

Bike & Pedestrian Education / Safety Communications Program

Objective: Develop a pedestrian and bicycle safety education program to support the Vision Zero initiative and improve overall community perceptions and behaviors around cycling and walking.

Audience: Targeted at the general community at large, primarily adult population (18 yrs +).

Note: School-age educational needs are best addressed in a school setting under the guidance of LASD or individual school PTAs/leaders. GreenTown Los Altos is currently working with LASD to implement a formal safety education program as part of the K-6 PE curriculum; at the Junior High level (Blach & Egan), GreenTown sponsors yearly assemblies, “Drive that Bike” for all students.

Program Elements

Program could be comprised of four elements, each with specific objectives and measures of success:

1. **Events** | City-sponsored and funded Community Workshops/Classes, 2x/year
2. **Communication** | Monthly information articles – Town Crier; website content
3. **Community Outreach** | Farmer’s Market, selected City-sponsored Community Events
4. **Collateral** | Safety brochures and informational materials to support outreach, events, and workshops

1

Events | Community Workshops/Classes

The workshops/classes content, setting, audience, curriculum, instructor is still TBD. At a minimum, they should be held twice a year – once in the Spring (April) and once in the Fall (Sept/October). Courses and workshops could be held in conjunction with partnering entities such as VTA, Bicycle Outfitter, TSCN, Los Altos Police Department, and LASD.

Content: Possible topics include:

- Urban Cycling | Tips & Tricks for Safe Passage throughout Los Altos
 - Designed for casual riders; local errand-running or short fitness/fun cycling. Informational, focus on rules of the road, techniques and insights. Would NOT be on the bike; would not require equipment.
- Footloose for Seniors | Tips for safe and healthy walking programs
 - Targeted and designed for the Senior population. Patterned after San Jose’s program.
- Raising Safe Cyclists | Tips for Parents of School-Age Kids
 - Modeled after the LCI program and workshops held in PAUSD.
- The Road Less Travelled | Great Walking and Riding Routes through Los Altos
 - Could be held in partnership with wayfinding; explore the many “shortcuts” and best routes to avoid traffic challenges. Could also have presentation on the LASD SRTS maps, Gary Hedden’s historical route (walking or riding), or other suggestions.
- Cars & Bikes | Can’t we all just get along?
 - PD to present on how vehicles drivers should accommodate cyclists on roadways and vica-versa.
 - Roadway markings and signage decoded – what’s a sharrow and what should I do? Bike Lane, bike route – what’s the difference? Can I park there?
- VTA Bike Share Program

Location: Possible venues include:

- Los Altos Main Library conference room
- LAYC
- Grant Park Multi
- Hillview Community Center
- Multi-purpose rooms at Egan, Blach

Price: No charge for community members/residents (must show proof – utility bill); signups through EventBrite.

Cost: City to sponsor cost – facility rental, collateral, instructor/presenter fees, and ancillary materials.

Promotion: through Town Crier, flyers, NextDoor online community, BPAC meeting and City Council announcements, and Community Recreation Catalog.

2

Communication | Monthly information articles – Town Crier; website content

To ensure that the safety message is not event-based, preserved for a “moment in time” but instead becomes part of daily behavior, a predictable communications program is required. To that end, it is suggested that BPAC consider supporting the publication of informational articles in the Town Crier. These articles will be written by BPAC members; if approved by City Staff, they will be published from the City’s perspective; if the articles are not approved they will be published from the individual’s perspective. Please see Jim Fenton’s article published in the Town Crier on March 9th for an example of this scenario.

Topics: To be determined; suggestions below:

- Suggested that we draw from the current FAQs as well as the larger pool of FAQs.
- New SRTS maps | where to find them, how to use them, how to report problems or updates
- Helmets – how to wear (snug, level and low), who should wear (everyone), when to wear (always); What’s the best kind? For kids? For Adults?
- The Art of Being Visible
- Stop means Stop! (The Idaho rule does not apply)
- Don’t Get Doored!
- Sharrow, Bike Route, Bike lane – what’s it all mean, anyway?
- Look left, look right, look out, look up! Out for a walk? Put your phone away!
- Sidewalk or Street? (could be a controversial piece)
- Artful Bike Parking (once the new racks are installed)
- Basic Rules of the Road – for everyone!
- Navigating a Four-Way stop
- Crossing Guards | Stop! Smile! Say thanks!
- Watch your speed = slow in school zones

Channels: Town Crier (primary) Each article, once published, would also be posted (via link to the Town Crier) on the BPAC website. Could also be syndicated to various PTA online newsletters as appropriate.

Cost: articles could be written by BPAC members, City Staff (Erica Ray, Marcia Somers) or PD (Community Officer, Chief of Police); no charge aside from time required.

3 Community Outreach | Farmer's Market, selected City-sponsored Community Events

To supplement the workshops and information program, BPAC should consider leveraging various community activities and city-sponsored events that draw community residents. At each of these activities, the City could sponsor a table/booth, as appropriate, staffed by BPAC members or City staff to hold open conversations, solicit feedback, gather ideas for workshop content, and disseminate basic safety and educational materials.

Collateral and materials could include:

- Printed SRTS School Maps
- Basic Rules of the Road Safety brochure for cyclists (available from NHTSA, People for Bikes, League of American Cyclists, AAA, TSCN among others)
- VTA maps (bike routes/ bike lanes) Can be obtained from VTA; Mountain View City Halls has free copies available
- Helmet fitting guide (NHSTA brochure)
- BPAC Calendar of Meetings

Suggested events:

- Farmer's Market (1x/month)
- Bike to Work Day/Bike to School Day
- Art & Wine Festival | In collaboration with the Police Department booth?
- Spring Rotary Arts Festival (Lincoln Park)
- Easter Egg Hunt (March)
- Halloween
- First Friday (Summer only)
- Hillview Community Concerts in the Park
- Festival of Lights Parade (City Police on bikes with lights; promote safe nighttime walking/riding)

Other requirements: Commitment from City Staff and BPAC to attend and staff the selected events.

4 Collateral | Safety brochures and informational materials to support outreach, events, and workshop

Suggested materials include:

- Flyers / posters to promote Vision Zero (see promotional kit), courses & workshops
- SRTS School Maps
- Basic Rules of the Road Safety brochure for cyclists (available from NHTSA, People for Bikes, League of American Cyclists, AAA, TSCN among others)
- VTA maps (bike routes/ bike lanes) Can be obtained from VTA; Mountain View City Halls has free copies available
- Helmet fitting guide (NHSTA brochure)
- BPAC Calendar of Meetings

Cost: Printing costs; varies depending on quantity, format (color or black and white), size, and materials.