Southern California Active Transportation Safety & Encouragement Campaign

Project Update
September 15, 2015

Background

• 2014 General Assembly Motion to conduct a public safety campaign
• Successfully submitted a grant in Cycle 1 of the Active Transportation Program
• Scope of Work:

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
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</thead>
<tbody>
<tr>
<td>Campaign Planning</td>
<td>Open Streets &amp; Temp Events</td>
<td>Bicycle Safety Trainings</td>
</tr>
<tr>
<td>Advertising Campaign</td>
<td>Toolkits/Trainings</td>
<td></td>
</tr>
</tbody>
</table>
Campaign Goals

- Reduce collisions, create safer streets
- Increase rates of active transportation
- Reduce greenhouse gases
- Improve public health
- Support ATP and other active transportation investments
- Change the reputation of the region

Campaign Coordination & Engagement

- Steering Committee
  - 6 county transportation commissions
  - 6 county health departments
  - Local cities w/ similar efforts underway (Los Angeles, Santa Ana, Glendale)

- Active Transportation Working Group
- 4 Focus Groups (English, Spanish)
Campaign Brand

- Provide umbrella for safety and encouragement components of campaign
- Serve as “explanation point” on all messaging
- Cut through clutter, be different, memorable
- Nonspecific is OK, compels people to learn more
- Resonate in Southern California (focus-group tested)
**Go Human** is a program that encourages us to use human-powered transportation and change how we think about others on the road.

*Go Human* asks all road users to be considerate, follow the rules of the road, and find ways to get out of their cars to experience their community and everything in it on a human scale. To walk, bike, get outside, meet neighbors, live healthier lives, be safe, and be kind.

*Go Human* reminds us that people on the road are not just objects blocking us from where we are going: They are human beings, just like us.

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**Advertising Campaign**

**Target Audience***
- Primary: Adult Drivers ages 25-54
- Secondary: Pedestrians & Bicyclists
- English & Spanish

**Message***
- Key Actions:
  - Be cautious (particularly at intersections)
  - Watch for people walking and biking
  - Ride with traffic

**Strategy**
- Focus on “hotspots” in each county*
- “Point of Engagement” strategy
  - Bus Ads, Billboards
  - Radio
  - Digital & Social Media
- Be provocative, not frightening
- “Humanize” fellow roadway users; promote compassion, courtesy

*Informed by analysis of crash data in “hot-spots.”
Exterior bus ad targeting drivers

It’s not just a sign.
Look for her before you turn.

Go with the flow.
Ride in the direction of traffic.

English card targeting bicyclists
Paid Media

- September 28 – November 30 (flighted)
- Bus ads, billboards, radio, Internet radio, mobile, and paid social
  - 120 million projected impressions

Paid Media

- 8 weeks of 415 exterior bus ads in Los Angeles, Orange & San Bernardino Counties with 700 bonus interior bus cards
  - 83.1 million impressions
- 4 weeks of 16 billboards in Riverside, Ventura & Imperial Counties
  - 17.1 million impressions
- 2 weeks radio with 1,406 spots on 36 stations in all six counties
  - 11.1 million impressions
- 9 weeks of digital (Pandora, Facebook, mobile)
  - 8.7 million impressions
Donated Media

• 160 transit shelters
• 80 interior bus cards
• 10 exterior bus ads
• 5 radio interviews
  o (LA, Oxnard-Ventura, Riverside-San Bernardino)
• More coming soon!

In the Community
Social Media

- 1,004 Facebook likes
  - 597,085 Impressions
  - 1,098 Comments
  - 8,780 Likes
  - 1,044 Shares
- 880 Twitter followers
  - 29,763 Impressions
  - 128 Retweets
  - 7 Replies
  - 131 Favorites

Engage With Us!
Facebook.com/GoHumanSoCal
Twitter.com/GoHumanSoCal
#GoHumanSoCal
www.GoHumanSoCal.org
Earned Media

- Secured 24 articles covering the Go Human Launch
- In the process of developing six Op-Ed pieces (one per county)

Get Involved!

