

Education, Encouragement and Enforcement

Creating a safe and enjoyable community for bicycling goes beyond building safe places for people to ride. Education, enforcement and encouragement programs create a culture of respect, responsibility and confidence for all users of road and trails.

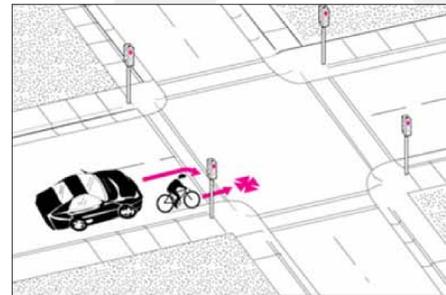
Education

- Teaches bicyclists traffic safety and handling skills, and everyone about rights and responsibilities.



Enforcement

- Ensures that laws are applied consistently and equally, and that data is collected to analyze crashes.



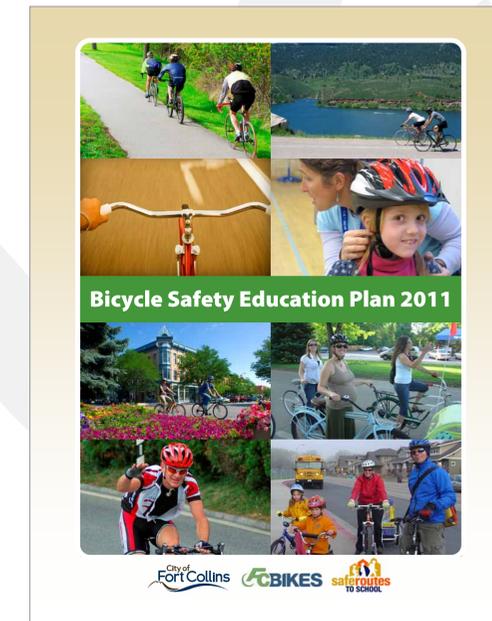
Encouragement

- Gets more people on bikes more often through marketing and events.



A Community Effort

The success of these programs relies on all members of the community, including City government, citizen organizations, and the business community, working together to create a bike-friendly city. The **Bicycle and Pedestrian Education Coalition** plays a key role in implementing programs.



2011 Bike Safety Education Plan

The city is already implementing many recommendations of the 2011 BSEP.

Programs Spotlight: Youth!

Fort Collins has become an exemplary bicycle-friendly community owing in large part to programs that have helped build a strong bicycle culture. The Bicycle Master Plan will include comprehensive recommendations for enhanced programs, focusing on the most effective ones to achieve the City's bicycling vision. Here are some existing and proposed programs focused on K-12 students.

Existing Programs

Safe Routes to School (SRTS) Education and Outreach

SRTS is run by the City (in collaboration with local school and nonprofit organizations) and provides walking and bicycling education to pre-K through 12th-grade students every year. Trained educators teach bicycle-pedestrian safety during physical education classes and after-school programs that cover bike-handling skills, rules of the road, and helmet fitting, among other topics. At least 7,000 students will be educated in 2014.

Open Streets

The City's first Open Streets event was successfully held in July 2014. Open Streets closes a street (or streets) to motor vehicles for a day to promote play and rethinking of how we use our streets. The event is family-friendly and focuses on encouraging youth to bicycle and walk.

Bike Camps

The City's SRTS Program and Recreation Department offer bike camps to children during the summer months.

High School Bicycle Ambassador Program (BAP)

(coming in 2014)

This BAP will have a special focus on youth by training high school students to provide encouragement and education about bicycling and road safety, help with SRTS programs, and serve as bicycle mentors to younger students. The BAP is run by FC Bikes and the SRTS Program, with support from BPEC and others.

Boltage Incentive Program (coming in 2014)

This pilot program is being implemented at Leshar Middle School to incentivize biking and walking to school. Trips to school are tallied and students are rewarded based on the number of trips taken. The program will eventually be in place at one or two additional schools in the Poudre School District.



