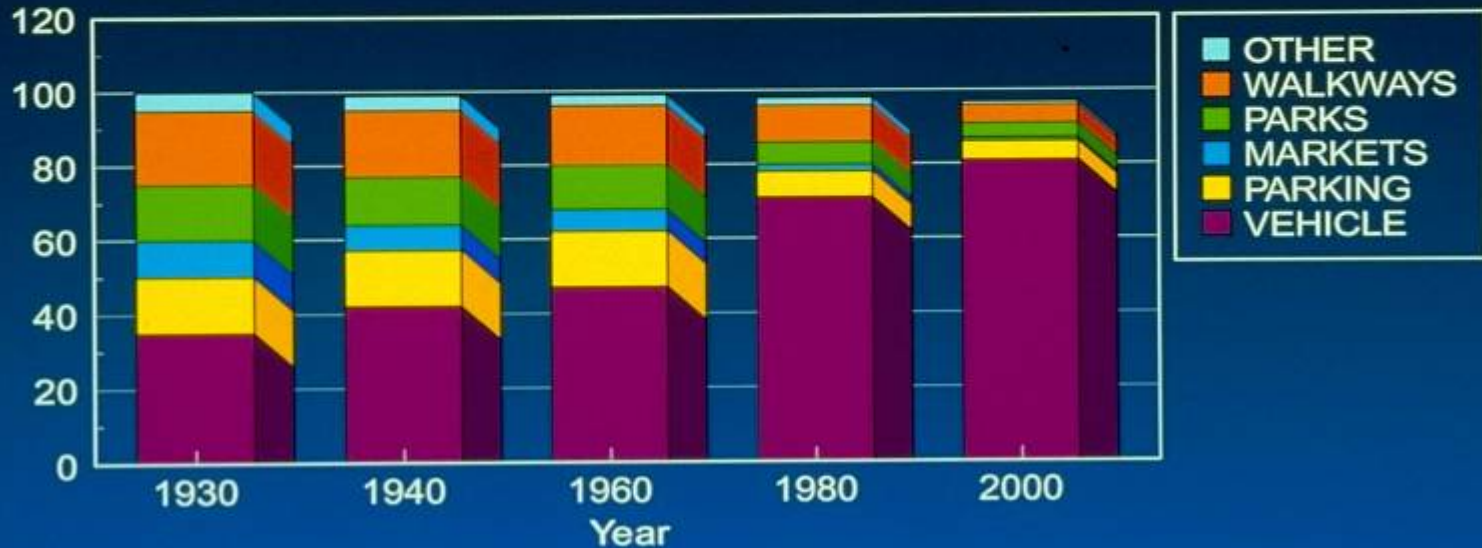
Source: Surface Transportation Policy Project. Based on data from the Nationwide Personal Transportation Survey and the Behavioral Risk Factor Surveillance Survey - CDC