**Digital Resources:**
- Web banners in English & Spanish
- Curated tweets and Facebook posts
- Flyers with encouragement facts and safety tips in multiple languages
• Co-branded advertising
• Examples with LA Metro and other partners
• Billboards, bus shelters, bus tails, and interior bus cards are available
• English and Spanish

Open Streets & Temporary Events

• City/County partners solicited through Call for Proposals
• 17 applications received
• Pursuing grants/partnerships to expand capacity
• Next Steps
  o Phasing & Funding Plan (Oct/Nov)
  o Event Roll-Out: Starting May 2016
Toolkits and Trainings

• Audiences:
  o Elected Officials
  o Businesses
  o Transportation and Public Health Professionals
  o Community Groups/Residents
• 10 Trainings
• 20 Bicycle Safety Classes

More information:

Advertising Campaign
Julia Lippe-Klein,
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Open Streets & Temporary Events
Stephen Patchan,
patchan@scag.ca.gov
Task 1 (ELP Advisors)

Project Management & Reporting

Task 2 (ELP Advisors & Investing in Place)

Regional Coordination & Stakeholder Engagement

Task 3 (CARS & KDI)

Planning

Task 4 (CARS & KDI)

Implementation

Task 5 (ELP Advisors)

Final Report

SCOPE OF WORK

Task 1 (ELP Advisors)

Identify Key Local Players

Task 2 (ELP Advisors & Investing in Place)

Coordinate Four Planning & Organizing Meetings

Meeting #1:
Defining Vision & Context

Meeting #2:
Material & Visual Preferences

Meeting #3:
Preliminary Site Design Plans

Meeting #4:
Finalized Event Concepts & Final Coordination Tasks

COMMUNITY ADVISORY COMMITTEES
PHASE ONE CITIES

Imperial County
El Centro

Orange County
Westminster

San Bernardino County
Fontana

Los Angeles County
South El Monte
Los Angeles

Riverside County
Palm Desert

El Centro
Date: March 2016
Type: Open Streets Event
Complete Streets Demonstration
Notes: 1.25 mi. corridor
South El Monte

Date: May 2016
Type: Open Streets Event, Complete Streets Demonstration
Notes: 2 mi. corridor

Los Angeles

Date: March 2016
Type: Open Streets Event, Complete Streets Demonstration
Notes: 0.75 mi. corridor
Westminster

Date: May 2016
Type: Complete Streets Demonstration
Notes: 2 mi. corridor

Palm Desert

Date: May/June 2016 (evening event)
Type: Complete Streets Demonstration
Notes: 0.5 mi. corridor
Fontana

Date: May 2016
Type: Complete Streets Demonstration
Open Streets Event
Notes: 0.5 mi. corridor

SITE VISITS

Imperial County
El Centro: 10/28/15

Los Angeles County
South El Monte: 10/29/15
Los Angeles: TBD

Orange County
Westminster: TBD

Riverside County
Palm Desert: 11/3/15

San Bernardino County
Fontana: Week of 11/2/15
Active Transportation Health and Economic Impact Study
Contract No. 15-018-C1

Prepared for SCAG Active Transportation Working Group

Dr. Nicole Iroz-Elardo, Project Manager & Data Analyst
Urban Design 4 Health
October 22, 2015

Goal

Goal: Estimate current annual public health, transportation and economic costs and benefits of bicycling and walking on the SCAG region’s economy

Key Elements:

• Build from evidence and best practices
• Use local data when available
• Identify appropriate non-local data when needed
• Develop a study process for use by local partners

Timeline: Summer 2015 – early 2016
• Health care expenditures comprise approximately 17.4 percent of GDP and outpace inflation. Small changes to disease patterns could result in significant savings. (Centers for Medicare and Medicaid Services, 2015).

• San Francisco estimated an annual $717 in lost productivity saving for every person who moved from inactive to active

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Why? Physical Activity & Health Benefits

Why? Transportation Benefits

• SGA Complete Streets Project saved $18.1 million in collision and injury costs within one year due to safety improvements

• Reducing 20% of short auto trips (<8km) and replacing them with walking or cycling trips saves an estimated $86M in health care costs due to reductions in PM2.5 and $3.4M from reductions in ozone

• Bicycle-pedestrian tourism, infrastructure, and businesses resulted in $82.7M in output and over 1,400 jobs in Vermont in 2009
Multi-use paths were associated with increased residential property values ranging from $0.35 to $6.95 for each additional foot closer to the access point.

Conceptual Model

Why?
Real Estate Benefits

- Multi-use paths were associated with increased residential property values ranging from $0.35 to $6.95 for each additional foot closer to the access point.