Safe Routes to School education



Open Streets event

Potential Additional Programs

Safe Routes to School (SRTS) Education and Encouragement (In progress)

Continue and enhance existing program. Provide walking and bicycling education and encouragement to at least 14,000 students from pre-K through high school and 2,000 parents and other adults annually.

SRTS Within Schools (In progress)

Encourage at least one teacher per school to participate in the Safe Routes to School Train-the-Trainer program, which educates teachers, staff, parents, and volunteers how to teach safe cycling and walking as a regular part of the school curriculum.

Bicycle and Pedestrian Safety Town (In progress)

Bicycle Safety Towns comprise an acre or more of land and are designed as a miniature city or neighborhood fully equipped with roads, lane striping, and traffic signs. FC Moves is exploring, with the Parks Department, potential sites within the City to locate this type of bike education facility.

Safe Driving Program

Have parents of K-12 students, among others, sign a pledge to drive below the speed limit and to avoid distracted driving. Even a few cars driving at or below the speed limit would help decrease overall speeds, and reducing distracted driving would enhance safety for all road users.

Neighborhood Greenway Reduced Speed Limit

Sign all neighborhood greenways to be a 20 mph speed limit. Make street design changes to encourage compliance with reduced speed limits.

Modified Driver's Education

Modify the driver's education curriculum to include comprehensive instruction on bicycle-related laws. Include questions on the driver's education exam regarding bicyclists. All road users are safer when they know and follow the same laws, and when they share the road.

Adopt Statewide Bicycle Curriculum

Encourage Fort Collins schools to review and adopt statewide bicycle and pedestrian education curriculum developed by the Colorado Department of Transportation (CDOT). City would prepare materials for schools to implement.



Pedestrian and bicycle safety town



Reduced speed limit demonstration



Safe driving pledge window cling

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Existing and Proposed Bicycle Programs: Education, Encouragement, Enforcement and Evaluation

Existing and proposed programs are implemented through collaboration among City departments, other agencies, community organizations and local businesses. The programs identified in italics are largely existing programs or recommendations from the City's Bicycle Safety Education Plan. The programs identified in bold are new recommendations.

