

# APPENDIX B: SELECTED EDUCATION AND ENCOURAGEMENT PROGRAMS IN THE U.S.

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## EDUCATION PROGRAMS

The Baltimore region would be well served to implement a variety of educational programs that promote, encourage and teach pedestrians, bicyclists and motorists how to safely, legally and comfortably coexist on the roads. The following education programs have been successfully implemented in communities around the country. Their messages encourage people of all ages to recognize the benefits of alternative modes of transportation and teach about the role, responsibility, and rights of pedestrians and bicyclists, as well as how to operate safely in traffic.

### Maryland Programs

- *Rockville Bicycle and Pedestrian Safety Education Program*

The City of Rockville recently applied for a Federal Section 402 Grant with the Maryland Highway Safety Office and proposes to serve as the pilot site for the development and implementation of a statewide bicycle and pedestrian safety education program. If awarded, the curriculum will be available to all public and private schools, law enforcement agencies and community organizations throughout the Maryland.

Rockville has established a number of progressive bicycle and pedestrian encouragement and education strategies. The City's bicycle and pedestrian coordinator promotes safe bicycle riding through the distribution of informational brochures for adults and youth such as the *Guide to Bicycling in Rockville*, *You're a Big Wheel Now! Biking Rules for Kids*, a *Parents Guide to Children's Bicycle Safety* and has instituted an "Earn a Bike" Program for kids. The City also has a motorist awareness program and distributes mirror decals as a reminder to drivers to watch for cyclists. Note: Rockville's advances in bicycle education are due largely to the City's appointment of a half-time Bikeways Coordinator, a position that has been in place since 1998.

### **Contact**

Debbie Mayer, Bikeway Coordinator  
Phone: (301) 315-5796  
E-mail: [dmayer@ci.rockville.md.us](mailto:dmayer@ci.rockville.md.us)

- *Brain Injury Association*

The National Brain Injury Association (BIA) mission is to create a better future through brain injury prevention, research, education and advocacy. BIA strongly adheres to the principle that prevention is the best cure for brain injury and devotes many of its efforts towards this goal. The Association's HeadSmart® Schools Campaign, along with the Brain Building Basics and Changes, Choices and Challenges programs, encompass a wide variety of activities, from elementary school curricula to anti-violence initiatives.

The Brain Injury Association of Maryland is divided into nine regions by county for better outreach purposes. The association provides support for individuals and families living with brain injury and organizes events and education programs in sync with the mission of the national association. For example, the fifth annual Eat a Peach Bicycle Challenge Bike Ride beginning and ending at Mt. Airy High School in Carroll County will be held August 11, 2001. New this year will be a bicycle rodeo for children in K - 6<sup>th</sup> Grade to learn about bicycle safety. To learn more about this event or participate, visit: [www.biamd.org](http://www.biamd.org).

**Contact**

Brain Injury Association of Maryland (BIAM)  
President: Sandy Davis  
Exec Director: Diane Tripplet  
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2200 Kernan Dr.  
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Phone: (410) 448-2924 In State: (800) 221-6443 Fax: (410) 448-3541  
E-Mail: [biamaryland@erols.com](mailto:biamaryland@erols.com)  
Web Site: [www.biamd.org](http://www.biamd.org)

See National Programs for contact information for the National BIA.

- *Charles County 4-H Bicycle Safety Program*

Charles County 4-H takes a unique approach to teaching elementary school students bicycle safety - high school students do all the teaching. The program calls this an inter-generational, experiential approach, providing both high school teenagers and elementary school children an opportunity to practice skills and to learn safe bicycle driving practices. Most of the

participating teenagers will be driving automobiles in just a few years and this program offers them a primer on safe driving practices and the gratification of serving as role models for younger students.

Charles County high school youth will assist in the project as part of their graduation requirement to earn 75 hours in serving the community as volunteers. (The state of Maryland requires youth to serve these hours before they can receive a diploma from a Maryland high school.)