Conceptual Model

- Infrastructure
  - Sidewalks
  - Crosswalks
  - Bike Facilities
  - Trails

- Consumer Behavior
  - Recreational Equipment
  - Local Bike Shops
  - Spending in Mixed Use
  - Small Businesses
  - Tourism
  - Special Events (CicLAvia)
  - Housing Prices
  - Avoided Vehicle Ownership Costs

- Public Health Benefits
  - Physical Activity
  - Better Air Quality

- REMI (Input-Output) to understand the Active Transportation System's contribution to the regional economy.
- Cost-Benefit Analysis using per mile costs and benefits.
Status

• Task 1: Project Management
• Task 2: Public Outreach
• Task 3: Data Collection Approach
  – Literature review -- nearly complete
  – Data Identification – nearly complete
• Task 4: Transportation Cost Analysis
  – Methodology approach in process
• Task 5: Health Benefits
  – Methodology approach complete
• Task 6: Economic Impact
• Task 7: Final Report

Task 3: Literature Review Goals

• Identify current methodologies for monetizing AT
• Are there relationships we can apply to SCAG?
• Example:
  – Health is monetized through identifying additional
    people meeting 30 minutes of activity
  – This is then multiplied by COI associated physical
    inactivity ranging from $171 - $1002 annually
  – Can we do better?
    • Use thresholds for sufficiently active?
    • Or model specific diseases leveraging other work?
Task 3: Literature Review TOC

• Active Transportation and Public Health Benefits and Savings
  – Monetizing Mortality & Morbidity (Illness)
  – Modeling Considerations for Monetizing Health
  – Examples of Monetizing Public Health Savings from AT

• Active Transportation and Economic Impacts
  – Transportation Systems Cost Analysis
  – Economic Impact Analysis
    • Economic Output due to Active Transportation
    • Active Transportation and Real Estate Value

• Economic Output due to Active Transportation

• Active Transportation and Real Estate Value
Task 5: Public Health Benefits Analysis - methods

Methods/Tools investigated
- Health Economic Assessment Tool (HEAT),
- Integrated Transport and Health Impact Model (ITHIM)
- California Public Health Assessment Model (C-PHAM) developed by Urban Design 4 Health for UrbanFootprint

Task 5: Methods (cont’)

UD4H recommended method:
- use physical activity estimates (# of walking and bicycling trips, and average trip distance by mode) from a recent Fehr and Peers SCAG study
- as inputs to the California Public Health Assessment Model created for UrbanFootprint, and used in SCAG’s RTP process, and
- apply the cost-of illness information
Task 5: Proposed Approach

Active Transportation Physical Activity

Built Environment and Demographics

CHIS Models

CHTS Models

Disease at Baseline and Scenario

Model Public Health

Model Physical Activity

Characterize Infrastructure

Active Transportation

Infrastructures, Placetypes, etc

Fair & Peers

Active Transportation

Analysis

California Public Health Assessment Model (C-PHAM)

Monterrey Public Health

Task 5: Outcome Examples

Active travel and health behaviors

• min. of physical activity – walking/biking

Health indicators

• obesity

Health outcomes

• diabetes, cardiovascular disease, etc.
Who?

• Urban Design 4 Health
  – National firm specializing in interactions between land use, built environment, transportation, air quality, behavior and public health.
  – Leader in the translation of evidence on built environment and health relationships into decision support tools
  – www.ud4h.com

• AECOM Technical Services
  – Extensive experience modeling transportation investments, economic development, real estate, tourism and culture, and sustainable development.
  – www.aecom.com

Contact Information

• Dr. Lawrence D. Frank: ldfrank@ud4h.com

• Dr. Nicole Iroz-Elardo: nirozelardo@ud4h.com
Active Transportation Working Group
Stephen Patchan, Senior Regional Planner
October 22, 2015

Background

- The ATP consolidates various transportation programs, including the federal Transportation Alternatives Program, state Bicycle Transportation Account, and federal and state Safe Routes to School programs into a single program to:
  - Increase the proportion of biking and walking trips, _safety_ for non-motorized users and _mobility_ for non-motorized users,
  - Advance the efforts of regional agencies to achieve _greenhouse gas reduction_ goals,
  - Enhance _public health_, including the reduction of childhood obesity through the use of projects eligible for _Safe Routes to Schools Program_ funding,
  - Ensure _disadvantaged communities_ fully share in program benefits (25% of program)
Background

Program funding is segregated into three components and is distributed as follows:

- 50% to the state for a statewide competitive program,
- 30% to small urban and rural regions with populations of 200,000 or less for the small urban and rural area competitive program, and
- 40% to Metropolitan Planning Organizations (MPO) in urban areas with populations greater than 200,000 for the large urbanized area competitive program.

