CHAPTER 6. EDUCATION, ENCOURAGEMENT, AND ENFORCEMENT PROGRAMS

6.1. INTRODUCTION

The Miami Valley's recommended bikeway network should be complemented by programs and activities designed to promote bicycling. There are many existing efforts to promote bicycling in the Miami Valley, several that are provided by local agencies, active community groups and individual residents. The Comprehensive Local-Regional Bikeways Plan recognizes these efforts and encourages MVRPC to support, promote and build upon these efforts. Bicycle planning commonly talks about the four "Es": engineering, education, encouragement and enforcement. While Chapter 5 described engineering strategies for improving the regional bikeway network, this chapter addresses education, encouragement and enforcement measures.

6.2. EXISTING EFFORTS

Described below, MVRPC and various community partners have produced a number of valuable educational materials and maps aimed at bicyclists.

Available Maps and Materials:

- Miami Valley Recreational Trails Map: (http://www.mvrpc.org/recTrails/pdf/MV_Rec_Trails.pdf)

- Greene County Trails Map: (http://www.mvrpc.org/recTrails/greene.php)

- Miami County Trails Map: (http://www.mvrpc.org/recTrails/pdf/MiamiCo_Trails.pdf)

- Montgomery County Trails Map: (http://www.mvrpc.org/recTrails/pdf/MontgomeryCo_Trails.pdf)

- Five Rivers MetroParks Mountain Biking Area (MoMBA) Map: (http://www.metroparks.org/_fiveRiversOutdoors/images/MOMBA_BikeTrails11x17.pdf)

- Ohio Bicycling Street Smarts: (http://www.dot.state.oh.us/bike/StreetSmarts/html/index.htm)

- Bicycle Safety: What Every Parent Should Know (Booklet): (http://publicsafety.ohio.gov/odps_publications/HSY7753_BicycleSafety_11_07.pdf)

Online Bicycle Resources:

- Map and List of Ohio's Bikeways, Southwest Region: http://www.dot.state.oh.us/bike/Southwest.htm

- Miami Conservatory District, Recreation Trails: http://www.miamiconservancy.org/recreation/trail.asp

- Plan a Bike Trip: http://www.drivelesslivemore.org/6_plantrip.html

- Miami Valley RailTrails: http://www.miamivalleytrails.org/

- Five Rivers MetroParks Mountain Biking Area (MoMBA): http://www.metroparks.org/_fiveRiversOutdoors/MountainBike.aspx

- Miami Valley Alternative Modes of Transportation: http://www.mvrpc.org/tr/altTrans.php

- Ohio Bicycle Events Calendar: http://www.ohiocycling.info/

Facilities

- Dayton Indoor BMX : http://www.webspawner.com/users/ddbradley/maddenparkbmx.html

6.2.1.   Programs and Organizations

Bicycle Shops

Some bicycle shops offer occasional clinics (such as flat fixing or gear shifting clinics) and/or group rides. Several shops host events and/or rides that are aimed at encouraging women cyclists. Shops that occasionally host events include Kettering Bike Shop, KG Bike Center, International Pro Bike Shop, Family Bike Shop, and Roll:.

Clubs, Organizations, and Racing Teams

Several clubs have activities aimed at encouraging women riders and young racers. A few of these classes and rides are aimed at inexperienced cyclists, but most are designed for experienced riders.

- Dayton Cycling Club: http://www.daytoncyclingclub.org/

- Team Dayton Southwest Ohio Cycling Team: http://teamdaytoncycling.com/index.php

- Team IPro: http://www.teamipro.com/Team_IPRO/Home.html

- Dayton Ohio ABA BMX Racing: http://www.webspawner.com/users/ddbradley/

- Ohio Cycling Association: http://ohiocycling.org/

League of American Bicyclists/League Certified Instructor programs

The Dayton Cycling Club offers League of American Bicyclists-certified adult cycling skills training courses (http://www.daytoncyclingclub.org/). There are currently five League-certified instructors in the Miami Valley region.

Regional Park Sponsored programs

- Beavercreek's Parks and Recreation Department and Five Rivers MetroParks offer adult basic bicycling maintenance classes.

