

PROGRAM IMPACT

The Go Pilsen team surveyed participants one year after the program ended. Nearly 400 participants took the survey. Here are some of the survey results:

MANY PARTICIPANTS TOLD US GO PILSEN ENCOURAGED THEM TO USE TRANSPORTATION OPTIONS MORE OFTEN:

**64%** WALK MORE OFTEN

**60%** BIKE MORE OFTEN

**38%** TAKE THE TRAIN MORE OFTEN

**36%** TAKE THE BUS MORE OFTEN

**24%** CARPOOL MORE OFTEN



Another 4,000+ people were present at community events attended by Go Pilsen staff.



More than half of survey participants reported replacing a car trip with another form of transportation at least once per week as a result of the program:

**9%** REPLACED 6+ CAR TRIPS PER WEEK  
**20%** REPLACED 3 TO 5 CAR TRIPS PER WEEK  
**23%** REPLACED 1 TO 2 CAR TRIPS PER WEEK

QUOTES FROM THE COMMUNITY

*"I enjoy seeing our community coming together as one and learning from one another. I've never seen the community so engaged."*



*"I bought a bike because of your initiative and intend in every way to use it more. Your resources for biking were truly helpful."*

*"My family became more conscious about healthy habits and began taking walks after dinner."*



*"I appreciate what the program has done for the community and myself, realizing I can use public transportation to go anywhere I need."*

NEIGHBORHOOD OUTREACH

According to Post-Program Survey responses, the TOP THREE REASONS FOR PARTICIPATING IN GO PILSEN were a desire to:

EXPLORE THE NEIGHBORHOOD

IMPROVE PERSONAL HEALTH

OBTAIN MORE TRANSPORTATION INFORMATION

HOW PARTICIPANTS HEARD ABOUT GO PILSEN



**41%** DIRECT MAIL



**27%** COMMUNITY ACTIVITY



**25%** WORD OF MOUTH



**64,481**

Number of times Go Pilsen Facebook posts appeared on subscribers' newsfeeds.



**950** Facebook followers in Spring 2016

The Go Pilsen team attended more than **30 community events with over 4,000 community members** and spoke directly to more than 1,500 community members.



**GO KITS: CUSTOMIZED RESOURCE PACKETS**



**6,262** printed walking, biking, and transit resources were requested and delivered to program participants.

**MOST POPULAR GO KIT RESOURCES REQUESTED**  
*in English and Spanish*



**CHICAGO BIKE MAP**



**LOCAL BUSINESS COUPONS**



**DIVVY BIKES INFORMATION + FREE 24-HOUR PASS**



**CTA BUS AND RAIL MAP**



**ILLINOIS BICYCLE LAWS**

**POPULAR BIKING & WALKING EVENTS**



**BIKE RIDE AND STAR PARTY**  
with the Chicago Astronomer and Yollocalli Arts Reach



**LOTERIA COMMUNITY WALK**  
with Greater Pilsen, La Catrina Café, and Casa Maravilla



**MARKET TO GARDEN BIKE RIDE**  
with Roots and Rays Community Garden, Working Bikes, and Belli's Market



**THE LOOP AND PURL TRANSIT RIDE**  
with El Stitch y Bitch and Meztisoy Food Market



**NATIONAL MUSEUM OF MEXICAN ART MURAL WALKING TOUR**  
with Yollocalli Arts Reach and Wheel of Time

*"I loved the variety and originality of events. A lot of them got me excited to ride my bike, take public transit, or were simply a good reason to get out and explore something new in my neighborhood."*

**- GO PILSEN PARTICIPANT**



Pilsen resident Bart Crouch is currently managing the Go Pilsen Facebook account, so **residents can continue exploring the community's transportation options** and upcoming events.

**COMMUNITY SUPPORT**

**Community groups who helped support the Go Pilsen program:**

- 25th Ward Transportation Advisory Council
- Alivio Medical Center
- Alderman Solis, 25th Ward
- BLUE 1647
- Belli's Market
- Casa Maravilla
- Casa Juan Diego Youth Center
- Chicago Astronomer
- Ciclovamos
- Dvorak Park
- Eighteenth Street Development Corporation
- El Hogar del Niño
- El Stitch y Bitch Crafters
- ElevArte Community Reach
- Gads Hill Center
- Greater Pilsen Economic Development Association (GPEDA)
- Harrison Park
- La Catrina Café
- Local businesses and communities of faith
- Meztisoy Food Market
- Mujeres Latinas
- National Museum of Mexican Art
- Pilsen Bike Tours
- Pilsen Community Market
- Pilsen Flea Market
- Pilsen Neighbors
- Poder Learning Center
- Roots and Rays Community Garden
- The Resurrection Project
- Wheel of Time Bike Shop
- Women Bike Chicago
- Working Bikes
- Yollocalli Arts Reach