**Contact**

E-mail: [FC8@umail.umd.edu](mailto:FC8@umail.umd.edu)

**National Programs**

- *National Center for Bicycling and Walking - Basics of Bicycling*

Basics of Bicycling is a 7-lesson safety course for fourth and fifth grade students. Five of the seven lessons are on-bike training. Topics include use of bicycle helmets, bike fit and bike safety check, knowledge of traffic laws and signage, and bike handling skills. The on-bike sessions are designed for use on playgrounds with simulated roadway situations.

**Contact**

National Center for Bicycling and Walking  
1506 21st St, Ste 200  
Washington, DC 20036  
Phone: (202) 463-6622  
Web site: [www.bikefed.org](http://www.bikefed.org)

- *Risk Watch*

*Risk Watch* is the first comprehensive injury prevention curriculum available for use in schools. Developed by NFPA with co-funding from the Lowe's Home Safety Council and in collaboration with a panel of respected safety and injury prevention experts, *Risk Watch* gives children and their families the skills and knowledge they need to create safer homes and communities.

Designed for children in preschool through grade eight, *Risk Watch* was designed as a school-based curriculum that links teachers with community safety experts and parents. *Risk Watch* is divided into five modules (Pre-

K/Kindergarten, Grades 1-2, Grades 3-4, Grades 5-6, and Grades 7-8), each of which addresses the following topics: Motor Vehicle Safety, Bike and Pedestrian Safety, Fire and Burn Prevention, and more.

- *“Are You Road Smart?”(K- 9<sup>th</sup> Grade) - National 4-H Bicycle and Pedestrian Safety Program*

This experiential learning curriculum was developed based upon the principals of the Minnesota bicycle program called “Street Smarts.” The Minnesota Bicycle Safety Project and Minnesota 4-H Youth Development originally developed “Street Smarts”. The curriculum series is for children between the ages of 5- 15 and teaches helmet safety, mechanics, bicycle handling skills, rules of the road, advocacy and provide resources for instructors and a video. – can be ordered off of the 4-H Cooperative Curriculum System.

**Contact**

Web site: [www.n4Hccs.org](http://www.n4Hccs.org).

- *National Highway Traffic Safety Administration Educational Information*

The National Highway Traffic Safety Administration (NHTSA), under the United States Department of Transportation, is responsible for carrying out safety and consumer programs. This is accomplished through grants to state and local governments to enable them to conduct effective local highway safety programs. NHTSA also provides educational resources such as fact and tip sheets, videos, and planners for state and local coordinators to launch an education effort. For more information regarding safety grants, programs, and education materials available from NHTSA visit: [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov).

**Contact**

Regional Office -Maryland Highway Safety Office  
Office of Traffic and Safety  
7491 Connelley Drive  
Hanover, MD 21076  
Phone: (410) 787-5821  
Fax: (410) 787-4082  
Web site: [www.sha.state.md.us/prognregs.htm](http://www.sha.state.md.us/prognregs.htm)  
Email: [rlipps@sha.state.md.us](mailto:rlipps@sha.state.md.us)

- *Insurance Companies provide bicycle and pedestrian safety education materials and programs*

Most insurance companies have educational materials available such as brochures, activity booklets, videos, puppet show and character costumes that promote bicycle and pedestrian safety. In fact, it is common practice for companies to assign an agent to conducting safety programs such as safety presentations, bicycle/pedestrian safety days or rodeo at schools and throughout the community. Triple A, State Farm, and Progressive Insurance are examples of companies that have extensive safety programs available upon request. These companies serve as excellent partners and should be included in a regional education effort. For more information contact any insurance company's regional office.

- *Montgomery County Blue Ribbon Panel on Pedestrian and Traffic Safety*

While education isn't its primary function, the Montgomery County Blue Ribbon Panel on Pedestrian and Traffic Safety brings community leaders together to take action against pedestrian and traffic fatalities and injuries in the County by addressing the interrelated problems of pedestrian safety, aggressive driving, drunken driving, intersection safety, road design, traffic management, and vehicle occupant protection issues.

