

6. Recommended Education, Encouragement and Enforcement Programs

The improved bicycle facilities recommended by the Bicentennial Bikeways Plan should be complemented by programs and activities designed to promote bicycling. There are many existing efforts to promote bicycling in Columbus. Many are provided by active concerned community groups and individual residents. The Bicentennial Bikeways Master Plan recognizes these efforts and encourages the City of Columbus to support, promote, and build upon these grassroots efforts.

Bicycle planning commonly talks about the four “Es”: engineering, education, encouragement and enforcement. In the past, Columbus has focused primarily on the engineering component. This Plan recommends that the City support the softer side of bicycling-- education, encouragement and enforcement—through the programs outlined in this chapter.

This chapter is divided into the following sections:

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The success of these recommendations is dependent on funding and staff time that is available to devote to these programs. In many cases, these programs can be implemented by independent groups, individuals and non-profits. Appendix F provides a list of staff resources and other costs required by the programs recommended in this chapter.

6.1. Education Programs

Education programs ensure that bicyclists, pedestrians, and motorists know how to travel safely and understand the regulations that govern these modes of transportation. Encouragement programs provide fun and creative opportunities for people to “try” biking and walking. Education and encouragement programs also increase the public awareness of bicycling and walking as means of transportation and increase public support for policies that promote biking and walking.

Current educational efforts are provided by the City of Columbus and interested residents. A small annual spring safety campaign was conducted for 7 years, but discontinued in 2007 due to lack of staff. Implementation of the following recommendations will require funding for staff and dedicated cooperative efforts among the City of Columbus, the Columbus Police Department, local school districts, local bicycle groups, and community members.

6.1.1. Recommendation: Educate Motorists and Bicyclists through a Share the Road Campaign

A Share the Road campaign is intended to educate motorists, bicyclists, and pedestrians about their legal rights and responsibilities on the road, and the need to increase courtesy and cooperation to improve safety. The campaign targets not just youth, but all residents and visitors to a community. This should be a combined effort between the City of Columbus' Public Safety Department, (or Police Division), the Central Ohio Bicycle Advocacy Coalition, and other partners to develop a Share the Road Campaign.²⁰ To establish a Share the Road campaign, the City of Columbus should:

- Develop **Share the Road** flyers, one targeting bicyclists and one targeting motorists, which outline safe and courteous behavior, collision reporting procedures, and local bicycling resources and hotlines.
- In conjunction with the Police Department, hold **periodic traffic checkpoints** during months with high bicycling rates. At checkpoints, motorists, bicyclists and pedestrians are stopped, given a Share the Road flyer and have the opportunity to provide feedback to officers regarding the campaign ideas. Checkpoints could be held along local bikeways such as the Olentangy River Trail and roadways commonly used by bicyclists.
- Create **public service announcements** on radio and TV to promote the Share the Road campaign, including publicity about the Share the Road checkpoints. Promote the campaign on the City's website.
- Develop public PowerPoint **presentations** with the Share the Road message for presentation to the public.
- Develop **adult bicycle safety classes** and hold them at regular intervals.
- Promote the purchase of "Share the Road" license plates.

6.1.2. Continue and Expand Bicycle Education Programs

The City of Columbus currently distributes three bicycle safety pamphlets:

- *Bicycle Safety: What Every Parent Should Know* This brochure was written for parents teaching children how to bicycle. It covers most of the basic skills needed for bicycling on local streets.
- *Bicyclist Survival* A general guide to bicycling for adult. The booklet discusses equipment, repairs, weather, clothing, and traffic skills.
- *Street Smarts* Describes safe techniques for bicycling on arterial streets.

²⁰ Other partners may include local hospitals, schools, or regional and state agencies. For example, in California, the Marin County Bicycle Coalition has partnered with Marin General Hospital, Marin County Law Enforcement and National Highway Traffic Safety Administration to develop its Share the Road Campaign. Marin County Bicycle Coalition's Share the Road Campaign can be found at www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml
The City of San Jose Street Smarts Program is available at: <http://www.getstreetsmarts.org/>

6.1.3. Recommendation: Expand Existing Bicycle Safety Classes

The City should expand existing bicycle safety classes by incorporating them into recreation center programs and by working with the school districts to incorporate bicycle safety into the school curriculum. Typical bicycle education programs educate students about the rules of the road, proper use of bicycle equipment, biking skills, street crossing skills, and the benefits of biking. Education programs can be part of a Safe Routes to School program. These types of education programs are usually sponsored by a joint City/school district committee that includes appointed parents, teachers, student representatives, administrators, police, active bicyclists, and engineering department staff.