- SCAG receives 40% of the MPO share - $76.2m
- SCAG receives $160.270m total.
- Funding for FY 16/17 to 18/19.

Statewide Program

- $180m available for the Statewide Program
- Project list approved by CTC on 10/22/15
- SCAG region received $83.9m
- SCAG share represents 47% of total funding
- Funding Breakdown per County:
  - Los Angeles 23 projects/ $61.071m
  - Orange County 3 projects/ $11.519m
  - Riverside County 2 projects/ $1.221m
  - San Bernardino County 6 projects/ $10.163m
Regional Program

- SCAG receives $78.2m for implementation, non-infrastructure (programs, event, etc) and planning.
- Up to 3% can be awarded to planning projects
- Funding targets are established to ensure geographical equity:

<table>
<thead>
<tr>
<th>County</th>
<th>Final Imp Fun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imperial</td>
<td>$524</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$40,110</td>
</tr>
<tr>
<td>Orange</td>
<td>$12,429</td>
</tr>
<tr>
<td>Riverside</td>
<td>$9,204</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>$8,482</td>
</tr>
<tr>
<td>Ventura</td>
<td>$3,305</td>
</tr>
<tr>
<td>Total</td>
<td>$74,054</td>
</tr>
</tbody>
</table>

Timeline

- October 22, 2015  CTC Meeting: Statewide and Rural/Small Urban Component Approval (Action)
- October/November 2015  County Transportation MPO Component Project List Approvals
- January 2016  SCAG Regional Council: MPO Component Project List Recommendations Consideration/Approval (Action)

CTC adopts SCAG MPO component selections (Action)
Thank you!

Learn more by visiting www.scag.ca.gov. Contact me at: patchan@scag.ca.gov.
Previous Discussions

✓ Existing Conditions
✓ Alternative Scenarios

Today’s Discussion

• Draft Active Transportation Plan
**Draft Active Transportation Plan for the 2016 RTP/SCS**

- Updates and expands on the 2012 Plan and Progress
- Incorporates all local and countywide plans
- Expands “regional strategies” to coordinate and inspire local plan/project development
- Aims to position region for success in competitive grant programs (Active Transportation Program, Cap & Trade)

**Something old....**

**2012 Plan**
- Tripled investment in active transportation to $6.7 billion
- Planned for 7,000 miles of additional bikeways
- Regional bikeway network corridors
- 10,000 miles of sidewalk repair

**Progress**
- 500 miles of additional bikeways built
- $350 million in active transportation investments underway, leveraging close to $200 million in grants from California Active Transportation Program (ATP).
- Sustainability Joint-Work Programs between SCAG and each of the six counties
- Bike Route 66 Concept Plan completed
- Safety and encouragement programs, including the roll-out of the SCAG-led Go Human campaign
**Something new...**

1. Maximize Transit Investments. Complement HQTAs
2. Integrate into urban Forms

**First/Last Mile**
- Connect to Rail
- Complementary Strategies:
  - Transit-oriented development
  - Housing
  - Mobility services

**Livable Corridors**
- Connect to/along bus corridors
- Complementary Strategies:
  - Transit service
  - Housing
  - Mixed-Use Nodes

**Neighborhood Mobility Areas**
- Connect to “Main Streets” and local destinations
- Complementary Strategies:
  - NEV mobility
  - Commercial Nodes

**Something new...**

3. Serve everyone from age 8 to 80. Prioritize safety.

**Greenways**
- Separate from motor vehicles
- Part of Regional Bikeway Network
- Supports walk/bike for all

**Education**
- Safety for all roadway users
- Public Information Campaigns and training

**Encouragement**
- Safe Routes to School
- Open Street Events
- Other programs
4. Focus on the “short” game

- Improve local mobility for everyday trips—to schools, parks, neighborhood business districts
- Increase access in congested areas—complement “park once” programs
- Promote economic development

**Percentage of (linked) Trips by Length (All Modes)**

- 1 mile or less, 14%
- 1-3 miles, 38%
- >3 miles, 48%

**Average Bike Trip in SCAG region is 2 miles**

**Average Walking Trip in SCAG region is 0.5 miles**

**Something new....**
Proposed Active Transportation Plan
Investment Framework

• Nearly doubles funding for Active Transportation to $12.9 Billion.