Educational efforts will promote safety tips for motorists and pedestrians to encourage everyone to "Drive Smart" and "Walk Smart." Panel to identify key pedestrian and traffic safety problems and propose a set of short-term and long-term actions to address these concerns.

#### **Contact**

E-mail: [pedestrian.safety@co.mo.md.us](mailto:pedestrian.safety@co.mo.md.us)

#### **Out-of-State Programs**

- *Safe Moves Program*

Safe Moves provides education for parents, children and the community on bicycle, pedestrian, motor vehicle, train, bus and recreational safety. Safe Moves incorporates Traffic Safety Simulation Training that is designed to educate participants in a rodeo style event with each person getting personal attention from the instructor. The bicycle curriculum consists of helmet use, bike fit and maintenance, bicycle laws, cycling clothing, use of bicycle

facilities and avoiding common bicycle crashes. Safe Moves has been designed for children as well as adults. Safe Moves is a non-profit group that has received national recognition as an authority on traffic safety education. The program presents a safe and fun way to demonstrate proper walking and bicycle riding behaviors.

### **Contact**

Pat Hines, Executive Director  
15500 Erwin St #1121  
Van Nuys, CA 91411  
Phone: (818) 908-5341

- *Florida Traffic and Bicycle Safety Education Program*

The Florida Traffic and Bicycle Safety Education Program is a comprehensive, multi-faceted traffic and bicycle safety education program. It is funded and endorsed by the Florida Department of Transportation and recognized by the Department of Education, numerous state and local agencies, and schools as the state traffic and bicycle safety education program. The program has received national recognition and is used as a model by other states and communities throughout the country.

The program developed the "Traffic Safety Education Guide," which is the K-5<sup>th</sup> Grade pedestrian, school bus and bicycle safety curriculum and recently published the "Pre-Driver's Ed...Thinking Ahead!" middle school bicycle safety curriculum. The program director or a state bicycle trainer conducts a workshop for teachers, police officers, health educators and safety advocates to teach the appropriate use of each curriculum and encourage their implementation in schools and a variety of other venues such as youth development events, safety presentations, safety days/rodeos, and summer camp programs to name a few. The elementary curriculum has two sections, pedestrian/school bus safety and the bicycle component and focuses on teaching the overall concept of traffic and fundamental walking and bicycle riding skills. The middle school curriculum is interdisciplinary in nature, teaching bicycle handling skills, basic mechanics, nutrition, trip planning and communication/advocacy and places specific emphasis on the relationship between cycling and pre-driving skills. Both of the curricula include lessons for classroom and outdoor instruction.

- *Florida's Senior Bicycle and Pedestrian Safety Education Program:*

The Florida Department of Transportation awarded funds to the Lee County Health Department for the development of a pedestrian and bicycle safety course targeting the elder adult population. Nationally, the statistics indicate that older adults (ages 70+) have a pedestrian death rate higher than any other age group. The incidents of pedestrian and bicycle injuries and deaths among adults 55 and older are tragic and are predicted to increase as the baby boomers age. Modeled after the University of Minnesota's "Pedal Power, Basics of Safe Bicycling" course, the Safe Moves' Older Adult Program, Florida's Traffic and Bicycle Safety Education curricula and a number of other sources, this course is intended as a refresher course for elder adults and concentrates on the following topics:

- Laws Applicable To Pedestrians, Bicyclists, And Motorists
- Basic Pedestrian And Bicycling Knowledge and Skills
- The Importance Of Helmet Use By Bicyclists Of Any Age
- Types Of Bicycling And Walking Facilities
- "Share The Road"
- Practicing What's Been Learned

The course can be presented in a number of settings but is most appropriate for retirement communities.

