

MEETING DATE: May 3, 2011

AGENDA ITEM: Discussion Regarding Bicycle Safety Education and Awareness.

ATTACHMENT

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7. Enforcement, Education and Awareness Programs

Creating a city that supports and encourages its residents to bicycle and walk involves more than just infrastructure and amenity improvements. This chapter contains a discussion of enforcement, education & awareness policies and programs for Culver City.

The programs and policies discussed in this chapter require additional funding for implementation, as they are supplemental to the current City budget. Furthermore, staff cannot currently support these endeavors, and so these efforts must happen primarily through volunteers or supported through other means, such as grant funding. In some cases, these programs may expand the role of City staff if policies and programs fall within their purview upon implementation. Either current staff may take on more responsibilities or the City must hire additional staff to address the additional workload.

7.1. Enforcement Programs

Motorists, pedestrians and bicyclists alike are sometimes unaware of each other's rights as they travel city streets. Educating the public through enforcement policies will supplement the physical improvements made in Culver City. The California Vehicle Code (CVC), as enforced by the CCPD, protects pedestrians and bicyclists in the public right-of-way. For a review of Culver City Municipal Code (CCMC) affecting bicyclists and pedestrians, please refer to the existing conditions discussion in Chapter 3.



7.1.1. Targeted Enforcement

Targeted enforcement action along streets should focus on areas with high volumes of bicycle, pedestrian, and other non-motorized traffic (e.g. Downtown, Ballona Creek Bike Path, East Washington Boulevard and Culver Boulevard Bike Path, etc.). Law enforcement efforts could target locations where motorists and the public will become aware of bicycle/pedestrian laws and their penalties for violations.

Bicycle Patrol Unit

Culver City may explore with CCPD, local businesses and neighborhood groups opportunities to establish local Bicycle Patrol Units. Culver City's size and topography make many parts of it highly accessible by bicycle. A Bicycle Patrol Unit could be an official law enforcement unit, a private security guard patrol, or an expanded volunteer program. Bicycles are an excellent community-policing tool, as the public views officers on bikes as more approachable, thus improving trust and relations between the citizens and police.

Bicycle Patrol Units can work closely with citizens to address concerns before they become problems. Bicycle Patrol Units can have a direct impact on bicycle safety by enforcing bicycle traffic laws (e.g. wrong-way riding, sidewalk riding, obeying traffic controls, children wearing helmets, etc.), and providing bicycle safety education.

Speed Limit Enforcement

Participants at the second public workshop expressed concern about high motor vehicle speeds. City staff can work with police to enforce speed limits on designated streets with bikeways, near schools, and in response to bicyclist/pedestrian complaints. This increases safety and may reduce crashes, which improves walking and bicycling conditions.

Speed Radar Trailer/Permanent Speed Signs

Speed Radar Trailers can help reduce speeds traffic and may help enforce speed limits in areas with speeding problems. Police set up an unmanned trailer that displays the speed of approaching motorists along with a speed limit sign. Speed trailers may be effective on busier arterial roads without bikeway facilities (Washington Boulevard, Jefferson Boulevard, Overland Avenue, etc.), or near schools with reported speeding. Speed trailers should be located in a position that mitigates its influence on bicycle traffic when placed on the road.

Speed trailers work as both an educational and enforcement tool. By itself, the unmanned trailer educates motorists about their current speed in relation to the speed limit. As an alternative enforcement measure, the CCPD may choose to station an officer near the trailer to issue citations to motorists exceeding the speed limit. Radar trailers can transport easily to streets where local residents complain about speeding problems. However, motorists may not obey the speed limit without an officer present for enforcement.

Public Works Department staff may provide the management role for this program, working with the public and determine which locations are in most need. This program can administer randomly, cyclically, or as demand necessitates because of the speed trailers' portability.

7.2. Education Policies & Programs

The following section outlines the variety of education programs that can contribute to a bicycle and pedestrian community.



Portland bicycle patrol officer



Speed trailer in use

7.2.1. Child/School-based Education Programs

School-based bicycle and pedestrian education programs teach students about the rules of the road, proper use of bicycle equipment, bicycling skills, street crossing skills, and the benefits of bicycling and walking. These education programs typically receive support from a joint City/school district committee that includes appointed parents, teachers, student representatives, administrators, active bicyclists, CCPD and the Public Works Department. These programs can also incorporate into a Safe Routes to School Program, which Chapter 8 discusses in further detail.

Safety Handbook

Safety handbooks are part of a school-based bicycle and pedestrian safety program. These handbooks may include a circulation map of the campus and immediate neighborhood, suggested routes to school, crosswalk and crossing guard locations, signalized intersection locations, bicycle maintenance and use instructions, helmet wear instructions, street crossing instructions, and emergency and school numbers. The City or school district can publish the handbook for use at each school, in conjunction with a school-specific map.



