

CHAPTER 5: PROGRAMS

Awareness programming is a major aspect of encouraging community members and visitors to use multi-modal methods of transportation. Successful programs require a joint effort between state departments of transportation, local jurisdictions, law enforcement, advocacy groups, and local organizations. Campaigns that include encouragement, education and awareness, evaluation, and enforcement all work together to increase active transportation, improve safety, and gather valuable community feedback. Agencies and organizations currently involved in awareness programs include:

| Type of Organization | Organization Name | Location | Responsibility |
|----------------------------------|---|------------------|--|
| Government & Agency Associations | Counties, CSLT, TMAs | Region-wide | Funding, staff time, materials |
| Public Safety | City of South Lake Tahoe Police Department | South Lake Tahoe | Funding, staff time, materials |
| | California Highway Patrol | California | |
| | Nevada Highway Patrol | Nevada | |
| Advocacy | Community Mobility Group | South Lake Tahoe | Volunteer time & program development |
| | Lake Tahoe Bicycle Coalition | Region-wide | Volunteer time & program development |
| | Tahoe Mountain Biking Association | South Lake Tahoe | Volunteer Time |
| | The League to Save Lake Tahoe | Region-wide | Funding, staff time, and materials |
| Education | NDOT Safe Routes to School Program | East Shore | Funding, staff time, program development |
| | NDOT Bicycle/Pedestrian Education Program | East Shore | Funding, staff time, program development |
| | School Districts | Region-wide | Funding, staff time, program development |
| | Lake Tahoe Community College | South Lake Tahoe | Funding, staff time, program development |
| | South Tahoe Environmental Education Coalition (STEEC) | South Lake Tahoe | Funding, staff time, program development |
| | North Tahoe Environmental Education Coalition (NTEEC) | North Lake Tahoe | Funding, staff time, program development |
| | Boys & Girls Club | South Lake Tahoe | Funding, staff time, program development |

Table 5-1: Agencies Involved in Awareness Programming. Source: TMPO

5.1 ENCOURAGEMENT:

Encouragement to use active transportation as a method of travel can be conducted in many ways. Below are examples of existing programs and recommended programs that should be implemented.



Lake Tahoe Bike Challenge



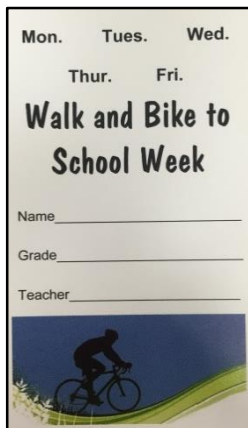
Since 2005, the Lake Tahoe Bicycle Coalition (LTBC), TRPA/TMPO, and other local and regional partners organize the annual Lake Tahoe Bike Challenge. The goal of the Bike Challenge is to encourage people all around the Region to forego driving and instead bike as often as possible. Each year, hundreds of cyclists join teams or ride as individuals and record their total number of

bicycle trips through an online site: <http://tahoebikechallenge.org/>. Sponsors also organize a variety of events and group rides throughout the two-week period to increase awareness and participation. In 2015, 315 participants logged 17,299 miles and 2,706 total trips. The impact of this challenge on the environment was tremendous, preventing an estimated 18,663 pounds of carbon dioxide emissions.



June 30, 2015 TRPA Car Free Day

Safe Routes to School



Bike to School Week and **Nevada Moves Day** promote active transportation at schools by coordinating group rides, providing route information, and offering recognition for participants. During the first week of June 2015, the Community Mobility Group led a pilot program for Bike to School week. All elementary schools within the City of South Lake Tahoe and the town of Meyers participated. Coordinated rides included a series of drop off points where parents could take students if they were too young to bike alone, didn't have a bike, or lived too far away. Volunteers were stationed at each school to pass out and hole-punch cards for each day students used active transportation. At the end of the week, participating students were recognized with prizes. Nevada Moves Day is an annual statewide event sponsored by NDOT's Safe Routes to School Program.