Education need not be limited to younger children. The City's current bicycle safety classes are available for adults as well as children. The City may consider working with the Sheriff's Department to utilize adult bicycle education programs as a "bicycle traffic school" in lieu of fines for bicycle or pedestrian-related traffic violations. These courses could be geared toward motorists as well as bicyclists and pedestrians.

6.1.4. Recommendation: Educate Motorists, City Staff, Maintenance, and Construction Crews

Bicycle related education should be targeted to motorists, City staff, developers, and others who directly or indirectly affect the biking environment. Information regarding the rights of bicyclists and the rules of the road are especially important. Many motorists mistakenly believe, for example, that bicyclists do not have a right to ride on the roadway or that bicyclists should only ride on sidewalks. Education about the rights and responsibilities of pedestrians and bicyclists can include:

- Incorporating bicycle and pedestrian safety into traffic school curriculum. (Ohio traffic school, also known as defensive driving, is taken to dismiss Columbus Ohio traffic tickets or reduce fines and also for auto insurance discounts.)
- Producing a brochure on bicycle and pedestrian safety and laws for public distribution.
- Enforcing traffic laws for bicyclists.
- Providing training for bicycle and pedestrian planning for all City planners.
- Working with contractors, subcontractors, and City maintenance and utility crews to ensure they understand the needs of bicyclists and pedestrians and follow standard procedures when working on or adjacent to roadways and walkways.

An educational presentation has been developed for City engineering staff, but has not yet been presented.

6.2. Encouragement Programs

Strategies for community involvement in bicycle and pedestrian improvements will be important to ensure broad-based support to help secure financial resources. Involvement by the private sector in raising awareness of the benefits of bicycling can range from small incremental activities by non-profit groups, to efforts by the largest employers in the City. Specific programs are described below.

6.2.1. Recommendation: Facilitate the Development of Employer Incentive Programs

Employer incentive programs to encourage employees to try bicycling and walking to work and include strategies such as providing bicycle lockers and shower facilities, offering more flexible arrival and departure times, and fun incentives such as entry into monthly raffle contests. The City may offer incentives to employers to institute these improvements through lowered parking requirements, reduced traffic mitigation fees, or other means.

The Mid-Ohio Regional Planning Commission has a bike matching program to link those with similar origins and destinations who are interested in riding together. Signing up for this program also entitles the participant for the Guaranteed Ride Home program which reimburses bicyclists for a taxi ride in case of unforeseen circumstances.

6.2.2. Recommendation: Develop System Identification for the On-Street Bikeways

System identification creates greater awareness of the bicycle and pedestrian network and provides wayfinding assistance for cyclists and walkers. System identification usually begins by identification of a series of bicycle and pedestrian routes, development of a unique logo and facility signage, development of a network map and publicity. Signage may also include informational kiosks, directional signage pointing out destinations, and mileage indicators. System identification plans are usually implemented and maintained by the City. Recommendations on wayfinding signage are provided in Chapter 7: Design Guidelines.

6.2.3. Recommendation: Support Community Bikeway/Walkway Adoption

Community Bikeway Adoption programs are similar to the widely instituted Adopt-a-Highway programs throughout the country. These programs identify local individuals, organizations, or businesses that would be interested in “adopting” a bikeway.

Bikeway adoption can be used for raising private funds from individuals, groups and corporations to construct bicycle facilities, in which case the donor can be recognized through the bikeway name, trail markers, a ribbon-cutting ceremony or other public recognition.

Alternatively, bikeways can be adopted by community members who provide funding or volunteer hours to maintain an existing bikeway. Adopting a bikeway for maintenance would mean that person or group would be responsible for maintenance of the bikeway either through direct action

or as the source of funding for the City's maintenance of that bikeway. For example, members of a local recreation group may volunteer every other weekend to sweep a bikeway and identify and address larger maintenance needs. Adopt-a-bikeway programs can involve more than neighborhood groups. A local bike shop may adopt a bikeway by providing funding for the maintenance costs. The managers of an adopted bikeway may be allowed to post their name on bikeway signs throughout the bikeway in order to display their commitment to bicycling in Columbus.

6.2.4. Recommendation: Create New Opportunities for Recreational Biking

Eighty percent of bicycle trips in Columbus are recreational in nature. Columbus should encourage recreational bicycling by providing new opportunities for mountain biking, BMX biking, and by encouraging support for recreational road bicycling clubs. By encouraging recreational bicycling, Columbus is supporting the health of its community members and supporting the larger world of bicyclists.

