EDUCATION

2

Goal: Educate and inform residents about pedestrian and bicyclist safety.

Education can be a powerful tool for changing behavior and improving the safety of bicyclists, pedestrians and motorists alike. Each group can benefit from educational tools and messages that teach them the rules, rights, and responsibilities of these various modes of travel.

There are essentially three types of pedestrian and bicyclist education programs. The first is focused on the general public and designed to develop safety awareness through media campaigns, brochures, and websites. The second is specifically targeted to bicyclists and pedestrians. In the case of bicyclists, it is designed to teach specific bicycle handling and traffic negotiation skills through classroom instruction and on-bike training. In the case of pedestrians, it is designed to promote safe walking practices such as using extra caution when crossing multiple-lane, high capacity streets. The third program is focused on motorists, with an emphasis on how to safely interact with cyclists and pedestrians.

2.1 - Policy: Establish education and safety programs and partnerships to educate residents on how to safely walk and ride a bike.

2.1a - Establish pedestrian and bicyclist safety training programs in collaboration with all schools in Glendale.

Because schools have organizational infrastructure in place, they can often be the ideal venue for pedestrian and bicyclist safety education. It is recommended that pedestrian and bicyclist safety training be incorporated into the public/private school curriculums from the early elementary grades through high school as a continuous education experience that promotes biking and walking as healthy, safe, lifelong activities.

In order to be truly effective, pedestrian and bicyclist safety training must be taught at an age-appropriate level. One possible structure would be to offer specialized programs for early

Figure 2–1. Bike safety class held in Glendale, April 2011

elementary school; late elementary school; middle school, and high school.

It should be noted that the time and attention of teachers is often focused exclusively on core classes such as math and language arts, making it difficult to convince some school administrators of the need for pedestrian and bicyclist safety in schools. This, however, provides a reason for creating partnerships with other organizations including local businesses, bicycle riding clubs, bicycle retail stores, bicycle manufacturers, and service organizations. Organizations such as the League of American Bicyclists and the Los Angeles County Bicycle Coalition provide age-appropriate curriculum and could serve as potential partners in this program.

2.1b - Establish a pedestrian and bicyclist safety training program through the Community Services & Parks Department.

Schools are not the only venues for pedestrian and bicyclist safety education. Community centers and park and recreation facilities are also excellent locations for safety classes for both children and adults. Having the freedom to develop a youth program that is not part of a school can be advantageous. Such a program is not restricted to public school curriculum requirements, time frames, or geographical limitations during walks or bike rides. The Adult Recreation Center and the Sparr Heights Community Center would provide ideal locations for pedestrian safety programs targeted to seniors.

The National Highway Traffic Safety Administration offers resources for pedestrian safety training programs. Information can be found at:
http://www.nhtsa.gov/Pedestrians

The League of American Cyclists has created its own bicycle safety programs which are available to the public. Information can be found at:
http://www.bikeleague.org/programs/education/index.php

2.1c - Work with the Glendale Police Department and the Los Angeles Superior Court system to establish a bicycle/pedestrian traffic school curriculum in lieu of other penalties for bicycle/pedestrian related traffic law violators.

In California, traffic school has traditionally been available for errant drivers who are allowed to plead guilty or "no contest" to minor traffic offenses, pay a fine, and then attend traffic school. Because cycling does not require a license, many cyclists have never been taught what laws govern the use of public streets. However, they are rarely given the same opportunity as motorists when they violate the rules of the road. Pedestrians may find themselves in a similar situation. The purpose of the pedestrian/bicyclist traffic school is to allow cyclists and pedestrians who have been ticketed for such offenses as running a stop sign, riding at night without lights, jaywalking, or entering a cross-walk against the light, to attend a traffic school designed specifically to deal with offenses related to their mode of transportation.

An example of such a program for cyclists is the Bicycle Traffic Safety School operated by the Santa Cruz County Health Department in Santa Cruz, California. This program is coordinated between local law enforcement, the traffic court and the education services of Santa Cruz County's cycling community. Bicyclists that are given tickets for traffic violations have the option of attending a class on how to safely use a bicycle in traffic in lieu of paying the moving violation fine. Attendance at a Bicycle Traffic School requires a court order granted by the Traffic Court Judge and can only be issued once instead of paying the fine. Cyclists and pedestrians can pay anywhere from $100 to $200 per ticket, depending on the infraction. By attending the bicycle safety class the cyclist can not only save money, but also his or her life by learning essential safety rules.