• Includes capturing $4.8 billion by taking a “complete streets” approach integrating pedestrian and bicycle improvements into operations and maintenance projects.
Proposed Active Transportation Plan Investment Framework

<table>
<thead>
<tr>
<th>Regional-Trip Strategy</th>
<th>2012 (Existing)</th>
<th>Proposed Improvements</th>
<th>2040 (Existing and Proposed)</th>
<th>Preliminary Cost Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenways</td>
<td>755 miles</td>
<td>1,543 additional miles of Class 1 and Class 4 Bikeways</td>
<td>2,233 Miles with wayfinding and connections to Regional/local Bikeways</td>
<td>22% $2.8 Billion</td>
</tr>
<tr>
<td>Reg. Bikeways</td>
<td>476 miles (excluding Greenways)</td>
<td>1,215 additional miles of Class 2, 3 bikeways (excluding greenways)</td>
<td>1,701 miles, excluding greenways. With Greenways, 2,210 miles</td>
<td>17% $2.2 Billion</td>
</tr>
</tbody>
</table>

Transit Integration Strategy

<table>
<thead>
<tr>
<th>Short-Trip Strategy</th>
<th>22% $2.8 Billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Sidewalks</td>
<td>Locally implemented. No regional strategy</td>
</tr>
<tr>
<td>- Local Bikeways</td>
<td>2,686 miles, excluding greenways and Regional Bikeways</td>
</tr>
<tr>
<td>- Neighborhood Mobility Areas</td>
<td>New Strategy</td>
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</table>

Livable Corridors

<table>
<thead>
<tr>
<th>Education and Encouragement Strategy</th>
<th>2% $268 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Safe Routes to School</td>
<td>28% of local jurisdictions covered</td>
</tr>
</tbody>
</table>

Notes:
- Includes all projects provided by County Transportation Commissions and local active transportation plans.
- Bikeway miles assigned to one of three categories (Greenway, Regional Bikeway or Local Bikeway) to prevent double counting. However, in many cases, these facilities will serve multiple purposes.
- Preliminary Cost Estimates reflect total costs for each integrated strategy.

TOTAL ESTIMATE $12.9 Billion

Integration into the Urban Form

<table>
<thead>
<tr>
<th>Place Types</th>
<th>Observed and Estimated AT Mode Share</th>
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<tbody>
<tr>
<td></td>
<td>2012</td>
</tr>
<tr>
<td>Very Urban</td>
<td>18%</td>
</tr>
<tr>
<td>Urban</td>
<td>16%</td>
</tr>
<tr>
<td>Suburban</td>
<td>13%</td>
</tr>
<tr>
<td>Rural</td>
<td>12%</td>
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<tr>
<td></td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>11%</td>
</tr>
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Notes:
- Includes all projects provided by County Transportation Commissions and local active transportation plans.
- Bikeway miles assigned to one of three categories (Greenway, Regional Bikeway or Local Bikeway) to prevent double counting. However, in many cases, these facilities will serve multiple purposes.
- Preliminary Cost Estimates reflect total costs for each integrated strategy.
Schedule

November: SCAG Joint Policy Committee to review RTP/SCS
December: RTP/SCS released for public review and comment
December-March: Workshops with elected officials and public
March: Joint Policy Committees vote on RTP/SCS and PEIR
April: SCAG Board votes to certify final PEIR and Conformity Determination.

Thank you!

