



B. PROGRAMS & RESOURCES

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Overview

This appendix contains additional programs, descriptions, and resources not described in Chapter 6. Model programs from across the United States are featured for potential replication and customizing in Arlington, Texas.

Education Programs and Resources

Public Education and Educational Devices

Arlington should build on its existing programs by continuing to develop a variety of safety materials and distribute them widely throughout the community. Educational materials may include important bicycle and pedestrian laws, bulleted keys for safe bicycle and pedestrian travel, helmet requirements, safe motor vehicle operation around bicyclists and pedestrians, and general facility rules and regulations. This information is often available for download from national pedestrian advocacy organizations, such as the Pedestrian and Bicycle Information Center website, www.pedbikeinfo.org.

Brown-bag events and clinics are also an excellent way to provide education, especially for adults. Local events should be utilized to distribute information using a booth to display related print media. A representative from the newly formed HBAC could volunteer at the booth to answer questions and promote bicycling and walking in Arlington.

Motorist Education

Equally important as bicyclist education is motorist education. Many motorists do not recognize that a bicycle is considered a vehicle by Texas state law. Several examples of safety materials are available. The Pedestrian and Bicycle Information Center website outlines tools and skills related to motorist education and provides other useful links:

www.bicyclinginfo.org/education/motorists.cfm

A *Driver's Handbook* is a useful educational tool, with an entire section devoted to bicycles, bicyclists' rights and responsibilities and how motorists should behave. Programs to promote bicycle and

pedestrian safety could also be included in new driver education classes. Example resource (page 95 on the following link):

www.ncdot.org/dmv/driver_services/drivershandbook/download/NCDL_English.pdf

The *StreetSmart* public awareness campaign in the Washington, DC region is another example of a Public Service Agency educating residents about pedestrian and bicycle safety.

www.beststreetsmart.net/

LCI Training/ Bike ED

The League of American Bicyclists (LAB) has a national bicycle education program (Bike ED) that includes training to become certified League Cycling Instructors (LCI's). LCI's are trained to teach local bicycle skills training courses. Already, there are 5 LCI's in Dallas and 1 LCI in Fort Worth, but none in Arlington. Ideally, all HBAC members and key City staff would take LCI courses or even become LCI instructors themselves. This effort should continue with expansion to other state, federal and municipal agencies.

Bicycle Ambassador Program

The newly formed HBAC should begin this program as an early initiative. The Bicycle Ambassadors Program would be the bicycle outreach and education component of the HBAC, promoting bicycle safety and awareness. Programs around the country promote safety for all road users, bicyclists, motorists, and pedestrians. Members of the HBAC may volunteer to be ambassadors, as well as recruiting community members to be ambassadors. Ambassadors host and attend programs, demonstrations, and activities at events, summer camps, and schools. One very successful model program is Mayor Daley's Bicycling Ambassadors in Chicago (www.bicyclingambassadors.org/) where the group includes adult and junior ambassadors, hosts a number of educational events, and gives presentations that promote bicycling. Local bicycle shops and groups in Arlington should be involved.

Bicycle Map Education

The City of Arlington should maintain an updated bicycle and pedestrian map that includes new bicycle facilities and new greenways. This map is an opportunity for the City of Arlington to present education and safety materials including basic safety information, commuting information, trail etiquette, transit information, and a list of local resources on the back side of the map. This map should be developed as a foldable hardcopy map or on a website.