Trends in Land Use

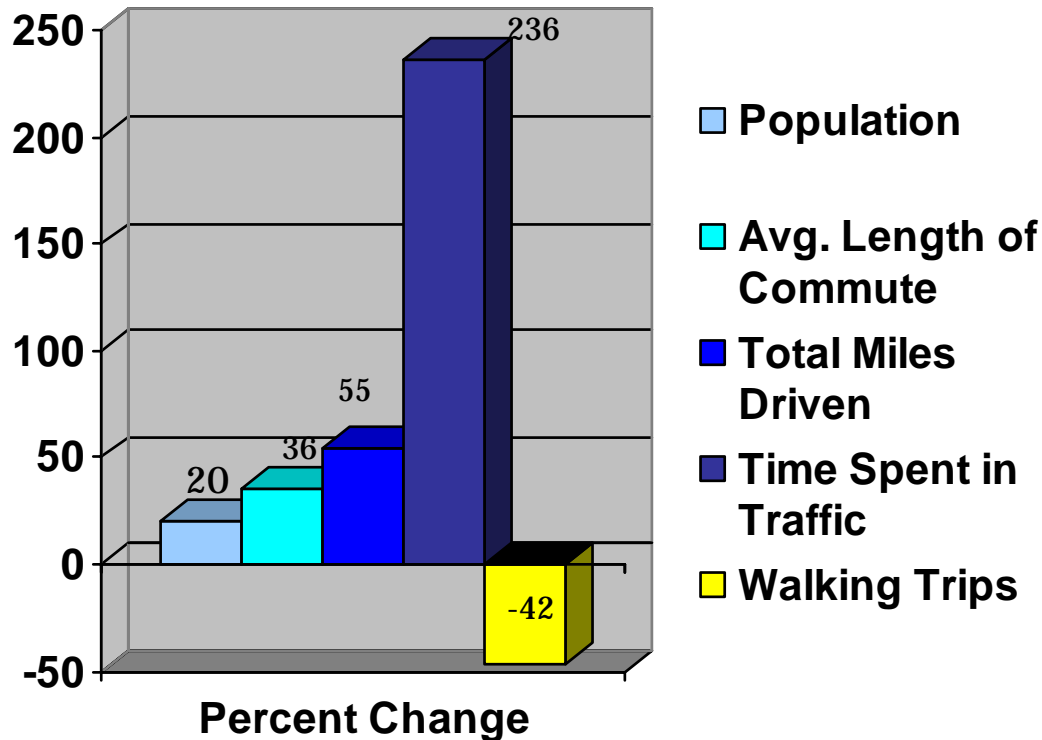
DWINDLING PUBLIC SPACE

Downtown and main street trends

Percent of available public space



Trends in Transportation Behavior

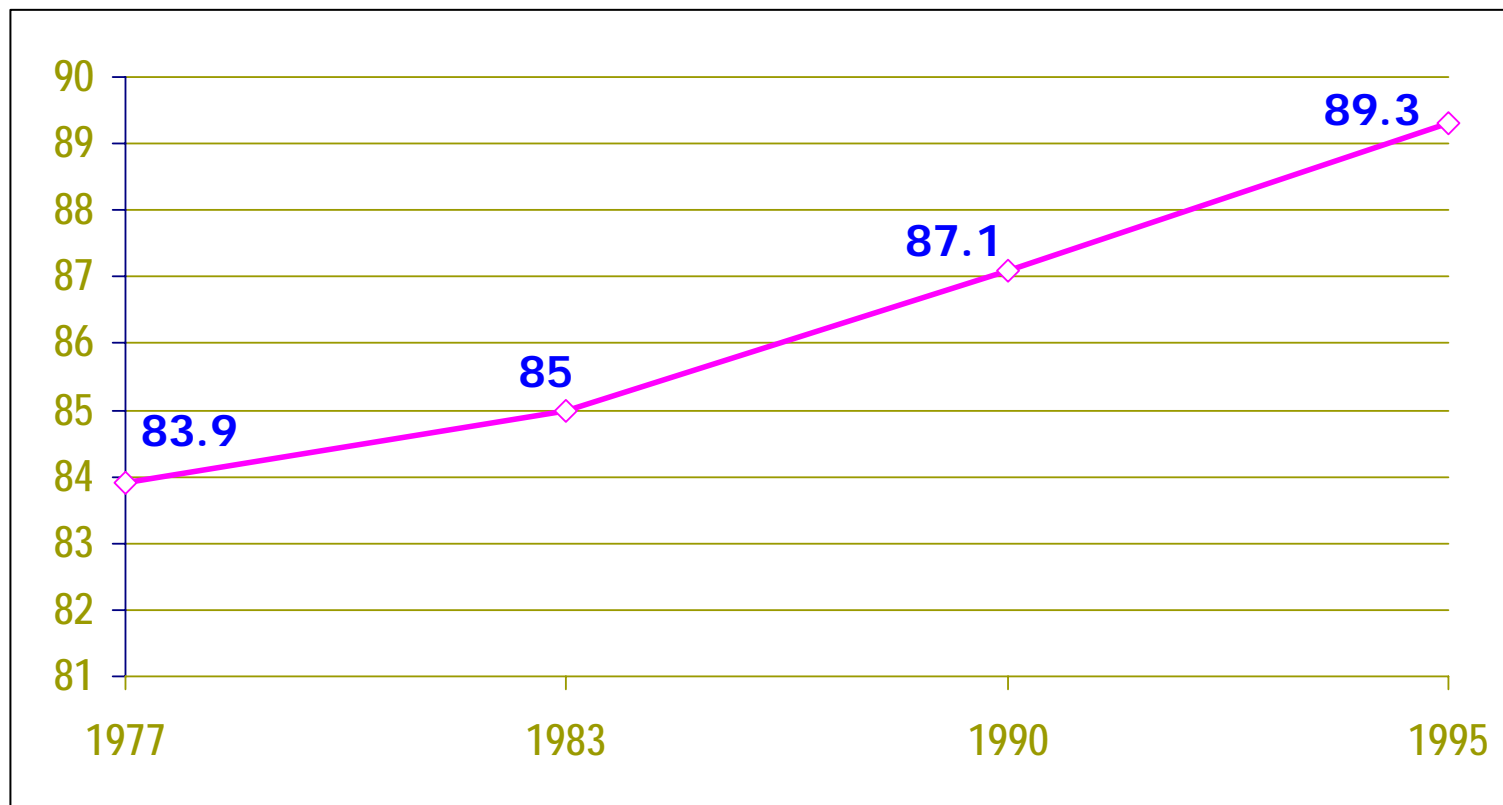


From 1982 to 1995:

- Population rose 20%
- The average length of commute rose 36%
- Miles we drove increased 55%
- Time we spend in traffic increased 236%
- Trips made by walking declined by 42% while driving trips increased

Auto Trips 1977-1995

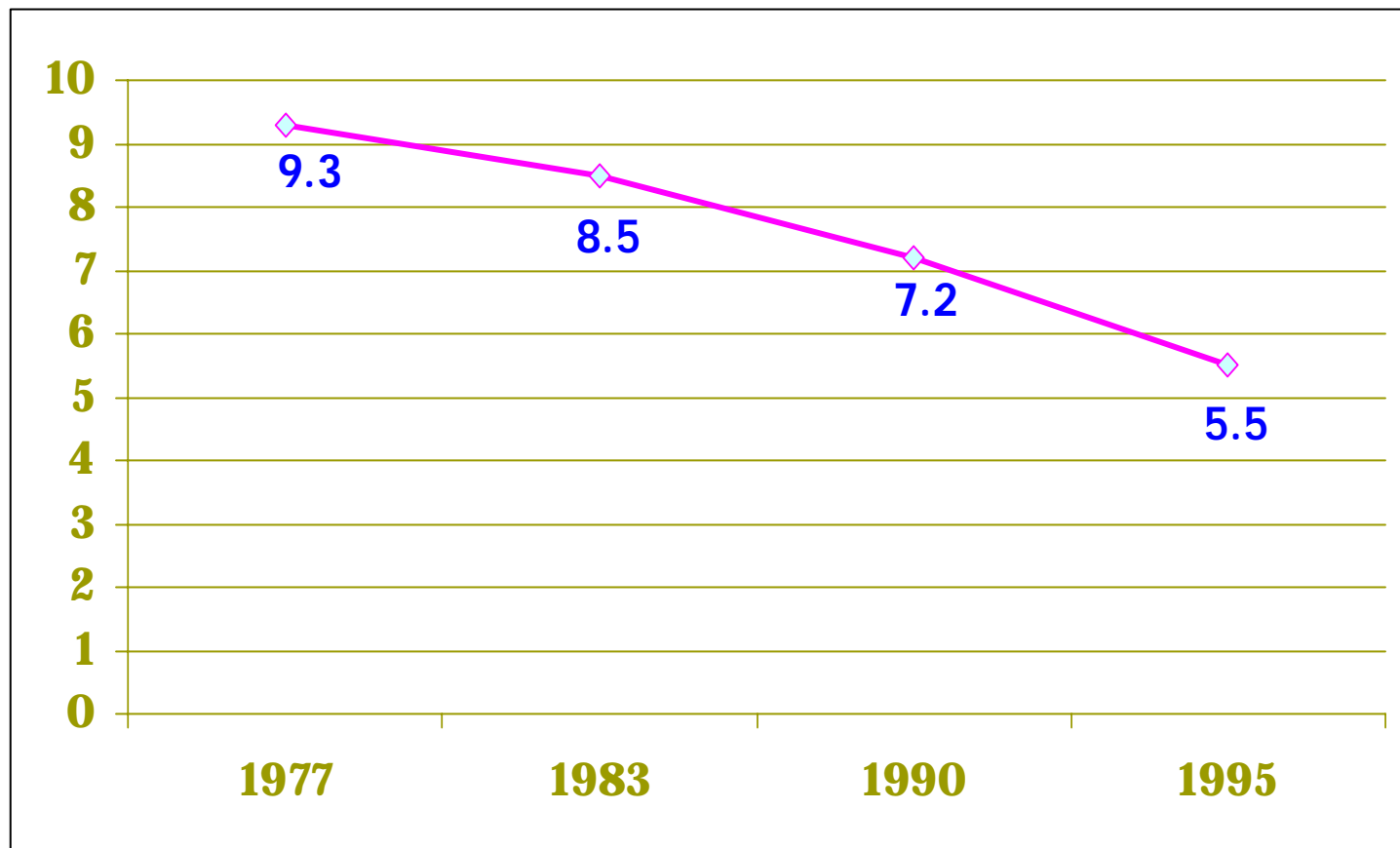
Percent



Source: National Personal Transportation Survey, 1995

Walk Trips 1977-1995

Percent



Source: National Personal Transportation Survey, 1995

Transit and Walking Benefits

- ❑ Americans who use transit spend a median of 19 minutes daily walking to and from transit.
- ❑ 29% achieve 30 minutes of physical activity a day solely by walking to and from transit.
- ❑ Rail users, minorities, people in households earning \$15,000 a year, and people in high-density urban areas were more likely to spend 30 minutes walking to and from transit daily.

