

Chapter 10

Recommended Programs

10 Recommended Programs

Creating a region that supports and encourages its residents to bicycle involves more than just infrastructure improvements. Each of the seven participating cities in the South Bay should consider more than bicycle facility improvements and develop or participate in programs that educate bicyclists and motorists, raise awareness about opportunities to bike, and enforce the laws that keep bicyclists safe. The participating cities can encourage increased bike ridership by supporting programs that incentivize bicyclists through encouragement and improved convenience, safety, and education

This chapter recommends programs for the seven South Bay participating cities that will educate people about bicyclists' rights and responsibilities, and safe bicycle operation, as well as encourage residents to bicycle more frequently. This chapter should be used as a toolbox: each city should draw upon its unique resources to choose the programs that best suit it. For example, partnership with active community groups can make group bike rides successful, while strong relationships with local businesses enable bike-friendly business programs to work. The cities could also work together to make regional efforts at promoting bicycling in the South Bay, such as through combined efforts in managing bicycle awareness campaigns.

10.1 Education Programs

Education programs enable bicyclists, pedestrians, and motorists to understand how to travel safely in the roadway environment according to the law. Education programs are available in an array of mediums, from long-term courses with detailed instruction to single sessions focusing on a specific topic. Curriculums should be appropriate to the target audience and to the format of instruction.

10.1.1 Bicycle Skills Courses

Target Audience: General public

Most bicyclists do not receive comprehensive instruction on safe and effective bicycling techniques, laws, or bicycle maintenance. Bike skills training courses are an excellent way to improve both bicyclist confidence and safety. The League of American Bicyclists (LAB) developed a comprehensive bicycle skills curriculum which is considered the national standard for adults seeking to improve



Bicycle skills courses can improve cyclist confidence and safety by teaching effective bicycling techniques.

Photo Source: Dan Burden/WALC Institute for Vitality City

their on-bike skills. The classes available include bicycle safety checks and basic maintenance, basic and advanced on-road skills, commuting, and driver education.²⁷

LACBC currently offers adult LAB courses taught by League Certified Instructors. The South Bay participating cities could partner with the LACBC or other non-profit organizations to expand course offerings to target all ages, and incorporate them into recreation center programs or other city programs. Bicycle skills courses that target children should to the extent feasible be fully integrated into school curriculum through PE classes, general assembly, and other means of instruction. The cities could also look for other possible groups to partner with for educational purposes.

10.1.2 Drivers Education Training

Target Audience: General public

Interacting with bicyclists on the road is often not included in training for new drivers. Teaching motorists how to share the road from the start can help reduce potential conflicts between drivers and bicyclists. The League of American Bicyclists (LAB) offers a three-hour motorist education classroom session that teaches participants topics including roadway positioning of bicyclists, traffic and hand signals, principles of right-of-way, and left and right turn problems.²⁸ The South Bay participating cities could encourage instructors of driver education courses to add this class to their curriculum. The cities could also work with the Department of Motor Vehicles and Superior Court to explore opportunities to offer this class as a diversion course for motorists who receive citations for reckless driving or as a training session for local professional drivers.

10.1.3 Bicycle Rodeos

Target Audience: Children

Bicycle Rodeos are individual events that help students develop basic bicycling techniques and safety skills through the use of a bicycle safety course. Rodeos use playgrounds or parking lots set-up with stop signs, traffic cones, and other props to simulate the roadway environment. Students receive instruction on how to



Bicycle Rodeos set up stop signs, traffic cones, and other props to simulate the roadway environment and teach students basic bicycling techniques.

²⁷ Additional program information is available online at www.bikeleague.org/programs/education/courses.php.

²⁸ <http://www.bikeleague.org/programs/education/courses.php#motorist>

maneuver, observe stop signs, and look for on-coming traffic before proceeding through intersections. Bicycle Rodeos also provide an opportunity for instructors to ensure children’s helmets and bicycles are appropriately sized. Events can include free or low-cost helmet distribution and bike safety checks.

Trained adult volunteers, local police, and the fire department can administer Rodeos. Bicycle Rodeos can be stand-alone events or can be incorporated into health fairs, back-to-school events, and Walk and Bike to School days.

The Cities of El Segundo, Manhattan Beach, and Redondo Beach currently conduct Bicycle Rodeos, though these could be expanded to occur at all elementary and middle schools at least twice per year. Bicycle Rodeos also occurred in the City of Torrance in 2011. Each City could begin organizing Bicycle Rodeos biannually at all elementary and middle schools. Bicycle Rodeos should also be held at community events, such as Earth Day celebrations.

