The Ten Toe Express Program

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

Rail~Volution Conference

November 3, 2007

Jessi Erickson, MPH
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**
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

Inactive 14%
Insufficient 38%
Recommended* 48%

* 20+ min. vigorous activity 3+ days/wk
OR
30+ min. moderate activity on 5+ days/wk

Source: Behavioral Risk Factor Surveillance System (BRFSS), Centers for Disease Control and Prevention
Prevalence of Physical Activity
Missouri Adults, 2005

- Missouri is below national average

- Insufficient: 41%
- Inactive: 13%
- Recommended*: 46%

* 20+ min. vigorous activity 3+ days/wk
OR
30+ min. moderate activity on 5+ days/wk

Source: Behavioral Risk Factor Surveillance System (BRFSS), Centers for Disease Control and Prevention
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

DOWNDRAILING PUBLIC SPACE

Downtown and main street trends

Percent of available public space

- OTHER
- WALKWAYS
- PARKS
- MARKETS
- PARKING
- VEHICLE

Year

1930 1940 1960 1980 2000
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

Sources: National Personal Transportation Survey, Local Government Commission, Corless and Ohland, 2001
Auto Trips 1977-1995

Source: National Personal Transportation Survey, 1995
Walk Trips 1977-1995

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)

Inactive
27.2%

Insufficient
37.8%

Recommended*
35 %

* 20+ min. vigorous activity 3+ days/wk
OR
30+ min. moderate activity on 5+ days/wk

Source: Behavioral Risk Factor Surveillance System (BRFSS), Centers for Disease Control and Prevention
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?

Trips by Foot 8%
Other 3%
Trips by Car 89%

Source: Collia, Sharp et. Al 2003
Older Adults in St. Louis Area

Table 2: Characteristics of the intervention catchment areas

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

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
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)
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

The Ten Toe Program is Free and is a great opportunity to learn how to access your community through “new” modes of transportation—your own two feet, the bus and Metrolink. Linking walking and public transit has been proven to increase independence, accessibility and overall health for all individuals.

So get on board your Ten Toe Express, and walk into 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

What is the minimum amount of physical activity a person should do each day?

<table>
<thead>
<tr>
<th>% of Responses</th>
<th>15 min</th>
<th>30 min</th>
<th>45 min</th>
<th>60 min</th>
<th>I don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-Survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Session I Findings: Physical Activity

What is the minimum number of steps a person should take each day?

<table>
<thead>
<tr>
<th>Steps</th>
<th>Pre-Survey</th>
<th>Post-Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>5,000</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>10,000</td>
<td>50%</td>
<td>70%</td>
</tr>
<tr>
<td>I don't know</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Session I Findings: Physical Activity

Which statement best describes you? (regarding walking as part of daily routine)

<table>
<thead>
<tr>
<th>% of Responses</th>
<th>Pre-Survey</th>
<th>Post-Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not part of routine</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Thinking about making it part of routine</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Beginning to make it part of routine</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Already part of routine</td>
<td>40%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Session I Findings: Transit

It is convenient for me to ride Metrolink or Metrobus.

<table>
<thead>
<tr>
<th></th>
<th>Pre-Survey</th>
<th>Post-Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I don't know</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% of Responses
Session I Findings: Transit

I am confident that I can ride Metrolink or Metrobus to places outside my neighborhood.

<table>
<thead>
<tr>
<th>% of Responses</th>
<th>strongly agree</th>
<th>agree</th>
<th>disagree</th>
<th>strongly disagree</th>
<th>I don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-Survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Session I Findings: Transit

It is not safe to ride Metrolink or Metrobus in my neighborhood.

% of Responses

- strongly agree
- agree
- disagree
- strongly disagree
- I don't know

Pre-Survey
Post-Survey
Session I Findings: Transit

Which statement best describes you? (regarding public transit as part of daily routine)

<table>
<thead>
<tr>
<th>% of Responses</th>
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<th>Post-Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not part of routine</td>
<td>60%</td>
<td>30%</td>
</tr>
<tr>
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<td>10%</td>
<td>30%</td>
</tr>
<tr>
<td>Beginning to make it part of routine</td>
<td>10%</td>
<td>40%</td>
</tr>
<tr>
<td>Already part of routine</td>
<td>10%</td>
<td>40%</td>
</tr>
</tbody>
</table>
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!

Contact:
Jessi Erickson
jessi@transtria.com
or
tentoe@cmt-stl.org

Website:
www.cmt-stl.org