

IV. Recommended Programs

The infrastructure projects and system improvements recommended by the Regional Bicycle Plan should be complemented by programs designed to raise awareness of bicycling; connect current and future cyclists to existing resources; educate people about safe bicycle operation, bicyclists' rights and responsibilities, and lawful interactions between motorists and cyclists; and encourage residents to bicycle more frequently.

This plan describes several proposed bicycle programs whose success in the San Diego region would be contingent on cooperation between regional agencies, municipal governments, and non-governmental organizations (NGO's) for funding and implementation. In many cases, these programs can be implemented by NGO's provided they are adequately funded.

The selection of programs proposed in this plan is largely derived from a review of strengths and weakness in the region's existing programs as well as a national-level review of best practices in the area of bicycle programs. An overview of existing programmatic conditions can be found in **Appendix C – Existing Conditions Report**. The proposed programs are intended to provide direction to the San Diego region for developing programs that directly support the goals, objectives, and policies of the Regional Bicycle Plan.

This chapter presents a discussion of each of the following program categories:

- Education Programs
- Public Awareness Campaigns/Marketing
- Encouragement Programs
- Enforcement Programs
- Monitoring & Evaluation

Each section contains an overview of the program category and a recommendation for the regional priority within each program category. The regional program priority recommendation is based upon information garnered over the course of this planning process, including through extensive public input, direction from the Bicycle-Pedestrian Working Group (BPWG) and SANDAG staff, and from an analysis of the likely effectiveness of each program within the San Diego context.

Program overviews are followed by synopses of representative programs within each category. The presentation of each proposed program includes identification of the target audience, the primary implementing agency, potential partners, key elements of the program, the time frame, the relative cost, potential funding sources, and exemplary programs.

In addition to recommending regional program priorities, this chapter is intended to introduce a spectrum of successful programs currently deficient in the region, serving as a point of departure for further exploration of their application. Local governments for example can use this chapter as a menu of potential programs, select certain programs for further examination, and include this selected subset of programs in their bicycle master plans with more detailed discussions related to implementation in their respective city.

6.1 Education Programs

Education programs ensure that bicyclists, pedestrians, and motorists understand how to travel safely in the roadway environment and are cognizant of the regulations that govern these modes of transportation. Education programs are available in an array of forums from long-term courses with detailed instruction to single session workshops focusing on a specific topic. Curriculums should be tailored to the target audience with specific content varying by audience group and instruction format.

6.1.1 Complete Streets Education - RECOMMENDED REGIONAL PRIORITY	
Target	City planners and engineers, police officers, construction crews and professional drivers
Primary agency	Local governments
Partners	SANDAG, research and education institutions
Key elements	Internal or off-site educational programs for professionals
Time frame	Spring 2009
Cost	\$50,000 to \$100,000
Potential funding sources	TDA & <i>TransNet</i> funds; California Bicycle Coalition; Municipal Planning Organizations (MPOs)
Sample programs	- UC Berkeley ITS TE-19 Course: http://www.its.berkeley.edu/education/

Achieving ‘Complete Streets’ requires shifting the paradigm of roadway planning and design away from preference to motorists and toward an approach that accommodates all forms of travelers, including bicyclists, pedestrians, transit riders, children, older people, disabled people, and motorists. In 2008 California passed the Complete Streets Act, joining several states and local governments who have adopted a variety of policies to achieve complete streets. Implementing Complete Streets legislation requires educating professionals whose work directly or indirectly impacts the roadway environment. The San Diego region would benefit from a comprehensive Complete Streets training program that could be made available to city planners, engineers and decision-makers. The American Planning Association (APA) is in the process of developing a *Best Practices Manual on Complete Streets*, which will be a product of long-term research and collaboration with organizations such as the National Complete Streets Coalition. The San Diego program curriculum should be based on the forthcoming APA Complete Streets training manual.

Contractors, subcontractors, and City maintenance and utility crews should also receive instruction to ensure they are aware of bicyclists and pedestrians movements and that they follow standard procedures when working on or adjacent to roadways and walkways.