- Beavercreek Parks and Recreation: http://www.ci.beavercreek.oh.us/services/parks-rec/index.htm

- Five Rivers MetroParks: http://www.metroparks.org/_home/eventResultsAll.aspx

Children's Helmet program

The Children's Medical Center of Dayton (as part of the Safe Kids program) provides free bicycle helmets to children throughout the region with the help of community partners from law enforcement, retail outlets and local organizations. At events such as the Darke County Bike Rodeo, Preble County Safe Communities Day and the Beavercreek Bike Rodeo, children are able to learn and practice safe riding skills and receive a properly fitted helmet.

- Children's Medical Center of Dayton:
  http://www.childrensdayton.org/Advocacy/Advocacy_pages/av_what_we_r_doing.html

6.2.2.   Enforcement Activities

Miami Valley Sheriff's Offices and local police departments generally do not emphasize enforcement action against bicyclists, though if a crash involving a bicyclist occurs, the cyclist may be ticketed.

- Digest of Ohio Bicycle Traffic Laws: http://www.ohiobike.org/bicycle-law-digest.html

6.3.   PROGRAM RECOMMENDATIONS

This section describes recommendations for improving the programmatic aspect of the Miami Valley's bicycle system. Input from the public open houses, on-line survey and the Bikeways Steering Committee yielded a wide range of recommendations for new programs, as well as building on existing efforts. Those involved in the Comprehensive Local-Regional Bikeways Plan planning process also offered suggestions with regard to program prioritization. The sections below divide the recommended strategies into "high-priority," "medium-priority," and "long-term recommendations." Similar to the physical bikeway infrastructure projects, MVRPC and local agencies should revisit the programmatic prioritization regularly to address changing conditions and funding availability.

6.3.1.   High-Priority Recommendations

Adult Cycling Skills Education	
Target	Current and potential adult cyclists
Key elements	On-bike skills training for cyclists
Time frame	Flexible (one-time or on-going)
Sample programs	League of American Bicyclists skills courses: http://bikeleague.org/programs/education/courses.php

Most bicyclists learn to ride a bike when they are children, and do not have the opportunity to learn riding skills or safe road positioning. Adult bike skills training is an excellent way to improve both cyclist confidence and safety. Any training should include a significant on-bike section.

Figure 27. Road Training (Photo: League of American Bicyclists)

The League of American Bicyclists has developed a comprehensive bicycle skills curriculum that is considered the national standard for adults seeking to improve their on-bike skills (see Figure 27). Various classes are offered, including basic and advanced on-road skills, and commuting (as well as driver education and youth courses). The local League of American Bicyclists chapter offers "StreetSmarts Cycling" classes, where participants can learn how to safely operate a bicycle under various conditions, and learn about bicyclists' rights and responsibilities. There are currently five League-certified instructors in the Miami Valley region. Contact the League of American Bicyclists to schedule a course with these instructors.

Create Bicycle Maps	
Target	Current and potential cyclists
Key elements	Clear symbology, destinations and services attractive for cyclists, good selection of routes
Time frame	One-time, with regular updates; can happen at any time
Sample programs	Sample bike maps: http://www.sfbike.org/download/map.pdf http://www.cityofchicago.org/Transportation/bikemap/keymap.html http://www.nycbikemaps.com/

One of the most effective ways of encouraging people to bike and walk is through the use of maps and guides showing that the infrastructure exists, to demonstrate how easy it is to access different parts of the city by bike or on foot, and to highlight unique areas, shopping districts or recreational areas. Bicycling and walking maps can be used to promote tourism, encourage residents to walk, or promote local business districts. Maps can be citywide, district-specific, or neighborhood/family-friendly maps.

MVRPC currently produces the "Miami Valley Recreational Trails" map, depicting off-street bikeways in the region. As the on- and off-street bikeway system is further developed, MVRPC and local jurisdictions should regularly update the regional bike map and insets for major communities. If a regional Bicycle Advisory Committee is formed, and/or if a regional Bicycle and Pedestrian Coordinator position is created, they may be able to help identify and confirm routes.