For more information on this program go to: http://www.sctrafficsafety.org/projects.html

2.1d - Establish a community bike repair workshop with classes in bike maintenance.

Sometimes called bike kitchens or bicycle cooperatives, community bike shops are nonprofit, volunteer-run organizations that offer low-cost and or no-cost services such as bicycle education, do-it-yourself bicycle repairs, and bicycle recycling, often with a special focus on serving youth and low-income communities. Another function of a Glendale bike co-op might be to distribute unclaimed bikes currently held by the Police Department (or collected throughout the community) to people in the community who otherwise would not be able to afford one.

Figure 2–2. Community bike shops are nonprofit, volunteer-run organizations that offer low-cost and or no-cost services.

Normally, a community-run bike workshop provides the tools and supplies needed to do most major or minor repair jobs. Volunteer mechanics are available to provide guidance or instruction. Often, a large supply of used parts is available at low cost. Some shops keep a small stock of basic new parts (tires, tubes, cables, etc.) in most common sizes. They sometimes have complete bikes available for purchase, and almost always have a variety of used bikes and frames that need a little work to make them useful again. A small donation (usually in the neighborhood of $5.00 to $7.00 per hour) is generally requested in order to use the facility.

Most community bike shops rely on donations of bike equipment, tools and cash in order to provide these services, however this could become a program offered through Community Services & Parks or Neighborhood Services. The City could also encourage such a program by offering a city-owned building or facility rent-free. Students from the high school technology

training classes might also be encouraged to participate as bike technicians. Bicycle co-ops also tend to complement, rather than compete, with local bike shops. Three of Los Angeles' most popular bike op-ops are located adjacent to thriving bicycle shops.

A community bike repair shop would improve the quality of urban life in Glendale by promoting and facilitating bicycling as a safe, friendly, and healthful alternative to motor-vehicle transportation.

For more information, go to:
- www.bicyclekitchen.com
- www.bikeoven.com
- www.bikerowave.org
- www.valleybikery.com/about.html

2.1e - Establish bicycle riding skills classes for novice mountain bike riders.

With over 5,000 acres of publicly owned open space and 39 miles of trails and fire roads in the Verdugos, San Gabriels, and San Rafael Hills, Glendale is a Mecca for mountain bikers from throughout the region. Many Southern California residents have taken up, or will take up, the sport of mountain biking because of the convenience of the local mountains. The Safe and Healthy Streets Plan recommends a basic mountain bike skills clinic in order to ensure the safety of all trail users and improve rider performance.

Figure 2–3. Mountain bike park

The clinic would include a discussion of shared-use etiquette with hikers and equestrians, backcountry preparedness, and simple maintenance tips. Also included would be a discussion and demonstration of proper seated rider position, controlled braking and slow speed technical maneuvering, pedaling cadence/gear use, and proper riding position and technique for climbing and descending. The instruction would focus on safety, balance, efficiency, and control.

Mountain biking skills directly translate to on-road bike handling skills, resulting in more competent, confident cyclists who may be more inclined to use bicycles for transportation as well as recreation. It is also a life-long health-promoting sport enjoyed by people into their seventies and beyond. As with Recommendation 2b (above), the Community Services & Parks Department would be a logical source for providing this type of training. The Concerned Off Road Bicyclists Association (CORBA) and the International Mountain Biking Association (IMBA) would be logical partners to enlist in this effort.

2.2 - Policy: Educate motorists on how to correctly and safely interact with cyclists and pedestrians.

2.2a - Incorporate enhanced bicycle/pedestrian safety training into driving school and driver education programs in Glendale.

Historically in California, Driver Education training has focused its attention on how pedestrians and cyclists should safely interact with motorists, as opposed to how motorists should safely interact with pedestrians and cyclists. For example, the State of California Driving School Instructor Lesson Plan on pedestrian and bicycle safety for motorists is limited to three items:

1. Treat bicyclists the same as cars – they have the same rights;
2. Stay out of bicycle lanes, except when the lane is dotted for making turns; and
3. Beware of bicyclists when opening car doors.

