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For immediate release

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PAG, City of Tucson to host street party in Keeling neighborhood in pilot project

Keeling on the Move, a pilot project supported by Pima Association of Governments in coordination with the City of Tucson, will host a street party along with the Keeling Neighborhood Association in the Keeling neighborhood on Saturday, Feb. 11, from 10 a.m. to 2 p.m., on Fontana between Laguna and Blacklidge.

The street party will include family activities, free food, giveaways and exhibitors that will offer bike repairs, bike safety tips, Sun Tran trip planning and rideshare matching. Spring events that will be promoted include Cyclovia Tucson, Bike to Work Week, bike safety classes and a neighborhood walk.

The project, which will continue through May 2012, is intended to help Keeling residents learn how to use more active transportation modes, such as walking, biking or riding the bus, to get to work, school or neighborhood destinations.

"These options provide physical activity that is healthier than being car dependent," said Ruth Reiman, manager of PAG's Travel Demand Management program.

The Keeling neighborhood extends from Grant Road to Ft. Lowell and Stone Avenue to 1st Avenue. Residents in this corridor have access to bicycle, pedestrian and transit infrastructure.

"The recent 4th Avenue/Fontana Bicycle Boulevard improvements give the corridor a highly visible facility that can serve as a cornerstone of marketing neighborhood amenities," said Tom Thivener, the city's bicycle/pedestrian coordinator.

Keeling on the Move focuses marketing efforts on individual households that have elected to participate in the project by signing up online at www.keelingonthemove.com

This effort was adapted from Portland, Ore.'s, evidence-based *SmartTrips* program which

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has helped reduce drive-alone trips, increased walking and bicycling trips, and increased positive perceptions of alternative modes of transportation.

A neighborhood map, developed for this project, shows destinations that are within walking or biking distance of the Keeling neighborhood. The map includes bus routes, bike routes, merchants, schools, parks and photographs of murals.

Organizations in partnership in the Keeling project include: Ward 3 Office of Vice Mayor Karin Uhlich, Keeling Neighborhood Association, City of Tucson Department of Transportation Bicycle and Pedestrian Program, Pima Association of Governments, Pima County Department of Transportation Bicycle and Pedestrian Program, Living Streets Alliance, Drachman Institute, BICAS, Sun Rideshare and Sun Tran.

"I hope you will take advantage of this great opportunity to learn more about active transportation options while also connecting with your neighbors," said Tucson Vice Mayor Karin Uhlich, Ward 3. "I hope you will come out and join me."

Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, energy, air quality and water quality. PAG's staff gather and analyze data, provide accurate information, and coordinate an open and cooperative planning process to promote good decision-making for the region. Please visit www.PAGnet.org for more information.