There are a number of existing efforts that can help to jump-start this mapping effort. The "Drive Less.Live More" website (http://www.drivelesslivemore.org/) hosts numerous maps, including an on-line interactive trail map of Butler, Miami, Montgomery, Shelby, and Warren counties: (http://www.drivelesslivemore.org/6_plantrip.html). The Miami Valley RailTrails website also catalogs numerous trail maps: (http://www.miamivalleytrails.org).

Develop Complete Streets Policies	
Target	Planners and engineers; local and regional policies
Key elements	Policy language that encourages consideration of all users, including drivers, freight, walkers, cyclists, and transit riders in the design of roadways
Time frame	One-time; can happen at any time
Sample programs	http://www.completestreets.org/ contains sample policies and real-life examples

Complete streets policies direct transportation planners and engineers to consistently design roadways with all users in mind (e.g., motorists, freight, transit riders, pedestrians, bicyclists, older people, children, and people with disabilities). There are many ways to implement Complete Streets policies.

Once a policy is in place, training is recommended for professionals whose work may be affected by the policy (e.g., planners and engineers).

Guidance from the Complete Streets Coalition:

The Principle:

- Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street.

Elements of a Good Complete Streets Policy

- Specifies that 'all users' includes pedestrians, bicyclists, transit vehicles and users, freight and motorists, of all ages and abilities.

- Aims to create a comprehensive, integrated, connected network.

- Recognizes the need for flexibility: that all streets are different and user needs should be balanced.

- Is adoptable by all agencies to cover all roads.

- Applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right of way.

Figure 28. Example of a "complete street"

- Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions.

- Establishes performance standards with measurable outcomes.

Perform Annual Bicycle and Pedestrian Counts	
Target	N/A
Key elements	Annual bicycle user counts and surveys at set locations to provide for evaluation over time
Time frame	Annually
Sample programs	National Bicycle & Pedestrian Documentation Project (http://www.fhwa.dot.gov/environment/bikeped/study/)

Many jurisdictions do not perform regular bicycle user counts. As a result, they do not have a mechanism for tracking ridership trends over time, or for evaluating the impact of projects, policies, and programs.

It is recommended that MVRPC perform and/or coordinate annual counts of bicyclists (and pedestrians if desired) according to national practices. The National Bicycle and Pedestrian Documentation Project has developed a recommended methodology, survey and count forms, and reporting forms, and can be modified to serve the needs and interests of individual jurisdictions.

MVRPC should take the lead role in standardizing a regional approach to counts and surveys. They may perform the counts themselves, or assist local jurisdictions in performing the counts. MVRPC should handle tracking and reporting. If a regional bicycle coordinator position is created, this task should fall under that position's purview.

If desired, further bicycle and pedestrian data collection opportunities may be pursued as well, including:

- Include before-and-after bicycle/pedestrian/vehicle data collection on priority roadway projects

- Insert bicycle/pedestrian survey questions into any existing travel mode or city audit survey instrument

- Require counting of bicyclists/pedestrians in all traffic studies

- Purchase National Household Travel Survey add-on

Public Service Announcements	
Target	General public
Key elements	Awareness campaign with TV spots
Time frame	Late spring or early summer
Sample programs	Bicycle Transportation Alliance "Decide to Ride" PSAs: http://www.bta4bikes.org/at_work/decidetoride.php

Public Service Announcements (PSAs) are an important part of creating awareness of bicycling. They are an effective way to reach the general public and reinforce other education and outreach messages.

A well-produced PSA will be memorable and effective, but producing a good PSA from scratch is an expensive effort. The Bicycle Transportation Alliance (Portland, Oregon) has produced six high-quality PSAs that are available for rebroadcast at a reasonable cost. The 30-second spots were produced on film, not video, and cover the following messages:

- "What If?": Encourages viewers to give bicycling a try

- "Look Right, See Right": Reminds drivers to look over their shoulder before changing lanes

- "See and be Seen": Encourages cyclists to use lights at night

- "Close Call": Encourages both drivers and cyclists to stop at stop signs

- "Bike Lanes": Reminds drivers that bike lanes are not for vehicle use

- "Wrong Way":   Reminds cyclists not to bicycle against traffic

It is recommended that MVRPC air one or more of these PSAs. Many television stations are willing to donate airtime for public service announcements. This would bring the cost down greatly and should be pursued.