### **Contact**

Dan Moser, Program Coordinator  
Lee County Health Department  
Phone: (941) 332-9514  
E-mail: [Dan\\_Moser@doh.state.fl.us](mailto:Dan_Moser@doh.state.fl.us)

- *Bike LA Safety Training (BLAST)*

BLAST teaches middle and high school students how to safely ride a bicycle for recreation, commuting or exercise. Bike clubs, health agencies and other organizations are encouraged to use the program as well. A video, The Bike Channel, is shown at an assembly to introduce BLAST. The video outlines road survival skills, smart bicycling skills and interesting bicycle facts. The BLAST Bicycle Rodeo scores kids after the completion of multiple skills, including helmet fit and shoulder check. After completion of the Bicycle Rodeo, students have the opportunity to move on to the racing track. BLAST is regarded as a bicycle driver's education that precedes motorist driver's education. The BLAST program also offers a Youth Cycling League by forming a school bicycle club. Members can earn bikes by keeping their grades up and can participate in field trips and other safety-related events.

## **Contact**

Tana Ball, Director of Programs  
5607 Capistrano Ave,  
Woodland Hills, CA 91367  
Phone: (818) 997-2455

- *Enforcement for Bicycle Safety*

The Enforcement for Bicycle Safety program is designed to teach the importance of bicycle law enforcement to police officers. Training is done over two days and includes on bike sessions with classroom instruction. Most material is adapted from the League of American Bicyclists education program and International Police Mountain Bike Association Police Cyclist program. Topics covered include: crash types, bike history, roadway engineering, crash investigation and reporting, bike theft, police bike patrols. Also included are pre and post test evaluations. Class is counted toward police mandatory continuing education requirements.

## **Contact**

Peter Flucke, President WE BIKE  
1144 Hawthorne Rd, Green Bay, WI 54313  
Phone: (920) 497-3196  
E-mail: [webike@aol.com](mailto:webike@aol.com)

- *Marin County's Share the Road Campaign*

Possibly the broadest and most effective local "Share the Road" campaign in the nation, the Marin County, California "Share the Road" program is a community-based effort with the support of numerous organizations, groups and individuals, including the entire law enforcement community of the County.

The program is dedicated to increasing the awareness and the understanding of both drivers and cyclists about the need (and the legal requirement) to safely share the roads in Marin County. It aims to firmly introduce the phrase "share the road" into the daily vocabulary of Marin County residents and visitors. "Share The Road" road signs are deployed in appropriate locations throughout Marin, and a massive promotional campaign (featuring the posters, bumper stickers, T-shirts, water bottles, and more) is underway.

## Contact

Web site: [www.MarinShareTheRoad.com](http://www.MarinShareTheRoad.com)

- *Florida School Crossing Guard Program:*

The Florida School Crossing Guard Program was established after the 1992 regular session when the Florida Legislature passed the "Ramon Turnquest School Crossing Guard Act." This law (Section 316.75, F.S.) requires most local governmental entities to provide a training program for school crossing guards based on guidelines set forth by the Florida Department of Transportation (FDOT). FDOT encourages even those local governmental entities and private schools not covered by the law to offer training programs based on these guidelines to promote a more uniform, effective performance of school crossing guards across the state.

The FDOT contracts with the Florida Department of Highway Safety and Motor Vehicles to administer the School Crossing Guard Program. The Program certifies local School Crossing Guard Trainers who train the school crossing guards in their agencies. Several states have mirrored Florida's program

## Contact

Leigh Matusick, Program Administrator

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E-mail: [leigh.matusick@dot.state.fl.us](mailto:leigh.matusick@dot.state.fl.us),

The Florida School Crossing Guard Training Guidelines are available in PDF format and can be viewed at:

[www.dot.state.fl.us/safety/ped\\_bike/training/ped\\_bike\\_training.htm](http://www.dot.state.fl.us/safety/ped_bike/training/ped_bike_training.htm)

- *League of American Bicyclists*

The League of American Bicyclists promotes bicycling for fun, fitness and transportation and works through advocacy and education for a bicycle-friendly America. The League's National Bicycle Education Program is broad based beginning with basic instruction for cyclists who are interested in gaining a full understanding of how to safely operate a bicycle in a variety of situations. Participants learn a variety of skills such as how to perform a bicycle safety check, fixing a flat, and on-bike skills practice. Additional courses include instruction for the more experienced cyclist interested in

more advanced skills, motorist awareness, a family oriented course to help parents teach young children safe riding skills, and a course for young teens.

