

Appendix E
2015 Fact Sheets

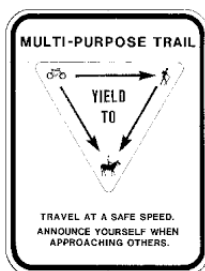
FACT SHEET: Reducing User Conflicts on Shared-Use Paths through Education

TRANSPORTATION IS TRANSFORMATION



FEDERAL GUIDANCE: The Federal Highway Administration (FHWA) has developed and promoted campaigns that educate active transportation users how to travel safely. The FHWA has several pedestrian and bicyclist tools to assist educators, such as “Safer Journey” videos, and interactive websites. The campaigns promote three basic themes:

- **Be Visible**
- **Be Predictable**
- **Follow the Rules of the Road**



STATE GUIDANCE: California State Parks also has basic rules for the trail to reduce user conflict between pedestrians, bicyclists, and equestrians. To inform users and promote positive relationships between different groups, California has implemented signage throughout their vast network of trails.

LOCAL GUIDANCE: States and Cities have created rules of the trail and campaigns to help educate safe and courteous behavior.

GO Boulder: “The Way of the Path: Multi-Use Path Etiquette Campaign” promotes safety and educates

people using paths through a short and informative list of rules:

- Keep right. Pass left.
- Tell ‘em you’re passing.
- 15 mph speed limit.
- Use a light at night.
- Be aware and courteous.
- Leash your dog and scoop the poop.
- Be predictable and visible.
- E-bikes allowed.

GO Boulder encourages users to sign their pledge after reading these rules in an agreement to ride, walk, and run responsibly.



City of Littleton – Be Cool Share the Path: This campaign educates users of the Mary Carter Greenway Trail about appropriate trail use and behavior. Efforts included:

- Marketing to all trail users
- A trail user survey to gain input from residents about future needs
- Trail user data collection for future safety tactics
- Events sponsored to give away bells, 6-foot dog leashes, trail maps, and safety brochures
- 40 temporary signs posted along the trail



Marin County – Share the Path: A comprehensive program that includes targeted outreach at schools, participation at community events, pledges, and signage on trails. Signage includes positive messages, such as “Use Safe Speeds” and “Call Out When Passing.”

WHAT CAN YOU DO?

Government: In coordination with advocacy groups, agencies should develop consistent Trail “rules”, and campaign materials. Governments should also provide funding and staff capacity to implement signage and outreach programs.

Advocacy & Non-Profits Groups: Collaborate with agencies on programming, write articles for local newspapers, help fundraise, and plan and staff events to market safety rules to the general public and path users.

Cyclists & Pedestrians: Adhere to the path rules and share the trail!



These rules apply to everyone!

 <p>USE SAFE SPEEDS Different path users travel at different speeds. Travel at speeds that allow you to react in time for who or what might come</p>	 <p>KEEP RIGHT, PASS LEFT No matter which way you're going on a shared path, keep to the right. Faster users should pass on the left.</p>
 <p>DON'T BLOCK THE PATH Keep things moving in both directions and make sure there's room for others to pass. Please don't stop on the path or travel more than two abreast.</p>	 <p>CALL OUT WHEN PASSING Tell them you're coming! If you want to pass, clearly and politely communicate your plans to other users so that they have time to react.</p>
 <p>LOOK & LISTEN Pay attention. The first defense against accidents is being aware of your surroundings. Put your headphones and phone away so you can hear others who may want to pass.</p>	 <p>USE LIGHTS AT NIGHT Be visible in the dark! Lights and reflectors on pedestrians, bikes, and pets let other users see where you are, especially at night or when visibility is poor. Wear reflective clothing.</p>



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Share the Path. County of Marin, City of Mill Valley and Marin County Bicycle Coalition. (2015). Web. sharethepathmarin.org

“The Way of the Path: Multi-Use Path Etiquette Campaign.” *Tumblr*. GO Boulder, December 12, 2014. <http://goboulder.tumblr.com/post/105025848129/the-way-of-the-path-multi-use-path-etiquette>.

Be Cool: Share the Path. City of Littleton and South Suburban Parks and Recreation. (Nov. 2013). PDF.