Image from www.cyclingambassadors.org/

Bicycle Helmets Program

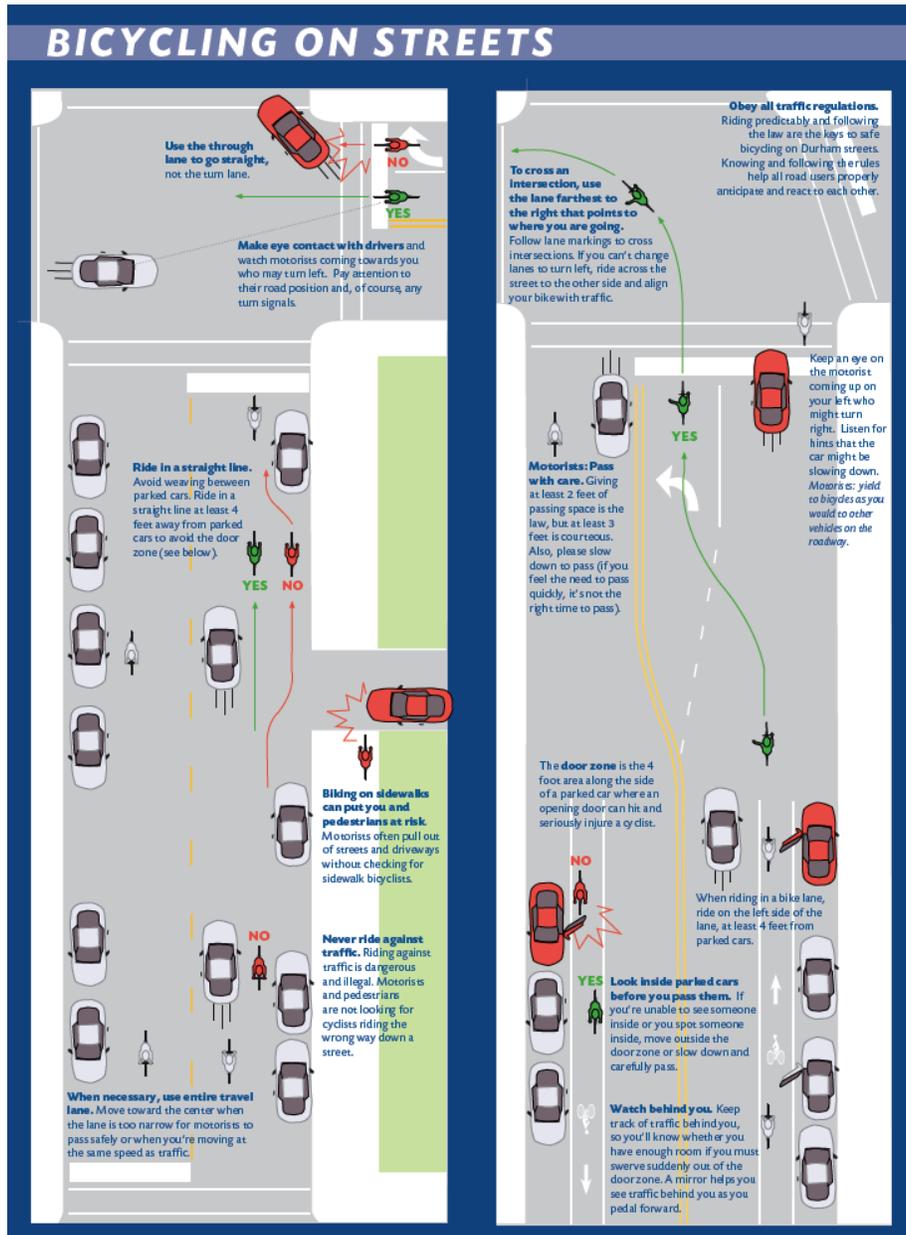
The City of Arlington and the HBAC should form a charity program aimed to ensure young cyclists are educated and equipped to take part in bicycling. The main objective would be to increase helmet wearing among children.

School Crossing Guard Training Program

As traffic continues to increase on streets and highways, concern has grown over the safety of our children as they walk and bike to and from school. At the same time, health agencies, alarmed at the increase in obesity and inactivity among children, are encouraging parents and communities to get their children walking and biking to school. It is important to ensure that crossing guards are trained and provided at every school in which there are pedestrians.

Environmental, Cultural and Historic Education/Interpretation

Educational programs and interpretative signage could be developed along greenways.



Example educational material from the Durham Hike & Bike Map (designed by Greenways Incorporated)

Greenways provide opportunities for learning outside the classroom. Specific programs that focus on water quality and animal habitat are popular examples. Simple educational signage would offer interactive learning opportunities for people who use the trails. Brochures can be used to supplement signage with more detailed information and a map of the interpretive system.

Teaching

The City of Arlington and HBAC could lead a number of teaching efforts for people of all ages. This may include bicycle commuter and parent courses, walkability workshops in multiple communities, bike education curriculum road courses, and bicycle rodeos. Bicycling rodeos, training sessions, summer camps, and other educational activities should be continued and promoted so that safety skills can be taught on an ongoing basis. The HBAC should ensure all of these efforts are extended throughout Arlington.