**Contact**

League of American Bicyclists  
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 Washington, DC 20006-2082  
 Phone: (202) 822-1333  
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 E-mail: [bikeleague@bikeleague.org](mailto:bikeleague@bikeleague.org)  
 Web site: [www.bikeleague.org](http://www.bikeleague.org)

Other state and local agencies have established similar education programs for children Kindergarten through 5<sup>th</sup> grade, parents, law enforcement, educators, and volunteers. The programs generally conduct one-hour presentations or bicycle safety rodeos and teach a variety of pedestrian and bicycle safety lessons. The following are a list of additional programs and contact information:

<p><i>Bike Ed-Hawaii</i>          Contact: Andrea Watt,          Executive Director          3442 Waialae Ave, Ste 1          Honolulu, HI 96816          Phone: (808) 735-6679          E-mail: <a href="mailto:bicycle@pixi.com">bicycle@pixi.com</a></p>	<p><i>Maine Bicycle Safety Instructor Training</i>          Contact: Jeff Miller,          Executive Director          Bicycle Coalition of Maine          P.O. Box 5275          Augusta, ME 04332          Phone: (207) 288-3028          E-mail: <a href="mailto:bcm@acadia.net">bcm@acadia.net</a>  <a href="http://www.bikemaine.org">www.bikemaine.org</a></p>
<p><i>Albuquerque Bike/Ped Safety Education Program</i>          Contact: Chuck Malagodi          7701 San Pedro, NE Pino          Yards, Bldg A          Albuquerque, NM 87108          Phone: (505) 232-9373          E-mail: <a href="mailto:cmalagodi@cabq.gov">cmalagodi@cabq.gov</a></p>	<p><i>Texas SuperCyclist Program</i>          Contact: Gayle Cummins          P.O. Box 1121          Austin, Texas 78767          Phone: (512) 476-7433          Fax: (512) 476-7458          E-mail: <a href="mailto:mail@biketexas.org">mail@biketexas.org</a>  <a href="http://www.biketexas.org/super_contents.htm">www.biketexas.org/          super_contents.htm</a></p>
<p><i>Nevada Bicycle/Pedestrian Safety Program</i>          Contact: Bruce Mackey Office of          Traffic Safety          Phone: (775) 687-4229          E-mail:  <a href="mailto:spinwin@govmail.state.nv.us">spinwin@govmail.state.nv.us</a></p>	

## ENCOURAGEMENT PROGRAMS

Most bicycle and pedestrian-friendly communities not only provide places for people to walk and bike, but also encourage them to use alternative modes of transportation. There are several significant initiatives that have been developed in Maryland and the Baltimore region recent years, and there are many successful examples around the country, as described below:

- *Maryland Commuter Choice Program*

Maryland's Commuter Choice Program provides employers with incentives to promote various alternatives to motor vehicle use, including bicycling and walking. The program enables employers to claim tax credits for 50 percent of their costs for providing qualified commuter benefits, up to a maximum of \$30 per participating employee per month. Tax credits can be used to:

- Subsidize the cost of transit fares, which would benefit employees looking to combine bicycling or walking with a transit trip.
- A "Cash in Lieu of Parking" option, whereby employers can provide a cash subsidy to employees using alternative transportation modes. The amount of the subsidy would be based on the cost that an employer would normally pay to provide the employee with a parking space.
- A Guaranteed Ride Home Program, which would enable employees using alternative transportation modes to receive a ride home if they need to leave work early for illness or other verifiable reason.