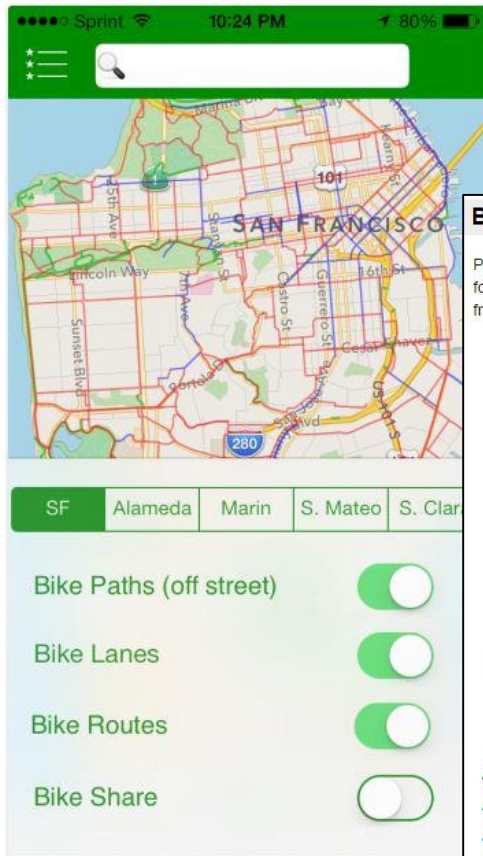
Golden Sneaker Contest, Grades K-5

As biking and walking to school increases and becomes safer, several walk/bike to school days throughout the year can take place. Participation can be tracked by class and whichever class gets the most participation in that particular month could receive the Golden Sneaker Trophy. Different standards are applied for grades K-2 and 3-5.

Maps & Mobile Applications

User maps and mobile applications are another method of encouraging people to use active transportation. A variety of Lake Tahoe organizations, including the TCPUD and LTBC, produce free hard-copy maps for the community. TRPA/TMPO has an online and mobile-friendly GIS map that illustrates existing and proposed infrastructure, available online at: <http://gis.trpa.org/BIKEMAP/>.

Though these resources are helpful and technology is improving, people continue to desire interactive maps, real-time transit information, and other user-friendly resources to help make informed transportation choices. Partners should work together to create a mapping system that will support increased and well-informed use of the network. One example is the “Best Rides around Portland” website – sponsored by the City of Portland, Oregon. The site gives people a variety of biking options depending on the length, difficulty level, and destinations riders would like to access. There are also a variety of start-ups and private entrepreneurs creating applications that can be customized to specific locations. Some examples include *Ride the City* (<http://www.ridethecity.com/>) and *Get There by Bike – Interactive Bike Maps for the Urban Commuter*, available for purchase on iTunes.



Best Rides around Portland

Portland is a great place to ride for any reason, or no reason at all! **Click on the numbers on the map** for a detailed map & turn cues for each bike ride. Choose the type of ride that suits your preferences, from short & fairly easy (flat) to longer & more demanding (lots of hill climbing).



Transportation Demand Management

Transportation Demand Management (TDM) is a combination of strategies that incentivize use of non-auto modes of transportation. TDM makes it easier for travelers to shift some trips from driving alone to multi-modal methods.¹ Offering a connected, safe, and convenient active transport network and support facilities are all methods of TDM. The TRPA/TMPO 2015 *Tahoe Basin ITS Strategic Plan* recommends adding bicycle detection, flashing-beacon crosswalks, and other pedestrian-signal upgrades that directly impact accessibility as TDM strategies.