Education Resources

The *Pedestrian and Bicycle Information Center* website provides important messages for a range of different audiences that can be part of an educational campaign or program. It also offers links for finding more information related to bicycling education:

www.bicyclinginfo.org/education/

The *League of American Bicyclists* has been working for better cycling in America since 1880. They do this by promoting bicycling, educating cyclists and motorists, and advocating on behalf of cyclists on Capitol Hill and with state legislators across the United States. This web page has information on some of their programs:

www.bikeleague.org/programs/index.php

The mission of the *National Center for Bicycling and Walking (NCBW)* is to help create bicycle-friendly and walkable communities across North America by encouraging and supporting the efforts of individuals, organizations, and agencies. The website provides information on the workshops they offer for the general public as well as for training professionals:

www.bikewalk.org/workshops.php

Safe Communities is a project of the National Highway Traffic Safety Administration (NHTSA). Nine agencies within the U.S. Department of Transportation are working together to promote and implement a safer national transportation system by combining the best injury prevention practices into the Safe Communities approach to serve as a model throughout the nation.

www.nhtsa.gov/Driving+Safety/Safe+Communities/Welcome+to+Safe+Communities

Safe Kids Worldwide is a global network of organizations whose mission is to prevent accidental childhood injury, a leading killer of children 14 and under. More than 450 coalitions in 15 countries bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Visit their website to receive information about programs, media events, device distribution and hands-on educational activities for kids and their families.

www.usa.safekids.org/

LiveSmartTexas is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. www.livesmarttexas.org/

American Trails supports local, regional, and long-distance greenways and trails, whether in rural or urban areas. The website contains studies and reports that can be referenced in educational materials: www.americantrails.org/resources/

Worldcarfree.net is a clearinghouse of information from around the world on how to revitalize towns and cities and create a sustainable future. In addition to serving the carfree movement, *Worldcarfree.net* offers resources for architects, planners, teachers/professors, students, decision-makers and engaged citizens:
www.worldcarfree.net

Encouragement Programs and Resources

Amenities at Work

Some employees will not consider biking or walking to work without the assurance that they can shower when they arrive. Showers also allow employees to exercise at lunch. In buildings with 50-100 employees, one shower should be sufficient. In buildings with 100- 250 employees, one shower for each sex should be provided. Buildings housing over 250 employees should provide at least four showers with two of them being accessible to the disabled.

Ideally, there should be one lockable gym locker for every long-term bicycle parking space provided where the regular bicycle commuter can store work clothes. In addition to providing a locker to each regular bicycle commuter, other lockers should be available to encourage potential new bike commuters. These facilities will also encourage lunch-time fitness activities which benefit both the employee and the employer.

Awareness Days/Events

A specific day of the year can be devoted to a theme to raise awareness and celebrate issues relating to that theme. A greenway and its amenities can serve as a venue for events that will put the greenway on display for the community. Major holidays, such as July 4th, and popular local events serve as excellent opportunities to distribute bicycling information. The following are examples of other national events that Arlington can use to improve usage of bicycle facilities:

Car-Free Day (September 22)

Car-Free Day is an international day to celebrate getting around without cars. This fall event coincides with the beginning of the school year and is the perfect way to kick-off programs that promote bicycling and raise awareness for environmental issues. Car-Free events can last for an entire week or month, featuring alternative transportation promotional activities, fitness expos, transit-use incentives, walking and jogging group activities, running and bicycling races and rides, etc.

“Strive Not to Drive Day”

This event example, from the Town of Black Mountain, North Carolina, is an annual event to celebrate and promote the Town’s pedestrian achievements for the year throughout their region. Awards for pedestrian commuters, as well as booths, contests, and other events are organized through their local MPO Bicycle and Pedestrian Task Force and the Land-of-Sky Regional Council. A similar event could be held in Arlington to focus on walking or bicycling issues, as the Hike and Bike System Master Plan is implemented.

National Trails Day

This event is held every year in June. Other events, competitions, races, and tours can be held simultaneously to promote trail use within Arlington. For example, in Greensboro, North Carolina, the Parks and Recreation-Trails Division sponsors events for National Trails Day, and it has become a huge event for the entire city. The regional trail system would be a perfect location for hosting an event.