6.1.2 Driver's Education & Diversion Courses

Target	Learning drivers; traffic violators
Primary agency	Bicycle organizations, traffic courts (i.e. San Diego Superior Court), city transportation departments and police departments
Partners	Driver education schools, court-approved traffic schools
Key elements	Curriculum, testing materials, and training videos
Time frame	Ongoing
Cost	\$50,000 to \$100,000
Potential funding sources	TDA & <i>TransNet</i> funds; National Highway Traffic Safety Administration
Sample programs	<ul style="list-style-type: none"> - League of American Bicyclists: http://bikeleague.org/programs/education/courses.php - League of Illinois Bicyclists: http://www.bikelib.org/video/ - The Mobility Education Foundation (Seattle): http://www.mobilityeducation.org - Marin County: http://www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml#StreetSkills - Portland: http://www.legacyhealth.org/body.cfm?id=1928

Educating beginning drivers on rules related bicycling and how to safely interact with bicyclists provides an opportunity to instill positive attitudes and behaviors when new drivers are developing driving habits. Multiple organizations have created curriculums, instructional videos, and tests to be integrated into driver's education courses that teach new motorists laws and safe practices related to bicycle travel. Programs are frequently initiated through partnerships between city police or transportation departments and non-profit bicycle organization who conduct the trainings. The Mobility Education Foundation of Seattle has expanded this concept by incorporating mobility related topics, such as health, environmental issues, economics and multimodal transportation into their curriculum targeting teen driver education students.

Motorist education can also be effectively applied in the form of diversion programs where traffic offenders can elect education in lieu of citations or fines or in exchange for fee reductions. Classes are geared toward motorists, bicyclists, and pedestrians who are violators of bicycle and pedestrian-related traffic violations. Participants receive safety instruction and exposure to laws that impact pedestrian, bicyclist and motorist interaction. In Marin County the Superior Court refunds a portion of traffic infraction citation fees upon successfully completion of a two-hour bicycle safety class that is taught by Marin County Bicycle Coalition professional instructors.

Throughout San Diego County, Sherriff's Department offices host periodic bicycle rodeos to teach children riding techniques and bicycle traffic laws. Several city police departments also provide educational information to citizens. Local agencies therefore have some experience with these program types; however there is significant opportunity to build upon existing resources and develop more extensive traffic violation diversion programs presented by both enforcement officers and bicycling organization.

6.1.3 Safe Routes to School - Phase 1

Target	Parents, schoolchildren, administrators, city planners & engineers
Primary agency	SANDAG, San Diego region school districts
Partners	Parent groups at schools, school neighbors
Key elements	Bicycle and pedestrian audit of infrastructure at elementary schools. Recommended route maps.
Time frame	Ongoing
Cost	\$50,000 to \$100,000 (for first phase only)
Potential funding sources	State-legislated Program (SR2S) and the federally-legislated Program (SRTS) Safe Routes to School grant funding; local, state or national health grants (e.g. Robert Wood Johnson Active Living by Design grants)
Sample programs	- Marin County Safe Routes to School: http://www.saferoutestoschools.org/index.shtml - Portland Safer Routes to School Program: http://www.trans.ci.portland.or.us/saferoutes/

Safe Routes to School refers to a variety of multi-disciplinary programs aimed at promoting walking and bicycling to school, and improving traffic safety around school areas. Robust Safe Routes to School programs address all of the “Five E’s” (Engineering, Education, Encouragement, Enforcement, and Evaluation) and typically involve partnerships between municipalities, school districts, community and parent volunteers, and law enforcement agencies. Numerous San Diego communities have utilized Caltrans’ programs to develop Safe Routes to School projects, including San Diego’s City Heights, East County neighborhoods, and Chula Vista.

For San Diego County school districts that have not implemented a Safe Routes to School Program, an example of a first phase program uses walkabouts (also known as a **bicycle and pedestrian audits**) to assess walking and biking conditions of streets adjacent to elementary schools. Parents, students, neighbors, city planners and traffic engineers are invited to join in the walkabout. Safety concerns, issues, and ideas are recorded.



Students participate in a walkabout to evaluate pedestrian conditions

After the bicycle and pedestrian audits are conducted, **maps for each elementary school** showing recommended routes to reach school, along with high-traffic intersections and routes to avoid, are produced and distributed.

As a final step, an **initial infrastructure improvement plan** is produced for each elementary school, including cost estimates and a prioritized project list. This infrastructure improvement plan serves as a blueprint for future investments, and can be used to apply for further grant funding.

