

## 4. Education, Encouragement, and Enforcement

There is a common perception that bicycling on streets and crossing streets as a pedestrian is dangerous, when in fact it is not. This concern keeps people from bicycling and walking more or at all. *Education, encouragement, and enforcement* can all be used to effectively counter the perception that bicycling or walking is unsafe. When including *engineering* (facilities discussed in Chapter 6), the “four Es” are popular and effective components to achieving the goals of increasing the number of trips by foot or bicycle and improving the safety and convenience of the bicycling and walking environment.

### 4.1 Education

Educating motorists and bicyclists to share the road will establish safer, more inviting streets for bicycling. Educating motorists and pedestrians about proper yielding and crossing procedures will establish a more encouraging and safe environment for pedestrians. Bike Rodeos, Bike Ed and Safe Routes to School initiatives are three examples of established bicycle education programs.

#### Safe Routes to School

The Federal Safe Routes to School (SRTS) program addresses the decline in children walking and bicycling to school. In 1969, about half of all students walked or biked to school. Today, fewer than 15% of all school trips are made by walking or bicycling, while over half of all children arrive at school in private automobiles. This decline in walking and bicycling has had an adverse effect on traffic congestion and air quality around schools as well as pedestrian and bicycle safety. In addition, a growing body of evidence has shown that children who lead sedentary lifestyles are at risk for a variety of health problems such as obesity, diabetes and cardiovascular disease. Safety issues are a concern for parents who cite traffic danger as a reason why their children are unable to bicycle or walk to school. The SRTS program empowers communities to make walking and bicycling to school a safe and routine activity once again. The program funds a wide variety of programs and projects, from building safer street crossings to establishing programs that encourage children and their parents to walk and bicycle safely to school. A Safe Routes to School toolkit is available from WisDOT at:

<http://www.dot.wisconsin.gov/localgov/aid/saferoutes-toolkit.htm>

#### Bicycle and Pedestrian Education Efforts

Bike Rodeos can be effective tools for teaching children safe bicycling basics, but only when those running the rodeos know what the most common kinds of child bicycle crashes are and the skills needed to avoid them. Teaching Safe Bicycling is a free course coordinated by WisDOT’s Bureau of Transportation Safety that provides instructors with this critical knowledge. For more information contact the WisDOT Bicycle and Pedestrian Safety Program Manager at 608-267-3154 or view course information at:

<http://www.dot.wisconsin.gov/safety/vehicle/bicycle/docs/tsb-brochure.pdf>

Bike Ed is a group of courses developed by the League of American Bicyclists (LAB) to suit the needs of any cyclist. LAB certifies, insures and equips League Cycling



Bicycles and walking should be safe and convenient ways for all students to travel to school.

Instructors (LCIs) to teach anything from basic skills to college level courses. LCIs are the experts in bicycle education and safety. Courses offered include: Road I, Road II, Commuting, Motorist Ed, Kids I and Kids II. LCI's can also offer modified versions of these courses, design bike rodeos and provide general safety consulting. Residents can take these classes on their own or community centers, senior centers, schools and employers can coordinate and host group classes.

### **Road I**

Gives cyclists the confidence they need to ride safely and legally in traffic or on the trail. The course covers bicycle safety checks, fixing a flat, on-bike skills and crash avoidance techniques and includes a student manual. Recommended for adults and children above age 14, this fast-paced, nine-hour course prepares cyclists for a full understanding of vehicular cycling.



Participants gather in the rain for a Road I course teaching safe bicycling skills.

### **Road II**

For more advanced students with an understanding of vehicular cycling principles, this 12 hour course includes fitness and physiology, training for longer rides, advanced mechanics, paceline skills, advanced traffic negotiation, foul weather riding and night riding. Student manuals are included with each class.

### **Commuting**

For adult cyclists who wish to explore the possibility of commuting to work or school by bike. This three hour follow-up to Road I covers route selection, bicycle choice, dealing with cargo and clothing, bike parking, lighting, reflection and foul weather riding. Included with the class are handouts and student materials.

### **Motorist Education**

A 3-hour classroom session, this course can be easily added to a driver's education curriculum, such as diversion training for reckless drivers or a course designed for local bus drivers. Directed towards motorists in general, topics covered include roadway positioning of cyclists, traffic and hand signals, principles of right-of-way and left and right turn problems. Materials include Share the Road literature for bicyclists and motorists as well as other fact sheets.

### **Kids I**

Designed for parents, instructors explain how to teach a child to ride a bike. Topics covered include how to perform a bicycle safety check, helmet fitting and bike sizing. The course includes the 10-minute "Kids Eye View" video and a brochure for parents.

### **Kids II**

This 7-hour class for 5th and 6th graders covers the same topics as Road I, including on-bike skills as well as choosing safe routes for riding.

The Bicycle Federation of Wisconsin has trained dozens of people in Wisconsin to teach the League of American Bicyclist courses and the Bike Fed can connect those interested in taking Bike Ed with the closest LCI. For more information on Bike Ed in Wisconsin, visit the Bike Fed's website:

<http://www.bfw.org>

To find the nearest LCI, visit the League of American Bicyclists website:

<http://www.bikeleague.org/cogs/resources/findit>

## 4.2 Encouragement

Publicizing bicycling and walking is both education and encouragement. By producing and distributing bicycle and walking education material, the Village can provide bicyclists, pedestrians and potential bicyclists with the information they need to bicycle safely and comfortably. WisDOT provides a range of safety materials for free to anyone requesting them by their publication number.