Earth Day

Earth Day is April 22nd every year and offers an opportunity to focus on improving the

environment. Efforts can be made to encourage people to help the environment by bicycling to destinations and staying out of their automobiles. This provides an excellent opportunity to educate people of all ages in Arlington.

Use Facilities to Promote Other Causes

Hike and bike facilities could be used for events that promote other causes, such as health awareness. Not only does the event raise money/publicity for a specific cause, but it encourages and promotes healthy living and an active lifestyle, while raising awareness for bicycling and walking activities. Non-profit organizations sponsor existing events that could easily be hosted, including:

- American Diabetes Association's Tour de Cure - a series of cycling events held in more than 80 cities nationwide.
- American Cancer Society's Relay for Life - a national and international all-night team walk to celebrate cancer survivors and raise money for cancer research.
- Leukemia and Lymphoma Society's Light the Night Walk - a walk held to raise awareness of blood related cancers and money for research to find a cure for such diseases.

Bicycle and Pedestrian Activities/Promotion within Local Organizations

Arlington has numerous organizations that could be utilized to promote bicycling and walking activities (e.g. the local bicycle stores, local cycling groups, local schools/PTAs, neighborhood groups, homeowners associations, etc). Education, enforcement, and encouragement programs can be advertised and discussed in local organization newsletters, seminars, and meetings. Such organizations could even organize and cross-promote their own group rides, trail clean-ups, and other activities listed in this section.

Cycling Clubs/Bicycle-Commuting Groups

A number of bicycle clubs exist throughout the Dallas-Fort Worth-Arlington region. Neighborhoods, local groups, or businesses could promote cycling clubs for local residents or employees to meet at a designated area and exercise on certain days before or after work (or even to work), during lunch breaks, or anytime that works for the group. This informal group could be advertised on local bulletin or information boards. These clubs could be specialized to attract different interest groups. Clubs and bicycle shops provide opportunities for group rides. These rides should be promoted by the City of Arlington and the HBAC, reaching out to bicyclists of all abilities.

Art in the Landscape

The inclusion of art along greenway corridors and trails would expand upon Arlington's culture of public art, while encouraging the use of facilities and provide a place for artwork and healthy expression to occur. Artwork could be displayed in a variety of ways and through an assortment of materials. Living artwork could be "painted" through the design and planting of various plant materials. Sculpture gardens could be arranged as an outdoor museum. Art through movement and expression could be displayed during certain hours during the day or during seasonal events.

Special University-Based Programs

The City of Arlington should work with local colleges and universities, such as UT-Arlington, to develop a comprehensive network of campus bicycle and walking routes that are connected with to the bicycle and pedestrian system in the surrounding areas. Integration with colleges and universities will allow greenway and bike facilities to cater to one of the network's largest user groups.

Adopt-A-Trail

Local clubs and organizations provide great volunteer services for maintaining and patrolling trails. This idea could be extended to follow tour routes or specified streets/sidewalks. A sign to recognize the club or organization could be posted as an incentive to sustain high quality volunteer service. The Boy Scouts of America serve as a good model for participation in this type of program.

Revenue Generating Programs

The City of Arlington should be proactive in increasing revenue from programs and events that can help fund the construction management, and maintenance of the hike and bike system. Specific program and event ideas that are being used to generate revenue across the country include:

- Races/triathlons (fees and/or donations)
- Concessions
- Educational/Nature/Historic tours (fees and/or donations)
- Fund-raisers including dinners/galas
- Moonlight bike rides and walks (fees and/or donations)
- Greenway parade (fees and/or donations)
- Concerts (fees and/or donations)
- Art events along greenway (fees and/or donations)
- Events coincide with other local events such as fairs, festivals, historic/folk events, etc.
- Media events and ribbon-cuttings for new trails and bicycle facilities (donations)

Encouragement Resources

Safe Routes to School is a national program that dedicated \$612 million from Congress from 2005 to 2009. Local Safe Routes to School programs are sustained by parents, community leaders, and citizens to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school. This funding can also be used towards the development of school related programs to improve safety and walkability initiatives. The state requires the completion of a competitive application to apply for funding and a workshop at the school to determine what improvements are needed. www.txdot.gov/safety/safe_routes/default.htm