6.1.4 Cycling Skills & Safety Courses (Adult & Youth)

Target	Adult cyclists, school-age children
Primary agency	Bicycle organizations, school districts, cities' public safety, police and planning departments
Partners	Parent groups at schools, community volunteers
Key elements	On-bike skills and safety training
Time frame	Ongoing
Cost	\$50,000 to \$100,000
Potential funding sources	State-legislated Program (SR2S) and the federally-legislated Program (SRTS) Safe Routes to School grant funding; local, state or national health grants (e.g. Robert Wood Johnson Active Living by Design grants); TDA & <i>TransNet</i> funds
Sample programs	- LAB's curriculums: http://www.bikeleague.org/programs/education/index.php - BTA's Bike Safety Education Program: http://www.bta4bikes.org/resources/educational.php

Nearly every person in the United States receives in-depth training before receiving a driver's license. Bicycles are also vehicles used on roadways, but most bicyclists do not receive comprehensive training about the rules of the road related to bicyclist-motorist interactions, how bicycles operate, or how to ride a bicycle safely and effectively on the roadway.

The San Diego County Bicycle Coalition (SDCBC) currently offers adult and youth League of American Bicyclists (LAB) courses taught by League Certified Instructors. Local agencies can partner with the SDCBC and other non-profit organizations to expand course offerings for adults and children and incorporate them into recreation center programs or work with school districts to incorporate bicycle safety into local school curriculums. Courses aimed at children can be taught during school, as a component of a physical education curriculum, or after school.

Common LAB adult courses are Road I, Road II, and Commuting. These courses address topics such as bicycle safety checks and basic maintenance, riding skills, traffic negotiation and collision avoidance.

An on-bike education curriculum for kids should include:

- Parts of a bicycle
- How a bike works
- Flat fixing
- Rules of the road
- Right of way
- Road positioning
- On-bike skills lessons (braking, turning, steering)



Volunteers assist Swiss children through a bicycle skills course

- On-bike community ride

In addition to the LAB curriculums, there are several model programs, such as the BTA’s Bike Safety Education Program, available for local adaptation.

6.2 Public Awareness Campaigns & Marketing

Public awareness campaigns are intended to impact the attitudes and behavior of the general public. Public awareness campaigns are high profile efforts that rely on materials, media outreach and special events to convey a clear message aimed at promoting bicycling and/or improving safety. Share the Road, Street Smarts, Share the Path and Bike to Work Day/Month are common public awareness campaigns.

6.2.1 Bike to Work Month - RECOMMENDED REGIONAL PRIORITY	
Target	Current and potential cyclists
Primary agency	SANDAG, San Diego County Bicycle Coalition
Partners	Local businesses, other local bicycle clubs and advocacy groups, community volunteers
Key elements	Publicize Bike to Work Month in May. Offer classes, rides and events.
Time frame	May, annually
Cost	\$50,000 to \$100,000+ (depending on scope)
Potential funding sources	Local businesses and bike shops (in-kind or cash support); hospitals and insurance companies; local government agencies
Sample program	- Puget Sound Region Bike to Work Month Activities: http://www.cbcef.org/btw/

SANDAG RideLink coordinates Bike to Work Day in May with the assistance of local bicycle organizations and businesses (<http://www.ridelink.org/EventsPromo/BiketoWorkDay.aspx>). The popularity of this event has grown significantly in recent years. Supporting activities throughout the month of May, in recognition of National Bike to Work month, could expand the campaign’s impact.

Options for expanding Bike to Work activities during the month of May, include offering commute classes, weekly rides, presentations on bicycling for employees, raffles and commuter incentives. The League of American Bicyclists organization’s website provides marketing, educational, and organizational materials to help cities promote and support bike to work week (<http://www.bikeleague.org/programs/bikemonth/>).