6.2.5. Communication: Create a Bike Map and Multi-Modal Access Guide

In the short term, Columbus, in coordination with COTA, should develop and publish a citywide bicycle map to be produced in print and online format. The map should include bicycle safety and information about sharing the road on the back.

In the long-term, Columbus should develop a multi-modal access guide. A multi-modal access guide provides concise customized information on how to access specific destinations with emphasis on biking, walking and transit. Access guides can be as simple as a map printed on the back as a business card or as complex as a multi-page packet distributed to employees. Some items commonly included in access guides are:

- A map of the area with rail and bus stops, recommended walking and biking routes, nearby landmarks, facilities such as restrooms and drinking fountains, locations of bicycle and vehicle parking and major roads.
- Information on transit service including: frequency, fares, accepted methods of payment, first and last runs, schedules, phone numbers and websites of transit service providers and taxis.
- Information on how long it takes to walk or bike from a transit station to a destination.
- Accessibility information for people with disabilities.

Best practices include using graphics, providing specific step-by-step travel directions, providing parking locations and pricing information, and providing information about the benefits of walking and biking. High-quality access guides should be concise and accurate and should incorporate input from key stakeholders, including public transportation operators, public officials, employees, staff who will be distributing the access guide, and those with disabilities. Access guides are usually developed by facility managers, employers or Transportation Management Associations.

6.2.6. Recommendation: Work with Businesses to Develop Incentives for Biking

Incentive programs to encourage biking and walking to local businesses can be developed in coordination with individual businesses, the Chamber of Commerce, local bicycling stores, and advocacy groups. Such efforts may include:

- Creating promotional events such as “Bicycle to the Grocery Store” days, when bicyclists get vouchers for or discounts on items in the store, or “Bicycle to the Video Store” days, when bicyclists receive free popcorn or a discount on a movie rental.
- Holding an annual community event to encourage residents to replace one car trip a week with a bicycle trip.
- Developing, promoting, and publicizing bicycle commuter services, such as bike shops selling commute gear, bike-on-transit policies, and regular escorted commute rides.
- Creating an annual commuter challenge for area businesses.
- Encouraging and facilitating the development of small satellite business services near bicycle trailheads, such as mobile cafes and stands that sell amenities like snacks, sunscreen, Band-Aids, and trail maps.



A trailside bicycle rental and café on the Katy Trail in Missouri

6.2.7. Recommendation: Commit to Becoming a Recognized Bicycle Friendly Community

The League of American Bicyclists sponsors an awards program that recognizes cities and counties that actively support bicycling. According to the League, a Bicycle Friendly Community is one that “provides safe accommodation for cycling and encourages its residents to bike for transportation and recreation.” The league recognizes four tiers of bicycle friendly communities: bronze, silver, gold and platinum. The City of Columbus should develop an action plan to meet the League of American Cyclist’s requirements to become a Bicycle Friendly Community.



Columbus is eligible to apply for the national Bicycle Friendly Community award program

The application process for being considered as a Bicycle Friendly Community involves an audit of the engineering, education, encouragement, enforcement, evaluation and planning efforts for bicycling. The League reviews the application and solicits feedback from bicyclists in the

community to determine if Bicycle Friendly Status should be awarded. The League provides technical assistance and other information for cities working toward Bicycle Friendly Community status at: www.bicyclefriendlycommunity.org.

6.3. Community Involvement

Involving the community in visioning, planning, and promoting the bikeway network can ensure that the community's needs are addressed, can foster support for biking, and can result in a better, more frequently used bicycle network. Projects with a broad base of support among citizens, staff, and elected officials will likely be more easily funded and implemented. Columbus residents and employees can be involved in the development and promotion of the bicycle network through the following recommendations:

6.3.1. Recommendation: Develop a Columbus Bikeways Website

A city website dedicated to bicycling in Columbus can provide an important way of communicating with bicyclists. City websites may include the following items:

- Maps of the bikeway network
- Rules of the road/rules of the trail
- Links to local bicycling organizations
- Information about bicycle education courses
- Notices about detours, path closures, maintenance
- A way to contact City staff about bikeway issues
- Information provided in multiple languages.