***Mobility 2035* outlines the Employer Trip Reduction Ordinance, which includes many of the below TDM strategies.**

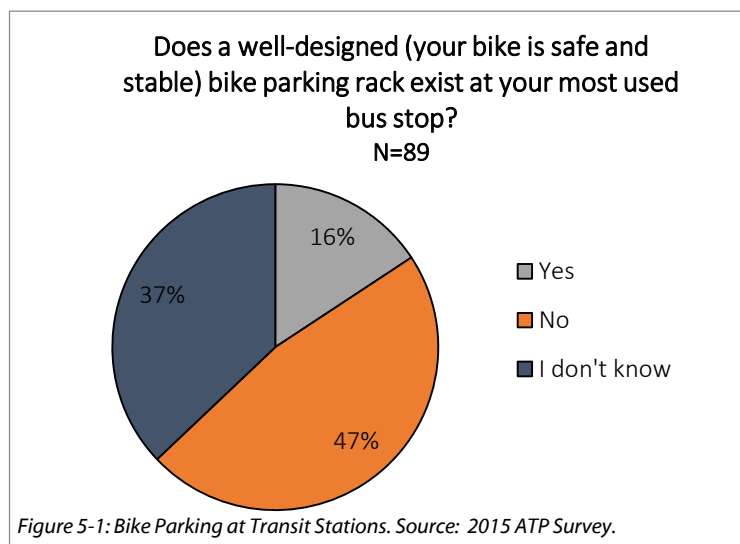
- Flexible work schedules
- Telecommuting
- Bicycle fleets for commuting to meetings within a specified distance
- Financial incentives such as subsidized transit passes or pre-tax deductions for bicycle commute costs.
- Support facilities such as secure bike parking, showers, and dressing rooms with lockers.



*Boulder BCycle.
Photo: Erica Van Steenis*

Increasing capacity on buses is one solution, while another is a bikeshare program. Bike share programs can be offered by governments or private entities. Mountain communities similar to Tahoe that have bikeshare programs include Boulder, CO (Boulder BCycle), Aspen, CO (We Cycle), and Salt Lake City, UT (GREENbike).

Cities, counties, and private entrepreneurs can also offer more bike carrying capacity on buses, or bikeshare programs that assist users in their first and last mile when conducting travel in combination with public transit. The 2015 Survey asked respondents if their most common transit stops provide secure bicycle parking. Figure 5-1 illustrates that almost 50 percent of bus stations typically used for multi-modal travel do not provide adequate parking facilities. Not offering adequate bike parking discourages people from leaving their bike at bus stops or using multi-modal methods. This issue is compounded by many buses not having enough bike carrying capacity available for users, as currently Lake Tahoe buses only have capacity for two bikes at a time. Survey respondents indicated that bike rack space is not available 11 percent of the time.



¹ SANDAG, 2012

5.2 EDUCATION & AWARENESS:

Education and awareness programming should engage people of all ages and include local community members and visitors to the Region. One overarching approach that increases education and awareness is the “Vision Zero” initiative. Vision Zero contends that *no loss of life is acceptable* and asks partners to focus resources on solutions that stop roadway conflict fatalities from occurring. Vision Zero began in Sweden in the mid-1990s and has quickly spread to many countries, as well as to states and cities throughout the United States. Nevada reflects the Vision Zero initiative through its “Zero Fatalities” program (<http://www.zerofatalitiesnv.com/>). San Francisco, Portland, New York City, and Seattle also have Vision Zero programs. The Lake Tahoe Region, or individual counties and cities within the Region, should consider implementing a Vision Zero program that directs resources and increases community awareness towards sharing the road safely with all users and eliminating roadway fatalities. Described below are existing efforts that TRPA/TMPO and its many partners conduct to increase understanding of our current system, discuss challenges and opportunities, educate people about regulations, and provide venues for capacity building and creating long-lasting partnerships.

Tahoe Talks



The Tahoe Talks Series, initiated in the fall of 2014, is a monthly lunchtime forum of community members and industry experts who present and discuss ideas on transportation, the environment, and the economy. The forum is free to the public and includes an hour of presentations or webinars followed by a half hour of discussion. The TRPA/TMPO hosts the Tahoe Talks Series in partnership with other local organizations to stimulate conversation and education of pressing issues among the Region’s citizenry and agency stakeholders.