6.2.2 Share the Road Campaign/Street Smarts

Target	All roadway users
Primary agency	Local governments' public safety and police departments, bicycle organizations
Partners	Local bike clubs and organizations
Key elements	Multimedia and printed promotional materials; events
Time frame	Ongoing
Cost	\$50,000 to \$100,000+
Potential funding sources	State or national health grants (e.g. Robert Wood Johnson Active Living by Design grants); TDA & <i>TransNet</i> funds
Sample programs	- Share the Road: http://isharetheroad.com/ - City of San Jose Street Smarts: http://www.getstreetsmarts.org/pr_121702.htm

A Share the Road campaign is intended to educate motorists, bicyclists, and pedestrians about their legal rights and responsibilities on the road, and the need to increase safety through courteous and cooperative behavior. The campaign targets all residents and visitors to a community. Developing a Share the Road campaign would require collaboration between local Public Safety Departments (or Police Divisions), San Diego bicycling advocacy groups, and other partners. Establishing Share the Road campaigns generally include:

- Developing **Share the Road** flyers, one targeting bicyclists and one targeting motorists, which outline safe and courteous behavior, collision reporting procedures, and local bicycling resources and hotlines.
- In conjunction with the Police Department, holding **periodic traffic checkpoints** during months with high bicycling rates, where motorists, bicyclists and pedestrians are stopped, given a Share the Road flyer and have the opportunity to provide feedback to officers regarding the campaign ideas. Checkpoints are typically held along local bikeways and roadways commonly used by bicyclists.
- Producing **public service announcements** on radio and TV to promote the Share the Road campaign, including publicity about the Share the Road checkpoints. Promoting the campaign on involved agencies' websites.
- Creating public PowerPoint **presentations** with the Share the Road message for presentation to the public.
- Developing **adult bicycle safety classes** and holding them at regular intervals.
- Promoting the purchase of "Share the Road" license plates.

Similar to a comprehensive Share the Road campaign, Street Smarts, a traffic calming program developed by the City of San Jose, combines an advertising campaign with techniques, such as community events, school presentations, and neighborhood initiatives. Street Smarts aims to provoke fundamental change in the attitudes and behaviors of motorists, pedestrians, and bicyclists.

6.2.3 Share the Path Campaign

Target	All path users (especially cyclists)
Primary agency	Local governments' planning, police or parks and recreation departments
Partners	Local bicycling clubs and organizations
Key elements	Bell giveaway; maps and information; media outreach.
Time frame	May/June, annually
Cost	\$50,000 to \$100,000
Potential funding sources	Local bike shops (in-kind donations); volunteer time contributions by local cycling groups; in-kind or time contributions; TDA & <i>TransNet</i> funds
Sample programs	- Portland Office of Transportation Share the Path brochure: http://www.portlandonline.com/shared/cfm/image.cfm?id=161457

Many cities around the country are implementing “share the path” programs in response to concerns about conflicts between pedestrians and cyclists on shared-use paths. San Diego County is home to numerous popular paths. A Share the Path program will encourage responsible path usage and create community goodwill around bicycling.

Effective Share the Path campaigns generally require the following actions:

- Developing a simple, clear **Share the Path brochure** for distribution through local bike shops and wherever bike maps are distributed.
- Hosting a **bicycle bell giveaway** event on a popular shared-use path. A table is set up with maps and brochures, and knowledgeable staff are present to answer questions.

Volunteers and agency staff can partner to hand out bells to cyclists. Signs, pavement chalk, and banners are used to explain the event and give cyclists warning so they can stop and receive a bell. Volunteers mount the bells on handlebars (BBB EasyFit bells are recommended because installation requires no tools:

<http://www.bbbparts.com/products/accessories/others/bbb12.htm>).

- Volunteers can also walk along the path and give a thank you and a small gift to bicyclists who use their bells when passing.
- Involved agencies conduct **media outreach** before the event. Bell giveaways provide positive stories about bicycling, and good visual opportunities for marketing.

6.3 Encouragement Programs

Encouragement programs are generally characterized by their focus on encouraging people to bicycle more frequently, particularly for transportation. Encouragement programs increase the propensity for bicycle trips by providing incentives, recognition or services that make bicycling a more convenient transportation mode.