6.3.2. Recommendation: Promote Bike-to-Work Day

Columbus should join other Ohio cities such as Athens, Cincinnati, Cleveland, Dayton, and Toledo and promote an annual Bike-to-Work Week in May. The League of American Bicyclists promotes national bike to work day in May and the organization's website provides marketing, educational, and organizational materials to help cities promote and support bike to work week. (<http://www.bikeleague.org/programs/bikemonth/>).

Events described in the League's organizing handbook²¹ include:

Energizer Stations

San Francisco, California hosts numerous bike tours during National Bike Month. On Bike-to-Work day, they set up 12 energizer stations in various neighborhoods so that people could stop in on their morning and evening commutes. The energizer stations had food, red blinky lights, and reflective leg bands.

²¹ These event descriptions are taken from "National Bike Month 2007 51st Anniversary Celebration" published by the League of American Bicyclists.

Close a Street

Sarasota, Florida closed off a street for Bike-to-Work day and had booths from bicycle dealers, the public health department, and the bike pedestrian coordinator set up along the street so people could buy supplies and test ride bikes.

Ride with the Mayor

Riding with the Mayor is an excellent way to promote Bike Month and Bike-to-Work Day. Use this opportunity to showcase good facilities in your area highlight any needs for community improvement.

Commuter Challenge

New York City and many other cities host commuter challenges where businesses compete to have the highest percentage of employees who pledge to Bike-to-Work every day of bike week. Bonus points are given to companies with bicycle parking, safety materials, and or showers and changing facilities.

Car vs. Bus vs. Bike Commuter Race

The city of Dallas, Texas has played host to several Car vs. Bus vs. Bike Commuter Races. Motorist, bus driver and cyclist all start and end the morning rush hour at the same spots, but may take distinctly different routes. The bicyclist always wins. This is a sure-fire media event to run the week before Bike-to-Work Day to encourage folks to give bicycle commuting a try.

6.3.3. Recommendation: Actively Solicit and Promote Bike Fairs, Races and other Bicycle-Related Events

Hosting bike fairs, races, and other bicycle-related events in Columbus can raise the profile of bicycling in the area and provide entertainment for all ages. These events provide an opportunity to educate and encourage current and potential bicyclists. These events can also bring visitors to Columbus that may contribute to the local economy. These events could be sponsored and implemented through collaboration between City and local employers. The Columbus Health Department should play a role in the promotion of these events.

6.4. Citywide and Regional Coordination

Bicycle and planning, facility construction, maintenance and programming in Columbus are currently conducted by many different entities. There is a need for coordination between these different entities. This plan recommends that the City fill the role of Bikeways Coordinator and facilitate the development of a three-part advisory/implementation system consisting of:

Transportation, Pedestrian and Bicycle Advisory Commission: Citizen's group that advises City Council and City staff on bicycle- and pedestrian-related matters. This plan recommends that the City combine the former Bikeways Advisory Committee, which reported to the Department of Recreation and Parks, with the Transportation and Pedestrian Advisory Commission, which reports to the Public Service Department. This combined Advisory Committee would report to both departments and have shared leadership between the departments.

Inter-Agency Bicycle Working Group: A group of City and Regional staff that is charged with implementing Columbus' bicycle facilities.

Funding Foundation (200 Friends of Columbus): A private foundation to promote the Bicentennial Bikeways Plan and to raise necessary funding to construct and maintain the bicycle facilities.

6.4.1. Recommendation: Fund and Fill the Bikeways Coordinator Position

The City of Columbus does not currently have the Bikeways Coordinator position filled. To take full advantage of bicycle planning efforts in Columbus, and to assist with implementation of the many projects and programs recommended in this plan, the City of Columbus may wish to consider filling this position. The job duties for this staff person may include monitoring the design and construction of on-street bikeways and shared use paths, including those constructed in conjunction with private development projects, ensuring bicycle facilities identified in specific plans and as mitigation measures are designed appropriately and constructed expediently, coordinating the implementation of the recommended projects and programs listed in this plan, and identifying new projects.

6.4.2. Recommendation: Reorganize and Reestablish the Bikeways Advisory Committee

In 1993, the Columbus City Council established a Bikeways Advisory Committee. The Committee advises the Mayor and City Council with the mission "To integrate bicycles into the transportation systems of Columbus and central Ohio, by providing a safe convenient system of bikeways and other bicycle facilities." The BAC has been successful in spurring the City to update its bicycle plan, and encouraging the City to maintain its bicycle police force. The BAC has been on hiatus since December 2006, though its members have been actively involved in developing this plan.

The City should re-establish a citizen advisory group capable of strong advocacy, coordination, and advice in implementing this plan.