Transit and Energy Consumption

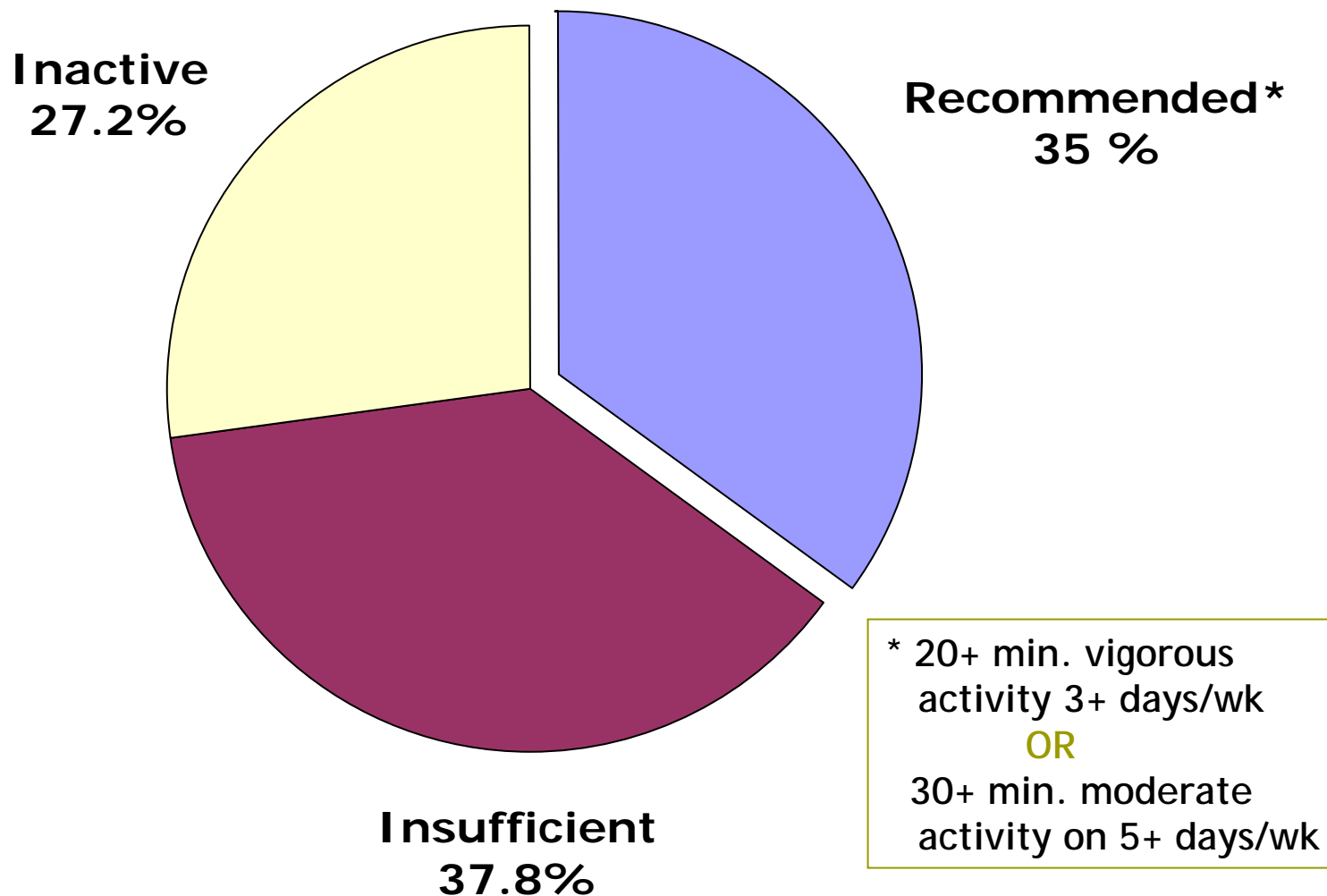
- ❑ Light rail consumes less than 20% of the energy needed to sustain private transit per passenger/mile.
- ❑ Public transit emits less greenhouse gases that contribute to global warming.

Why Older Adults?

- US adults age 65 or older
 - 33% report no leisure time physical activity in past month
- Missouri adults age 65 or older
 - 40% report no leisure time physical activity in past month

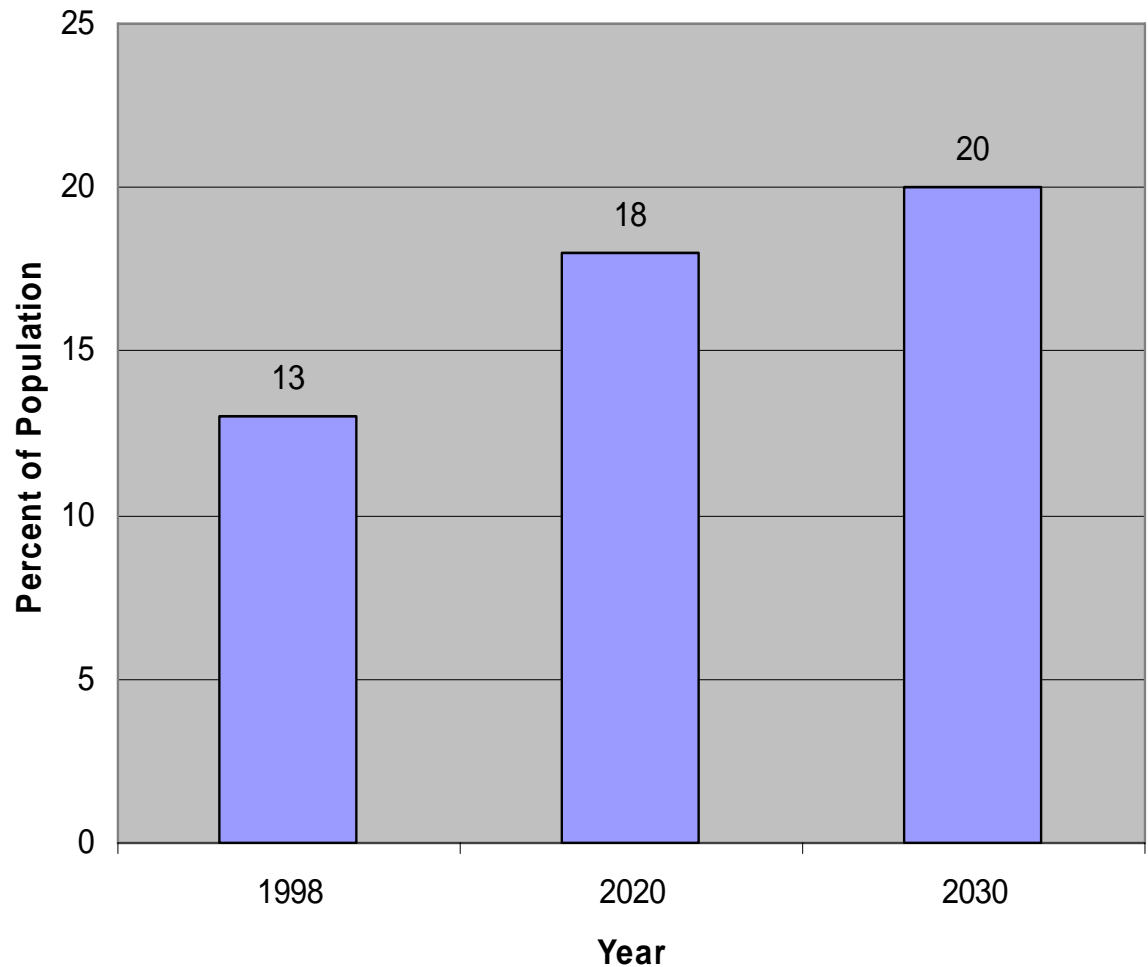
Why Older Adults?

St. Louis Metropolitan Area (2003)



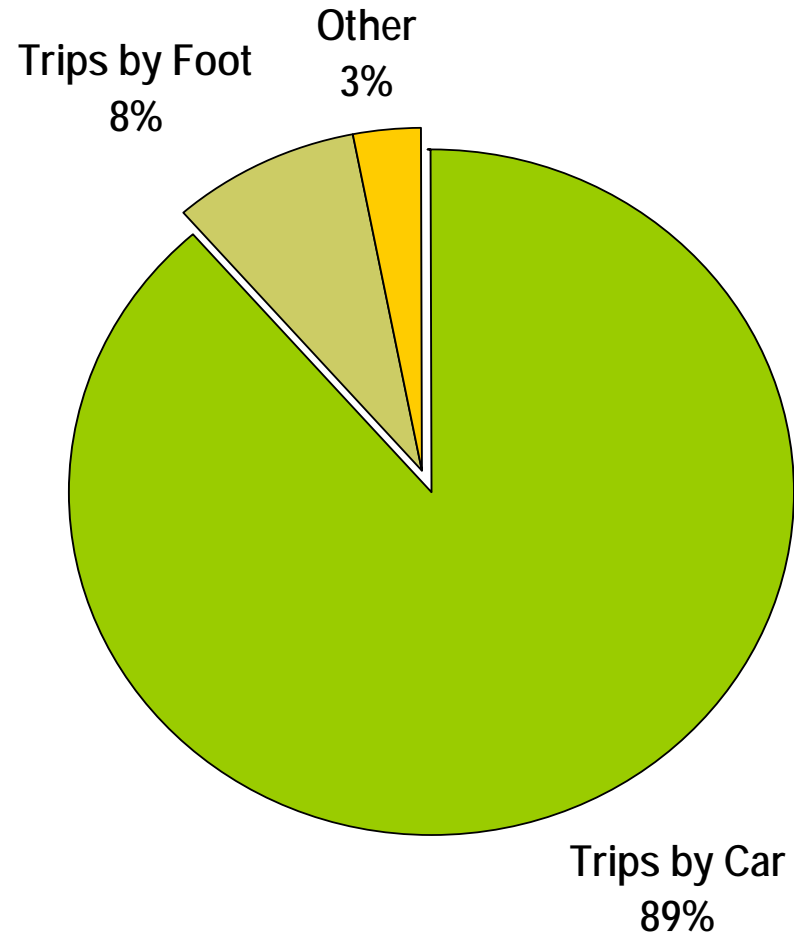
Why Older Adults?