Tahoe Talks: “Roundabouts” with FHWA’s Hilary Isebrands

Fact Sheets & Media Campaigns

Transportation topics can be complicated and require research to educate stakeholders on best practices and find solutions to known challenges. Fact sheets help explain complex issues and outline actions partners can take to help implement laws, provide funding, or initiate program development. In 2015, the TRPA/TMPO produced fact sheets on three topics. The *Three-Feet for Safety Act* and *Reducing User Conflicts on Shared-Use Paths* fact sheets were created to supply information requested by the community. Also, at the request of the City of South Lake Tahoe Police Department, the TRPA/TMPO produced a *Rules of the Road* informational flyer to hand out at events, bicycle rodeos, and other outreach efforts. These fact sheets are in Appendix E and on the TMPO website at: www.tahoempo.org.



Billboard Artwork. Provided by NDOT

Media campaigns also enhance awareness of transportation related issues such as safety. NDOT, through their Bicycle/Pedestrian Education Program produces printed, social media, and video collateral for advertising on billboards, in newspapers, online, and on the radio. The Lake Tahoe Bicycle Coalition is also working with partners on a region wide safety media campaign.

Safe Routes to School

Some existing programs have been conducted in an ad hoc manner over the last 10 years, such as bicycle rodeos. There are also several supporting programs sponsored by organizations serving the local student-age population, including the Boys and Girls Club and the Recreation Center summer camp program. In addition, during 2015 agencies and advocacy groups organized several pilot projects. These included Bike to School Week and Safe Routes to Schools activities at community events.



Bijou Bike Club Rider

This plan recommends a comprehensive and consistent Safe Routes to Schools Education & Encouragement Program that can be planned and implemented by a designated regional SRTS coordinator and a partnership of agencies and volunteers. The LTUSD has adopted the programs listed below in their SRTS Master Plan, and it is recommended that other districts without a master plan pursue implementation of similar programs. Activities may be implemented in phases or as pilot projects. More information on the results of these pilot projects is available in the *2015 Community Outreach Report*.

Regional SRTS Coordinator:

Many counties, school districts, and regions throughout the country have SRTS coordinators that work with stakeholders to improve infrastructure, organize and teach education programs, and work with volunteers on encouragement campaigns and activities. Nevada has two coordinators whose jurisdictions encompass locations around the Lake.

Table 5-2: Nevada Safe Route to School Coordinators. Source: TMPO

| Location | Funder | Title |
|--------------------------------------|--------|------------------|
| Washoe County (Includes Incline) | NDOT | SRTS Coordinator |
| Western NV (Includes Douglas County) | NDOT | SRTS Coordinator |



Safe Routes to School Volunteers on Bike to School Day

On the California side of the Lake Tahoe Basin, it may be beneficial for school districts, counties, and the city to partner to fund a SRTS coordinator position. Alternatively, all counties and school districts in the Region could partner to have one SRTS coordinator.

Educational Programs:

This plan recommends that all students in grades K-8 in all district schools participate in at least two to three education and encouragement activities each year. Table 5-3 organizes the program activities by season and identifies potential partner agencies.

Bicycle Rodeo, Grades K-5

A bicycle rodeo consists of multiple stations that students rotate through over the course of a physical education class. The stations educate students about bike skills and safety and include discussion of the environmental benefits of active transportation and physical activity. All stations are interactive. Station themes can range from checking to ensure helmets fit properly to properly signaling turns and weaving through an obstacle course of cones. Instruction and teaching materials become more advanced for older grades so students are able to refine their skills and learn new ones each year.

Pump Track Event, Grades 6-8

This event is similar to a bicycle rodeo, but is designed specifically for middle school students. In this activity, students learn bicycling skills in a mountain environment. Learning how to ride on dirt paths is important for Tahoe residents, as many bike paths used for recreation or getting around town are dirt paths. The event could take place at the Bijou Bike Park in South Lake Tahoe. By participating in this event, middle school students will become more comfortable with mountain biking skills and have the opportunity to learn more advanced skills in a safe and fun environment.

There are also national associations and clubs with local chapters, such as the National Interscholastic Cycling Association (<http://www.nationalmtb.org/>), which seeks to develop high school mountain biking skillsets.



