

Go Bronzeville – A New Transportation Options Marketing Program in Chicago

Go Bronzeville is a new City of Chicago program that offers free resources, activities, and support to Bronzeville residents to encourage them to walk, bicycle, and take transit more often. The focused campaign effort will launch this August and run through November 2013. This pilot program is the first of five similar programs in Chicago neighborhoods over the next four years.

The goals of the *Go Bronzeville* program are to:

- Reduce drive-alone trips in Bronzeville;
- Increase trips made by foot, bicycle, transit, and carpool;
- Increase the use of bike share, particularly at stations within Bronzeville;
- Foster a sense of community around walking and bicycling activities; and
- Support local businesses and community efforts.

The *Go Bronzeville* program will invite 7,500 Bronzeville residents to order customized information packets containing their choices of maps, brochures, and helpful resources on transportation options for getting around Bronzeville, the City of Chicago and beyond. Local outreach staff, hired from within the neighborhood, will assemble customized packets and deliver them to residents' homes, along with an incentive gift.

Go Bronzeville will also host community events such as historic walks, guided bicycle rides, and workshops to help residents get out and experience their community and the many available transportation options. Outreach staff will appear at existing community events, such as the Bud Billiken Parade, to provide helpful information to residents about walking, bicycling, and transit use in and around Bronzeville.

The *Go Bronzeville* team will work with local and regional partners, including Aldermen Dowell and Burns, the Bronzeville Area Residents and Commerce Council (BARCC), Bronzeville Visitor Information Center (BVIC), Bronzeville Cycling Initiative, City of Chicago Department of Cultural Affairs and Special Events (DCASE), CTA, Metra, and other organizations to offer a suite of services customized to the neighborhood's assets, needs, and desires.

Go Bronzeville is seeking program partners and interested community members to help make the program a success. If you would like to learn more or get involved, contact Maggie Melin at the Active Transportation Alliance at Maggie@activetrans.org or 312-427-3325 ext. 285.