### Contact

Buddy Alves  
Maryland Transit Administration  
Phone: (410) 767-8755  
E-mail: [balves@mdot.state.md.us](mailto:balves@mdot.state.md.us)  
Web sites: [www.commuterchoicemaryland.com](http://www.commuterchoicemaryland.com)  
[www.mtamaryland.com](http://www.mtamaryland.com)

- *Clean Air Partners*

The Baltimore Metropolitan Council helped establish Clean Air Partners, a public/private partnership which promotes voluntary actions that

individuals can take to reduce air pollution. Among the messages Clean Air Partners uses is to promote the use of alternative transportation modes, especially on days when the air quality is forecast to be poor.

**Contact**

Russ Ulrich  
Baltimore Metropolitan Council  
Phone: (410) 732-0500 Ext. 1008  
E-mail: [rulrich@baltometro.org](mailto:rulrich@baltometro.org)  
Web site: [www.cleanairpartners.net](http://www.cleanairpartners.net)

- *City of Annapolis Transit Program*

The City of Annapolis has developed a walking and transportation map of the City which integrates transit, recreation and non-automotive transportation (including water taxis, boat launches, and water access points) around the city. Walking paths, bicycle trails, points of interest and other pertinent destination points, as well as transit choices help inform local residents and visitors about the City's transportation alternatives and encourage walking, cycling and transit use when traversing the City. In addition, the City has installed bicycle racks on buses and distributes a brochure in both Spanish and English that describes the bicycle racks on buses program. Annapolis is the first city in the United States to implement the new "Smart Bike" concept, currently being piloted in several European countries. This innovative program will place bicycles and racks around the city. Utilizing a "smart card" access system, citizens are able to use the bikes for transportation around the city.

**Contact**

Paul Foer  
Annapolis Department of Transportation  
Phone: (410) 263-7964 Ext. 109  
E-mail: [foerp@ci.annapolis.md.us](mailto:foerp@ci.annapolis.md.us)

- *Walk a Child to School Week*

This nationally-celebrated event is sponsored by the Partnership for a Walkable America. During this week parents, caregivers, faculty, staff and children are encouraged to:

- Walk to school together as many days as possible,
- Identify safe routes to school, and
- Learn and practice safe pedestrian behaviors to name a few of the activities.

**Contact**

Partnership for a Walkable America, National Safety Council  
 Harold Thompson, Ph.D.  
 1121 Spring Lake Drive  
 Itasca, IL 60143-3201  
 Fax: (630) 285-0242

- *Go Green Choices*

Go Green Choices is a regional commute trip reduction program to help workplaces reduce vehicle trips to the workplace. The program is based in the City of Vancouver and funded by the Greater Vancouver Regional District, the Insurance Corporation of British Columbia, and the Province of British Columbia. Additional Go Green Choices measures include comprehensive parking management policies, financial incentives for reduced automobile use, and road pricing/tolls.

**Contact**

Phone: (604) 689-4467  
 E-mail: [admin@gogreen.com](mailto:admin@gogreen.com)

- *City of Chicago's Walking School Bus Program*

The Walking School Bus Program is accomplished when one or more adults accompany a group of children to and from school. This is an excellent example of a program that accomplishes many objectives. Children are supervised on their way to and from school, therefore creating a safer walking experience. The program in Chicago has resulted in an increase in the number of children walking to and from school, and a reduction in traffic during peak drop off and pick up time at the school. Another plus is the health benefit of regular exercise for the students and adults participating in the walking school bus program. Relatively easy to implement, the program requires a committed working group.

**Contact**

Phone: (312) 744-CAPS

- *Bike to Work Day Events*

Typically organized each May during Bike Month, Bike to Work Day is an event that promotes bicycle commuting. Many cities throughout the U.S. conduct Bike to Work Day events, as well as other “Bike to” events during Bike Month (such as Bike to Church, Bike to the Movies, etc). Baltimore City, Washington D.C. and the City of Alexandria are examples of organized events in close proximity or to the Baltimore region.

### **Contacts**

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