10.1.4 Share the Path Campaign

Target Audience: Bike path users

Conflicts between path users can occur on popular, well-used path systems. “Share the Path” campaigns promote safe and courteous behavior among all users. These campaigns typically involve distribution of bicycle bells and other bicycle paraphernalia, and brochures with safety tips, and maps at bicycle rides and other public events.

Effective “Share the Path” campaigns generally involve the following:

- 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. Volunteers and agency staff can distribute bells to bicyclists and “Share the Path” brochures to other path users, and answer users’ questions. Other volunteers may walk along the path and thank bicyclists who use their bells when passing.
- Conducting media outreach before a bell giveaways event. The event organizers should publicize positive stories about bicycling and use the event as an opportunity for marketing the path system. Media outreach can include



“Share the Path” campaigns promote safe and courteous behavior among all users.

public service announcements promoting courtesy and respect among all path users, and encouraging users to share the path safely.

Though not all seven of the participating cities currently have a bicycle path within their jurisdictions, hosting a “Share the Path” campaign can educate residents to ride safely so that they will be prepared when a path is constructed in the future.

10.1.5 Bicycles on Transit Campaign

Target Audience: Commuters



South Bay participating cities that operate transit services could begin a campaign so that bicyclists will feel comfortable combining their trips with transit.

A common statement from bicyclists is that they do not know how to combine their bicycle trips with transit, whether it is because they are not familiar with how to use bicycle racks on buses or they do not know which transit vehicles accommodate bicycles. The Los Angeles County Metropolitan Transportation Authority (LA Metro) posts information on its website that includes how to load and unload bicycles onto buses, when bicycles are allowed on trains, and which stations have bicycle parking.²⁹ South Bay participating cities that operate transit services could begin similar educational campaigns so that bicyclists will feel comfortable combining their trips with transit.

As part of the campaign, cities could distribute informational pamphlets, such as bicycle rack instructions and transit maps, at community events. They could also have sample bike racks and bicycles that members of the community can practice with.

10.2 Public Awareness Campaigns and Marketing

Campaigns that make the public aware of bicycling and market it as a viable form of transportation help to increase the numbers of riders. In turn, bicycling becomes a safer form of transportation because people expect to see bicyclists on the road.

10.2.1 Bikeway Maps

One of the most effective ways of making people aware of bicycling as a transportation alternative is to distribute maps and guides to show that bicycle infrastructure exists. A map can also demonstrate the ease in accessing different parts of the community by bike, and highlight unique areas, shopping districts, or recreational areas. The

²⁹ <http://www.metro.net/around/bikes/bikes-metro/>

South Bay participating cities could partner to develop a region-wide map to show connectivity between the South Bay cities, which could be available on paper and/or online.

Schools may create specialized biking and walking maps to direct students to walk and bicycle along the safest routes to school, such as those used in Manhattan Beach. These specialized maps may include arrows to indicate the routes and show stop signs, signals, crosswalks, sidewalks, trails, overcrossings, and crossing guard locations surrounding the school. The maps could focus on the attendance boundary of a particular school. Routes should take advantage of low volume residential streets and off-street facilities such as bike paths, sidewalks, and pedestrian bridges.

10.2.2 Community Bikeway Adoption

Community Bikeway 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 a 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.

10.2.3 Share the Road Education Campaign

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 from police officers 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



Share the Road campaigns educate motorists, bicyclists and pedestrians about their legal rights and responsibilities on the road.

the Share the Road campaign. The Marin County Bicycle Coalition offers an example of a successful Share the Road campaign.³⁰

10.3 Enforcement Programs

Motorists, pedestrians and bicyclists alike are sometimes unaware of each other's rights as they travel city streets. 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. Educating the public through enforcement policies will supplement the physical improvements made in the South Bay region.

10.3.1 Directed Enforcement

Target Audience: Bicyclists and motorists

Traffic enforcement agencies enforce laws pertaining to bicycles as part of the responsible normal operations. Directed enforcement is one way to publicize bicycle laws in a highly visible and public manner. Examples of directed enforcement actions include: intersection patrols, handing out informational sheets to motorists, bicyclists and pedestrians; and enforcing speed limits and right-of-way. This can help with issues prevalent in the South Bay, such as motorists parking in the bicycle lanes, and bicyclists running red lights and stop signs.

10.3.2 Speed Radar Trailer/Speed Feedback Signs

Target Audience: Motorists

Speed radar trailers can help reduce traffic speeds and 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 or near schools with reported speeding. The speed trailer's roadway placement should not obstruct bicycle traffic.

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.



Speed radar trailers can help reduce speeds.

³⁰ www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml.

Speed trailers can transport easily to streets where local residents complain about speeding problems. The cities' police departments could station officers near the trailer to issue speeding citations when speeding continues to occur.

City staff could provide the management role for this program, working with the public to determine which locations are in most need. This program can be administered randomly, cyclically, or as demand necessitates because of the speed trailers' portability.