- Growing population of adults 65 years and older
- Between 1995 and 2050
 - Adults 65 years and older are expected to double
 - Adults 75 years and older are expected to triple
 - Adults 85 years and older are expected to quintuple



Why Older Adults?

U.S. (2003)



Older Adults in St. Louis Area

Table 2: Characteristics of the intervention catchment areas				
Catchment areas	Population	% 65+ Years	% African American	% below Poverty
Downtown	3,539	25.9	43.4	15.6
Central West End	16,880	15.4	58.4	20.9
Forest Park/Loop	30,810	10.7	60.3	18.6
Rock Road/ Wellston	7,991	10.9	95.6	32.3
Clayton	25,310	14.7	11.7	10.7
UMSL/North Hanley	17,281	9.6	35.4	10.6
Maplewood/ Brentwood	8,823	15.9	17.8	8.0
Shrewsbury	27,049	16.2	11.1	6.0

Source: US Census Bureau. Population Statistics

What is the Ten Toe Express?

- ❑ A campaign to promote walking and transit use in St. Louis - Linking your feet to MetroLink and MetroBus
- ❑ Based on the Ten Toe Express program in Portland, Oregon

Ten Toe Express Intervention

- Educational campaign linking walking with public transit use resulting in a healthier, more active lifestyle
 - Distribution of walking kits
 - Creation of walking groups
- Target Audience
 - Older adults 55 years and older

Walking Kit Components

- Ten Toe travel bag
- St. Louis walking and biking map (in collaboration with Bike St. Louis)
- Coupon book to increase access to opportunities for physical activity and healthy eating
- Educational booklet (stretching, safety)
- Sample walking tours
- Pedometers
- Travel and eating logs
- Other promotional items

Walking Group Components

- Weekly walking groups
 - Groups meet at MetroLink stations
- Walking group leader training and leadership kits
 - Volunteer walk leaders
- Walking group tour maps
- Walking group are conducted for 12 weeks

Ten Toe Express Walking Maps

Art Museum...



...on the Ten Toe Express

www.cmt-stl.org



Ten Toe Express Walking Maps

A Visit to the Art Museum on the Ten Toe Express

Here is a walk that has a higher level of difficulty, but has a great reward in the end, great view of Forest Park, plus a chance to see a world class art collection for free.

Take MetroLink to the Skinker Station. Exit the station. (Kayak's coffee at the corner of Skinker and Forest Park Parkway is a great place to stop for coffee or a light breakfast or lunch.) Depending on which way you exit the station, you will have to cross Forest Park Parkway or Skinker to reach the southeast corner of the intersection. This is a heavily traveled intersection so be certain the drivers see you before you cross and observe the walk lights. Enter the Park on Lagoon Drive and head southeast to Fine Arts Drive.

Here's where the hard part starts. The Museum is located on Art Hill and you have to walk up that hill to reach the Museum. But the trip is well worth it. At the top take a few minutes to rest on the plaza in the shadow of Saint Louis before enjoying the museum. Remember the great lunches served at the Museum Café. Total length of walk approximately 8/10s of a mile. By the way, the return trip is down hill.

If you are up for it, the walk to the Zoo is only another one-quarter mile.

(Alternate: take MetroLink to the Forest Park Station. Exit at the West end of the station so you will be on the West side of DeBaliviere. Take the elevator OR the stairs to the bus shelter at DeBaliviere. Catch the southbound 80 Hampton Bus which will take you to the front door of the Museum. Walk downhill for the return trip to the Skinker MetroLink station. From June through August, the Forest Park Shuttle also will take you from the Forest Park station to all Park attractions.)

Citizens for Modern Transit: 911 Washington, Ste. 200, St. Louis, MO 63101
Email: tentoe@cmt-stl.org or 314-570-9652.



Other Ten Toe Express Events

□ Spring and Fall Kickoff Events

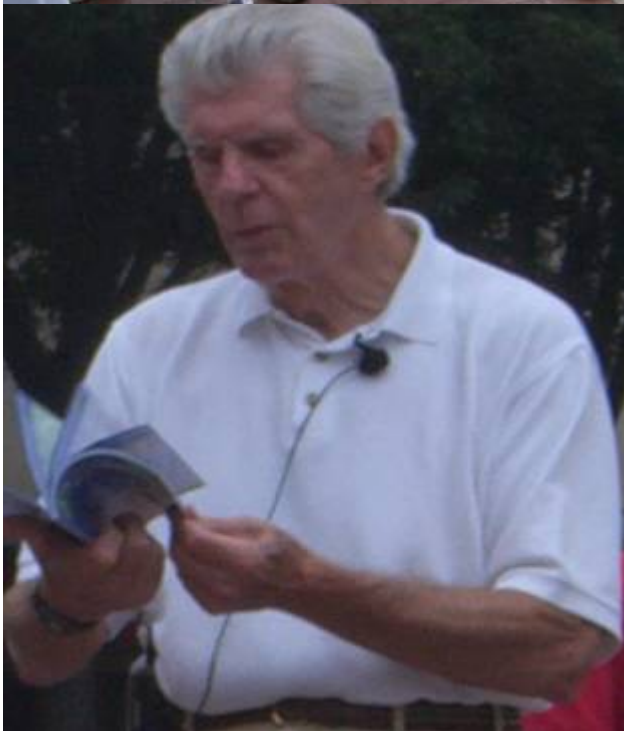
- Held in May and September
- Registered around 200 new participants at each event
- Demonstrations by walking expert, Casey Meyers
- Walking groups
- Local radio station and band
- Local vendors (e.g., health and transit organizations)

The Benefits of the Ten Toe Express

- ❑ Opportunities to increase healthy eating and activity
- ❑ Opportunities for social interaction
- ❑ Money savings by walking and using public transportation
- ❑ Access to different destination in your community and surrounding communities (e.g., restaurants, museums)
- ❑ Increased knowledge of public transit system in St. Louis

Timeline and Recruitment

- ❑ Walking campaign development (November-March 2007)
- ❑ Session I (N = 937)
 - First distribution of walking kits (April-May 2007)
 - Summer walking groups (May-August)
- ❑ Session II (N = 621)
 - Second distribution of walking kits (August-November 2007)
 - Winter walking groups (September-December)
- ❑ Session III (N = 800 goal)
 - Third distribution of walking kits (March-April 2008)
 - Summer walking group (May – July 2008)



A wide shot of an outdoor event space. In the foreground, a band is performing on a stage. Behind the stage is a large fountain with water cascading down steps. In the background, the Gateway Arch and the Missouri State Capitol building are visible under a cloudy sky. A sign for "Ten Toe Express" is visible near the fountain.

