



## 11. Programs

Education, marketing, and law enforcement programs help make the general public aware of bicycling and pedestrian issues. Targeted campaigns are beneficial to reach out to specific segments of the population such as children for rules-of-the-road courses, transportation planners and engineers for bicycle- and pedestrian-friendly design strategies, commuters for encouragement and incentive campaigns, and the general traveling public for safety awareness campaigns. Law enforcement programs help ensure that all road users are abiding by the rules. This section discusses various programs in Arizona used to promote bicycling and walking as well as examples of successful programs around the nation.

### *11.1. Bicycle Safety and Education Guides*

Several agencies have developed guides that teach safe bicycling and walking, laws, and tips for bicycle commuters. A sampling of available resources is listed below.

- The Maricopa County Transportation Department has two PowerPoint presentations on its web site focused on bicycle safety: “Bicycle Safety: Rules of the Road” and “Bicycling 101.”  
<http://www.mcdot.maricopa.gov/bicycle/bike.htm>
- A “Bicycle Commuter Handbook” is available through the Chandler Police Department.
- The Phoenix and Mesa Police Departments post bicycle safety information on their web sites.  
<http://www.ci.phoenix.az.us/POLICE/bikesa1.html> and  
<http://www.ci.mesa.az.us/police/literature/bikes.asp>
- A “Bicycle and Pedestrian Safety Program” brochure was developed by the Pima County Department of Transportation in 2002.
- The “Tucson Area Bicycle Commuter Handbook” was funded and published by the City of Tucson, the Pima Association of Governments, the Tucson-Pima County Bicycle Advisory Committee, and the ADEQ Air Quality Funds.
- Tucson’s Alternative Modes Office created the “City of Tucson Bicycle Guide” that describes safety tips, Tucson and Arizona bicycle laws, and information numbers.
- Pima County Department of Transportation in conjunction with the Brad P. Gorman Memorial Bikeway Fund and other entities prepared a “Share the Road” pocket guide in 2003, which presents laws and safety tips for bicyclists and motorists to more safely share the road.

### **Bike to Work Events**

For adults, Bike to Work Days presents an opportunity for individuals to give bicycling a try as a way to commute to work. Organized bike to work days and weeks have been growing throughout Arizona.

Valley Bike Week has taken place in Maricopa County for 12 years. The weeklong celebration, sponsored by the Clean Air Campaign and Valley Metro, includes prizes for bike commuters, a vanpool vs. bicycle lunch race, bike safety rodeos, swap meet, and “Bike Mania” for skills clinics, bike safety checks, and a bike fashion show. Many cities in the Phoenix Metropolitan Area sponsor bike to work days, safety fairs, and family rides in conjunction with Valley Bike Week.

The Pima County Department of Environmental Quality (DEQ) sponsors the Clean Air Fiesta during two weeks in the spring. This event encourages the use of alternate modes to reduce traffic congestion



and air pollution. Participants have a chance to win prizes, participate in fun rides and races, and join in celebrations to promote clean commuting. The program is funded by a grant from the Arizona Department of Environmental Quality and by funding from the City of Tucson Department of Transportation and the Pima County Department of Transportation

Prescott Alternative Transportation and the Prescott Bicycle Advisory Committee, with help from sponsors throughout the Tri-Cities, hold a Bike Month every May. It includes Bike to Work Week, Bike to School Week and Bike to Shopping Week. There are also diverse events that match bicycling with other community elements like the art district, schools, museums, and businesses.

Newly formed Flagstaff Biking.org developed a weeklong celebration during national Bike to Work Week in May. Special events included recreational rides, fun rides, a film festival, swap meet, biketo-shop, and a worksite challenge.

Other communities, such as Yuma Arizona are becoming more aware of the need to establish programs to address alternative modes and encourage individuals to walk or ride to work.

### **Adult Bicycle Education Programs**

Bicycle education is often taught in elementary schools, but education for adults is less common. The League of American Bicyclists and the Effective Cycling Program offer cycling education programs for adults. The Coalition of Arizona Bicyclists offers a “Science of Bicycling” clinic for adults to become more confident riding in traffic and learn basic bicycle maintenance. The Greater Arizona Bicycling Association also provides bicycling skills and maintenance training. The Phoenix Parks and Recreation Department has offered shared-use path bicycle clinics that teach shared-use path safety and etiquette.

### **Safe Routes to Schools**

“Safe Routes to School” programs are becoming increasingly popular around the country. Through education and incentives, cities and school districts are encouraging children to walk and bike to school. Not only does this improve the health of schoolchildren, but it also decreases traffic congestion and pollution. It is imperative that both engineering (designing and constructing safe routes) and education (getting people to use them safely) are included in safe routes to school programs.