Clearly, motorists need as much education when it comes to sharing the road with pedestrians and cyclists, as pedestrians and cyclists do in sharing the road with motorists. The Safe and Healthy Streets Plan recommends that the City seek to incorporate comprehensive training for motorists who, especially in a City like Glendale, must deal with pedestrians and cyclists on a daily basis. This training, in partnership with public and private schools in Glendale as well as private driver training schools, should include driver responsibilities including knowledge of the vehicle code as it pertains to lane sharing, lane markings, passing, turning, and safe speed limits.

2.2b - Adopt a Council Resolution supporting improved bicycle safety education in the California Department of Motor Vehicles Driver Education and Driving School Instructor Lesson Plans.

Currently in the State of California's 30-hour Driver Education Curriculum contains a unit entitled "Share the Road" which is largely devoted to bicyclist safety, rights, and responsibilities. Inexplicably, however, the State's Driving School Instructor Lesson Plan (the course topics required to become a driving school instructor) is largely silent on the subject. Moreover, the State's Driver Education Lesson Plan (the course topics required for an approved driver education program) contains units on Pedestrian Safety and Motorcycle Safety, but ignores Bicycle Safety altogether. Clearly, a well-informed Driver Education program and Driving School Instructor program should include both pedestrian and bicycle safety

The Safe and Healthy Streets Plan recommends that the Glendale City Council adopt a resolution asking the Department of Motor Vehicles to include comprehensive pedestrian and bicycle safety elements in the lesson plans for both the Driving School Instructor program and Driver Education program and that, at a minimum, these programs be consistent with the State's Driver Education Curriculum.

For additional information, go to:

http://www.dmv.ca.gov/pubs/curriculum/top_toc.htm
http://www.dmv.ca.gov/forms/ol/ol235.pdf
http://www.dmv.ca.gov/forms/ol/ol236.pdf

2.2c - Launch a motorist education campaign focused on speeding, aggressive behavior, and cell phone use.

In an effort to reduce collisions involving motorists and cyclists or pedestrians, the common practice has been to provide safety education to the victims of those collisions – namely cyclists and pedestrians. Rarely is training provided to motorists. In an effort to rectify this situation, and recognizing that the motorist has, at the very least, an equal responsibility in preventing collisions with cyclists and pedestrians, a motorist education program should be established.

Figure 2–4. Motorist education campaign

Motorists are probably the most difficult group to reach with pedestrian and bicyclist education. Existing motorist-oriented programs typically reach their intended audience only at specific points. Some amount of pedestrian and bicyclist education is distributed during driver education courses, driver licensing exams and traffic schools for violators. While these methods can be improved upon, for most motorists, these events will only occur once every several years.

Unlike teens or adults who are interested in bicycle safety and would be inclined to take a class if one were offered, or school students who are, in effect, a captive audience, there is no natural place where motorists convene to learn about sharing the road with pedestrians and cyclists. For that reason, public awareness campaigns are probably the most useful method of educating motorists about their responsibilities in safely sharing the road with pedestrians and cyclists. Media campaigns including bumper stickers and banners can be developed. Community events and family activities can be useful in raising awareness of bicycle/motorist safety. Advertising space in newspapers, on GTV-6, on Glendale Bee-Line buses and bus shelters, and flyers mailed in utility bills can also be useful. City departments such as the Police

Department and Public Works Traffic and Transportation, as well as community organizations such as the Los Angeles County Bicycle Coalition, would be logical choices to collaborate on motorist safety campaigns.

A perfect example of a motorist focused program is the City of Glendale's "Driven 2 Distraction" campaign, launched at the end of 2010 and aimed at reducing the number of pedestrian-involved traffic incidents on local roadways. This campaign focuses on both pedestrians and drivers in an effort to bring home the message that always staying focused while behind the wheel or crossing the street will save lives. Glendale's Driven 2 Distraction campaign targets drivers, reminding them that texting, applying makeup, changing a CD and/or disciplining children in the back seat while driving are not worth a life that could be lost from driver distraction. It also targets pedestrians, reminding them to remain vigilant while crossing the street, even in a crosswalk, where they should always 'Look to Live' in order to stay safe on Glendale City streets. The campaigns will be available in several languages so as to communicate with Glendale's diverse population.