Recruitment Strategies

Partner with OASIS

- Organization serving older adults in St. Louis

Private facilities/groups

- AARP
- Church Groups

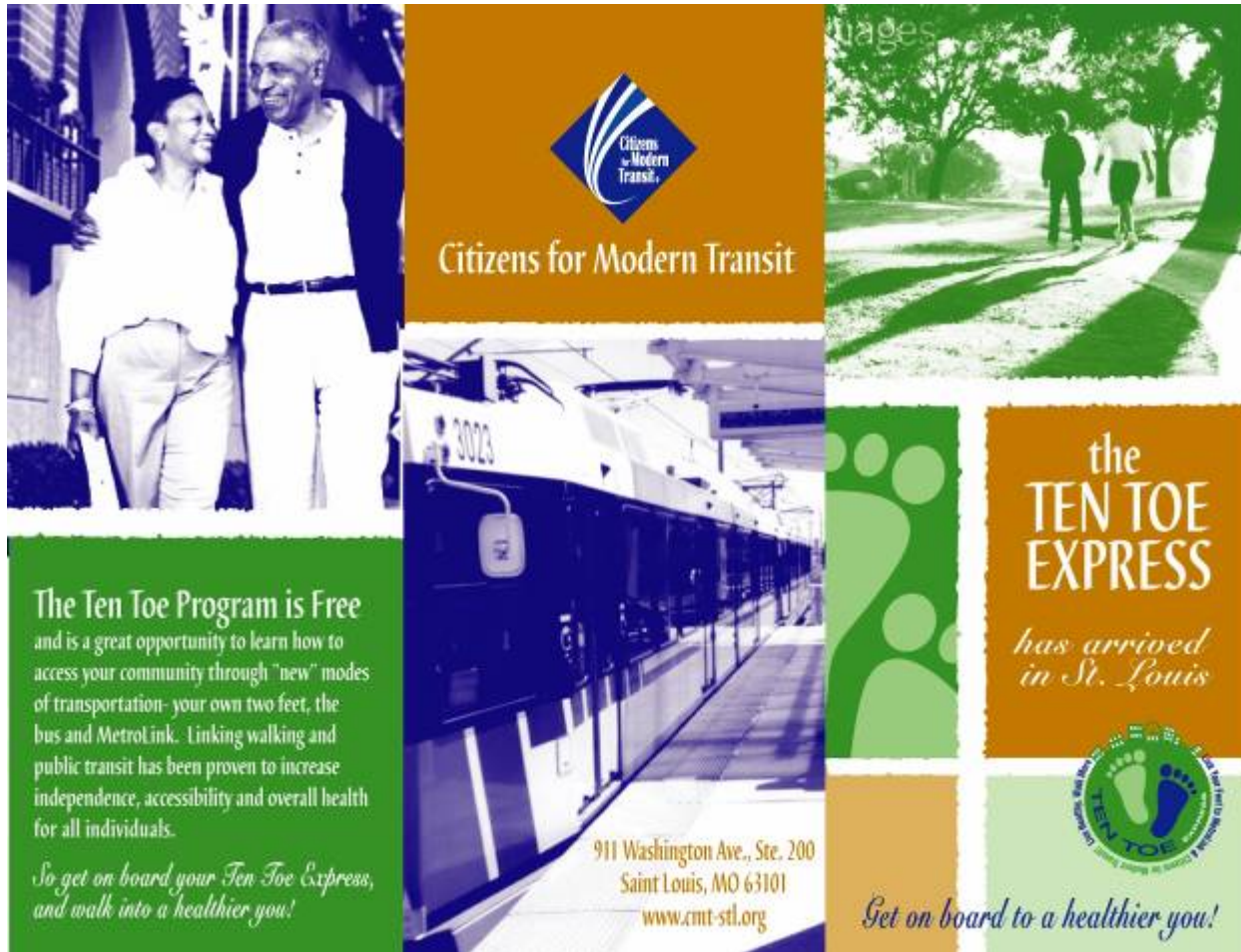
Public facilities


- Libraries
- Senior Centers
- Community Centers
- YMCA

Publicity/Media Coverage

- Local newspapers
- Television
- Radio
- Publicity at recruitment sites
- Local organizations
newsletters/websites


Ten Toe Express Promotion Materials




Citizens for Modern Transit

Images

**the
TEN TOE
EXPRESS**
*has arrived
in St. Louis*



*So get on board your Ten Toe Express,
and walk into a healthier you!*

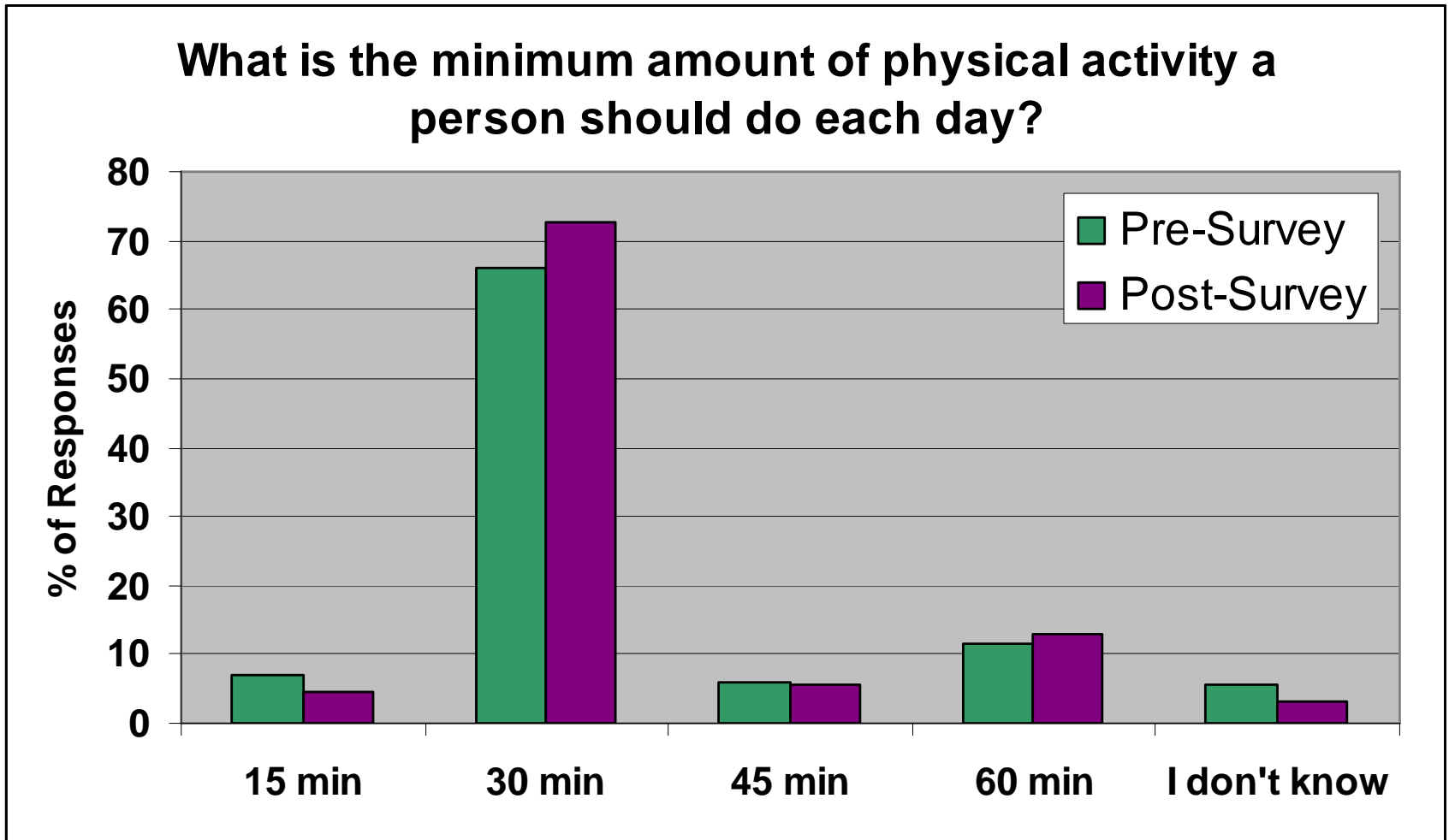
911 Washington Ave., Ste. 200
Saint Louis, MO 63101
www.cmt-stl.org

Get on board to a healthier you!

