



Bicycle Best Practices: Goals and Priorities for Education and Promotion Efforts

The following education and promotion goals were identified by Salt Lake County as high priorities for the region.

GOAL 1: Teach children bicycling skills and laws.

GOAL 2: Educate the general public about bicycling – rights and responsibilities of cyclists, expected driver behavior in bikeways and near bicyclists, and benefits of bicycling.

GOAL 3: Educate professional drivers (transit operators, school bus drivers, commercial drivers, etc.) about bicycling.

GOAL 4: Educate current and potential bicycle riders about rights and responsibilities, bicycling routes, and expected behavior.

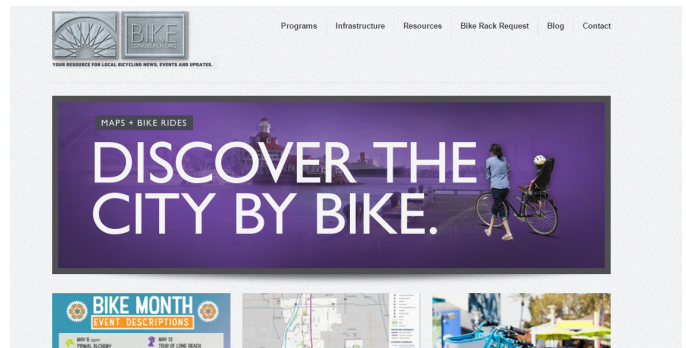
GOAL 5: Educate policymakers and decision makers about the experience of bicycling and the needs of cyclists.

GOAL 6: Encourage businesses to provide bicycle parking and incentives for employees who ride a bike to work.

A series of education and promotion programs that serve these goals are described on the following pages. The table below summarizes the goals addressed by each program.

Bicycling Website

Description: A County bicycling website should be created to give residents a one-stop information portal. This should include links to all bike maps (online versions and instructions about how to get a hard copy), information about committees and community groups working on bicycling, an event calendar, information about laws and ordinances about



A countywide bicycling website will be a resource for residents

bicycling, and relevant agency contacts and phone numbers.

Target audience: *general public*

Goals addressed:

GOAL 2: Educate the general public about bicycling – rights and responsibilities of cyclists, expected driver behavior in bikeways and near bicyclists, and benefits of bicycling.

GOAL 4: Educate current and potential bicycle riders about rights and responsibilities, bicycling routes, and expected behavior.

Sample program: <http://www.bikelongbeach.org>

Diversion Program

Description: The goal of a diversion class is to provide education to precisely the road users who need it most, as evidenced by their breaking a traffic law. A diversion class can

GOALS AND PRIORITIES FOR EDUCATIONAL AND PROMOTIONAL EFFORTS						
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Bicycling Website						
Diversion Program						
Safe Routes to School Program						
Bike to Work Week Events						
Recognize Bike-Friendly Businesses						
Open Streets Events						
Bike Rodeos						
Bicycle Skills Course for Adults and Youth						
Policy Makers Ride						
Bicycle Ambassadors Program						

be aimed at motorists and bicyclists. In lieu of a citation and/or fine, individuals can take a one-time, free or inexpensive class instead. In Marin County (CA), interested citizens can take the class even if they did not receive a ticket. This program is a good way to educate road users about bicycle rights and responsibilities, and can also increase public acceptance of enforcement actions.

Target audience: *drivers and bicyclists*

Goals addressed:

GOAL 2: Educate the general public about bicycling – rights and responsibilities of cyclists, expected driver behavior in bikeways and near bicyclists, and benefits of bicycling.

GOAL 4: Educate current and potential bicycle riders about rights and responsibilities, bicycling routes, and expected behavior.

Sample program: <http://www.legacyhealth.org/srsc>

Coordinate a Regional Safe Routes to School Program

Description: Helping children walk and bicycle to school is good for children’s health and can reduce congestion, traffic dangers and air pollution caused by parents driving children to school. Robust Safe Routes to School programs address all of the “Five Es” (Engineering, Education, Encouragement, Enforcement, and Evaluation). Salt Lake County could take a leadership role in setting up a countywide Safe Routes to School (SRTS) Task Force and work with local municipalities and townships, school districts, and the UDOT SRTS Coordinator to support SRTS Programs. The Task Force could help school districts and communities establish SRTS programs at individual schools.

The exact SRTS program offerings will depend on the local priorities, interests, and resources, as determined by the Task Force, local municipalities, townships, and interested local volunteers, but may include:

- Making/updating and distributing the Student Neighborhood Access Program (SNAP) map showing preferred walking and biking routes as required by Utah State Law.
- Organizing an event for International Walk to School Day in the fall.
- Work with schools and school districts to implement infrastructure that enables more students to ride bicycles or walk to school.