These programs are just starting to emerge in Arizona. Prescott Alternative Transportation has used grant money to start a Safe Routes to School program in Prescott with intentions to expand to Chino Valley and Prescott Valley when more funding is acquired. The *Pima County – Tucson Safe Routes to School and Bicycle and Pedestrian Education Program* recently received an Arizona TEA-21 Transportation Enhancement Grant in the amount of \$454,000 to develop a comprehensive community-based program to develop safe routes for children to walk and bike to school. This program will include a safety education element by focusing on eight pilot elementary schools in the region. The Pima County and Tucson’s Safe Routes to School Program is supported by the Pima County and City of Tucson Departments of Transportation on a local level as well with financial contributions from the local Greater Arizona Bicycle Association (GABA) and other sponsors.

International Walk to School Day in October is a good opportunity for schools to spur interest in Safe Routes to School programs. In October 2002, nearly 50 schools throughout Arizona participated in the event. In Tempe, the day included tree plantings to demonstrate how they make walking more enjoyable



and their importance to the environment. Pima County Environmental Quality sponsored Tucson and Pima County's Walk to School Day and supplied participating schools with promotional materials and prizes.

**Table 7** is a sampling of a number of bicycle and pedestrian programs and events in Arizona.

### *11.2. National Examples*

#### **Oregon Smart Development Workshops**

The Oregon Department of Transportation and the Department of Land Conservation and Development have developed the Transportation and Growth Management (TGM) Program. This program aims to enhance Oregon's livability through integrated land use and transportation planning that encourages bicycle, pedestrian, and transit-friendly development. TGM will make free presentations to community groups that are interested in learning how to improve the quality of their community. These workshops summarize smart development principles and offer implementation ideas specific to the conditions in each community. TGM also provides free videos on creating livable communities.

#### **Nevada Bike and Pedestrian Safety Program**

The Nevada Office of Traffic Safety sponsors a Bicycle and Pedestrian Safety Program that offers courses that focus on bicycle education. One class, the Instructors Course, trains law enforcement officers, educators, and community volunteers to conduct the Nevada Elementary Traffic Safety Program that teaches children safe bicycling and pedestrian skills. A second course, Bicycling for Fun and Fitness, is a free seminar teaching basic riding skills and maintenance to beginning and intermediate-level adult bicyclists.

#### **Illinois Bicycling Maps**

The Illinois Department of Transportation (IDOT) promotes bicycling by producing a set of bicycle maps for the state. Developing these maps begins by querying their computer database of roads to determine which roadways have the characteristics that are most conducive for bicycling. A group of bicyclists then devised a rating system to illustrate the comfort level of the roadway and field-tested some areas to check for accuracy. These roadways are reassessed every one or two years. Maps are available in a paper format or on the IDOT web site. A number of other states have produced bicycle suitability maps for State and county roads (Nebraska, Wisconsin, Iowa, Connecticut, and Montana, to name a few).

#### **North Carolina Bicycle and Pedestrian Crashes**

The North Carolina Division of Bicycle and Pedestrian Transportation and the UNC Highway Safety Research Center have developed a database of bicycle and pedestrian crashes with motor vehicles reported to the NC Division of Motor Vehicles between 1997 and 1999. The online database allows the user to find collision statistics based on geographic area; pedestrian, bicyclist, and motorist characteristics; roadway conditions; and weather.



### **Maryland Live Near Your Work Program**

The Live Near Your Work program is a partnership between the Maryland Department of Housing and Community Development (DHCD), local governments, and businesses that provides cash incentives for people to purchase homes. The State of Maryland, local governments, and participating businesses provide at least \$1,000 in cash grants to employees who choose to buy homes in designated neighborhoods. Because workers choose to live closer to work, the program enables employees to opt for commuting alternatives to the automobile. The program benefits employers by supporting their compliance with the 1990 Clean Air Act.

### **Florida Traffic and Bicycle Safety Education Program**

The Florida Department of Transportation and the University of Florida have teamed to develop a number of training workshops. The “Ten-Hour Teach Workshop” trains elementary and middle school physical education and health teachers how to teach pedestrian and bicycle skills. A “Seven-Hour Community Workshop” provides bicycle safety training information to youth group leaders, law enforcement officials, community safety specialists, and school resource officers. An “Adult Cycling Road I Course” helps beginning adult bicyclists learn the basic principals of bicycling. Finally, a “Driver’s Education for Bicycle and Pedestrian Program” prepares driver’s education instructors with the necessary knowledge of bicycle and pedestrian laws, common crash types, and sharing the road.

### ***11.3. Recommendations***

Programs with safety strategies incorporating education and enforcement elements are an important and integral part of this statewide plan, and it will require cooperation among numerous agencies and interest groups to achieve valuable results. ADOT should develop a program to provide data, data analysis, resources, tools, standards, and guidance on bicycle and pedestrian safety. Local governments, school districts, and civic groups need to continue and expand sessions on traffic safety, including adult courses such as the Bicycle Ed Program of the League of American Bicyclists. ADOT should also develop a program to provide important instructional and informational brochures and safety literature, including guides that will expand knowledge of laws implementing pedestrians and the safe operation of bicycles and motor vehicles.

A number of recommendations are listed below that ADOT and agencies around the State could implement to improve bicycling and walking conditions.