Develop Bike-Friendly Business Program	
Target	Regional businesses
Key elements	Outreach, education and support to employers to help them establish bicycle-friendly workplaces. Recognize their efforts through a certification program.
Time frame	On-going
Sample programs	Boston's Bike Friendly Business Program: http://www.cityofboston.gov/environmentalandenergy/greenawards/pdfs/greenawards08_bike.pdf Toronto's Bicycle Friendly Business Awards: http://www.toronto.ca/cycling/bfba/integrate_cycling.htm Portland retailer Rejuvenation: http://bikeportland.org/2008/01/31/rejuvenation-hardware-launches-employee-bike-program/

A bicycle-friendly business program trains, supports, and recognizes businesses who encourage bicycling among their employees and visitors. A program may include a bike-friendly business audit program; an annual bike-friendly business certification program; public recognition of bike-friendly businesses; staff time and/or financial support for building facilities and creating incentives; incentive programs that offer cash, treats, credit at a bike shop, or in-kind items to bicyclists; assistance with bike parking; or discounts for customers who arrive by bicycle.

Boston, Massachusetts' Bike Friendly business program is an example of a bike-friendly business certification program. It recognizes companies who adopt five basic and inexpensive practices that encourage bicycling among their employees. A sampling of practices that lead to Bike Friendly Certification include:

- Outdoor bike racks

- Guaranteed Ride Home: Provide a free taxi ride home for bike commuters in the event of family emergency or other extenuating circumstances.

- Promotional information: Company provides bike information through company memo, e-newsletter, website, or brochure/poster display.

- Employee bike training session: Adult bike skills training sessions are available for a nominal fee through League of American Bicyclist certified instructors.

- Bike commuter incentives: Company provides incentives to bike commuters at the same value as those for other commuters.

- Bike Week team entry: Register your team to participate in a Bike Commuter Challenge.

- Shower facilities: Company provides free showers to employees within own building or at neighboring buildings.

- Company owned bikes for work trips: Bikes (and helmets) available for employee work trips.

- Secure, covered bike parking: Qualified parking includes: secure indoor parking; outdoor covered parking with limited access; outdoor covered parking that is in view of security.

Establish Regional Bicycle Advisory Committee	
Target	Citizen advocates
Key elements	Regular meetings of a Bicycle Advisory Committee to advise MVRPC on bicycle technical issues
Time frame	On-going
Sample programs	http://www.ci.beavercreek.oh.us/government/Boards_Comm/Bikeway_Advisory.htm

Many states, Metropolitan Planning Organizations, and cities have an official Bicycle Advisory Committee (BAC) to advise the governing bodies on technical issues related to bicycling. The committee usually is composed of citizen volunteers appointed by the mayor or council. In some jurisdictions, one committee is formed that considers bicycle, pedestrian and/or traffic safety issues.

Common charges of BACs include some or all of the following:

- Review and provide citizen input on capital project planning and design as it affects bicycling (e.g., corridor plans, street improvement projects, signing or signal projects, and parking facilities)

- Review and comment on changes to zoning, development code, comprehensive plans, and other long-term planning and policy documents

- Participate in the development, implementation and evaluation of Bicycle Master Plans and bikeway standards

- Provide a formal liaison between city government, staff, and the public

- To develop and monitor goals and indices related to bicycling in the jurisdiction

- To promote bicycling, including bicycle safety and education

Because BAC members are volunteers, it is essential to have strong staffing supporting the committee in order for it to be successful. An agency staff person (ideally a Bicycle Coordinator) should be formally assigned to the BAC, and should take charge of managing the application process, managing agendas and minutes, scheduling meetings, bringing agency issues to the BAC, and reporting back to the agency and governing body (such as Council) about the BAC's recommendations and findings.

If a regional Bicycle Coordinator position is created at MVRPC, that person should take charge of setting up a regional BAC. If local BACs are desired, the regional Bicycle Coordinator can assist cities in the logistics and communication necessary to set up their own BACs.

Strong bicycling groups should specifically be invited to submit applications for the BAC. Groups in the Miami Valley area include the Dayton Cycling Club, Miami County Bike Task Force, the Ohio Bicycle Federation, Miami Conservancy District, Greater Dayton Regional Transit Authority, Beavercreek Bikeway Advisory Committee, Vandalia Bicycle Advisory Committee, and Five Rivers MetroParks.