10.3.3 Bicycle Patrol Units

Target Audience: Bicyclists and motorists

On-bike officers are an excellent tool for community and neighborhood policing because they are more accessible to the public and able to mobilize in areas where patrol cars cannot (e.g., overcrossings and paths). Bike officers undergo special training in bicycle safety and bicycle-related traffic laws and are therefore especially equipped to enforce laws pertaining to bicycling. Bicycle officers help educate bicyclists and motorists through enforcement and also serve as excellent outreach personnel to the public at parades, street fairs, and other gatherings.

10.4 Encouragement Programs

Encouragement programs focus on encouraging people to bicycle more frequently by providing incentives, recognition, or services that make bicycling a more convenient and viable transportation mode.

10.4.1 Bike to Work Day/Week

Bike to Work Day/Week is celebrated nationwide as part of "Bike Month" every May. Jurisdictions throughout the United States hold events to encourage new people to ride bicycles and existing riders to continue to commute by bicycle. Throughout the day or week, agencies hold events to encourage people to participate in the program, such as free breakfast to bicyclists at several stations throughout their jurisdictions. Some of the South Bay cities participate in Bike to Work Day/Week, though all of the cities could join their efforts and support a region-wide program with stations throughout the cities. Torrance, for example, hosts a Bike to Work Day pit-stop in front of City Hall that is open to the public. The Los Angeles County Bicycle Coalition and the South Bay Bicycle Coalition could also partner with the cities to enhance these events.



On-bike officers can offer increased enforcement of laws pertaining to bicycling.

10.4.2 Bicycle Commuter Campaigns

A Bicycle Commuter Campaign encourages people to commute by bicycle and to make the general public aware that bicycling is a practical mode of transportation. San Luis Obispo (SLO) Regional Rideshare, for example, organizes the “Commute for Cash Challenge” every October as part of “Rideshare Month” in which commuters log the miles that they commute using alternative transportation for a chance to win prizes.³¹ The City of Torrance currently has an organized employee rideshare program, that provides incentives to employees who use vanpools, carpools, transit, walk, and ride a bicycle as their transportation to work. This program could serve as a starting point for the other participating cities. The South Bay participating cities could also implement a campaign to highlight bicycling as a commute mode and encourage new riders to try it.

10.4.3 Organized Bike Rides

Organized group bicycle rides can encourage new riders to try riding a bicycle as they are designed to make all participants feel safe and confident. Formalized rides are led by an experienced rider who ensures that participants follow all bicycle regulations and safety measures, and usually one of the ride organizers will remain in the back of the group to guarantee that no riders are left behind. The participating cities could work with local bicycle advocacy groups to organize regional group rides so that residents can feel more comfortable riding in the South Bay. These rides could be promoted by way of an online events calendar or other means. Local cycling and advocacy groups, such as the South Bay Bicycle Coalition, Los Angeles County Bicycle Coalition and Beach Cities Cycling Club organize several group bicycle rides on a regular basis. The “Sunday Funday” ride, for example, is a monthly group ride for LACBC members of all ages and abilities. Each month LACBC leads bicyclists on an exploration of a different portion of the County. A similar ride would be an opportunity for the South Bay to highlight its new bikeways once constructed. Cities are encouraged to work with local groups to promote and connect the community to cycling activities.



The participating cities should work with the Los Angeles County and South Bay Bicycle Coalitions to provide secure bicycle parking at regularly occurring events.

³¹ <http://www.rideshare.org/CommuteforCashChallenge2010.aspx>

10.4.4 Event Bicycle Parking

Providing safe and secure bicycle parking helps encourage individuals to bicycle. 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.³² The South Bay participating cities may consider temporary bicycle parking for events with expected large attendance and at regularly occurring events like a farmers market. LACBC, SBBC, and the Beach Cities Cycling Club all offer secure, professional, and attended bike valet services. The participating cities could work with these groups to provide this service at their events.

10.4.5 Bicycle Maintenance Stations

An effective way to encourage riding is by providing free maintenance stations at popular destinations. The City of Cambridge, for example, has free bicycle maintenance stations in several trip-generating locations. These stations include items such as tire gauges, pumps, and tools for small bicycle repairs. Bicycle maintenance stations are an inexpensive alternative to providing stand-alone bicycle repair shops. The South Bay participating cities could install them at activity centers, including schools and the Strand.