| Type | Program | Facilitator Notes |
|---|--|-------------------|
| Education and Encouragement | <i>Provide walking and bicycling education to Pre-K through 12th-grade students annually, including after-school bike clubs and bike field trips</i> | |
| | <i>Encourage Fort Collins' Schools to review and adopt statewide bicycle and pedestrian education curriculum under development by the Colorado Department of Transportation (CDOT)</i> | |
| | <i>Expand bicycle safety education to High Schools within the City of Fort Collins through the High School Bicycle Ambassador Program</i> | |
| | <i>Encourage one teacher per school to participate in the Safe Routes to School Train the Trainers program; offer SRTS presentations to PTOs/PTAs and School Wellness Teams</i> | |
| | <i>Develop a bicycle and pedestrian safety town to provide a safe environment for youth and families to learn bicycling and walking skills</i> | |
| | <i>Offer bike camps to children during the Summer months</i> | |
| | <i>Provide helmet fittings, distribution and education to low-income K-12 students/parents</i> | |
| | <i>Educate college students on bicycle safety and awareness</i> | |
| | <i>Provide bicycle safety education to families; offer family bike rodeos at community events</i> | |
| | <i>Teach recreation and competitive cyclists how to respectfully share the road and trails</i> | |
| | <i>Expand motorist education opportunities and class offerings</i> | |
| | <i>Implement/expand Share the Road collaborative recommendations and messaging for all modes</i> | |
| | <i>Disseminate universal bicycle safety messages and crash terminology</i> | |
| | <i>Translate bicycle safety education materials and classes into Spanish</i> | |
| | <i>Adopt the League of American Bicyclists' bicycle education curriculum</i> | |
| | <i>Develop and implement a Master Cyclist Program (currently called Bicycle Ambassador Program)</i> | |
| | <i>Instill a sense of security for all cyclists by providing education about bicycle theft and best practices for securing bicycles</i> | |
| | Bicycle Ambassador Program Enhancements: expand and refine the existing Bicycle Ambassador Program to reach more people across the community | |
| | Increase class offerings targeting "interested but concerned" - e.g. more Learn-2-Ride and Basics of Bicycling classes | |
| | Develop a professional driver training program | |
| | Enhance and expand SRTS education programs | |
| | Create a modified driver's education program to incorporate bicycle specific education | |
| | <i>Provide bicycle commuters bicycle safety education and incentives including free helmets and lights</i> | |
| | <i>FC Bikes General Marketing - Posters, stickers, FC Bikes website, Ride! Magazine, Momentum Newsletter etc.</i> | |
| | <i>Develop a sustainable walking and bicycling school bus program for interested schools</i> | |
| | <i>Engage senior citizens in bicycling activities</i> | |
| | <i>Implement a neighborhood bicycle ambassador program</i> | |
| | Refine and expand targeted marketing and messaging campaigns to promote safety and encourage bicycling | |
| | Further develop online bicycle trip planning tools (e.g. Ride the City, Google Maps) | |
| | Expand business outreach to promote the benefits of bicycling to employers and employees | |
| Redesign FC Moves Website and better utilize social media to build bicycling awareness | | |
| Conduct guided rides of new bicycle facilities to encourage use and build awareness | | |
| Celebrate new bicycle facility improvements and types, e.g. buffered bike lanes on Shields St. | | |
| <i>Implement the Boltage Incentive Program at schools across Fort Collins</i> | | |
| <i>Summer Bike Month and Summer Bike to Work Day</i> | | |
| <i>Bike Winter and Winter Bike to Work Day</i> | | |
| <i>Women on a Roll Initiative including Women's Bike Expo, Rides and Classes</i> | | |
| <i>Expand Open Streets (car-free) Initiatives</i> | | |
| <i>Offer education classes including TS101, LCI Training, Winter Commuting Courses and SRTS Train-the-Trainer Workshops</i> | | |
| <i>Revise the City's current bicycle map to reflect a level of comfort approach</i> | | |
| <i>FC Bicycle Library and Bike Share</i> | | |
| Enforcement/Safety | <i>Assist Fort Collins Police Services in providing on-going bicycle training opportunities for officers</i> | |
| | <i>Develop a community policing agreement between local and regional police agencies, City departments and community organizations</i> | |
| | <i>Develop traffic citation diversion programs</i> | |
| | <i>Encourage Fort Collins Police Services to conduct traffic enforcement at the high crash areas and types of crashes</i> | |
| | <i>Review the Fort Collins Traffic Code - Amendment to Section 1412 (10) (A) - cyclists entering/traveling through crosswalks</i> | |
| | <i>Discourage irresponsible use of alcohol while cycling</i> | |
| | <i>Address electric bike use on bike trails</i> | |
| | Develop safe driving program: Pace Car Program where drivers pledge to obey the speed limit. | |
| | <i>Build awareness of the City's Bicycle Officer Program and expand program</i> | |
| | <i>Expand and improve the City's bicycle citation effort</i> | |
| Evaluation | <i>Bicycle Registration Program</i> | |
| | <i>Neighborhood greenway reduced speed limit: sign all neighborhood greenways to 20 mph and implement traffic calming to support compliance</i> | |
| | <i>Maintain database of high profile bicycle crashes</i> | |
| | Develop crash/near miss reporting app | |
| | Begin systematic tracking of near misses to gain a comprehensive understanding of safety needs | |
| <i>Expand bicycle count program to track growth in bicycling and evaluate impacts of investments</i> | | |
| Produce annual FC Bikes Report Card to track progress toward the Bicycle Master Plan goals | | |
| Create inter-city partnership between other leading cities in Colorado to share best practices and resources | | |