Students participate in a safety exercise

Walking School Bus

Parent and neighborhood volunteers can escort children walking to school together in a “Walking School Bus” if parents are uncomfortable allowing their children to walk or bicycle alone to or from school. Children can join the “Walking School Bus” if the home runs along the route or at designated staging areas. The parents offer supervision and protection, and the group size makes the children more visible to traffic. Usually, one parent acts as the organizer and recruits other parents, neighbors, seniors or community volunteers to walk with the children. As in a motor carpool, the participants need to coordinate schedules and meeting places. Adults and children can wear safety vests or use other means to enhance visibility. Sometimes the adult pulls a wagon to carry the children’s books and projects.



Children participate in a walking school bus

Certified Safe Routes to School Instructors can train volunteers. Supplemental training materials are available through the National Safe Routes to School partnership at www.saferoutes.org.

Bike Trains

Bike trains work exactly like the Walking School Bus program, but with children on bicycles. Parents and volunteers should select residential and low-traffic volume streets to get to school if sidewalks cannot accommodate multiple children.

7.2.2. Adult Cycling Skills Education

Most bicyclists learn to ride when they are children and do not have the opportunity to learn riding skills or safe road positioning. Adult bike skills training are an excellent way to improve both cyclist confidence and safety.

The League of American Bicyclists developed a comprehensive bicycle skills curriculum considered the national standard for adults seeking to improve their on-bike skills. The classes available include basic and advanced on-road skills, commuting, and driver education. Local League of American Bicyclist Certified Instructors offer “StreetSmarts Cycling” classes that teach participants how to operate a bicycle under various conditions, and about bicyclists’ rights and responsibilities. There are currently eleven League-Certified Instructors in the Culver City area. More information on this program is available online at: www.bikeleague.org/programs/education/courses.php.

Other organizations such as the Los Angeles County Bicycle Coalition (LACBC), Cyclists Inciting Change through Live Exchange (CICLE), and Sustainable Streets provide regular training classes that instruct individuals on safe bicycle operations.

7.2.3. Education Campaigns

Motorists have limited education on the rights of bicyclists and pedestrians. Many motorists mistakenly believe that bicyclists do not have a right to ride in travel lanes, and that bicyclists should ride on sidewalks. Education about the rights and responsibilities of pedestrians and cyclists can include:

- Incorporating bicycle and pedestrian safety into traffic school curriculum
- Producing a brochure on bicycle and pedestrian safety and laws for public distribution
- Instructing of law enforcement officers on laws that pertain to bicyclists
- Providing bicycle and pedestrian awareness training for all City staff who work within the public right-of-way
- Working with contractors, subcontractors and city maintenance and utility crews to ensure they understand the needs of bicyclists and pedestrians and follow standard procedures when working on or adjacent to roadways and walkways

Additional resources for a police education course include:

- www.bicyclinginfo.org/enforcement/training.cfm
- www.massbike.org/police

7.3. Awareness & Encouragement Programs

Awareness and encouragement programs play a critical role in growing bicycling and pedestrian activity in a city. The programs listed in the following section will help walking and bicycling grow in Culver City.

7.3.1. Share the Road Education Campaign

One main request from the public is for more motorist education on bicyclists and pedestrians' rights to the road. A Share the Road campaign educates motorists, bicyclists and pedestrians about their legal rights and responsibilities on the road, and the need for increased courtesy and cooperation among all users.

Share the Road campaigns often hold periodic traffic checkpoints along roadways with concentrated bicycle and pedestrian activity. Motorists, bicyclists and pedestrians stop at these checkpoints to receive a Share the Road flyer and can give feedback to officers regarding the campaign. Checkpoints can also occur along local bikeways and paths. Public service announcements on radio and television can help promote the Share the Road campaign.

The Marin County Bicycle Coalition offers an example of a successful Share the Road campaign at www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml.

7.3.2. Bike Light Campaign

California Vehicle Code (CVC) §21201 requires bicycles to mount a front white light and red rear reflectors. Bicycle lights are more visible than reflectors at night. A Bike Light campaign in Culver City could promote cooperation with the CVC and increase safe riding habits.

The Los Angeles County Bicycle Coalition (LACBC) administers a program called “City Lights” that features free bicycle lights in conjunction with educational materials. Culver City can tailor this program to fit its unique needs.

Portland, Oregon developed a “See and Be Seen” public safety campaign to encourage bicyclists to use lights and to remind motorists to watch for bikes. Campaign elements included coupons for bike lights and other reflective gear, and a parade to celebrate bright bikes. More information on Portland’s program is available at:

www.portlandonline.com/transportation/index.cfm?&c=deibb&a=bebfjh.

7.3.3. Bike-to-Health Campaign

The BPMP aims to support healthier lifestyles by encouraging and enabling bicycling and walking. Obesity and sedentary lifestyles are on the rise for both adults and children in America, and one way to combat this is to integrate daily exercise into the American lifestyle.

A Bike-to-Health marketing campaign may include:

- Websites with information on getting started, event calendars, advice from health professionals, and safety information for adults and children
- Print ads in community newspapers to increase the exposure of the campaign
- Community events and rides. These rides occur during the summer and early fall months. Participants earn prizes and attain better health through reaching mileage goals. Campaigns encourage families to bike to better health together.