The skill set of this group should include a cross-section of members, including bicycle advocates, politicians, and influential members of the private sector, capable of helping spread the message into board rooms, councils, and non-traditional audiences. The group should present a unified response to bicycle-related issues in Columbus.

Recommendations include:

- The Bikeways Advisory Committee should be combined with the Transportation and Pedestrian Advisory Commission, and shared leadership should be established between the Public Service Department and the Department of Recreation and Parks.
- New objectives should be designed to support the function of the committee.

- Committee members should be appointed by the Mayor and membership supported by city staff.
- Attendance by city staff members should be mandatory.
- The City should support the mission of the BAC, should ensure that members of the BAC are appointed in a timely manner, and should consult with the BAC on all bicycle-related items and on major transportation decisions.

6.4.3. Recommendation: Establish an Interagency Working Group

In addition to restructuring and strengthening the Bikeways Advisory Committee, an Interagency Working Group should be established in the office of the Mayor, with representatives from all city agencies with responsibility for building, maintaining, promoting and enhancing the bikeway system. This group should meet regularly to ensure that bikeways are integrated throughout all functional areas of city government.

6.4.4. Recommendation: Foster a Private Funding Foundation

The City of Columbus, to the extent possible, should foster the formation of a private foundation that promotes the Bicentennial Bikeways Plan and raises private funds to construct and maintain bicycle facilities. A suggested name for this foundation is 200 Friends of Columbus.

6.4.5. Recommendation: Continue to Coordinate with Mid-Ohio Regional Planning Commission, Ohio Department of Transportation, and other Agencies to Expand the Regional Bikeway Network

Expanding and enhancing the regional bikeway network is an important part of making bicycling a viable commute mode. Columbus' employers attract employees from outside the City limits and several regional and state trails pass through the City. The City of Columbus should actively encourage and facilitate the construction and improvement of bikeway facilities on regionally important routes. The City should place a high priority on constructing regional bikeways as identified in MORPC's 2006 Regional Bicycle Transportation Facilities Plan.

6.4.6. Recommendation: Support Citywide Shared Bicycle Program

Columbus should research the feasibility of supporting a citywide shared bicycle program. MORPC promotes bikesharing in its Regional Bicycle Transportation Plan:

“Similar to carsharing, bikesharing allows flexible, short-range transportation options for an urban or dense setting. A community bike program comes in several

different forms. The basic premise is a collection of bicycles for the community to use for transportation, exercise, and entertainment.”

“Bikesharing represents an opportunity to complement other demand reduction strategies. Transit-oriented development, college campuses, and urban centers all have qualities that could benefit from development of bicycle programs. Efforts to encourage bikesharing should be made as new sustainable development projects are pursued.”

The first bicycle programs established in the United States were based on a let-loose system. Multiple locations used for lending with no membership and no tracking system. These programs tend to experience high rates of mechanical problems and rapid evaporation of their inventory, and subsequent burnout of volunteers. Europe has recently established bike rental programs that allow users to use a debit or credit card, or a prepaid swipe card to release a bicycle from a locked parking area and to ride it for a small hourly fee. These programs show more promise in providing bicycling to the public.



*Adshel (subsidiary of Clear Channel) Commercial
Electronic Bike-Sharing Facility
Source: MORPC*

Bike Rental

In addition to promoting shared bicycle programs, the City should support businesses which provide bicycles for rental. Rental bicycles are particularly important in promoting Columbus’ shared-use path system as a destination for tourists.

6.5. Safety and Security

6.5.1. Recommendation: Lights On Safety Campaign

Columbus should consider as a first priority sponsoring a safety campaign aimed at increasing the visibility of bicyclists at night. The campaign could consist of advertising (public service announcements, bus shelter ads, banners, and tags to hang on parked bicycles) and a way to provide reduced cost or free bicycle lights to bicyclists.

6.5.2. Recommendation: Continue to Enforce Traffic Laws for Motorists and Bicyclists

The Columbus Police Department should continue to perform enforcement of applicable laws on shared-use paths, depending on available resources and priorities. Enforcement of vehicle statutes relating to bicycle operation will be enforced on bikeways as part of the department’s normal operations.

It is recommended that the Police Department proactively enforce bicycle-related violations at high-crash areas. This spot enforcement should be highly visible, and publicly advertised. It may take the form of crosswalk stings, handing out informational sheets to motorists, bicyclists and pedestrians, or enforcing speed limits and right-of-way at shared use path-roadway intersections.

