

Chapter 6:

PROGRAMS



"I think the most important thing at this point would be to try to identify future potential cyclists, and see what barriers they perceive."



Education, encouragement, enforcement, and promotional programs will help people of all ages and abilities realize the full potential of Seattle's new and proposed bicycle infrastructure. These types of programs help people learn how to use our roads safely, whether traveling as a pedestrian, in a vehicle, or on a bicycle.

A range of strategies and actions, from broad policy and outreach efforts to more directed support for people new to bicycling, will help the city meet the goals and objectives of this plan. The programmatic strategies in the plan aim to improve safety, strengthen wayfinding, increase access to bicycling, and encourage community and economic development. Together these efforts can help make riding a bicycle in Seattle a safe, easy, and enjoyable experience for more people. The actions will increase the visibility of people who ride bicycles, communicate that all road users are expected to look out for each other no matter how they travel, create safer streets, and develop a common understanding of traffic safety. The actions will also reach out to new audiences to help people understand the rules of the road and share a vision of riding a bicycle as a fun, healthy, community-building activity.

Research shows that adopting and maintaining new behaviors related to bicycling is a process that involves changing the way we relate to each other on our streets and how we choose to travel. This process depends on policies that support comfortable and safe bicycling, provide access to basic information about bicycle riding opportunities, and teach people about new travel options.

The following strategies will help Seattle achieve its safety and equity goals by educating the public about the new and recommended bicycle infrastructure and encouraging people of all ages and abilities to ride a bicycle for any trip purpose.

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Bicycle safety programs are an essential part of the plan, especially for people of all ages and abilities to realize the full potential of the bicycle network.

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Wayfinding and trip planning tools help make the bicycle network much easier to navigate.

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Providing access to and encouragement for bicycle riding to help people of all ages and abilities experience traveling by bicycle for any trip purpose.

Economic and Community Development 90

A bicycle-friendly reputation can be advantageous for a city. Supporting economic and community development through bicycle-related activities will increase the vitality of Seattle.



DON BRUBECK

Bicycle skills courses at summer festivals, like this one at Alki Summer Streets, are a great way to increase the confidence of young riders.

BICYCLE SAFETY PROGRAMS

Safety education for all primary, middle, and high school-aged youth in Seattle focused on bicycle and general traffic offers a unique opportunity to reach this demographic in the formative moments when they create lifelong transportation habits. It is also important to continue to educate adults about new bicycle facilities and how to interact with them regardless of which travel mode they prefer to ensure safe streets for all users of the roadway. Targeting

wider audiences will build broad community knowledge about safety and bicycle riding opportunities. Changing individual behaviors is critical to accomplish the vision of the plan. The city will lead and support partners through tailored direct outreach to people of all ages and abilities that encourages them to start and continue to ride a bicycle. Each program should be analyzed the Race and Social Justice lens to ensure equitable interaction and outreach with a broad spectrum of the public.

CHAPTER 6 STRATEGIES AND ACTIONS: BICYCLE SAFETY PROGRAMS

Strategies	Actions
6.1 Develop a bicycle safety program	6.1.1 Provide bicycle education for primary school children. Work with schools to continue and expand the Safe Routes to School program to teach children to safely walk and ride a bicycle to school.
	6.1.2 Assess the feasibility and cost of including middle school and high school roadway safety education in Seattle schools.
	6.1.3 Promote bicycle safety and multimodal trip knowledge through Seattle driver education programs at licensing centers. Support partners in updates to the statewide system regulating driver training and licensing. Consider creating a professional development training course for driver education instructors.
	6.1.4 Research and assess the feasibility of laws requiring that all driver training and driver's license renewal processes cover bicycle safety, traffic laws and the consequences of unsafe travel behavior. Work with state legislature on implementation.
	6.1.5 Develop educational materials and programs that explain how to safely drive and bicycle on or near streets with bicycle facilities. This information will help people understand how to use new and existing facilities for all modes of travel. Work with the Seattle Police Department (SPD) to help share materials promoting all users' responsibilities for safe streets.
	6.1.6 Collaborate with partners to develop, strengthen and distribute existing "Bike 101" materials to assist a wide range of current and new riders. Make materials accessible to non-English speakers and include information about e-bicycles (electric bicycles) to help overcome topography barriers.
	6.1.7 Support information sharing and communication between the freight, professional driver, and bicycling communities. Utilize direct communication channels to facilitate safer and more considerate behaviors by all roadway users.
	6.1.8 Develop targeted marketing campaigns to encourage people to try bicycling and follow the rules of the road when traveling by bicycle. Integrate evaluation metrics into campaign design. Collaborate with the Seattle Police Department (SPD) on community outreach, safety education, and enforcement of traffic laws. Develop marketing campaigns aimed at the following: <ul style="list-style-type: none"> • The general population throughout the city to encourage motorists and people riding bicycles to be aware of and respect all travel laws, such as for Bike to Work Month or Bike to Work Day. • Specific populations to encourage more people to try bicycling by identifying groups that are interested, but have not yet tried bicycling. • Evaluate all marketing campaigns to determine whether goals are being accomplished.