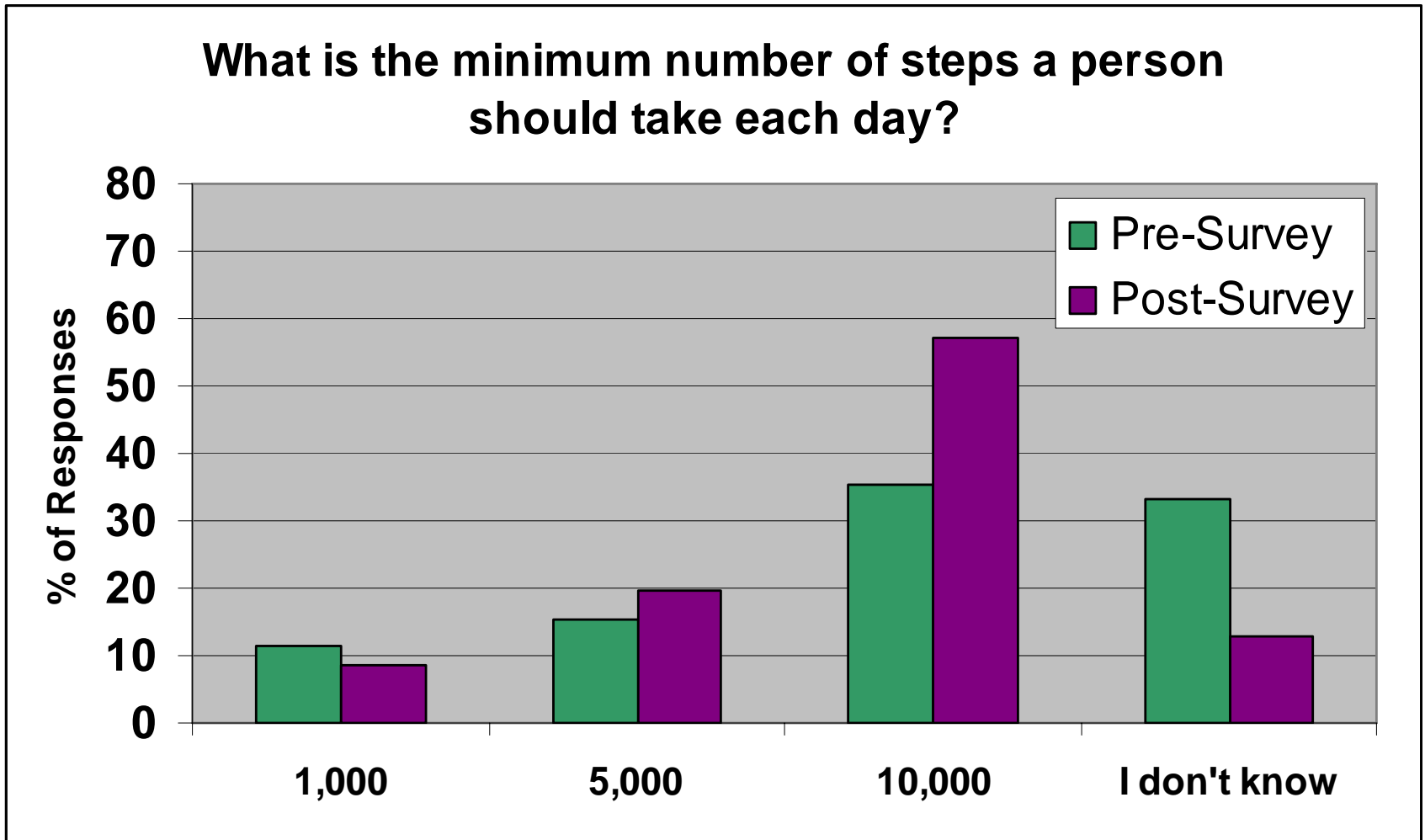
Evaluation Methods

- ❑ Baseline survey to enroll participants in the program
 - In person: take survey in person and get walking kit
 - On-line: take survey online and pick up walking kit at registration sites
- ❑ Walking and eating logs
 - Mail in logs weekly or enter online (weekly drawings)
 - ❑ Number of steps per day
 - ❑ Number of fruits and vegetables per day
- ❑ Follow-up survey
 - Mail survey to baseline participants with postage-paid envelopes, mail incentives
 - Online: take survey online, mail incentives
- ❑ Coupon redemption
 - Track through vendors (unique identification numbers)
- ❑ Walking group attendance
 - Walk leaders track attendance through sign in sheets