Boys & Girls Club Bicycle Rodeo



Bijou Bike Park. Photo: Mike Vollmer

In-Class Education Series, Grades 2, 4, and 6

The in-class education series teaches students about bicycle safety and the environmental benefits of active transportation. The program is an opportunity to keep students informed and bike-aware during winter months. The proposed curriculum includes activities such as mapping safe routes to school as well as interactive presentations.

In-class education allows greater topic depth and facilitates student discussion. Parent and local organization volunteers and TRPA/TMPO would partner to teach the series. The series would consist of 45-minute sessions for each classroom of second, fourth, and sixth graders. In second grade, the focus is on safe walking and street safety, such as street crossing. In fourth and sixth grade, the focus is on bike safety and the traffic regulations that govern active transport.



Slow Bike Race

| Activity | Grade | Season | Partners |
|-------------------------------------|--------------|--------------------|--|
| Bicycle Rodeos | K-5 | Fall and/or Spring | Physical Education Teachers, CSLT PD, CHP, TRPA/TMPO |
| Pump Track Event | 6-8 | Fall and/or Spring | Advocacy Groups, Physical Education Teachers |
| In-Classroom Education Series | K -8 | Winter | Science teachers, TRPA/TMPO, Parent Volunteers |
| Bike to School Week | K – 5 | Spring | Parent Volunteers, TRPA/TMPO, Advocacy Groups |
| Bike/Walk to School Day | All Grades | Monthly | Parent Volunteers |
| Walking School Bus & Bicycle Trains | All Grades | Monthly | Parent Volunteers |
| Golden Sneaker Contest | K-5 | Monthly | Home Room Teachers, Advocacy Groups |

Table 5-3: Safe Routes to School Education & Encouragement Program Outline. Source: LTUSD SRTS Master Plan.

Events

Events are a great way to engage the public in a fun atmosphere. Many events in Lake Tahoe have booth space available and are often looking for partners to add to the festivities. The Lake Tahoe Bike Challenge, AMBRR, Tahoe Tour, Lake Tahoe Marathon, and Earth Day are some examples.

5.3 ENFORCEMENT

Increasing active transportation is achieved through providing safe and convenient infrastructure, and educating users how to appropriately use infrastructure by obeying road rules. To support educational efforts and to significantly reduce conflict between motorists and vulnerable users, enforcement of roadway regulations is imperative. Emphasis should be on fostering responsibility and respect for the rights of all roadway users. Enforcement must work in tandem with education. As an example, the City of South Lake Tahoe Police Department, California Highway Patrol, NDOT, and the Nevada Highway Patrol participate in bicycle rodeo stations and other outreach activities at events around the Region. The Nevada Highway Patrol also conducts a bicycle passing awareness campaign and enforcement.

Other enforcement strategies may include:



SLTPD at the Boys & Girls Club Bicycle Rodeo

Phase 1: Educate & Build Rapport

This phase includes booths at events to educate, give away appropriate safety and educational items, and re-enforce good behavior. Annually (during the first few weeks of school), law enforcement should monitor pick-up and drop-off locations at schools, as well as other “hotspots” along the transportation network where conflict is known to exist. In some cases, warnings and tickets may be issued in areas of high safety risk. During these efforts, all modes of transportation should be targeted. Some areas of focus to consider are:

- Speed control
- Driving under the influence
- Aggressive driving
- School circulation regulations
- Failure to yield at crosswalks
- Three Foot Passing law
- Riding the wrong direction in a bike lane
- Not observing signalization
- Not using arm signalization (for bicyclist)

Phase 2: Increase Enforcement Activity

This phase continues the program of citations on a more consistent and aggressive level. Enforcement should target “hotspot” locations and focus on serious violations. Media outreach should be included such as articles in newspapers, radio ads, and social media. Outreach can include information about roadway rights and regulations, as well as updates on the results of education and enforcement campaigns.

Phase 3: School Zone Speed Recorder Boxes

As culture and behavior change, constant enforcement may not be necessary. One way to maintain enforcement, particularly in school zones, may be through the use of permanent speed recorder boxes.

