

“Ready, Set, Walk!” Challenge

***“Ready, Set, Walk!” Challenge Steps
Oakland in the Right Direction***



The Oakland Transportation Management Association (OTMA) strives to play an important role in helping to increase mobility, reduce traffic congestion, and improve the overall quality of life. In June 2007, OTMA took their pedestrian message to the Oakland streets.

Based in Oakland, a pedestrian friendly community, OTMA is committed to promoting and ensuring pedestrian safety and mobility. In working to fulfill their mission, OTMA has secured over \$1.4 million in funding through the Hometown Streets/Safe Routes to School Program to improve 11 existing intersections in the heart of Oakland with enhanced pedestrian safety amenities. As an extension of this program and their mission, OTMA in partnership with America On the Move’s “Get Moving Pittsburgh” initiative launched the Oakland “Ready, Set, Walk!” Challenge.

The program kicked off on June 1, 2007 in Schenley Plaza with over 300 people coming to claim their walking resource kits, which included a t-shirt, pedometer, water bottle and walking map of Oakland. With no cost to participate, the interest grew in the Oakland community and beyond. Before registration closed a week later, nearly 500 people registered to walk in the Ready, Set, Walk! Challenge. From June 1 through June 28, walkers logged over 31.4 million steps on the OTMA Walk Challenge website and, just for participating, were awarded with iPod Shuffles in a random weekly drawing. Top walkers won tickets to the Carnegie Museum and the grand prize winner won a spa weekend getaway to Nemaquin Woodlands Resort.

For more information about this program and other transportation news in and around the Oakland area, please visit www.otma-pgh.org.