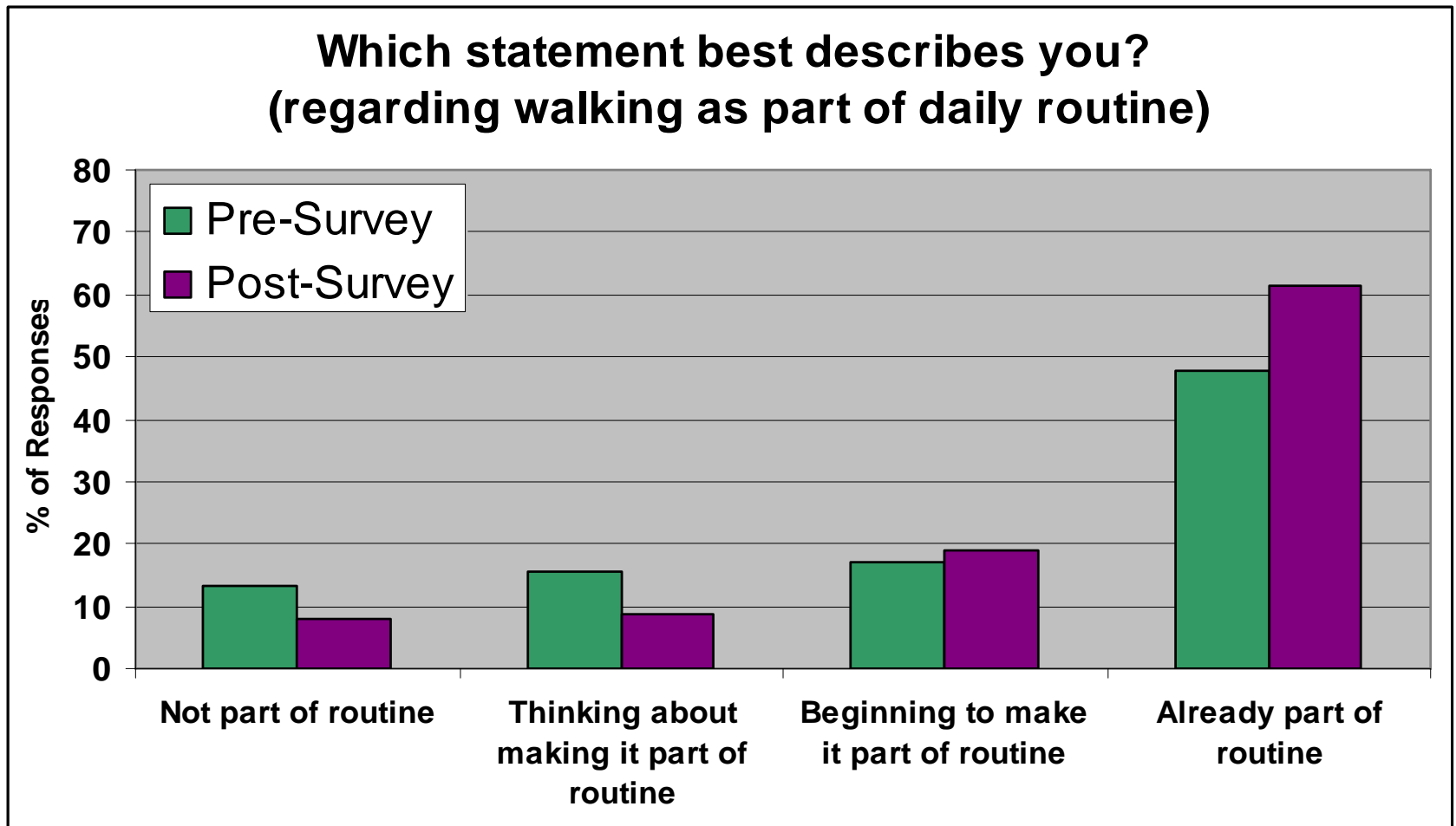
Session I Findings: Physical Activity



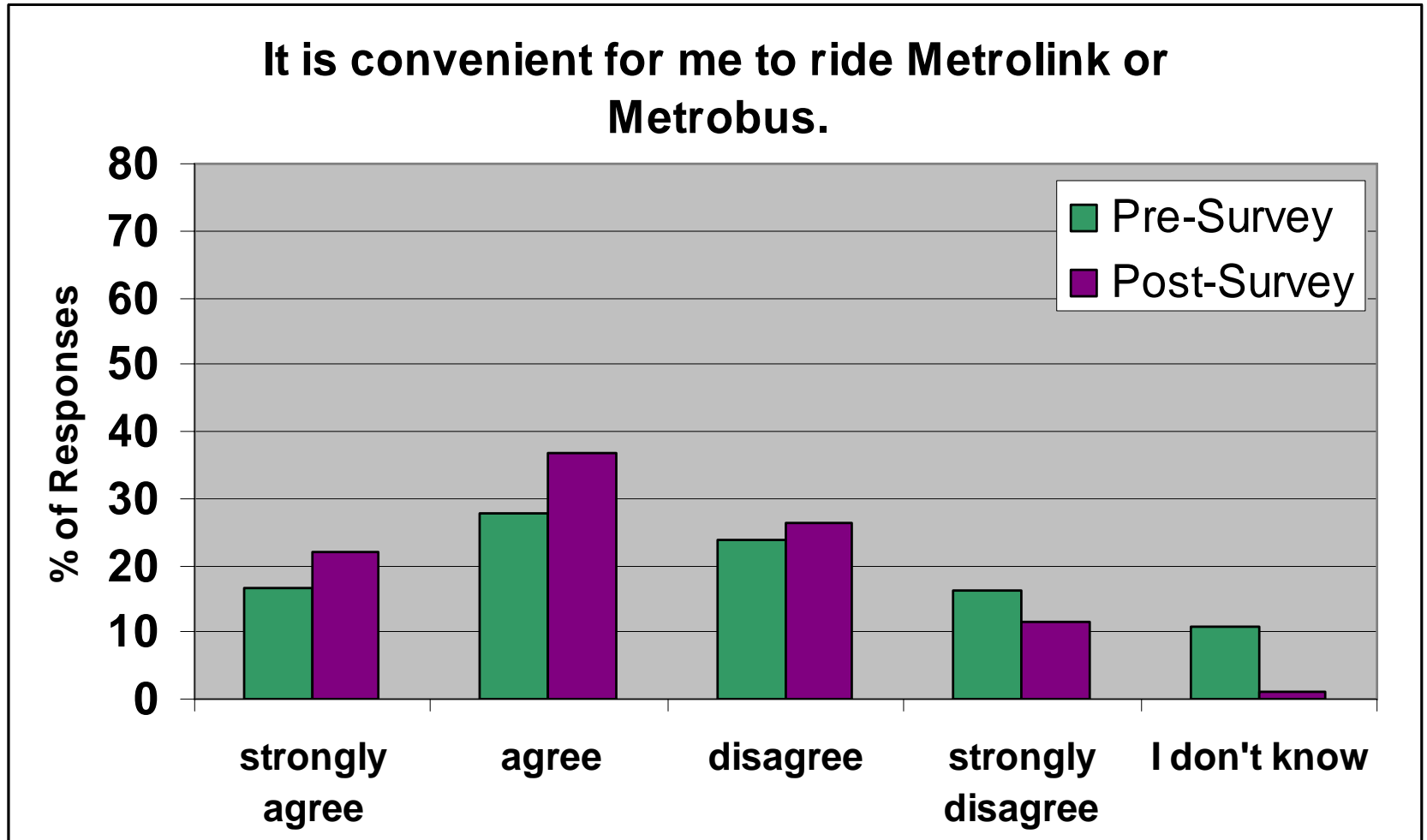
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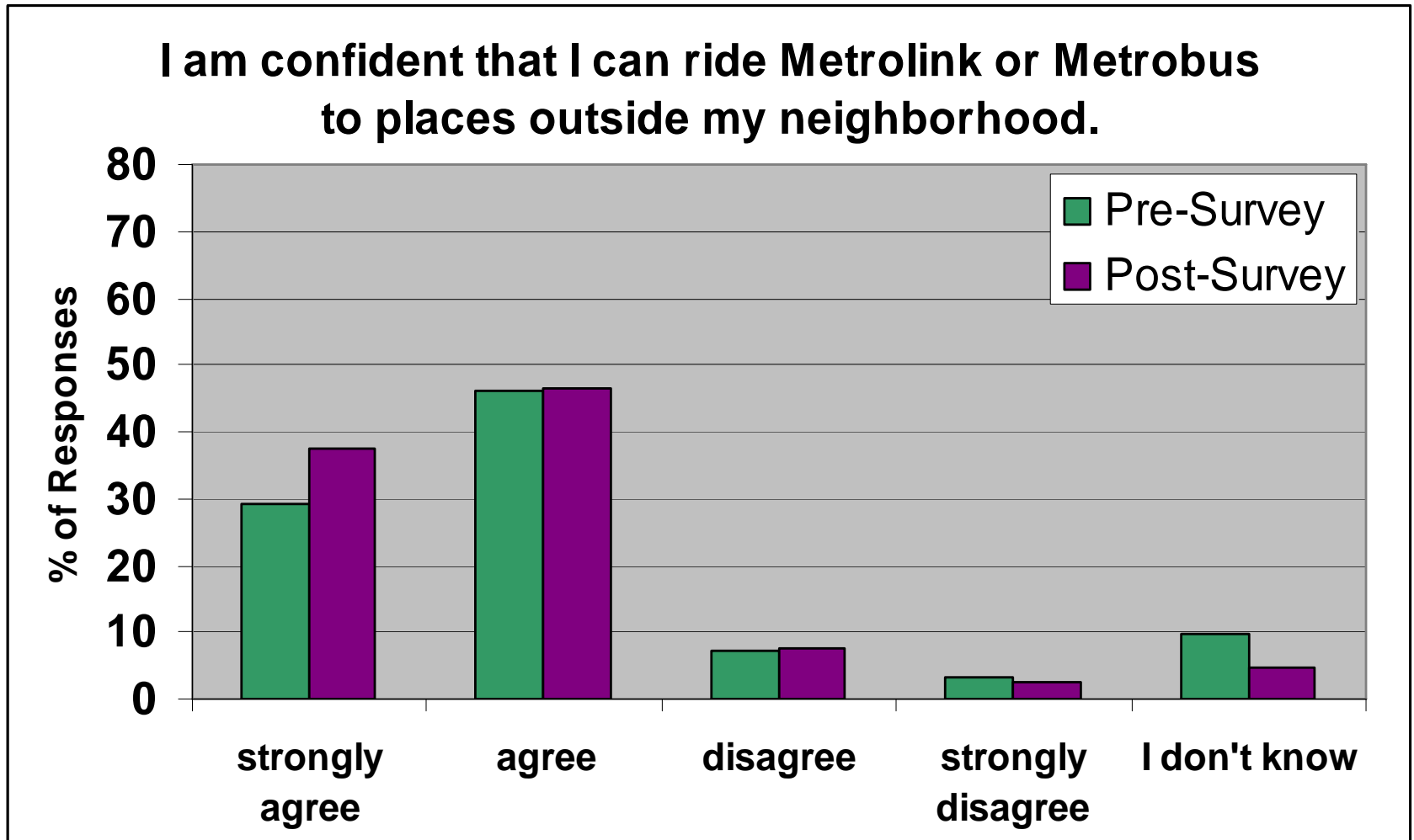
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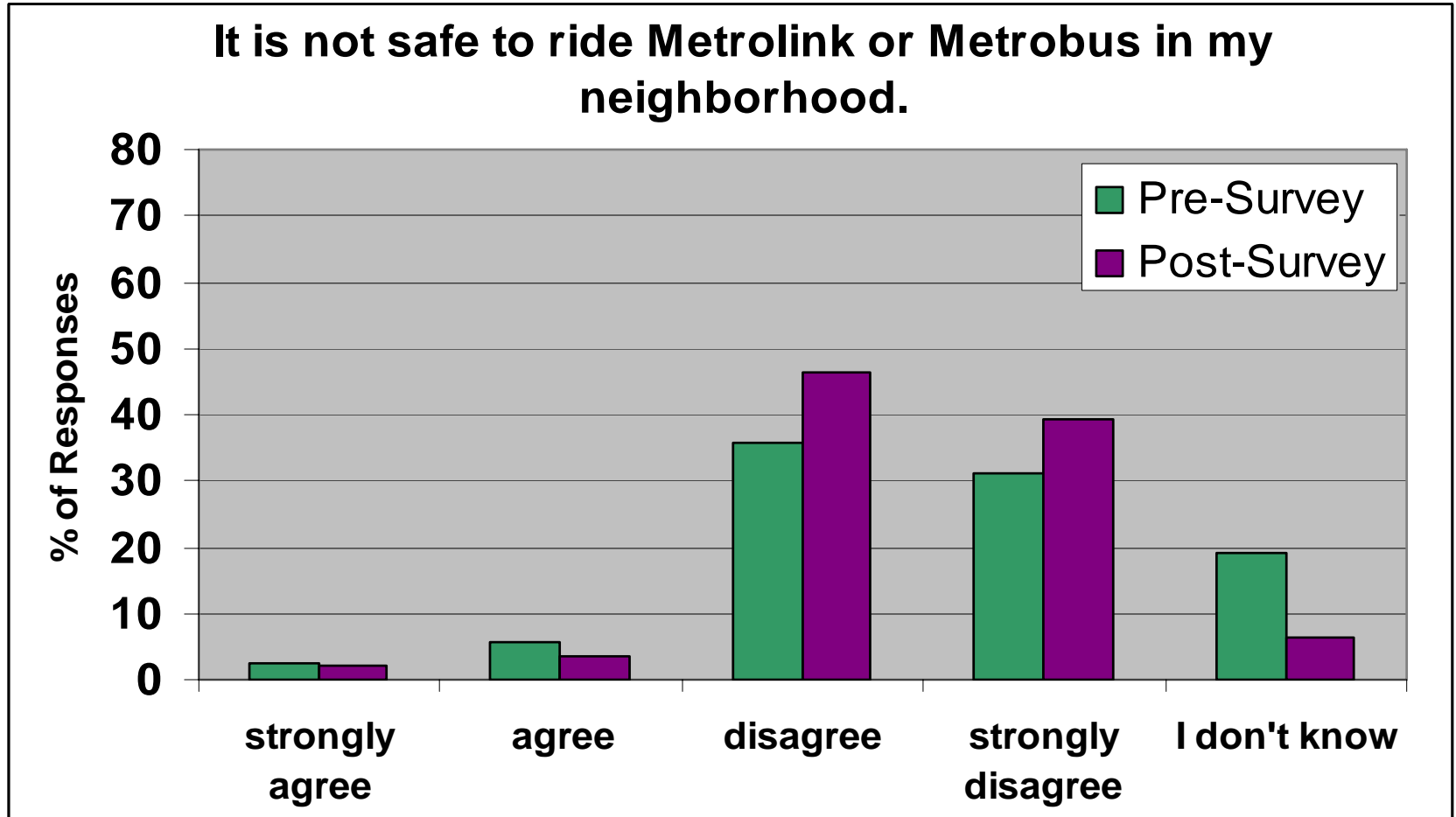
Session I Findings: Transit



