



Below are the comments we received from the attendees of our Bike Summit II on February 12, 2009 in the area of bicycle education:

Education Goal: Create an on-going comprehensive bike and pedestrian safety campaign
(Begin campaign in May 2009 (Bike to Work Month))

What are some of **your ideas for inexpensive tactics** to pursue to help promote and market bike and pedestrian safety to the citizens of Louisville?

Comments from bike summit attendees:

- Mandate bicycle registration in Louisville as a way to keep communication with cyclists and pay for infrastructure.
- Sell helmets with bicycles.
- Use kids to pressure their parents to use helmets.
- Create awareness for how to bike and drive at intersections, sharing the road between bicyclists and drivers.
- Bicyclist in Trainer sign on bike/car, just like drivers in training for drivers education.
- Include content about sharing the road on drivers licensing for permit.
- Insert information about sharing the road in auto registration notifications.
- Create bike/pedestrian corridors across school grounds to allow cyclists and pedestrians to cross school property legally as they make their way from place to place in Louisville.
- Create huge share the road wall posters on the sides of buildings.
- Run bike safety ads during sporting events.
- Add bike safety to traffic school.
- Add bike safety to new driver classes.
- Create a “ride right, walk left” sign campaign.
- Repeal Kentucky's “walk with traffic” law.
- Reach people who ride with no alternate transportation.
- Talk to workplaces about encouragement or incentives.
- Increase bike safety awareness in school curriculum.
- Bike safety classes for AAA and AARP which reduce insurance rates.

What are some of the **messages** that should be sent or behaviors corrected with this campaign?

- Show statistics to let people know the issues.
- Education to curb anger of drivers.
- Make people be more aware in the car.
- Target the immigrant community about bike safety.
- Promote Bicycle Commuter Act. To take advantage of this, educate businesses so they know that it's enacted and how to apply for it.

- Promote bikes on bike auctions currently listed on govdeals.com at Hike & Bike events, on LBC website, other venues?
- Mandating helmets at cycling events for clubs, events, etc.

What **social marketing tools** can we use for further promoting the campaign?

- “Stay out of the Door Zone” campaign for cyclists and drivers.
- Demos/announcements at Hike & Bike events; perhaps using video.
- Video games for kids, e.g., Humana has a video bike education program on www.humanagames.com.
- Catchy and/or shocking youtube videos

What is the best way to **engage the biking community online**, including experienced, recreational and novice bikers, to help share our goals and progress and seek input?

- Poster/video contests on education.
- Develop expectations for cyclists.
- It's OK to have multiple websites, just keep website content uniform, when possible, and linked.

Education Goal: Increase education to motorist through the eyes of a cyclist or pedestrian

What are some ways we can better educate motorist beyond a broad marketing campaign on bike and pedestrian safety?

- Billboards
- Remind drivers that it's difficult to see us from their car.
- Choose high impact, high visibility PSA times, ex., at U of L games. Could U of L be a partner?
- CJ, LEO, Velocity – Informational, fun, attention-grabbing ads.
- Partner with movie theatres (done in Huntsville, AL) to post slides with educational messages about sharing the road, bike safety.
- Work with local DMV, similar to organ donor agency, to have a volunteer presence at Driver's License locations, and talk to people about bicycle safety.
- Go to churches and community organizations and implement education program.

As a driver, what do you want to know about sharing the road w/ cyclists?

- Include in drivers education course in schools bicycling safety education
- Comment: Also have police out and riding bikes in the community, may encourage kids to ride their bikes.
- Incorporating the education regarding bicycling, such as biking signals and methodology, into driver education in order to obtain a license or re-licensing, currently not included in current licensing protocol
- Turn signal enforcement
- Bumper stickers

- Police education
- Showing children in ads demeans the credibility of cyclists
- Personalize ads, emphasize individuality

Education Goal: Increase cycling education among children and adults through the eyes of motorists and other road users

What are your ideas on how we can reach children?

- We are not educating our youth at an early enough age.
- Where do kids get this education? If we get this education into the current school system this may be more beneficial.
- Amateur cyclist education.
- Education on economic advantages of cycling.
- Concurrent motorist cyclist education.
- Integrate into school curriculum.
- Cycling rules booklets to hand out.
- Helmet and light programs.
- Encourage parents to wear helmets.