6.3.1 Bike Sharing Program - RECOMMENDED REGIONAL PRIORITY	
Target	Bicyclists and potential bicyclists
Primary agency	SANDAG
Partners	Local governments; MTS
Key elements	Rental bikes available at key locations. Comprehensive outreach.
Time frame	Ongoing
Cost	\$100,000+
Potential funding sources	CMAQ (Congestion Mitigation/Air Quality) funds; federal flexible transportation; public transportation funds; TDA & <i>TransNet</i> funds
Sample programs	<ul style="list-style-type: none"> - Paris' Velib: http://www.en.velib.paris.fr/ - Germany's Call a Bike: http://www.callabike-interaktiv.de/kundenbuchung/process.php?proc=english&f=500&key=d77b3782346423c9f6ea41d27f412b00...00000 - City of Houston: http://www.publicworks.houstontx.gov/bikeways/bikecampaign.htm

Bike sharing is an innovative approach to urban mobility, combining the convenience and flexibility of a private vehicle with the accessibility and reliability of public mass transit. Public bicycles are available for rent on demand, providing fast and easy access for any trip around a community without the hassles presented by parking a private car or waiting on a transit timetable. When used in combination with other transportation systems, a shared bike program can reduce the travel time between transit stop and office and easily overcome the distance between residences and shopping centers. The flexibility and freedom presented by a public bicycle program are well suited for modern urban commutes.

Public bicycle programs have gained momentum all over Europe with new networks of rental systems rolling out in a variety of cities. Ninety-plus cities around the world already take advantage of some form of shared bike infrastructure, including in Europe, Australia and Asia. Italy, France, Germany and Spain have all enjoyed the success and popularity of a public bicycle rental system and the United Kingdom and United States are next with a dozen major cities planning to implement bicycle systems in the coming years. Sophisticated tracking and transaction technology has contributed to the public appeal of these programs by allowing users to see the availability of bicycles and parking stations live through internet and mobile devices, a level of accessibility on par with and sometimes surpassing transit and traditional vehicle parking systems. In most cases this technology and infrastructure can be quickly and easily introduced into any city.

Municipal bike fleet programs have proven successful in several U.S. cities including Houston, San Francisco, and Portland. These programs provide bicycles to city employees to use for free for travel between city buildings and meetings or errands.

6.3.2 Pilot Smart Trips Program	
Target	San Diego County residents who are interested in biking, walking and transit
Primary agency	Local governments
Partners	SANDAG, transit agencies, community volunteers
Key elements	Outreach to a target geographic area promoting biking, walking and transit usage.
Time frame	Program launches in late spring of selected year
Cost	\$100,000+
Potential funding sources	CMAQ (Congestion Mitigation/Air Quality) funds; federal flexible transportation; public transportation funds; hospitals and insurance companies; TDA & <i>TransNet</i> funds
Sample programs	- Portland Smart Trips program: http://www.portlandonline.com/transportation/index.cfm?c=ediab

Smart Trips programs (also known as social marketing programs) are encouragement programs based on the concept of saturating a geographic area with resources to help residents reduce drive-alone trips and increase biking, walking, transit and carpool trips. Smart Trips programs have demonstrated a lasting reduction in drive-alone trips. Target areas in Portland, Oregon for example have experienced a 10% reduction in vehicle traffic.

Programs offer residents maps, brochures and other printed materials, classes, guided rides and walks, and other tools and programs that make bicycling, walking and transit usage a more inviting travel option compared to drive-alone trips.

Measured against infrastructure improvements, these programs are scalable, flexible, inexpensive, and site-independent. Once the program has been established for a specific geographic target area, it can be administered with low start-up costs in other target areas.



Maps and materials are delivered to interested residents by bike in this Smart Trips program

This model, however, is unlikely to be successful in areas that have failed to make initial infrastructure investments sufficient to provide a functional bicycling, walking and transit network. It is most effective as an approach that leverages investments in infrastructure, not one that replaces those investments.

One of the strengths of the individualized marketing model is that it reaches every resident with an appealing invitation to participate, but then focuses the bulk of resources on those who identify themselves as interested. The many classes, rides, and activities continue to be publicized and open to all, so residents have multiple opportunities to opt into the program. This focus allows for both broad reach and strategic investment.

