GO PILSEN 2014
FINDINGS, FACTS, AND STORIES

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

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

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 Bell’s Market

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

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

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
Bell’s Market
Casa Maravilla
Casa Juan Diego Youth Center
Chicago Astronomer
Ciclovamos
Dvorak Park
Eighteenth Street Development Corporation
El Hogar del Niño
El Stitchy 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
PilsenNeighbors
Poder Learning Center
Roots and Rays Community Garden
The Resurrection Project
Wheel of Time Bike Shop
Women Bike Chicago
Working Bikes
Yollocalli Arts Reach

“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.