7.3.4. Event Bicycle Parking

Providing safe and secure bicycle parking helps encourage individuals to bicycle. Many individuals during the public input process expressed interest in seeing a “bike valet” program at Culver City events. San Francisco passed a city ordinance that requires all major city events to provide bike parking and pioneered an innovative

tool for stacking hundreds of bicycles without racks (www.sfbike.org/?valet). Culver City should consider temporary bicycle parking for events with expected large attendance and at regularly occurring events like the Farmer's Market.

7.3.5. Community Bikeway/Walkway Adoption

Community Bikeway/Walkway Adoption programs resemble the widely instituted Adopt-a-Highway programs throughout the country. These programs identify local individuals, organizations, or businesses interested in “adopting” a bikeway, walkway, or shared-use path. “Adopting” a facility means that person or group is responsible for the facility’s maintenance, either through direct action or funding the City’s maintenance of that facility. For example, members of a local recreation group may volunteer every other weekend to sweep a bikeway and identify larger maintenance needs. Alternatively, a local bike shop may adopt a bikeway by providing funding for the maintenance costs. Some adopted bikeways post sponsors’ names on bikeway signs to display their commitment to bicycling.



Bike valets provide safe parking and advertise bicycling to events

7.3.6. Multi-Modal Access Guide

A multi-modal access guide provides information on accessing specific destinations using bicycling, walking and public transit. Simple access guides are maps printed on the back as a business card, or while complex guides can be multi-page packets distributed to employees. Items commonly included in access guides are:

- An area map depicting bus stops, recommended walking and bicycling routes, landmarks, facilities such as restrooms and drinking fountains, bicycle and vehicle parking, and major roads
- Information on transit service, including frequency, fares, accepted payment methods, first and last runs, schedules, and contact information for transit service providers and taxis
- Information on walk or bike travel time from a transit center to a destination
- Accessibility information for people with disabilities
- Wayfinding and local advertisements

Best practices include using graphics, providing specific step-by-step travel directions, providing parking location and pricing information, and providing information about the benefits of walking and bicycling. High quality access guides should be concise and accurate, and incorporate input from key stakeholders including public transportation operators, public officials, public and private employees, guide distributors, and those with disabilities.

7.3.7. Ciclovias/ “Sunday Streets”

First implemented in Bogota, Colombia, the Ciclovía is a community event based around a street closure. Ciclovías provide local recreational and business opportunities for the community and are increasingly popular citywide events. Ciclovías can combine with other popular community events to promote walking

and bicycling as a form of viable transportation. The public workshops discussed Ciclovias several times and participants requested holding Ciclovias during the public input process.

Ideally, Ciclovias should provide access to civic, cultural, or commercial destinations. Culver Boulevard may be an ideal candidate for a Ciclovía.

More information is available at:

www.healthystreets.org/pages/sunday_parkways.htm



Inaugural CicLAvia in Los Angeles, October 10, 2010

7.3.8. Community Walks/Bike Tours

Community walks and tours are healthy ways to promote historical and cultural aspects of the City. Groups that can organize community tours include Culver City staff, neighborhood organizations, schools, and other groups that want the public to interact with the physical environment. Community walks and bike tours are effective tools for examining potential improvements to the physical environment and educating participants on resources/amenities available within the City.



Example bicycle and pedestrian signage

7.3.9. Bicycle & Pedestrian Signage Program

Discussed earlier in this Plan, Culver City should develop a uniform signage concept and plan for on/off-street bikeways and pedestrian corridors. The Plan should include uniform sign design(s), placement guidelines (where and how often), and a map of proposed bikeways and corridors to receive signage, and guides on avoiding places too many signs or “sign clutter.”

Culver City can support individuals choosing to make non-motorized trips within Culver City by advertising routes and destinations to bicyclists and pedestrians. Signage posted along bikeways and pedestrian corridors

should advertise linkages to popular destinations, and be in harmony with other Culver City signage standards. Sign placement should be strategic and thoughtful to have the greatest impact and to avoid the “clutter” of over-signing.

7.3.10. Ballona Creek Bike Path Volunteer Program

The Ballona Creek Bike Path is a valuable public resource. Many Culver City residents’ expressed concern about the Path’s safety. Path volunteers are one way to improve Path safety. These trained volunteers would station at access points or ride along the path in a non-enforcement role, providing information to the public. Path volunteers could station at access points during peak-use, typically weekends and holidays.

The goals of the Path volunteers should include:

- Educating users on sharing the Path
- Providing information on Path resources in the area
- Maintaining proper Path conditions by informing responsible agencies of hazards
- Acting as a crime deterrent by observing Path activity

Toronto's Trail Ambassadors program provides helpful information for developing this program:

www.toronto.ca/cycling/ratsa/index.htm.



Bicyclist along the Ballona Creek Path