- Applying for grants (through UDOT’s SRTS program, local community foundations, health granting organizations, or others) to expand SRTS work.

Target audience: *school children and parents*

Goals addressed:

GOAL 1: Teach children bicycling skills and laws.

GOAL 2: Educate the general public about bicycling – rights and responsibilities of cyclists, expected driver behavior in bikeways and near bicyclists, and benefits of bicycling.

Sample programs and resources: <http://www.saferoutestoschools.org>; www.udot.utah.gov/snap and <http://www.saferoutesinfo.org/data-central/success-stories/bozeman-montana-walk-school-month-supported-city-and-community>

Offer Bike to Work Week Events

Description: Bicycling to work is a great way to get exercise, save money, reduce pollution, and have fun. Cities and towns across the country participate in Bike to Work Week, Month or Day. The League of American Bicyclists (LAB) hosts a website for commuters and event organizers. The website contains information on nationwide and local events, an organizing handbook, and tips for commuters. The County’s role may be to promote these events both regionally and at the local level by offering “swag” to local partners to distribute at events, sponsoring events, and working with partners such as UTA, UDOT, and cities to have a regionally coordinated series of events.

Common Bike to Work elements include:

- Smart Cycling workshops in advance of Bike to Work Day.
- Guided commutes or group rides to increase comfort and familiarity with bicycling routes.
- “Energizer Stations” to reward commuters with treats and incentives.
- Workplace/team bicycling challenges for most miles, highest percentage of days, etc.
- Celebrity events (e.g. mayor bikes to work with news team, bike/ bus/car race).
- Post-work celebration.
- Bike-to-school events.

Target audience: *current and potential cyclists*

Goals addressed:

GOAL 2: Educate the general public about bicycling – rights and responsibilities of cyclists, expected driver behavior in bikeways and near bicyclists, and benefits of bicycling.

GOAL 4: Educate current and potential bicycle riders about rights and responsibilities, bicycling routes, and expected behavior.

Sample programs: <http://www.bikeleague.org/programs/bikemonth/> and <http://travelwise.utah.gov/>

Recognize Bike-Friendly Businesses

Description: Promote the League of American Bicyclists' Bicycle Friendly Business program, which recognizes businesses that encourage bicycling by their employees and visitors.

Program elements include:

- Providing bike parking.
- Providing safety skills information.
- Providing incentives to employees who bike to work.
- More information can be found at: <http://bikeleague.org/business>.

Target audience: *business owners*

Goals addressed:

GOAL 6: Encourage businesses to provide bicycle parking and incentives for employees who ride a bike to work.

Organize an Open Streets Event

Description: Open Streets events have many names: Sunday Parkways, Ciclovias, Summer Streets, Saturday Streets. They are periodic street closures that create a temporary park open to the public for walking, bicycling, dancing, roller skating, and other non-motorized activities.

Open Street Events have been very successful internationally and are rapidly becoming popular in the U.S. Open Streets events promote health by creating a safe and attractive space for physical activity and social contact, and are cost-effective compared to the cost of building new parks for the same purpose. These can be weekly events or one-time events, and are generally very popular and well-attended.

Target audience: *general public*

Goals addressed:

GOAL 2: Educate the general public about bicycling – rights and responsibilities of cyclists, expected driver behavior in bikeways and near bicyclists, and benefits of bicycling.

GOAL 4: Educate current and potential bicycle riders about rights and responsibilities, bicycling routes, and expected behavior.

GOAL 5: Expose policymakers and decision makers to the experience of bicycling and the needs of cyclists.

Guide: <http://openstreetsproject.org/>

Offer Bike Rodeos

Description: Bike Rodeos are drop-in events aimed at teaching children basic skills and safety rules. A safety course is set up to teach various skills and training on rules of the road is provided. They are often organized by Police or Fire Departments and can include free or low-cost helmet distribution and/or bike safety checks. Bike Rodeos can stand alone or be part of other events like Family Day or Safe Routes to School programs.

Target audience: *children*

Goals addressed:

GOAL 1: Teach children bicycling skills and laws.

