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IMMEDIATE RELEASE

April 9, 2024

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Communities can learn to create walk-, bike-friendly towns during April 24 webinar

Communities in the beginning stages of creating more walk- and bike-friendly towns can greatly benefit from attending the Walk Bike Roll online webinar on April 24.

Titled “Tell Your Story! How to Leverage Storytelling to Build Project Support and Momentum,” the webinar is hosted by the Kansas Department of Transportation. Participants can learn to celebrate and share accomplishments to inspire decision makers, the public and other communities.

To attend the one-hour webinar, which starts at 2 p.m. on Wednesday, April 24, register at <https://lp.constantcontactpages.com/ev/reg/6s4wnfd>.

“Kansas communities have done a great job prioritizing and constructing new pedestrian and bicycle facilities,” said Jenny Kramer, Active Transportation Manager at KDOT. “However, when it comes time to brag about our accomplishments, we don’t do as well.”

Learning about other successful alternate transportation projects helps build support and can:

- Build enthusiasm for new projects locally and across the state.
- Discover champions and opportunities to raise project funds.
- Invite equity to be a focus.
- Create a culture that values walking, biking and rolling across Kansas.

Catherine Girves of Toole Design will share storytelling tips based on years of experience working with elected officials and citizens to build project support. She will cover important steps in the process such as how to identify an audience, discover available local and state funds, determine what the story is expected to accomplish and more.

The KDOT Active Transportation Program launched the Walk Bike Roll Kansas webinar series at an in-person Summit in September 2023. It is part of the Kansas Active

Transportation Plan, which was published in February 2023. Webinars will continue throughout 2024.

To view the plan, toolkits, watch previously recorded webinars and more, go to:
<https://www.ksdot.gov/KansasATP.asp>.

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