- Provide planning and design training of bicycle and pedestrian accommodations to other ADOT staff, MPOs, and city staff;
- Assist in the development of state, regional, and local bicycle maps;
- Support advertising campaigns and public service announcements that educate the public on the virtues of non-motorized transportation;
- Develop basic pedestrian and bicycle education programs for communities and schools;
- Develop enforcement strategies and programs aimed at bicyclist and pedestrian law violations that are most likely to result in serious crashes;
- Develop enforcement strategies aimed at motorist errors and aggressive behaviors;
- Continue to consider additions to driver’s education products that emphasize safe motorist driving when encountering bicyclists and pedestrians on the road;



- Assist in promoting bike-to-work days and safe routes to school programs; and
- Promote the link between land use and transportation by encouraging smart growth initiatives.

**Table 7 – Bicycle and Pedestrian Programs in Arizona**

AGENCY	PROGRAM	PURPOSE	WEB SITE
City of Mesa	Bike Rodeo	Education	<a href="http://www.ci.mesa.az.us/police/bikes/bikerodeo.htm">http://www.ci.mesa.az.us/police/bikes/bikerodeo.htm</a>
	Bike/Pedestrian Safety Classes in Schools	Education	<a href="http://www.ci.mesa.az.us/transportation/traffic_safety_education/education.htm">http://www.ci.mesa.az.us/transportation/traffic_safety_education/education.htm</a>
	Helmet Safety Program	Education, safety; held at various events	
City of Prescott, Prescott Alternative Transportation, and Prescott Bicycle Advisory Committee	Safe Routes to Schools Program	Help more children safely bike and walk to school	<a href="http://www.prescottbikeped.org">http://www.prescottbikeped.org</a>
	Bike Month	Help more citizens rediscover bicycling in their everyday lives	<a href="http://www.prescottbikeped.org">http://www.prescottbikeped.org</a>
City of Tucson	Alternate Modes Program	Promotes bicycle and pedestrian access, safety, and use through engineering, education, enforcement, and promotional programs	<a href="http://dot.ci.tucson.az.us/planning/alt_modes.html">http://dot.ci.tucson.az.us/planning/alt_modes.html</a>
City of Tucson/Pima County	Bike Week/Clean Air Fiesta	Includes promotional programs throughout week to support use of bicycling, transit, telecommuting, and walking	<a href="http://www.deq.co.pima.az.us">www.deq.co.pima.az.us</a>



AGENCY	PROGRAM	PURPOSE	WEB SITE
City of Yuma	Bicycle Rodeo (Dept. of Parks and Recreation)	Safety Education	
	Yuma Police Dept Juvenile/School Resources	Safety education for 3 <sup>rd</sup> graders	<a href="http://www.ci.yuma.az.us/coypd/sro.html">http://www.ci.yuma.az.us/coypd/sro.html</a>
	Traffic Safety Village	Interactive educational tool to help reinforce pedestrian, bicycle, and passenger safety and procedures	
Coalition of Arizona Bicyclists	Bike Safety Clinic	Education	<a href="http://64.33.70.190/clinic.htm">http://64.33.70.190/clinic.htm</a>
Flagstaff Biking.org	Bike to Work Week	Encourage more citizens to bike to work and increase interest in bicycling	<a href="http://www.flagstaffbiking.org/">http://www.flagstaffbiking.org/</a>
Greater Arizona Bicycle Association		Offers education on safe bicycling skills and bicycle maintenance	<a href="http://www.bikegaba.org/">http://www.bikegaba.org/</a> <a href="http://www.sportsfun.com/gaba/">http://www.sportsfun.com/gaba/</a>
Phoenix Children's Hospital	Helmet Safety Program	Education	<a href="http://www.phoenixchildrenshospital.com/about/services/injury_prevention_center.html">http://www.phoenixchildrenshospital.com/about/services/injury_prevention_center.html</a>
	Bicycle Safety Program	Education – on-site and Glendale 4 <sup>th</sup> Grade, Middle School and High School students	
	Drivers' Education	Video presented to students on bike safety	
Pima County	Bicycle and Pedestrian Safety Program	Promotes bicycle and pedestrian access, safety, and use through engineering, education, enforcement, and promotional programs	



AGENCY	PROGRAM	PURPOSE	WEB SITE
Valley Metro	Valley Bike Week	Education, promotion	<a href="http://www.valleymetro.org">www.valleymetro.org</a>
	Bicycle Education Program	Education	<a href="http://www.valleymetro.org/Rideshare/Bike/index.htm">http://www.valleymetro.org/Rideshare/Bike/index.htm</a>
	Bike Buddy	Match riding partners	<a href="http://www.sharetheride.com/bike_walk.asp">http://www.sharetheride.com/bike_walk.asp</a>
Yuma County Health Department	Yuma County SAFE KIDS Coalition	Injury Prevention	<a href="http://www.co.yuma.az.us/health/web4_07.htm">http://www.co.yuma.az.us/health/web4_07.htm</a>
	Firehouse Healthy Kids Day	Provide helmets, safety education	
	Yuma County Safety Pedestrian Task Force		