

CHAPTER 8: EDUCATION AND ENCOURAGEMENT PROGRAMS

Pedestrian and bicycle programs around the country implement education and encouragement programs to promote walking and bicycling as safe and viable means of transportation and recreation. These strategies complement enforcement and engineering programs, and collectively help make existing and future bicycle and pedestrian facilities safe places to walk and bicycle.

Many agencies attribute their success to their ability to institutionalize education and encouragement strategies within a wide variety of public agencies and offices, rather than relying on one office to accomplish everything. There are a number of education programs, curricula and encouragement strategies that have been developed and implemented in Maryland and across the country that can serve as excellent models for the Baltimore region to help implement the goals of this plan. Program summaries and contact information are listed in Appendix B.