

# 9 . Support Programs

This section addresses BTA requirements (g): “A description of bicycle safety and education programs conducted in the area included within the plan, efforts by the law enforcement agency having primary traffic law enforcement responsibility in the area to enforce provisions of the Vehicle Code pertaining to bicycle operation, and the resulting effect on accidents involving bicyclists.”

## EXISTING PROGRAMS

Education is a critical element for a complete and balanced approach to improving both bicycling and pedestrian safety in Richmond. Education campaigns could include residents of all ages, especially emphasizing education of school children where safe bicycling habits

may be instilled as lifelong lessons. The following organizations and projects are involved in bicycle education initiatives in Richmond.

### Safe Routes to School

Richmond has applied for multiple state and federal Safe Routes to Schools grants in recent years and has been awarded more than five grants, primarily for infrastructure improvements. Richmond has used Safe Routes to School funds for pedestrian infrastructure such as sidewalks, bulb-outs, and in-pavement flashers. In addition, Contra Costa Health Services (CCHS) conducts pedestrian and bicycle safety education and Safe Routes to School activities in selected Richmond middle and elementary schools. At the elementary level, activities include classroom presentations and the use of educational incentive items. CCHS also implemented the West Contra Costa Street Smarts Campaign; a media/materials based traffic safety education campaign

in Richmond and elsewhere in West County. The latter is a partnership with the City through the West Contra Costa Transportation Advisory Committee; however this program is no longer funded.

### Richmond Bicycle/Pedestrian Advisory Committee

The Richmond BPAC (RBPAC) was formed in 2008 to allow the community to work in partnership with the City of Richmond. The RBPAC's mission is to promote local, commuter and recreational cycling and walking in Richmond and improve the safety of cyclists on our roads. The RBPAC provides input and feedback to the City on cycling and pedestrian infrastructure by reviewing plans and prioritizing projects. RBPAC also will undertake various cycling education and awareness activities in co-operation with the City.

### Contra Costa Health Services

CCHS has been actively involved in bicycle and pedestrian safety efforts in Richmond. Since 2003 the CCHS Injury Prevention Project has made strides towards locating and prioritizing hotspots and improving pedestrian and bicycle safety through prevention. The Project has resulted in key traffic safety profiles, identification of hotspot intersections and improvement recommendations for areas such as the North and East neighborhoods, where prevalent speeding on local streets is a critical concern.

### Richmond Spokes

Richmond Spokes is a training program that empowers young entrepreneurs to design, plan, market and execute their ideas related to bicycling. Youth participants provide cyclists with professional bicycle services, sales and accessories. Through education, empowerment, employment and engagement, Richmond Spokes encourages self-

sufficiency, job skill training, educational opportunities and a culture of stewards who use cycling and sustainable transportation to enable physical, personal, and professional mobility.

► <http://sites.google.com/a/richmondspokes.org/about/>



### East Bay Bicycle Coalition

The East Bay Bicycle Coalition (EBBC) is a non-profit advocacy group that promotes bicycling as an everyday means of transportation. A great deal of EBBC's efforts focus on the development of local bicycle transportation plans in the 33 cities where they represent bicyclists' interests. EBBC further promotes the formation of grassroots Bicycle Advisory Committees (BACs) to review plans and prioritize funding.

The EBBC also advocates for countywide and regional bicycle planning and funding. The EBBC also organizes education and outreach events such as Bike to Work Day.

### The Yellow Brick Road

The Yellow Brick Road is a youth conceived Safe Routes to Schools project that will be based in the Iron Triangle neighborhood of Richmond. The project will be led by Opportunity West, a community center that provides support to high-risk families and youth. Thus far, the Yellow Brick Road project has conducted walking audits and workshops to identify opportunities for safety improvements.

### Bicycle Art Salon

The Bicycle Art Salon is a new community bicycling organization quickly “gathering steam” in Richmond.

## RECOMMENDATIONS

The focus in bicycling planning is often on building capital projects. Support programs are important because they increase the safety, utility and viability of those projects. Municipalities provide support to, and even administer, a broad range of programs and activities related to bicycling safety, education, promotion and law enforcement as a way to complement their project-building efforts. Below is a list of programs and activities that have proven effective in other jurisdictions and which the City of Richmond could choose to offer its residents.

### Education

- ❑ Provide funding and logistical support to the East Bay Bicycle Coalition for safe riding classes in Richmond.
- ❑ Develop and deliver bilingual educational campaigns (through billboards, public service announcements or brochures, for example) with bicycling safety and share-the-road messages.
- ❑ Sponsor design contests for posters or web material publicizing cycling as a means of transportation.
- ❑ Partner with the school district to: offer bicycle rodeos and “Safe Moves” training at elementary schools to teach children the basics of safe bicycling (and walking); to educate parents on the use of helmets, bicycle maintenance and safe cycling habits for their children; to develop curriculum material at the middle- and high school levels on bicycling; and to include bicycling information in the drivers’ education curriculum.
- ❑ Require that City planners and engineers attend trainings on bicycle planning and design.

### Encouragement and promotion

- ❑ Provide funding and logistical support toward Bike to Work Day activities, and help publicize the event.
- ❑ Organize events similar to Oakland’s Oaklavia or San Francisco’s Sunday Streets, during which segments of one or more streets are closed to car traffic for bicycling, strolling, rolling and other recreational activities.
- ❑ Print and distribute full-color copies of maps of the city’s existing and proposed bikeway system—including key destinations and bike parking facilities—to schools, major employers and community organizations, among others.
- ❑ Install a map of biking routes and parking facilities in the Richmond BART/Amtrak station.

- ❑ Encourage cycling for seniors with a pilot program at a senior center.
- ❑ Publicize and distribute the Bicycle Master Plan among City staff, appointed and elected officials, and neighborhood and other community groups.
- ❑ Develop a bicycle fleet for use by City staff for work trips.
- ❑ Provide financial incentives—as well as lockers and showers—for employees who bike to work.
- ❑ Provide funding and logistical support to community-based organizations that offer bicycle repair and maintenance workshops for children or adults.

### **Law Enforcement**

- ❑ Enforce traffic laws for both motorists and bicyclists, especially as a follow-up to an educational campaign.
- ❑ Train police officers on the rights of bicyclists.
- ❑ Provide adequate funding for a bicycle patrol unit within the Richmond Police Department, including to increase safety and personal security on bicycle paths.
- ❑ Create a bicycle diversion program for cyclists cited with traffic infractions.
- ❑ Hand out “safe riding” tickets to children to reinforce positive behaviors.