Another example of this type of program can be found in New York City's "Look" program. For more information go to:

http://www.nyc.gov/html/look/html/about/about_us_text.shtml

2.3 - Policy: Publish and broadcast information regarding proper pedestrian and bicyclist safety and make this information readily available throughout the Glendale community.

2.3a - Provide free pedestrian and bictyclist maps, with safety information printed on back of the maps.

Glendale residents, like those throughout the country, make 60 percent of trips under one mile by driving. Many of these short trips could be made on foot or by bicycle. It takes just 10 minutes to walk a half mile and only 3 minutes to ride that distance on a bicycle – at a moderate speed. Walking to the market, library, or park is a great way for residents to get to know their neighborhoods and support their local business community. Walking and cycling maps can encourage residents to forego the use of their automobiles and instead walk or ride when making these short trips.

Figure 2–5. Bicycle map example, Long Beach

Bicycle map features would include:

- Bicycle paths, bike lanes, shared roadways, and difficult connections for bikes
- Off-street paths and trails through some of Glendale's open space areas
- Transit information including Metro and Bee-Line routes and stops
- Community assets such as parks, schools, libraries, post offices, and shopping areas
- Safety information including the rights and responsibilities of both cyclists and motorists.
- Safe Routes to School routes for each participating elementary school

Pedestrian map features would include:

- Many of the same elements as bike maps (with the exception of bike lanes, etc.)0
- Favorite neighborhood walks featuring areas of particular beauty or historic interest
- Safety tips such as crossing at the corner and using the crosswalk, walking against traffic on roads with no sidewalks, watching for turning vehicles, establishing eye contact with drivers and cyclists
- Safe Routes to School routes for each participating elementary school

Walking and bicycling maps are the ideal place for safety tips since the information is literally in the hands of the target audience. Both maps could be made available on-line as well as through printed copies. Printed copies could be distributed to students at public and private schools in Glendale, as well as Glendale College.

The Community Services & Parks Department has already expressed an interest in producing these maps, based on the updated maps that will become part of the new Bicycle Master Plan.

Figure 2–6. Walking map example, Santa Monica

For examples of excellent walking and bicycling maps from Santa Monica and Long Beach, go to:

http://www01.smgov.net/comm_progs/active_living/walksm/walkmaps.htm
http://bikelongbeach.org/Maps/Default.aspx

2.3b - Launch and maintain a City website with bicycle/pedestrian safety info, maps, and resources.

In the age of the Internet, having a website is as important as having a phone number. The City of Glendale Pedestrian/Bicycle website will provide residents and other users from throughout the region with access to safety information, walking and cycling maps, and other resources 24 hours a day, 365 days a year.

Thanks to search engines, anyone interested in walking or riding in Glendale will be able to find information in a matter of seconds, no matter where they are. They can download and print anything that appears on the screen, including walking and riding maps, thus providing the City with savings on printing. Moreover, maps, safety tips, and other information can be updated whenever needed at very little cost, while the same kind of update for a hard copy document would render the previous version obsolete.

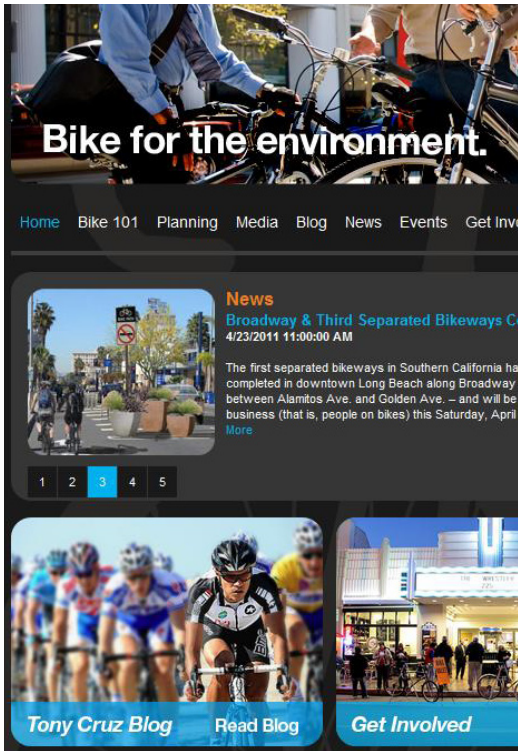

Figure 2–7. Website example, Long Beach

A web site can help the City to reach very specialized markets because of the sheer volume of Internet users. The interactivity of the Internet also offers a great opportunity for discussion where website visitors can pose questions about cycling or walking in Glendale and receive replies from those with first-hand experience.