Bikelowa provides a good resource, the "Employer's Bike to Work Guide," providing ideas for encouraging bicycle commuting:

www.bikeiowa.com/asp/bike/EmployerGuide.asp

This web page from the *League of American Bicyclists* has information on encouraging bicycle commuting:

www.bikeleague.org/resources/better/commuters.php

The role of the *Active Living Resource Center (ALRC)* web site is to provide resources and tools to help make walking and bicycling part of your community's healthy lifestyle. This page of the website has encouraging success stories from other communities:

www.activelivingresources.org/stories_directory.php

Bikes Belong is sponsored by the U.S. bicycle industry with the goal of putting more people on bicycles more often. From helping create safe places to ride to promoting bicycling, they carefully select projects and partnerships that have the capacity to make a difference. Their work concentrates on four main areas: federal policy and funding, national partnerships, community grants, and promoting bicycling. In addition, they operate the Bikes Belong Foundation to focus on kids and bicycle safety.

www.bikesbelong.org/

Enforcement Programs and Resources

Motorist Enforcement

Based on crash data analysis and observed patterns of behavior, law enforcement can use targeted enforcement to focus on key issues such as motorists speeding, passing too closely to cyclists, parking in bicycle lanes, etc. These issues should be targeted and enforced consistently. The goal is for bicyclists and motorists to recognize and respect each other's rights on the roadway. See this link from an Austin bicycle advocate that includes a printable, foldable summary of bicycle and motorist rights and responsibilities: <http://bicycleaustin.info/laws/handout.html>

Bicyclist and Pedestrian Enforcement

Observations made by local trail and bicycle facility users can be utilized to identify any conflicts or issues that require attention (see online public comment form results). To maintain proper use of trail facilities, volunteers could be used to patrol the trails, particularly on the most popular trails and on days of heavy use. The volunteer patrol can report any suspicious or unlawful activity, as well as answer any questions a trail user may have. When users of the bicycle or pedestrian network witness unlawful activities, they should have a simple way of reporting the issue to police, such as a hot line.

Additionally, unsafe cycling and walking (e.g. riding on the wrong side of the street, without lights at night, or crossing roadways not in a marked crosswalk) should be addressed by local law enforcement through warnings, with an understanding that there may be a learning curve for new or inexperienced cyclists and pedestrians. Again, the goal is for bicyclists, pedestrians, and motorists to recognize and respect each other's rights on the roadway.

Local Police Input

An appointed member of the police forces should serve on the HBAC if possible to understand issues in the area and contribute to the process. Police understand firsthand the common bicycle and pedestrian problems, issues, and areas of concern.

Police on Bikes

The City of Arlington currently does not have police bike patrols. Increased use of police on bikes is a significant benefit for community policing and quality of life. This idea should be coordinated with and extended to include enforcement within the college campuses. Police on bicycles should be models for other cyclists by wearing helmets and riding accordingly.

Mandatory Helmet Law

The City of Arlington should consider enacting a new mandatory helmet law for their residents. Currently, the City of Arlington requires children to wear helmets. The City should consider options such as mandatory helmet laws for all ages or possibly increasing to ages above 16. The National Highway Traffic Safety Administration (NHTSA) supports the enactment of bicycle helmet usage laws by states and municipalities. This is due to statistics that prove bicycle helmets provide protection (Example: Helmets are 85 to 88% effective in mitigating head and brain injuries). A number of communities throughout the country have made helmet usage mandatory for all ages especially in the states of Missouri and Washington. For more information, visit <http://helmets.org/mandator.htm> and www.

bikeleague.org/media/facts/pdf/BicycleHelmetUseLaws.pdf

As an enforcement/education measure, the City of Arlington, through partnership with local shops and groups and the HBAC could distribute prizes to children seen wearing a helmet. Enforcement should not be heavy-handed, but rather an opportunity to educate and encourage helmet usage.

Enforcement Resources

The *National Highway Traffic Safety Administration (NHTSA)* awarded a grant to MassBike to develop a national program to educate police departments about laws relating to bicyclists. The program is intended to be taught by law enforcement officers to law enforcement officers as a stand-alone resource. The link contains downloads for presentations, videos, and other resources that are useful for police officers and everyday cyclists alike:

www.massbike.org/projectsnew/law-officer-training/

The *Pedestrian and Bicycle Information Center* has a wealth of resources regarding enforcement issues, ranging from training for local law enforcement to procedures for handling violators, to enforcement example case studies:

www.bicyclinginfo.org/enforcement/



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