5.4 EVALUATION



Workshop Activity. Photo: Jen Cannon

Consistent evaluation of network facilities and programmatic efforts help to determine what is working and where investments and improvements are necessary. Data also helps implementers demonstrate project need for funding opportunities by showing current and estimated use patterns, crash data, and community desire. TRPA/TMPO's role is to act as a clearinghouse and provide analysis of collected information. Partnering entities are encouraged to monitor their programs and projects and coordinate with TRPA/TMPO on data collection and analysis. Historically, monitoring of projects and programs is conducted on an infrequent or ad hoc basis. To better assist in this collaborative effort, TRPA/TMPO produced the *Lake Tahoe Bicycle & Pedestrian Monitoring Protocol*, will annually report on Active Transportation Plan progress through its annual report, and continue to conduct community surveys as appropriate.

Bike Trail User Model

The Bike Trail User Model estimates bicycle and pedestrian trips on Class I/shared-use paths and Class II/bicycle lanes in the Region. This model is based upon observed facility use levels, characteristics of user types, and demographic and travel data. The model estimates reflect relatively urban or inter-community travel corridors, and are not applicable to mountain bike trails. The model is used to help estimate the impacts of bicycling and walking region-wide for the Regional Plan and Regional Transportation Plan, and is also used to estimate active transportation on individual trail segments. Jurisdictions, departments of transportation, and funders will find the model useful for estimating potential trail use for planned projects. Over the next four years, TRPA/TMPO will use bike trail user counts collected through the *Lake Tahoe Bicycle & Pedestrian Monitoring Protocol* to validate and update the model if necessary.

Lake Tahoe Region Bicycle & Pedestrian Monitoring Protocol

TRPA/TMPO developed the *Lake Tahoe Region Bicycle and Pedestrian Monitoring Protocol* to establish a clear and consistent approach to collecting bicycle and pedestrian volume data in the Region. By implementing the protocol, TRPA/TMPO is building on prior bicycle and pedestrian monitoring programs conducted by a variety of partners. This will create a coordinated and consistent, ongoing monitoring program that tracks changes in bicycle and pedestrian volumes. The data collected each year as part of this program will be used for a variety of purposes, including project prioritization, safety analysis, utilization trends, and support for grant applications.

The protocol was produced in collaboration with nationally recognized monitoring experts Kittleson and Associates, with review by the BPTAC. The protocol outlines count methodology, provides

criteria for choosing count locations, and makes recommendations for phased implementation. The protocol consolidates and analyzes all historical count information and provides a living database that will continue to be updated.

| Rank | Criteria | Weighting Score |
|------|--|-----------------|
| 1 | Planned Bicycle/Pedestrian Improvement Projects (Before/After) | 5 points |
| 2 | Existing Bicycle Facility Types | 4 points |
| 3* | Historic Count Locations | 3 points* |
| 3* | Schools | 3 points* |
| 5 | Transit Stations and Stops | 1 points |

Table 5-4: Count Location Choice Criteria. Source: Lake Tahoe Region Bicycle & Pedestrian Monitoring Protocol

TRPA/TMPO began implementing the protocol in 2015 by collecting summer and fall counts. Detailed analysis of 2015 monitoring can be found in the *Summer & Fall 2015 Data Collection Report* on the TMPO website. Monitoring will continue during the winter and spring months of 2016 to assist in the creation of seasonal and land-use oriented extrapolation factors. Lake Tahoe-specific extrapolation factors will help to estimate the impact of project implementation and seasonality more accurately. Long-term, TRPA/TMPO will collaborate with local jurisdictions to implement permanent count infrastructure, while also conducting manual counts on a two or four-year cycle, depending on need.

Active Transportation Plan Implementation Report

Starting in 2016, TRPA/TMPO will annually report on implementation of the Goals, Policies, and Actions of this Active Transportation Plan. Reporting will include updates on meeting performance measures, project implementation, and outreach and evaluation programs. The implementation report will appear in the TRPA Annual Report.



Round Hill Pines. Photo: Mike Vollmer