Implementing a pilot Smart Trips program in a limited geographic area within San Diego County may include any of the following:

- Maps and brochures
- Classes, clinics, workshops
- Guided rides and walks
- Fun social events
- Giveaways (coupons, cyclocomputers, etc.)
- Targeted outreach (e.g. Women on Bikes, Senior Strolls)
- Route planning help (bike, walking, or transit)

<i>6.3.3 Employer Incentive Programs</i>	
Target	Employers in the region
Primary agency	SANDAG, Local governments
Partners	Employers in the region
Key elements	Outreach to employers. Informational materials and possibly monetary awards.
Time frame	Ongoing
Cost	\$0 to \$50,000
Potential funding sources	CMAQ (Congestion Mitigation/Air Quality) funds; federal flexible transportation; public transportation funds
Sample programs	- City of Boston Green Awards: http://www.cityofboston.gov/environmentalandenergy/greenawards/ - Bike Commute Challenge (Oregon): http://www.bikecommutechallenge.com/

Employer incentive programs to encourage employees to bicycle to work include strategies such as providing bicycle lockers and shower facilities, offering more flexible arrival and departure times, and financial incentives such as cash bonuses or in-kind gifts to employees who participate. Cities may offer incentives to employers to institute these improvements through lowered parking requirements, reduced traffic mitigation fees, or other means. Cities may also consider an award or certificate program that publicly recognizes businesses demonstrating commitment to non-motorized transportation options by implementing incentive programs.

SANDAG’s RideLink program includes the Diamond Awards, an encouragement program that honors San Diego organizations and individuals promoting alternative travel options such as

vanpooling, carpooling, use of public transit, walking, and biking (<http://www.ridelink.org/EventsPromo/DiamondAwards.aspx>). Companies and organizations are eligible to receive one of the following award categories:

- Program Excellence
- Innovation
- Marketing
- Ongoing Commitment
- Best New Program

Programs that promote biking and bike-transit integration may be eligible for an award under each category. However, RideLink may consider revising these categories to include a bike-friendly category or non-motorized transport category in order to elevate awareness of these program types.

6.3.4 Bicycle Friendly Community Designation	
Target	General public
Primary agency	Local governments
Partners	Bicycle advocacy organizations
Key elements	Bicycle Friendly audit and application.
Time frame	Ongoing
Cost	\$0 to \$50,000 (to apply)
Potential funding sources	Funding may not be required.
Sample programs	- Bicycle Friendly Community Information: http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/

The League of American Bicyclists sponsors an awards program that recognizes cities and counties that actively support bicycling. According to the League, a Bicycle Friendly Community is one that “provides safe accommodation for cycling and encourages its residents to bike for transportation and recreation.” The league recognizes four tiers of bicycle friendly communities: bronze, silver, gold and platinum. In 2008 the City of Oceanside was the first jurisdiction to receive the Bicycle Friendly Community designation. Other jurisdictions may choose to develop action plans that fulfill the League of American Cyclist’s requirements to become a Bicycle Friendly Community. Bicycle Friendly Community designation promotes bicycling and demonstrates communities’ commitment and willingness to be held accountable.



Bicycle Friendly Communities

The application process for being considered as a Bicycle

Friendly Community involves an audit of the engineering, education, encouragement, enforcement, evaluation and planning efforts for bicycling. The League reviews the application and solicits feedback from bicyclists in the community to determine if Bicycle Friendly Status should be awarded. The League provides technical assistance and other information for cities working toward Bicycle Friendly Community status at: www.bicyclefriendlycommunity.org.

6.3.5 San Diego Region Bike Map	
Target	General public, especially cyclists
Primary agency	SANDAG, local governments
Partners	None
Key Elements	Expand the San Diego Region Bike Map.
Time frame	Ongoing
Cost	\$0 to \$50,000
Potential funding sources	Additional funding may not be necessary
Sample programs	None

SANDAG publishes and regularly updates the San Diego Region Bike Map, a free guide that encourages bicycle usage by providing information on bicycle facilities and resources to bicyclists and potential bicyclists. The map displays bikeways and points of interest, including transit centers, bike shop locations and bike locker stations. It is complimented with RideLink information, rules and safety tips, and bike-transit options in the region.

The San Diego Region Bike Map is an excellent resource that SANDAG should continue to produce. SANDAG should consider expanding distribution to meet the high demand for maps reported by local bicyclists. SANDAG may also consider creating a supplement to the map that provides greater detail on safety, rules of the road and bike-transit opportunities.