6.3.2. Medium-Priority Recommendations

Staff Regional Bicycle/Pedestrian Coordinator Position	
Target	N/A
Key elements	Staff position charged with managing bicycle-related policies, programs, and projects
Time frame	On-going
Sample programs	http://www.metroparks.org/

MVRPC does not currently have a Regional Bicycle/Pedestrian Coordinator Position. To take full advantage of bicycle planning efforts in the Miami Valley, and to assist with implementation of the many projects and programs recommended in this Plan, MVRPC may wish to consider filling this position. The job duties for this staff person may include:

- Work with the Five Rivers MetroParks bicycle coordinator and other community partners

- Monitor the design and construction of on-street bikeways and shared use paths, including those constructed in conjunction with private development projects

- Ensure bicycle facilities identified in specific plans and as mitigation measures are designed appropriately and constructed expediently

- Coordinate implementation of the recommended projects and programs listed in this Plan

- Identify new projects that would improve the region's access for bicyclists

Family Day/Family Biking Classes	
Target	Families with young children
Key elements	Classes and events designed to teach children to ride bicycles, teach parents how to carry children on bicycles, and support family bicycling through events and rides
Time frame	As desired; can be one-time or on-going
Sample programs	http://www.communitycyclingcenter.org/index.php/programs/classes/ http://www.sfbike.org/?family_day http://www.sfbike.org/?freedom

Family Bike Days and Family Biking Classes (see Figure 29) are great tools for educating and encouraging families to ride bicycles. Education trainings and encouragement events can include:

- "Freedom from Training Wheels" training

- How to carry kids by bicycle classes

- Safety checks and instruction

- Basic bike maintenance classes

- Bicycle Rodeos

- Bicycle Parades around parks and schools

- Organized family rides to child friendly locations such as the zoo or local parks

Figure 29. Family bike ride (Photo: Jonathan Maus)

It is recommended that the Miami County Park District, Greene County Park District, Five Rivers MetroParks, and other agencies expand their "Basic Bike Maintenance" class to include Biking with Family instruction and rides.

Examples of Family Cycling Programs

A family cycling class is organized through the Community Cycling Center in Portland, Oregon. They teach urban riding and bicycle maintenance over five weekly sessions. They work with families to help them achieve the goals of improving fitness, reducing pollution, and having more fun (http://www.communitycyclingcenter.org/index.php/programs/classes/).

The San Francisco Bike Coalition organizes a "Freedom From Training Wheels" event. Families meet at a park and attempt to teach their children to ride their bicycles without training wheels. The fun and encouraging atmosphere helps bring confidence to children learning to ride on two wheels (http://www.sfbike.org/?freedom).

Bike-to-Health Campaign	
Target	Residents interested in improving their health
Key elements	Marketing campaign to encourage healthy lifestyles through making choices such as bicycling for transportation and recreation
Time frame	One-time or ongoing
Sample programs	Find thirty® : http://www.find30.com.au/ Cycling for Health: http://www.ghc.org/cycling/ Obesity Prevention Campaign: http://www.smallstep.gov/

Many cities around the country are implementing health marketing campaigns to encourage healthy and active lifestyles. Obesity and sedentary lifestyles are on the rise for both adults and children in America, and daily exercise needs to be integrated into American lifestyles. A Bike-to-Health marketing campaign adds support to existing media messages of improving diet and getting more exercise.

It is recommended that MVRPC organize a Bike-to-Health marketing campaign that may include the following:

- A website used as a central location for information on getting started, events, advice from health professionals, and safety information for adults and children.

- Print ads in community newspapers to increase the exposure of the campaign.

- Promotion of the campaign through community events and rides. This includes incorporating such events as the Five Rivers MetroParks "Bike for the Health of It" rides. These rides occur during the summer and early fall months. Participants earn prizes and attain better health through reaching mileage goals. Families are encouraged to participate and bike to better health together.

