



**WALK
BIKE
ROLL
KANSAS**



**VIRTUAL
SERIES**

Tell Your Story!

How to Leverage Storytelling to Build Project Support and Momentum

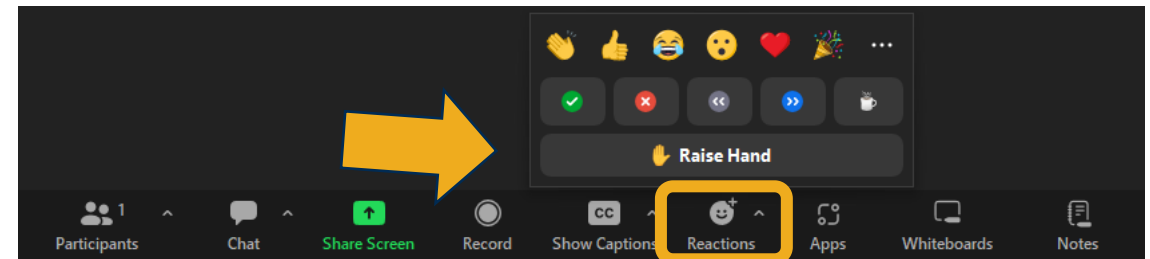
Speaker:
Catherine Girves, Toole Design

April 24, 2024



Webinar Housekeeping

- This meeting is being **recorded**
- The **raise hand** function is under the “**Reactions**” tab.
- Turn on closed captions from the menu bar with the CC icon. Click and drag captions to preferred location on screen.
- Submit questions via the **Q & A function or chat**
- We’ll send a follow-up email within the next week with **link to recording and Q & A transcript**
- For more information on the Kansas Active Transportation Enhancement (KATE), access to webinar recordings and other resources, and to sign-up for future sessions, visit:
<https://www.ksdot.gov/KansasATP.asp>



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Department of Transportation

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Kansas Active Transportation

The state's first Active Transportation Plan since 1995 explores the needs of people who walk, cycle, use mobility assistance devices, scoot, and more. In addition to the Plan, several toolkits and resources that complement the Plan and advance the needs of active transportation in local communities are available.

[Kansas Active Transportation Plan](#)
Plan Appendices:
[Equipment Summaries](#)
[Policy Memo](#)
[Crash Analysis Summary](#)
[Statewide Economic Impact Analysis Summary](#)

Kansas Active Transportation Plan (ATP) Toolkits
[Active Transportation Planning Toolkit for Small- and Medium-Sized Communities](#)
[Active Tourism](#)
[Pedestrian and Bicycle Accommodations on Bridges – COMING SOON!](#)

Walk, Bike, Roll Kansas Virtual Series and Summit – Mark Your Calendars!
Virtual Series #1 – May 24th at 2pm: Meet KATE: Supporting Active Transportation at the State and Local Level. [Slides](#), [Q&A](#), [Recording](#).
Virtual Series #2 – June 28th at 2pm: Active Tourism [Register Here](#)
Virtual Series #3 – July 29th at 2pm: Active Transportation Demonstration Projects 101
Virtual Series #4 – August 23rd at 2pm: Active Transportation Planning Toolkit
[In-Person Summit - September 20-22, McPherson Community Building](#)
Virtual Series #5 – October 25th at 2pm: Increasing Safety for Pedestrians
Virtual Series #6 – December 13th at 2pm: Mobility and Access for All

Other Kansas Active Transportation Plan Resources:
[Active Transportation Benefit Cost Tool & User Guide](#)
[Funding Your Plan](#)
Active Transportation [Stories Map](#) - How Kansans Get Around Their Communities
[Active Transportation Plan and Policy Registry & map](#)
[KDOT Crosswalk Guide](#)

WALK BIKE ROLL KANSAS ACTIVE TRANSPORTATION SUMMIT

Register now!
Walk Bike Roll Kansas Active Transportation Summit

September 20-22
McPherson, KS

[Click for more information](#)

2024 Webinar Series

Bi-Monthly in 2024

Kansas Drive to Zero: Speed Management and User Separation to Increase Safety

Safe Routes to School in Kansas: What's New and How Your Community Can Get Started

Walk Bike Roll Rural: Active Transportation Success Stories from Small Kansas Communities

Network Gaps and Barriers: Design Strategies and Considerations for Roadway, Highway, and Water Crossings