6.3.6 University-Based Bike Orientation

Target	University and college students, especially incoming freshmen
Primary agency	Local governments & universities/colleges
Partners	Student bicycle clubs
Key elements	Bicycle safety & promotion orientation for incoming freshmen and returning students. Classes & clinics, materials, social events, and rides.
Time frame	September, annually
Cost	\$50,000 to \$100,000
Potential funding sources	On-campus parking fees, TDM funding sources
Sample programs	- Stanford University Bike Program: http://transportation.stanford.edu/alt_transportation/BikingAtStanford.shtml

University students are ideal candidates for bicycling outreach programs; many students live near campus and may not own a car or choose not to drive. The San Diego region is home to several major universities and colleges, such as San Diego State University (SDSU) and the University of California–San Diego (UCSD), however many university campuses and college areas are unaccommodating to bicycle travel. UCSD offers successful biking encouragement programs, including the UCSD Pedal Club and the Triton Bikes Program, a free on-campus bike sharing program. There is also an on-campus UCSD Bike Shop. A bike orientation program is one option for universities to add to or initiate multimodal program strategies. Bike orientation programs encourage bicycling, improve relations between bicyclists and other vehicles, and increase safety for student bicyclists.

Bike orientation programs typically include:

- **Bike maps and information** provided to incoming and returning students at the beginning of the year through school informational packets
- **Flat tire clinics and guided rides**, advertised through flyers, email and bulletin boards, and campus newspapers
- **Information table** hosted at campus events and prominent locations (e.g. campus bookstores, quads) during the first few weeks of school
- A **Bikes at SDSU (for example) web page** with links and more information
- At-cost or low-cost **bike lights** sold at tabling events and through campus bookstores

A “bike buddy” program may also be implemented to match current cycling students with interested students. This can be a simple program where bicyclists wear a sticker that says “I bike to SDSU, ask me how,” or a more elaborate program that matches bike buddies with interested students who live in their neighborhood for mentoring. Bike buddy programs increase the cost of university-based programs, but can be an effective tool.

6.4 Enforcement Programs

Enforcement programs target unsafe bicyclist and motorist behaviors and enforce laws that reduce bicycle/motor vehicle collisions and conflicts. Enforcement fosters mutual respect between roadway users and improves safety. These programs generally require coordination between law enforcement, transportation agencies, and bicycling organizations.

<i>6.4.1 Bike Patrol Units & Sting Operations</i>	
Target	General public
Primary agency	Local police departments
Partners	None
Key Elements	On-bike police officers enforcing laws.
Time frame	Ongoing
Cost	\$0 to \$50,000
Potential funding sources	Additional funding may not be necessary.
Sample programs	None

Local police departments enforce applicable laws on roadways, depending on available resources and priorities. Vehicle statutes related to bicycle operations are typically enforced on bikeways as part of a department's normal operations.

Police departments may consider proactively enforcing bicycle-related violations at high-crash areas. Spot enforcements are highly visible and publicly advertised. They may take the form of crosswalk stings, handing out informational sheets to motorists, bicyclists and pedestrians, or enforcing speed limits and right-of-way at shared use path-roadway intersections.

As part of a National Highway Traffic Safety Administration grant awarded to Utah's Departments of Health, Transportation, and Public Safety to develop a Share the Road campaign, the State of Utah has developed an enforcement plan that targets motorists who do not share the road with bicyclists. Plainclothes officers on bicycles will stop motorists and cyclists not following the rules of the road and will provide educational material developed as part of the grant, as well as cite the transgressors. An officer on a bicycle will observe the offense and radio to an officer in a chase car who will make the stop.

Multiple municipal police forces in the region include bike patrol units, such as the City of San Diego, Escondido and Carlsbad. Bicycle patrol units are encouraged. Bike officers are often viewed as more approachable and undergo special training in bicycle safety and bicycle-related traffic laws and are therefore especially equipped to enforce laws pertaining to bicycling. Bicycle patrol officers also help educate cyclists and motorists through enforcement.

6.5 Monitoring & Evaluation

Monitoring and evaluating a city's progress toward becoming bicycle-friendly is critical to ensuring that programs and facilities are effective and to understanding changing needs. Maintaining consistent count programs, reporting on progress, and convening advisory committees are methods for monitoring efforts and for holding agencies accountable to the public.