Example of a Health Promotion Campaign

Find thirty. It's not a big exercise® (http://www.find30.com.au/) is an Australian marketing campaign aimed at increasing the amount of moderate-intensity physical activity that is incorporated into the daily lives of Australians. The target audiences to receive information on the benefits of a healthy lifestyle are adults and health professionals. The Find thirty® campaign uses a professional and regularly updated website, television advertisements, and events to promote their cause of increasing daily exercise.

Recreational Rides/Bike Touring	
Target	Current and potential adult cyclists
Key elements	Market and promote existing rides and tours to a broader audience Enhance existing routes through signage and markings
Time frame	Flexible (one-time or on-going)
Sample programs	Across Ohio Bicycle Adventure: http://www.outdoor-pursuits.org/xoba/index.htm Register's Annual Great Bike Ride Across Iowa (RAGBRAI): http://www.ragbrai.org/ Cycle Oregon: http://www.cycleoregon.com/

Bicycle tourism is a growing market within the tourism industry and within nature-based tourism in particular. Bicycle tourism has potential to make an increased contribution to the economy of the Miami Valley region. Recreational bike rides and organized bike tours in the area can be marketed and promoted to a broader

audience in order to increase participation. Also, many existing area routes currently used for bike touring can be enhanced to promote greater use.

Is recommended that MVRPC support the creation of a committee or group to assist in improving recreational rides and bicycle tours through the following initiatives:

- Add signage and pavement markings along existing tour and ride routes to promote year-round use. Such popular touring routes that would greatly benefit from enhanced facilities include the Underground Railroad Bicycle Route (http://www.adventurecycle.org/routes/undergroundrailroad.cfm), Across Ohio Bicycle Adventure (http://www.outdoor-pursuits.org/xoba/index.htm), Great Ohio Bicycling Adventure (http://www.goba.org), Wright Wride (http://wrightwride.com/), Covered Bridge Tour (http://www.geocities.com/bikewalder/tour/cbtour.html), Greene Trails Cycling Classic (http://www.greenetrailsclassic.com/), and Tour of the Scioto River Valley (http://www.tosrv.org)

- Incorporate well-known tour and ride routes into future bicycle and trail maps. This includes National- and State-designated trails passing through the Miami Valley region (e.g., North County National Scenic Trail, Buckeye Trail, etc.)

- Market and promote existing rides and tours to advocacy and recreational bicycle groups in neighboring states.

- Promote tours and rides through the "Bike-to-Health" campaign.

Tremendous opportunities also exist to highlight the Miami Valley's rich cultural history through the use of interpretive signs and other markers on the regional bikeway system. For instance, some regional trails could include signs periodically posted along the route celebrating the poetry of Paul Laurence Dunbar. The region could also celebrate the accomplishments of Olympics participant Edwin C. Moses (e.g., with running hurdles and interpretive signs paralleling trails). The Great Miami River Recreation Trail near the Wright-Dunbar Interpretive Center represents an ideal location for commemorating these significant figures.

Bike-to-Work Week/Month/Day	
Target	Current and potential cyclists
Key elements	Media outreach and fun events centered around National Bike Month (May) and National Bike-to-Work Week and Day
Time frame	Annually in May
Sample programs	League of American Bicyclists: http://www.bikeleague.org/programs/bikemonth/ Chicagoland Bicycle Federation: http://www.biketraffic.org/content4.php?id=44_0_11_0 Bicycle Transportation Alliance: http://www.bikecommutechallenge.com/oregon

Bicycling to work is a great way to get exercise, save money, reduce pollution, and have fun. Cities and towns across the country participate in Bike-to-Work Week, Month or Day. The League of American Bicyclists (LAB) hosts a website for commuters and event organizers. The website contains information on nationwide and local events, an organizing handbook, and tips for commuters.

It is recommended that MVRPC assist in expanding the region's bike-to-work events.

A sampling of activities to promote Bike-to-Work Week/Month/Day include:

Figure 30. Energizer Station in Santa Clara, CA (Photo: Lorenzo Lopez)

- Energizer stations providing food, encouragement, information, and sponsored goodies for participants (see Figure 30).

- Bike-to-Work Rally with raffles, food, and vendors.

- Group rides to the business center with the mayor and/or local celebrities.

- Discounts at local businesses for bicycle commuters.

- Bike vs. Bus vs. Car challenge. This is a fun competition to determine which transportation mode arrives at the city center in the least amount of time.