KDOT Staff Introductions

Matt Messina,
Chief of Multimodal Transportation

Jenny Kramer,
Active Transportation Manager



Our Speaker

Catherine Girves

Principal Planner, Toole Design



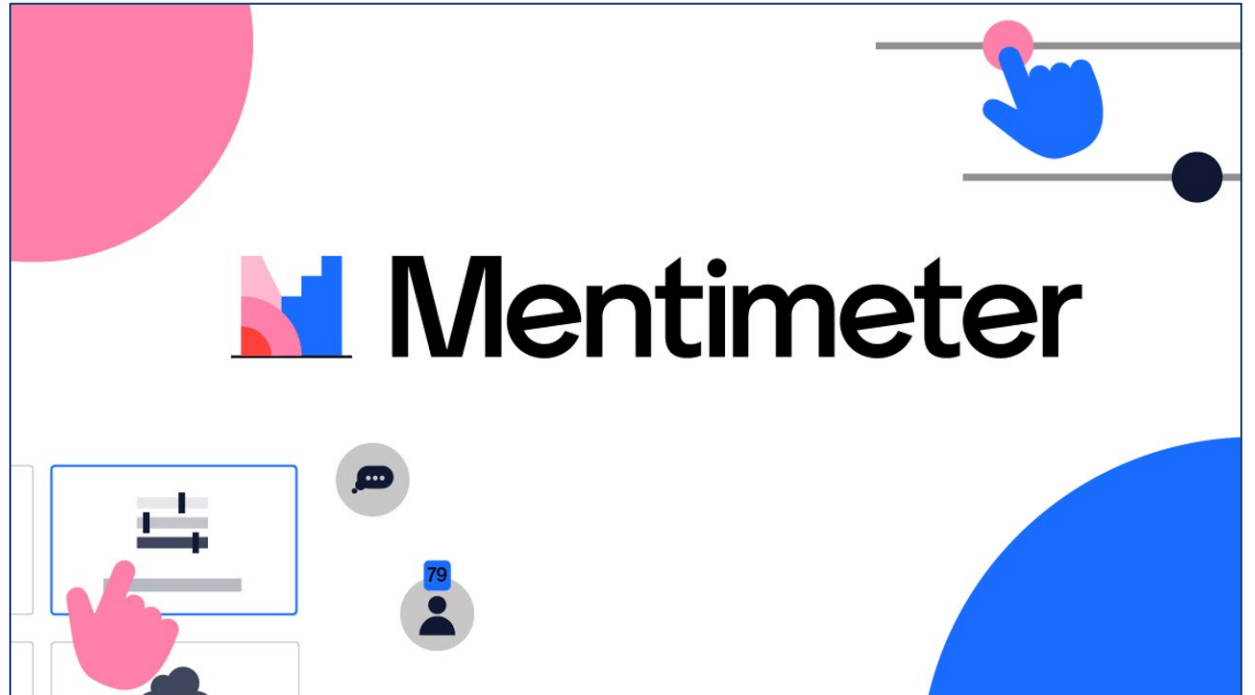
Mentimeter

We will be using Mentimeter during this webinar.

To participate in the webinar, **please log on to [menti.com](https://www.menti.com)** in another browser or another device.

The unique login code is

9440 9769



**Raise your hand if you
love telling stories**

**Describe in one word,
what you love about
telling stories**

**Raise your hand if the
thought of telling a story
makes you feel nervous,
anxious, or anything less
than delighted**

**Describe in one word,
concerns you feel
when you think about
having to tell a story**





#3 Bendas
Bridge
Ridge





10'-10"
←

11'-4"

10'-10"
←

Riding for a Cure for Cancer
Chocolate

OHIO

OHIO











asparagus
pancakes
potatoes
panzerbrat
rot. chicken

TIMBUK2
THE ORIGINAL









Components of a Good Story

- Understand your motivations
- Identify the audience
- Use appropriate language
- Identify the messenger
- Center the audience
- Anticipate likely barriers
- Identify the medium

**Describe in one or two
words what inspires you
to do the work of
improving conditions for
people walking biking
and rolling**

**Describe in one word,
the people you want to
influence**



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Project Support and
Momentum

Catherine Girves

Transportation Bicyclist

Walk Bike Roll
Kansas

April 24, 2024



Tell Your Story!

How to Leverage Storytelling to Build Project Support and Momentum

Catherine Girves, Napper

Walk Bike Roll Kansas

April 24, 2024



Tell Your Story!

How to Leverage Storytelling to Build
Project Support and Momentum

Catherine Girves, Grandma to Avery



Describe in one or two words the objections you have encountered in the past (or are worried about encountering in the future)

Practice Storytelling!

- Set a timer on your phone for 3.5 minutes (groups of three set your timer for 2.5 minutes)
- Person whose first name is latest in the alphabet speaks first. Other person/people listen attentively
- When timer goes off switch

Q&A



WALK BIKE ROLL KANSAS

VIRTUAL SERIES



Thank you!

Virtual Walk Bike Roll Virtual Series

Next Session: **Kansas Drive to Zero:
Speed Management and User
Separation to Increase Safety**

June 26 at 2:00 PM

Contact Information:

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<https://www.ksdot.gov/KansasATP.asp>