6.5.1 Annual Evaluation Program - RECOMMENDED REGIONAL PRIORITY	
Target	None
Primary agency	SANDAG, local governments
Partners	None
Key Elements	Bike and pedestrian counts. A regional non-motorized travel survey. An annual regional progress report.
Time frame	Ongoing
Cost	\$100,000+
Potential funding sources	None
Sample programs	<ul style="list-style-type: none"> - Copenhagen's City of Cyclists 2006 Report: http://www.vejpark2.kk.dk/publikationer/pdf/464_Cykelregnskab_UK.%202006.pdf - City of San Francisco Citywide Bike Count Report: http://www.sfmta.com/cms/rbikes/documents/CitywideBikeCountReport2007.pdf - New York City Bicycle Survey: http://www.nyc.gov/html/dcp/pdf/transportation/bike_survey.pdf

The San Diego region is in need of an evaluation program that measures bicycle and pedestrian activity and identifies trends in bicyclists' and pedestrians' behaviors and attitudes. The program should include three major components: 1) collecting bicycle and pedestrian count data; 2) conducting a regional non-motorized travel survey; and 3) generating an annual report which captures changes in bicycling and pedestrian activity and documents the perceptions of residents regarding bicycling and walking in the region.

The bicycle and pedestrian count program should be administered annually, geographically representative, and capture all types of bicycle and pedestrian trips including trips for recreation, commuting to work and for other utilitarian purposes. In addition to a regional continuous count program, bicycle and pedestrian counts and assessments should be conducted whenever a local land development project requires a traffic impact study. A long-term financing source should be identified to guarantee the longevity of the program.

The Seamless Travel Project is a two year Caltrans-funded research effort that investigates correlations between rates of bicycling and walking, and land uses, facility types, and local demographics. The project, in coordination with the National Bicycle & Pedestrian Documentation Project, is one of the larger count and survey efforts in the United States focusing only on bicyclists and pedestrians. Using San Diego County as a case study, this research is the first of its type to develop an extensive database of count and survey data for use in analyzing and identifying factors

that influence bicycling and walking. The Seamless Travel Project was initiated in 2007 and will continue through 2009. SANDAG may consider building on the approach of this project to develop an on-going program.

6.5.2 Bicycle Coordinators & Bicycle Advisory Committees (BACs)	
Target	None
Primary agency	Local governments
Partners	SANDAG
Key Elements	Leadership to advise on all bicycle-related issues.
Time frame	Ongoing
Cost	\$0 to \$100,000+
Potential funding sources	None
Sample programs	- San Francisco's BAC: http://www.sfgov.org/site/bac_index.asp?id=11483 - Oceanside Bicycle Committee: http://www.ci.oceanside.ca.us/Datarelation.aspx?Content=308

All San Diego jurisdictions should pursue filling a local bicycle coordinator position and establishing a Bicycle Advisory Committee (BAC). The majority of cities in the San Diego region do not have filled bike coordinator positions nor BACs. The bike coordinator and BAC will allow cities to take full advantage of bicycle planning efforts and will ensure that bicycle planning and implementation garner the necessary attention of City staff and elected officials. The job duties for a local government bicycle coordinator may include monitoring the design and construction of on-street bikeways and shared use paths, including those constructed in conjunction with private development projects; ensuring bicycle facilities identified in local plans, and as mitigation measures, are designed appropriately and constructed expediently; coordinating the implementation of master plan projects and programs; and serving on the regional BPWG.

BACs generally consist of 10 to 15 members appointed by city councils or boards of supervisors to advise the city or county on issues related to bicycling. BACs make recommendations on facility and program improvements and oversee the implementation of long-range plans, such as bicycle master plans. Committee members are citizens with expertise and commitment to bicycle-related issues and typically represent a geographic area of the city or county.

SANDAG's Bicycle-Pedestrian Working Group (BPWG), is a committee formed to advise SANDAG on the bicycle facilities component of the RTP and to make recommendations about funding priorities for local bicycle and pedestrian projects. The BPWG is composed of representatives from local jurisdictions, transit agencies, and bicycle and pedestrian advocacy groups. The BPWG has also provided input on all aspects of the San Diego Regional Bicycle Plan content. Individual advocates and non-profit organizations are currently underrepresented on the BPWG. There may be benefits to expanding participation by non-agency stakeholders so that the group strengthens cooperation between public agencies and citizens and reflects the breadth of perspectives in the region.