What are some ideas on reaching adults with bike education opportunities?

(Some ideas in place today include: Bicycling for Louisville's Confident Cycling Courses, bicycle safety short courses and bicycle driver safety courses)

- Educate TARC and city workers
- Police bike patrols need to be off sidewalks
- Peer education
- Louisville Bicycle Club's New-Rider program
- What are some simple ways to improve safety for children walking and biking to school?
- Helmet and "day light" programs

Education Goal: Increase school-specific education programs for cyclists and pedestrians

What are the **barriers** that prevent/discourage children from walking or biking to school?

- Lighting
- Teachers not having user-friendly, ready curriculum
- Need short, easy, ready-to-use curriculum for teachers
- CATS testing/core content doesn't address bike ped safety, so it's not being taught
- Research shows that children under age 10 should not be in traffic without an adult
- Not having neighborhood schools in Louisville
- More traffic now; more cars

What can **schools do**?

- Place bicycle racks at schools
- Develop specific corridors for bicyclists and pedestrians on and around school campuses
- Incentivize challenges between schools for most bicyclists
- Tie in Ped/Bike safety with CATS testing and core content
- NFPA “Risk Watch” Curriculum (identified by Kosair Safe Kids)
- Target schools to model new programs and use as pilot
- Safe Routes To School – offers a flexible approach that will fit needs of many different schools
- Publish safe routes on websites
- Keep street lights lit – use a neighborhood reporting network
- Implement walking school bus
- Have League of American Bicyclists instructors go into Driver’s Ed classes to teach
- Standardize a focus in Driver’s Ed curriculum to educate about cyclists rights
- Consider adding content about cyclist’s rights to information on Driver’s Permit
- Explore whether cycling safety course could be added to the safety course requirement for graduated licensure
- Promote “bike busses”

What are some **simple ways to improve safety for children walking and biking to school?**

- Create bike/pedestrian corridors across school grounds to allow cyclists and pedestrians to cross school property legally, as they make their way from place to place in Louisville
- Legal support – what have other communities done to promote right of way?
- Repeal “right on red” traffic legislation and look at other traffic laws
- Access 4H Youth and Scouting programs to ensure that bike safety is included in education, curriculum
- Use attention-grabbing slogans, like “there’s life on a bike!”
- Helmet and “day light” programs

Education Goal: Increase the variety and frequency of off-road bicycle safety & education programs

- Trails in Cherokee Park are not well-marked; they are directional, but it’s difficult to tell that
- Have mile markers along all biking trails, include gps coordinates so bikers are able to give coordinates in case of injury or diabilitation
- Are we submitting maps of local biking trails to ‘MAP MY RIDE’ website for universal access as these trails are developed
- Larger biking maps, current biking maps are too small, standardize format, more detail.
- There are really not avenues for people who are just beginning regarding off-road biking. Suggest creation of beginner venues, maybe incorporating less intense trails into current off road venues to help encourage new off road bikers. Maybe label off road trails regarding level of intensity or recommended experience level to navigate a particular trail.
- There are not facilities geared towards families or new bikers for off-road or on-road. We need better ways to know these routes.

- Participant concerned about riding on the streets and prefers to ride on the sidewalks though this is illegal.
- Creating a network for off road bicycling within city limits, to avoid having to drive somewhere to mountain bike.
- Facilitate the creation of a National Bike Patrol/ Bike ambassadors program with local mountain bike organizations, LMPD and Louisville Fire and EMS.
- Invite the IMBA Trail Care Crew & IMBA Club Care Program to make annual visits to Louisville trails and train local park workers and volunteers
- Work with local IMBA affiliates to expand Take a Kid Mountain Biking Day programs at new trail systems around the county.
- Leverage the Bike Louisville marketing saturation to promote Kids Cross Clinics in centrally located open spaces around the county.
- Develop targeted programs through schools and organizations to tackle Nature Deficit Disorder.
- Include local high school and university bicycle clubs or organizations in off-road riding, racing and stewardship programs.
- Could we implement education programs within our schools to promote cycling groups, in essence, trying to reach parents and get them involved and aware in bicycling safety and aware of cycling laws and respect for bicyclists?
- Engage local mountain bike advocacy organizations to host safety, skills and etiquette programs at the new bike parks.