2.3c - Formulate public/private partnerships for safety/education campaigns for cyclists, pedestrians & drivers (public service announcements, brochures, events).

Safety/Education campaigns for cyclists, pedestrians, and drivers can be promoted through a variety of public and private sources. Public resources include Glendale's "City Views" magazine, published quarterly by Glendale's Public Information Office and mailed to more than 88,000 residential and commercial addresses in the City; and "Leisure Guide", published quarterly by the Community Services & Parks Department with 18,000 copies mailed to subscribers and placed in all city offices, libraries, community centers, and park facilities.

Information can appear on the City's website at www.ci.glendale.ca.us which receives over a million visits per year. Promotion can also take place on GTV-6, the City's Emmy Award-winning government access cable channel viewed on Charter Communications Channel 6 in Glendale and La Crescenta and streaming online. KABC-TV, located in Glendale, might also be called

upon to provide public services announcements.

At the same time, campaigns can be launched through the private sector including such organizations as the Glendale Transportation Management Associates (TMA), the Downtown Glendale Merchants Association, the Brand Boulevard Auto Dealers Association, the Glendale Galleria, the Americana at Brand, as well as large employers such as Disney, Dreamworks, Nestle, IHOP, and others.

2.3d - Print a Glendale edition of Bicycling Street Smarts bike safety booklet to be made available through local shops, parks, libraries, city offices, the Police Department, etc.

Bicycling Street Smarts is a compact booklet that describes the nuts and bolts of safe and legal on-road cycling including lane-positioning, navigating intersections, expert control of brakes and steering, emergency maneuvers, and dealing with difficult situations. By learning correct on-road riding techniques and mastering control of the bicycle, any cyclist from beginner to expert will enjoy increased confidence and safety while riding any road. Covered topics include Where to Ride on the Road, Riding through Intersections, Steer out of Trouble, Using Your Brakes, Riding in Groups, Riding in Rain and Darkness, and Ways to Deal with Tough Situations.

One of the unique features of *Bicycling Street Smarts* is the ability to customize it to a particular State or City. States like Arizona, Ohio, Pennsylvania, and California utilize custom versions. New custom versions, available in large quantities, can be created with content tailored for the City of Glendale to include relevant Municipal Codes.

The City's bicycle website can also include a link to the online version of *Bicycling Street Smarts*.

For more information, go to: http://www.bikexprt.com/streetsmarts/usa/index.htm

2.4 - Policy: Continue ongoing bicyclist and pedestrian education for City Staff through free or paid webinars.

The success or failure of creating safe and healthy streets for pedestrians and cyclists rests with City Staff, particularly those in the Public Works Traffic and Transportation, and Engineering Sections. In order to design and construct the latest concepts in pedestrian and bicycle safety, Staff should be encouraged to continue attending ongoing bicyclist and pedestrian training seminars and webinars.

Figure 2–8. Educational site visit to Berkeley, CA

One simple and cost-effective method is through the use of informal webinars, often held at lunch time. These webinars are free or low-cost, are generally provided by professional organizations such as the Association of Pedestrian and Bicycle Professionals, and focus on numerous topics of importance such as intersection design, bicycle boulevards, or other innovative design elements. Members of Community Services & Parks and Neighborhood Services should also be made aware of these educational opportunities.

Additional resources for free or low-cost webinars include the Pedestrian and Bicycle Information Center, the Safe Routes to School National Partnership, and America Walks.

For more information go to:

http://www.bicyclinginfo.org/
http://www.saferoutespartnership.org/
http://www.americawalks.org/

SafeRoutes
National Center for Safe Routes to School

America Walks