10.4.6 Bicycle Friendly Business Program

Local businesses have the potential to encourage bicycling by providing their patrons that commute by bicycle with discounts and other amenities. The participating South Bay cities may consider starting a regional “Bicycle Friendly Business” program that honors South Bay businesses that support bicycling. The program could assign a gold, silver, or bronze designation to businesses that apply for the program based on the level of benefits they provide bicyclists. The League of American Bicyclists has a Bicycle Friendly Business program as part of its Bicycle Friendly Communities designation, which would act as a good model for the South Bay participating cities to follow.³³

10.4.7 Ciclovias/ “Sunday Streets”

First implemented in Bogota, Colombia, the Ciclovía is a community event based around a street closure. Ciclovias provide



Ciclovias can highlight the South Bay's new bikeways once constructed.

³² www.sfbike.org/?valet

³³ <http://www.bikeleague.org/programs/bicyclefriendlyamerica/bicyclefriendlybusiness/about.php>

local recreational and business opportunities for the community and are increasingly popular citywide events. Ciclovias can combine with other popular community events to promote walking and bicycling as a form of viable transportation. Ideally, Ciclovias should provide access to civic, cultural, or commercial destinations.

The City of Los Angeles has hosted two ciclovias, called “CicLAVia,” since October 2010. At both CicLAVia events, routes went through downtown Los Angeles. The participating cities could work with the event organizers to create a route through the South Bay. This would be an opportunity to highlight some of the South Bay’s new bikeways once constructed.³⁴

10.4.8 Bike Wrangler

A bike wrangler program gathers used and abandoned bicycles and distributes them to people who cannot afford bicycles. The bike wrangler can collect from many sources of used bicycles, including local police department auctions, universities, and individuals. The bike wrangler partners with bicycle shops or bicycle repair cooperatives to store and repair the bicycles.

The Los Angeles County Department of Public Health recently funded a Bike Wrangler program. The Los Angeles County Cycling Collaborative (CCC), which is a partnership of the Los Angeles County Bicycle Coalition and the County’s five bicycle repair cooperatives, will be administering the program from a space near downtown Los Angeles. The participating cities could work with this existing program by connecting their local institutions to the CCC Bike Wrangler. They can work with the Bike Wrangler to bring bicycle workshops and refurbished bicycles to the South Bay.



The bike wrangler partners with bicycle shops or bicycle repair cooperatives to store and repair the bicycles.

10.5 Monitoring and Evaluation

In order to track the progress of the South Bay Bicycle Master Plan, it is critical that the participating cities monitor and evaluate changes in bicycling.

10.5.1 Annual Bicycle Counts and Surveys

As a mechanism for tracking bicycling trends over time and for evaluating the impact of bicycle projects, policies, and programs from the South Bay Bicycle Master Plan, the participating cities

³⁴ More information is available at www.healthystreets.org/pages/sunday_parkways.htm and <http://www.ciclavia.org>

may consider partnering with local advocacy groups and volunteers to conduct annual bicycle counts. Count locations should at minimum include the locations that were part of the 2010 count effort. Ongoing count data will enable the cities to analyze changes in bicycling levels and to track the impact of new bicycle infrastructure. As a means of engaging the South Bay community in bicycle counts, the cities of El Segundo, Manhattan Beach, Hermosa Beach, and Redondo Beach could partner to install an automated bicycle counter on the Strand that publicly displays the cumulative number of bicyclists counted.

Annual surveys should also be conducted to measure “attitudes” about bicycling. These surveys could be either online surveys or intercept surveys. Surveys should determine if bicyclists are reacting positively or negatively to bicycle facilities and programs implemented. Results of the counts and surveys can inform future bicycling planning efforts and be presented to the Bicycle Advisory Committee at regular meetings.

10.5.2 Mobility Coordinator Position

A number of cities around the country staff a part- or full-time Mobility Coordinator position. Cities with such a position usually experience relative success in bike plan implementation. To take full advantage of current bicycle planning and safety efforts and to assist with implementation of bicycling programs, the South Bay Cities Council of Governments (SBCCOG) should consider creating and staffing an ongoing mobility coordinator position to assist the participating cities in multi-jurisdictional implementation and grant funding efforts. This position would be contingent on available funding. Should SBCCOG not obtain funding, each city should arrange for existing or new staff to dedicate time towards implementation of the bike plan and applying for relevant grants funds.

In addition to supporting existing programs, such as bicycling parking provision and educational activities, potential job duties for this staff position are listed below. See policy section 3.2 in **Chapter 2** for details on tasks of the Mobility Coordinator.

- Monitoring facility planning, design, and construction that may impact bicycling
- Staffing bicycle advisory committee meetings
- Coordinating the implementation of the recommended projects and programs listed in this Plan



The participating cities should conduct annual bicycle counts and surveys to track bicycling trends over time.

- Identifying new projects and programs that would improve the city's bicycling environment and improve safety for bicyclists, pedestrians, and motorists
- Coordinating evaluation of projects and programs, such as bicycle counts
- Pursuing funding sources for project and program implementation