Learn more by visiting www.scag.ca.gov. Contact me at: thompson@scag.ca.gov.
Affordable Housing and Sustainable Communities Program

Program Objectives

- To fund projects that
  - result in the reduction of GHG emissions and vehicle miles traveled and
  - increase accessibility of housing, employment centers and key destinations through low-carbon transportation options such as walking, biking and transit.
## Overview

- Competitive Statewide Program
  - 50% required investment in affordable housing
  - 50% required investment in disadvantaged communities
- Awarded $121.9 million in 2014-15
- ~$360 million available in 2015-16

## Eligible Applicants

- City
- County
- City/County
- Public Housing Authority
- Transit Agency or Operator
- Regional Transportation Planning Agency
- Local Transportation Commission
- Congestion Management Agency
- Joint Powers Authority
- School District
- Facilities District
- University or Community College District
- Developer: Public, Private, or Nonprofit
- Program Operator: Public, Private, or Nonprofit
Revised Guidelines

- Partnership b/w housing and transpo
- Bike racks required
- Affordable housing near transit
- More holistic GHG quantification, more strongly includes active transpo
- Financial readiness

Timeline

<table>
<thead>
<tr>
<th>FALL 2015</th>
<th>SGC releases Draft Revised Guidelines and holds 3-4 Regional Workshops on Guidelines</th>
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</thead>
<tbody>
<tr>
<td>WINTER 2015</td>
<td>SGC revises Guidelines and hold Council Meeting to vote on approval of Guidelines</td>
</tr>
<tr>
<td>EARLY 2016</td>
<td>SGC releases 2015-16 Notice of Funding Availability and Application</td>
</tr>
</tbody>
</table>
Western Riverside County Active Transportation Plan

Regional Information Sharing
WRCOG Active Transportation Plan Update

SCAG Active Transportation Working Group
October 22, 2015

Caltrans Active Transportation Program

• Cycle I - $360 million Statewide
  • Increase walking and biking
  • Enhance safety and public health
  • Reduce GHG emissions
  • Increase transportation equity in disadvantaged communities
• $144 million for MPO awards
  • SCAG Region ~$76 million
  • WRCOG awarded $333,000 to develop the Western Riverside County Active Transportation Plan
Western Riverside County Active Transportation Plan

- Update 2010 Non-Motorized Transportation Plan
- Bicycle and Pedestrian Safety Program
- Health Impacts of ATP Projects

Update 2010 Non-Motorized Transportation Plan

- Subregion has expanded since 2010
- New active transportation planning efforts
- Inter-regional connections
- Safe Routes to School
- Updated funding
**Bicycle and Pedestrian Safety Education Pilot Program**

- Partnership with Riverside Community College District
- Aimed at families
- Develop curriculum
- Host four hands-on classes (beginning in November 2015)
- Work with RCCD to sustain program in the future

**Health Indicators and Impact Assessment**

- Utilize existing indicators through WRCOG’s CAPtivate program
- Develop additional needed indicators
- Analyze health impacts of active transportation projects
  - Increase likelihood of future funding
  - Tool for measuring project success
Project Schedule

- May 2015: Allocation received from California Transportation Commission
- Fall 2015: Consultant RFP released, and contract awarded
- December 2017: Completion and final report released

Riverside County Active Transportation Network (RCATN)

- Increase support for AT projects
- Provide forum for dialogue about future active transportation plan updates
- Discussion between local agencies and community groups
- First meeting held on August 19, 2015 at CVAG and SCAG
  - ATN mission and goals discussed
  - County Public Health, WRCOG, CVAG, and Cities gave updates on Cycle 1 projects
  - Thirty-one (31) applications were submitted in Riverside County with over $45 million dollars of ATP Cycle 2 proposals
- Walk to School Day
- Next Meeting: November 18, 2015
Questions and More Information

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Director of Energy and Environmental Programs
spoonhour@wrcog.cog.ca.us
(951) 955-8313
www.wrcog.cog.ca.us
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles County Bicycle Coalition Firefly Ball</td>
<td>Oct 29, 2015</td>
<td>DTLA</td>
</tr>
<tr>
<td>California Bicycle Summit &amp; Women's Forum</td>
<td>Oct 25-28, 2015</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>National Bicycle Tourism Conference</td>
<td>Nov 4-7, 2015</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>Los Angeles Ciclavia</td>
<td>Mar 6, 2016</td>
<td>Pacoima, Arleta, North Hills East, Panorama City</td>
</tr>
<tr>
<td>National Bike Summit &amp; Women's Forum</td>
<td>Mar 7-9, 2016</td>
<td>Washington DC</td>
</tr>
<tr>
<td>Pro Walk Pro Bike Pro Place</td>
<td>Sept 12-16, 2016</td>
<td>Vancouver, Canada</td>
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