- Commuter Challenge in which local companies participate by recording the number of employees who bike to work over a given time period. The percentage of bicycle commuters are then compared between participating companies and recognition is awarded through press, trophies or plaques, and a final award party or event.

Safe Routes to Schools – 4 E's Effort	
Target	School districts and community members interested in encouraging walking and biking to schools
Key elements	MVRPC should initiate and track regional efforts to create and strengthen Safe Routes to Schools programs and initiatives
Time frame	On-going
Sample programs	http://www.saferoutestoschools.org/

Chapter 7 presents a Safe Routes to Schools (SR2S) "toolkit" highlighting infrastructure and other strategies for improving walking and bicycling conditions near school areas. To complement these measures, it is recommended that MVRPC work with the Ohio Department of Transportation and local communities to develop and expand Safe Routes to Schools programs in schools throughout the Miami Valley region.

The following next steps are recommended:

- MVRPC should coordinate with school districts to include schools in regional land use and transportation planning, and encourage school districts to consider transportation impacts and plans in their school siting.

- MVRPC should host a regional SR2S training and invite school administrators, staff and teachers; parents and neighbors; transportation engineers and planners; community health professionals; and community and nonprofit groups who may be interested. The goal of the training should be to give participants the knowledge they need to identify school champions and form school teams who can take the lead on Safe Routes to Schools planning and implementation at each school.

- As school teams mature, MVRPC should serve as a resource to help identify appropriate funding sources and assist in seeking funding.

- MVRPC should consider hosting a quarterly coordination meeting for all parties in the region who are working on Safe Routes issues. MVRPC should track efforts and participant contact information and maintain an e-mail list for dissemination of meeting notices and reports, funding opportunities, event coordination, etc.

If a regional bicycle coordinator is engaged, this person should be a resource and coordinator for regional SR2S efforts, including writing or assisting with grant applications.

Create One-Stop Bike Central Website	
Target	Current and potential cyclists
Key elements	Resources, maps and map orders, safety, events, groups
Time frame	On-going
Sample programs	Velo Quebec: http://www.velo.qc.ca/english/home.lasso

The Miami Valley already has numerous resources for cyclists, and more services and resources are planned for the future. Current Miami Valley bicycling resources include:

- Miami Valley RailTrails (http://www.miamivalleytrails.org/)

- Bike Miami Valley (http://www.bikemiamivalley.org/home.htm)

- Dayton Cycling Club (http://www.daytoncyclingclub.org/)

- Greater Dayton Regional Transit Authority (http://www.greaterdaytonrta.org/)

However, many cyclists or potential cyclists do not know where to turn to find out about laws, events, maps, tips, and bicycling groups. MVRPC should develop a "one-stop shopping" website aimed at bicyclists. A potential name is Miami Valley Bike Central, though other names could be used.

The Miami Valley Bike Central website should contain:

- A list of all bicycling groups, including clubs, racing teams, and advocacy groups

- Information about any Bicycle Advisory Committees that are formed in the future (how to get involved, meeting times and dates, agendas and minutes)

- Information about current projects and how to get involved (e.g., public meetings, comment periods)

- Maps and brochures (links to on-line maps and brochures, where to find in person, and how to request mailed materials)

- Links to laws and statutes relating to bicycling

- Links to all relevant local jurisdictions and their bicycle coordinators

- Information about cycling events (rides, classes, volunteer opportunities)

- A list of local bike shops, including phone number and address

- Relevant phone numbers (hotlines for pothole repair, parking enforcement, bike rack installation request, etc.)

The website may also feature:

- Events calendar

- Request form for route planning assistance

- Message boards

- Blog featuring stories and news

- Photo galleries from events and submitted by readers

- Popular ride routes

Note that these additional features may increase the cost to set up and maintain the website.

A one-stop bike website will not be difficult to set up, but it will only be successful if the site is both easy to use and updated regularly. Corners should not be cut in either design or in maintenance of the site and its information. All Bike Central website content should be reviewed annually for accuracy.

The bicycle community can assist in keeping the site up to date. If a regional BAC is created, MVRPC should consider adding a standing agenda item for committee members to discuss the Bike Central website in order to hear about new content that should be added or out-of-date content that should be updated or removed.