Guide: http://www.bike.cornell.edu/pdfs/Bike_Rodeo_404.2.pdf

Teach Bicycle Skills Courses for Adults and Youth

Description: Most cyclists do not receive any training on safe cycling practices, the rules of the road, and bicycle handling skills. Cycling skills courses can address this education gap. The most common program is the League of American Bicyclists courses (including Road I, Road II, and Commuting), taught by League Certified Instructors. Courses cover bicycle safety checks, fixing a flat, on-bike skills, crash avoidance techniques, and traffic negotiation. A separate course should be taught to youth and be aimed at their developmental stage. Typical school-based bicycle education programs educate students about the rules of the road, proper use of bicycle equipment, biking skills, street crossing skills, and the benefits of cycling. Education programs can be part of a Safe Routes to School program. These types of education programs are usually sponsored by

a joint city/school district committee that includes appointed parents, teachers, student representatives, administrators, police, bicyclists, and engineering department staff.

Target audience: *current and potential bicyclists; children*

Goals addressed:

GOAL 1: Teach children bicycling skills and laws.

GOAL 4: Educate current and potential bicycle riders about rights and responsibilities, bicycling routes, and expected behavior.

National program: <http://www.bikeleague.org/programs/education/>

Host an Annual Policymakers Ride

Description: Organizing a bicycle ride for elected officials, agency staff, and community leaders is an excellent way to create a shared understanding of bicycling needs and opportunities, and create formal and informal relationships that can help with future bikeway implementation.

Target audience: *elected officials and agency staff*

Goals addressed:

GOAL 5: Expose policymakers and decision makers to the experience of bicycling and the needs of cyclists.

Sample program: <http://bikeportland.org/2007/07/24/policymakers-connect-on-bi-state-ride-4535>

Develop a Bicycling Ambassador Program

Description: Bicycling ambassador programs train paid outreach staff to provide information about bicycling to the public. Ambassadors are trained on local bicycle facilities, bicycling resources available to the public, any planning processes or other ways that residents can request improvements, bicycle safety statistics, bicycle laws, and successful outreach techniques. Some programs use Ambassadors as roving staff at events and/or on facilities (e.g. on a busy shared use path). Other programs provide Ambassadors at public events by request. Some Ambassadors specialize in youth outreach. Ambassadors should wear a distinctive jacket/shirt/button that lets the public know that they can be approached with questions and comments.

Target audience: *current and potential cyclists*

Goals addressed:

GOAL 3: Educate professional drivers (transit operators, school bus drivers, commercial drivers, etc.) about bicycling.

GOAL 4: Educate current and potential bicycle riders about rights and responsibilities, bicycling routes, and expected behavior.

Salt Lake County has introduced one of the first county-wide Bicycle Ambassador program in the United States. The County is providing bicycle outreach and education to all 17 cities and unincorporated areas throughout Salt Lake County.

SLCo Bicycle Ambassadors are a group of outgoing and informed bicycle commuters in Salt Lake County. They travel by bicycle, promote bicycle use, serve as positive examples of responsible bicycling, and serve as community resources for bicycle commuting support and guidance.

The Bicycle Ambassador Program Mission:

To build a team of enthusiastic, outgoing, and informed bicycle commuters to educate residents, promote bicycle travel, improve bicycle travel conditions, and foster a culture of shared-use and mutual respect between bicycles and other roadway users in Salt Lake County.

Goals and Objectives

- Increase bicycling participation and safety
- Reward safe bicycling and driving
- Foster an engaged community of citizen bicyclists
- Program Services

Salt Lake County's Bicycle Ambassadors provide many services to county residents in an effort to promote bicycle commuting and improve bicycle safety.

- **Bicycle Mentorship:** SLCo Bicycle Ambassadors offer bicycle commuting mentorship services to Salt Lake County Residents. County residents can receive individual, personalized support for everything from equipment recommendations and route planning to first-time commuter escorts.
- **Convention and Festival Attendance:** Bicycle Ambassadors attend community events to promote bicycling, provide guidance, distribute educational resources, and solicit feedback from the community.
- **Community Cycling Workshops:** Bicycle Ambassadors offer cycling workshops to public and non-profit organizations in Salt Lake County. Bicycle Ambassadors will host these workshops to train attendees in basic

bicycle maintenance and bicycle commuting skills and knowledge.

- **Safe Cycling Rewards:** Bicycle Ambassador reward safe bicycling by providing incentives and prizes to safe bicyclists encountered on the street.
- **Organized Group Rides:** Bicycle Ambassadors organize and schedule group rides in Salt Lake County.
- **Commuter Pit Stops:** Bicycle Ambassadors support commuting by hosting pit stops during popular bicycle commuting days providing drinks, snacks, and educational resources.
- **Bike Lane Stewardship:** Bicycle Ambassadors help maintain bicycle lanes in Salt Lake County by reporting or manually clearing debris and obstructions.