As part of a National Highway Traffic Safety Administration grant awarded to Utah's Departments of Health, Transportation, and Public Safety to develop a Share the Road campaign, the State of Utah has developed an enforcement plan that targets motorists who do not share the road with bicyclists. Plainclothes officers on bicycles will stop motorists and cyclists not following the rules of the road and will provide educational material developed as part of the grant, as well as cite the transgressors. An officer on a bicycle will observe the offense and radio to an officer in a chase car who will make the stop.

Based on Columbus' crash records, bicycle enforcement should focus on running red lights and stop signs, traveling at night without lights, failure to yield at driveways, and failure to look and signal on left turns.

6.5.3. Recommendation: Increase Safety and Security through Proper Design and Maintenance

The following recommendations emphasize safety and security through design and maintenance efforts. These actions should be incorporated into the planning and development process of all bicycle facilities.

- Adhere to the established Federal and State design, operation, and maintenance standards (Ohio MUTCD, AASHTO).
- Supplement these standards with the sound judgment of professional planners, public safety officials and engineers.
- Maintain adequate recording and response mechanisms for reported safety and maintenance problems.
- Provide regular police patrols to the extent needed.
- Thoroughly research the causes of each reported accident within the City of Columbus' bikeways network. Respond to crash investigations with appropriate design or operation improvements.

6.5.4. Recommendation: Expand the Volunteer Trail Watch Program

A volunteer trail watch program has been established for a four-mile stretch of the Olentangy Trail in Whetstone and Tuttle Parks. This program is a collaboration among the city's Recreation and Parks Department, the Columbus Division of Police, and the Clintonville Community Crime Patrol. As many as 15 volunteers will provide information and education to trail users and monitor the trail for unsafe conditions and maintenance issues. Volunteers do not have enforcement powers, but

report emergencies to the police. The north end of the Alum Creek Trail is also patrolled by a volunteer Trail Watch.

Volunteer requirements are outlined on the City's website:

“Each volunteer is required to attend a half-day training course, complete a background check, and volunteer a minimum of eight hours each month.

Each volunteer should also have a bicycle or roller blades and a cell phone. The recreation and parks department will provide a uniform t-shirt, name tag, handbook, and educational and training materials.

Volunteers will also be responsible for cleaning up the trail as necessary, periodically conducting trail user satisfaction surveys, and documenting any issues affecting the trail and its users.”

The City of Columbus should continue to support this volunteer trail watch program, and expand it to other areas as neighborhood interest warrants.

6.5.5. Recommendation: Maintain the Columbus Police Department's Bicycle Patrol Unit

The Columbus Police Department currently has a bicycle patrol unit. Bicycles are an excellent community-policing tool, as officers on bikes are often viewed as more approachable, thus improving trust and relations between the citizens and police. Bicycle patrol units can work closely with citizens to address concerns before they become problems. Bicycle patrol units can have a direct impact on bicycle safety by enforcing bicycle traffic laws (e.g. wrong-way riding, sidewalk riding, obeying traffic controls, children wearing helmets), and providing bicycle safety education. The City of Columbus should increase the presence of the bicycle patrol unit on shared use paths.

6.5.6. Recommendation: Establish a Safe Routes to School Program

Columbus does not currently have a citywide Safe Routes to Schools program, though projects to make it safer to bike and walk to school have been encouraged by the Columbus Area Pedestrian Committee. Safe Routes to Schools programs encourage walking and biking to school through parent and student education and incentives. Programs generally address the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and redesigning streets to be safer. State and federal funding is available for Safe Routes to Schools programs. Identifying and



improving routes for children to walk or bicycle to school is one of the most effective means of reducing morning traffic congestion and addressing existing safety problems. School commute programs that are joint efforts of the school district and city, with parent organizations adding an important element, are usually most effective.

6.5.7. Recommendation: Support Community Bicycle Safety Programs

The City of Columbus should work with local schools, organizations and non-profits to continue to provide bicycle safety programs to the local community. In addition to continuing to provide the three bicycle safety handbooks, the City should consider programs such as free/low cost helmet or bicycle light giveaways for low-income youth, supporting and advertising bicycle safety education classes at community centers, encouraging City staff members to become League of American Bicyclists-certified bicycle instructors and provide training to neighborhood groups, and using posters, public service announcements and other media to advertise bicycle safety. Bicycle skill education courses should be offered through multiple venues, including public schools, community colleges, the YMCA, and boys and girls clubs.