WAYFINDING AND TRIP-PLANNING

Wayfinding tools (signs, pavement markings, and maps) and online trip planning tools do not replace the need for high-quality bicycle facilities; however, these tools can make the existing bicycle network much easier to navigate. Ensuring information is easy to find for people of all ages and abilities is important to ensure equitable access to the benefits of riding a bicycle for any trip purpose.



Wayfinding signs can promote bicycle facilities to potential riders and help people on bicycles get to their destination

CHAPTER 6 STRATEGIES AND ACTIONS: WAYFINDING AND TRIP-PLANNING

Strategies	Actions
6.2 Improve wayfinding and trip-planning opportunities for people on bicycles	6.2.1 Enhance the existing wayfinding system to incorporate new destinations and include wayfinding signs as a component of all projects.
	6.2.2 Coordinate with major institutions to encourage cohesive signage and information sharing.
	6.2.3 Update the annual printed bicycle map. Design the map to be accessible to people for whom English is not a primary language and to people who might need larger text. Include bicycle traffic laws on the map.
	6.2.4 Make all bicycle-related GIS data available through the Seattle.gov GISWEB portal and publish other bicycle data (such as collision analysis) to allow development of third-party applications.

ACCESS TO AND ENCOURAGEMENT FOR BICYCLES

One important goal of this plan is to serve groups who may not currently ride a bicycle and for whom riding a bicycle might provide great health, financial, and time benefits. Puget Sound Bike Share will provide the city with a powerful resource to lower the barrier to entry for bicycling. Working with partners and neighborhood groups to promote and improve safety of all users of the roadway will encourage more people to view bicycling as a way to get around to their local destinations.



Bicycle training courses help bicycle riders gain a better understanding of how to safely navigate city streets.

CHAPTER 6 STRATEGIES AND ACTIONS: ACCESS TO AND ENCOURAGEMENT FOR BICYCLES

Strategies	Actions
6.3 Support improved access to bicycles and encouragement of bicycling opportunities	6.3.1 Partner with other departments and organizations to develop education and encouragement programs for populations historically underrepresented in bicycling, including youth older adults, women, economically disadvantaged, and people of color.
	6.3.2 Support and advertise events and programs that provide helmets and other safety equipment at free or reduced rates.
	6.3.3 Partner with Puget Sound Bike Share to promote the system and focus on safety for new riders, encouragement programs and wayfinding.
	6.3.4 Work with neighborhood groups and other partners who want to promote and improve bicycling.

ECONOMIC AND COMMUNITY DEVELOPMENT

Cities around North America are seeing that a bicycle-friendly reputation can be advantageous in attracting tourists. Puget Sound Bike Share and new, high-quality bicycle facilities will make riding a bicycle more appealing proposition for both visitors and residents alike. Bicycle-friendly business district programs can help neighborhood business districts “brand” themselves as welcoming to customers who arrive by bicycle, creating more livable and vibrant communities.

Bicycle Benefits is a program designed to **reward** individuals and businesses for their **commitment** to cleaner air, personal health, and the use of pedaling energy in order to create a more **sustainable community**.

CHAPTER 6 STRATEGIES AND ACTIONS: ECONOMIC AND COMMUNITY DEVELOPMENT

Strategies	Actions
6.4 Support economic and community development through bicycle related activities	6.4.1 Support strong bicycling elements in Transportation Management Programs (TMP) and Commute Trip Reduction (CTR) sites. Work with the Department of Planning and Development (DPD) to develop an information packet that outlines code requirements for bicycle parking needs and other amenities and distribute to TMP- and CTR-affected sites. Support Employee Transportation Coordinators (ETC) in promoting bicycling at CTR sites.
	6.4.2 Assist neighborhood business districts and other groups that want to begin a Bicycle-Friendly Business District. Bicycle-Friendly Business Districts can vary in their specifics, but they all allow a business district to “brand” itself as welcoming to customers who arrive by bicycle. Collaborate with the Office of Economic Development (OED) and/or neighborhood chambers of commerce.
	6.4.3 Support the development of a bicycle tourism program. Facilitate communication and education between tourism agencies and other partners about bicycling in Seattle. A bicycle-friendly reputation can be an advantage in attracting tourists.
	6.4.4 Support events that encourage neighborhood-level active transportation. These events include Summer Streets, Bicycle Sundays, Kidical Mass and others.
	6.4.5 Partner with and support Puget Sound Bike Share to encourage expansion to bicycle-friendly neighborhood business districts and identify more opportunities to support bike share in more neighborhoods throughout Seattle.