Bicycle and pedestrian related safety materials provided by WisDOT include:

- Wisconsin Bicycle Laws card (HS 221)
- Bicycle Safety-What Every Parent Should Know (HS 239)
- From A to Z by Bike (HS 214, for ages 11-adult)
- Bicycle Safety: A 'Wheely' Good Idea (HS 213, handbook for ages 8-11)
- Bicycles & Traffic-Get Over Your Fear (brochure HS 238)
- Two-Wheeled Survival (brochure HS 227)
- Sharing The Road: Survival of the Smallest (brochure HS 228)
- Street Smarts (updated brochure HS 207)
- Share the Road with Bicycles (bumper sticker HS 237)
- I Stop for Pedestrians (bumper sticker HS 233)

Request materials from WisDOT by publication number using the form found at:

<http://www.dot.wisconsin.gov/forms/docs/dt1265.doc>

Partnering with other agencies and organizations will help deliver bicycle information more effectively. For example, bicycle education should be integrated into school curricula and park programs so that many more children learn to bicycle more safely and frequently. Partnering with media outlets and the private sector will further increase the reach of education campaigns. The Village could also make use of the website [www.StreetShare.org](http://www.StreetShare.org) to promote bicycling and walking, and to educate citizens about bicycling and walking in the community.

<http://www.StreetShare.org>.

### Bike to Work Week

Bike to Work Week (BTWW) is a promotional campaign that has succeeded in increasing the numbers and safety of individuals who bike to work, shop, school or wherever they need to go in the communities where it has taken place. A recent BTWW campaign in Sheboygan County resulted in a 7% gain in bicycling mode share. The Bicycle Federation of Wisconsin produces a toolkit for concerned citizens to encourage bicycling in their community through Bike to Work promotions:

<http://www.bfw.org/>

### Bicycle Map

Producing and distributing a Village map for bicyclists can go a long way towards encouraging and educating citizens. A total of 92% of respondents to the survey

indicated that a bicycle map of the area would positively (54% “strongly,” 38% “moderately”) affect their decision to bicycle more. Such a map could educate citizens about the best routes for bicycling and help teach them to safely share the road with motor vehicle traffic by using safety tips and illustrations on the reverse of the map itself.

In creating a bicycle map it is important to gather information from the public regarding the map content. From previous bicycle mapping projects completed by the Bike Fed, map users have expressed that it is important to include the following items:



Quiet rural roads offer excellent cycling opportunities just outside the Village. A map showing bicycle routes within the Village as well as links to areas outside the Village would be appreciated by cyclists.

- All bicycle facilities, including signed routes, bike lanes, and bike trails.
- Public amenities, such as restrooms, parks, and emergency services.
- Private amenities, such as bike shops.
- A map scale that is appropriate for users to easily determine travel distance, with as many roads as feasible labeled.
- A digital version of the map should be available on-line.

Often some of the funds for a bicycle map can be procured from advertising fees from local businesses wanting representation on the map. It might also be possible to partner with the local tourism board or chamber of commerce for support. A bicycle map is more likely to be an effective educational strategy if it is available for free.

### **Other Public Education Opportunities**

In addition to a bicycle map and education programs described above, there are other ways to get the word out that bicycling is a viable means of transportation and recreation. The Village could work with the Kenosha Area Chamber of Commerce, the Kenosha Area Convention and Visitors Bureau and the Wisconsin Department of Tourism to publicize bicycling. Television and/or radio Public Service Announcements about safe bicycling and motorists safely sharing the road with bicycles could be produced and aired, particularly on Chanel 25 WLIP. Advertising in newspapers, on billboards and on buses can gain bicycling exposure.

Bicycle facility openings and other events also provide opportunities for education and outreach. “Earned media,” e.g. a press release in conjunction with a ribbon cutting ceremony, is a great way to get publicity and to generate interest in expanding the bikeway network.

### 4.3 Enforcement

For enforcement to be effective, law enforcement officers need to know which illegal behaviors are the most common factors in crashes. Wisconsin's Pedestrian and Bicycle Law Enforcement training course, available through the Wisconsin Department of Transportation (WisDOT) Bureau of Transportation Safety, provides education for law enforcement officers. The course qualifies towards the training hours required of most law enforcement agencies. For more information, contact the WisDOT Bicycle and Pedestrian Safety Program Manager at 608-267-3154.

The rules for riding bicycles on the road (and rules for motorists sharing the road safely with bicycles) are available online:

<http://www.dot.state.wi.us/safety/vehicle/bicycle/rules.htm>.

WisDOT also distributes free printed safety materials such as a Summary of Wisconsin Bicycle Laws (HS226), and Bicycle (HS221) and Pedestrian (HS244) Law Cards that fit in a wallet. These materials may be requested using form DT1265:

<http://www.dot.wisconsin.gov/forms/docs/dt1265.doc>

WisDOT's Division of Motor Vehicles Motorist Handbook includes nearly 10 pages of information on bicycling safely and on motorists sharing the road safely with bicyclists.

In addition to training police in law enforcement for bicycle safety, training drivers of commercial vehicles to model behavior can bolster enforcement by police officers. The Cities of Madison and Milwaukee educate all drivers of city vehicles about the regulations that require drivers to yield to pedestrians in crosswalks and to give all vehicles (including cyclists) three feet of clearance when passing. By training Village staff and partnering with Kenosha County or City agencies that operate in Pleasant Prairie, the Village can increase compliance with traffic laws on its streets.