Continue "Drive Less.Live More." Campaign	
Target	Drive-alone commuters
Key elements	Media marketing campaign and website around commute options
Time frame	On-going
Program link	http://www.drivelesslivemore.org/ http://www.drivelesssavemore.com/ http://drivelesslivemore.com/index.php

The Drive Less.Live More. campaign (see Figure 31) is a marketing and education effort to encourage commute options. It is funded by four partners, including Five Rivers MetroParks, the Greater Dayton Regional Transit Authority, the Miami Conservancy District, and MVRPC.

Figure 31. Drive Less.Live More campaign

The website offers transit tips, facts and tools, including a commute cost calculator, trip planning assistance, links to transit and bike maps, transit schedules and updates, and bicycle trip planning information.

It is recommended that the Drive Less.Live More. campaign be continued. As MVRPC develops new and improved bicycle maps, programs, and tools, they should work with the Drive Less.Live More campaign to have those resources included on the campaign website.

Develop Regional Bikeway Signage Program	
Target	Current and future trail users
Key elements	A consistent concept for wayfinding signs, maps, and kiosks for regional on-street and off-street bikeways
Time frame	Concept designed once; implementation is on-going
Sample programs	http://www.greenway.org/signage.htm

Discussed elsewhere in this Plan, MVRPC should develop a uniform signage concept and plan for regional on- and off-street bikeways. The plan should include uniform sign design(s), placement guidelines (where and how often), and a map of which bikeways are of regional significance. Local jurisdictions may be included in the concept development process if they are interested. MVRPC should then work with local jurisdictions to implement the bikeway signage plan. The Miami Conservancy District's trail signage plan (scheduled for implementation in 2008) provides an excellent starting point.

6.3.3.   Long-Term Recommendations

During the life of this Plan, it is possible that community interest will develop in programs beyond the priority programs listed above. The following table lists some promising additional programs with references containing more information.

Program Description	Link to sample program(s)
Share the Path event	http://www.portlandonline.com/shared/cfm/image.cfm?id=161457
Bike kitchen	http://www.bikekitchen.org/ http://www.bicyclekitchen.com/
Create-a-Commuter program	http://www.communitycyclingcenter.org/index.php/programs/create-a-commuter/
Bike parking at events	http://www.sfbike.org/?valet
Earn a Bike programs (for low-income kids)	http://www.experimentalstation.org/blackstone http://www.recycleabicycle.org/
Police Education Course	http://www.bicyclinginfo.org/enforcement/training.cfm http://www.massbike.org/police/
Walking School Buses (stand-alone program or part of SR2S program)	http://www.walkingschoolbus.org/
Bike Buddy program	http://bicycling.511.org/buddy.htm
Family day/family biking classes	http://www.sfbike.org/?family_day http://www.sfbike.org/?freedom
Women on Bikes program	http://www.portlandonline.com/transportation/index.cfm?a=iibhg&c=djdaa
I Share the Road campaign	http://www.isharetheroad.com/

Program Description	Link to sample program(s)
Seniors on Bikes program (Safe Routes to Senior Centers, Older Adult Three-Wheeled Bicycle Program)	http://www.portlandonline.com/transportation/index.cfm?c=eafeg http://www.portlandonline.com/transportation/index.cfm?a=bffbgh&c=dheab
Seek Bicycle Friendly Communities award	http://www.bicyclefriendlycommunity.org/
Sunday parkways (Ciclovias)	http://www.healthystreets.org/pages/sunday_parkways.htm
Bicycling Ambassadors	http://www.bicyclingambassadors.org/
Low Car Diet	http://www.flexcar.com/default.aspx?tabid=325
Bike Commute Challenge	http://www.bikecommutechallenge.com/
Bike Light Campaign	http://www.portlandonline.com/transportation/index.cfm?&c=deibb&a=bebfjh
Bicycling Report Cards	http://www.nyc.gov/html/dcp/pdf/transportation/bike_survey.pdf http://www.sfbike.org/download/reportcard_2006/SF_bike_report_card_2006.pdf http://www.vejpark2.kk.dk/publikationer/pdf/464_Cykelregnskab_UK.%202006.pdf