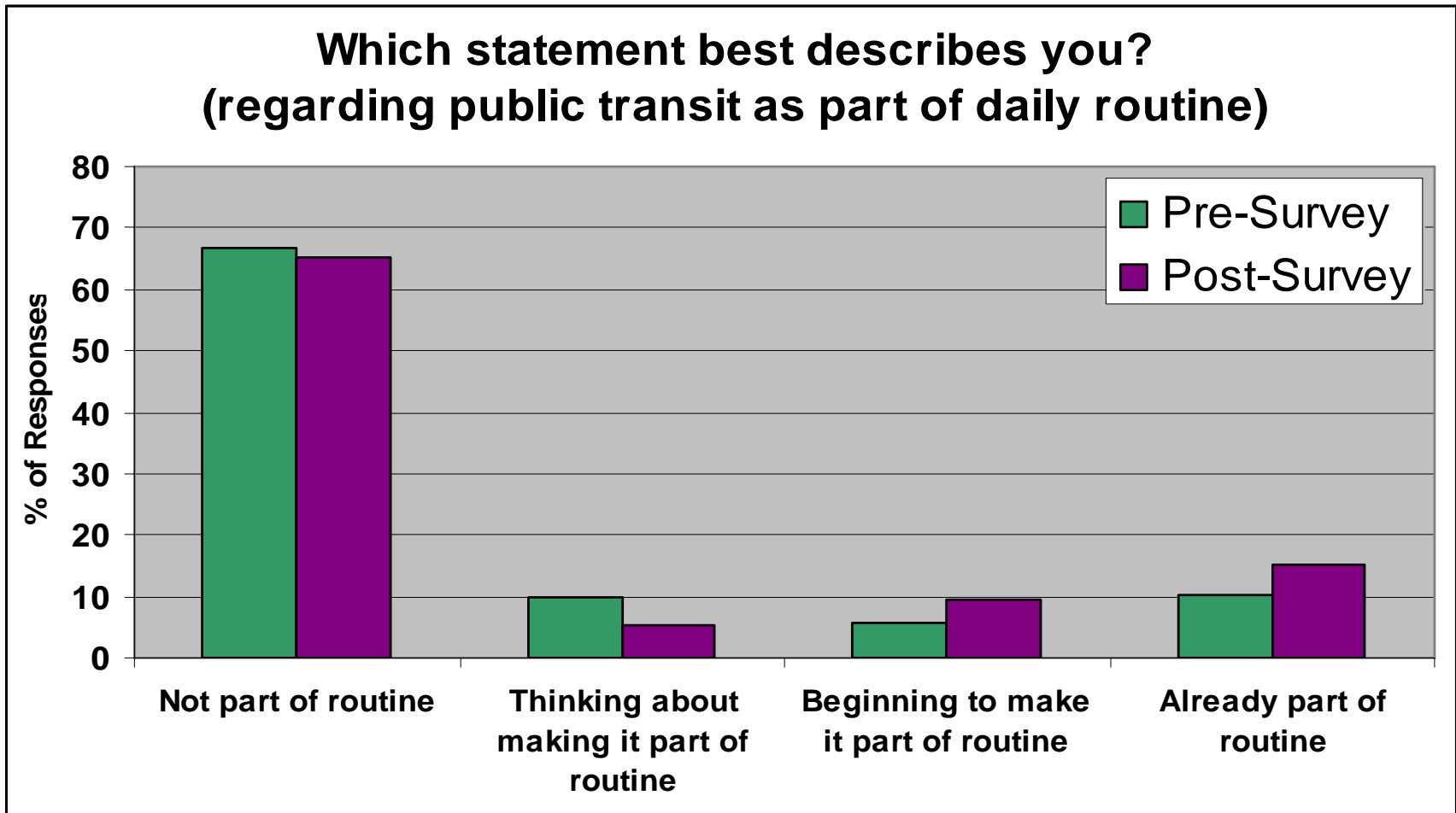
Session I Findings: Transit



Session I Findings: Transit



Session I Findings: Transit



Challenges from Session I

Walking groups

- Attendance
- Momentum

Ten Toe Express Materials

- Coupon Booklets
- Demand for kits
- Pedometers
- Walking logs

Next Steps

- Session III

 - Spring 2008

- Dissemination of findings

 - Publications

 - Presentation

- Expansion of Ten Toe Program

 - Employee population across the cross county corridor (CMAQ funding, fall 2007)

Thank You!

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www.cmt-stl.org