Find out more about transportation at Lake Tahoe:

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 <p>TAHOE REGIONAL PLANNING AGENCY</p>	 <p>Tahoe Metropolitan Planning Organization</p>	 <p>Tahoe Transportation DISTRICT</p>
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FACT SHEET: California's Three Feet for Safety Act & Nevada's Three Foot Passing Bill

TRANSPORTATION IS TRANSFORMATION

KEY POINTS OF LEGISLATION

Nevada led the way in 2011, with California following in 2014. Twenty-four states participate nationwide. The law seeks to increase safe passing interactions between all roadway users by requiring motorists to give at least 3 feet of clearance when passing a bike in the same lane, move into the adjacent lane, or slow down until a safe passing distance is possible (only in CA). In California violation fees include \$35.00 for non-compliance and \$220.00, if collision occurs. In Nevada, penalties include driver license suspension.



PUBLIC OUTREACH STRATEGIES

There are a variety of ways to publicize, bring awareness, and educate citizens on how to comply with the new Act.



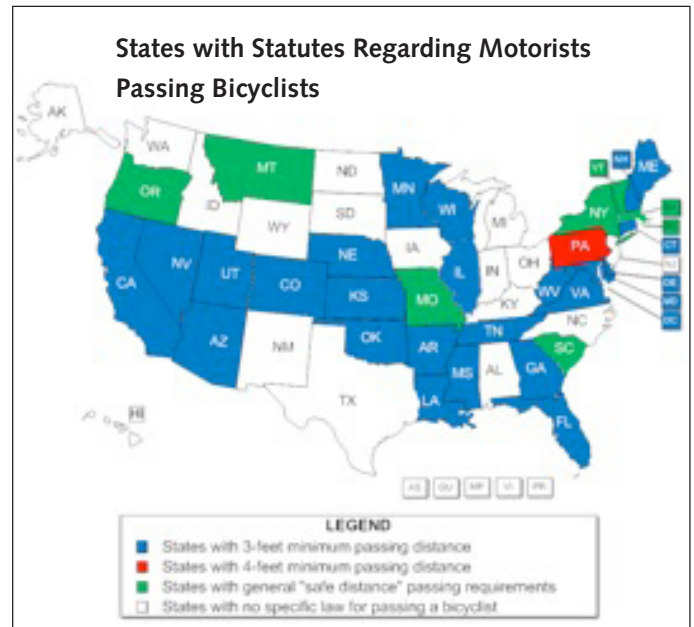
Awareness Campaigns

SWAG: Placed in optimal locations such as the DMV, gas stations, and auto stores.

Radio, Video & Print Public Service Announcements: Use local faces or celebrities, such as Olympic Champions from Lake Tahoe.

Group Rides: Could include media coverage and road closures in highly visible areas.

Digital Billboard Messages: Already existing, or placed in areas of concern.



Education

Adding Content to School Driver Education

Curriculums: Attachment A serves as an example for how to engage schools.

Erecting Approved Signage: where shoulders are narrow, do not exist, or in highly traveled areas.



Note: official signage to be determined by CTCDC on 9.25.14

ENFORCEMENT

No law is effective without a suite of education and enforcement strategies. Collaboration between government, police departments, advocacy groups, motorists, and cyclists all support implementation and enforcement.

Education on Enforcement Strategies for Police:

Informational handouts, powerpoint presentations, reference cards, and training videos provided by organizations like the National Highway Traffic Safety Administration.

Education for Motorists: The States of Nevada and Texas have implemented programs where police officers pose as bicyclists, and pull over non-compliant motorists. These motorists are given warnings, and educational materials.

Education for Cyclists: Stop and educate cyclists who ride down the wrong side of the street, or don't follow roadway signalization.



WHAT CAN YOU DO?

Government: Plan and build infrastructure that accommodates all roadway users. Provide educational materials, advertise, and provide bikes for Police Department use, as in NDOT example.

Police Department: Enforce and assist in educating roadway users of the law.

Advocacy Groups: Conduct education & awareness outreach activities that increase knowledge of all users' travel behavior responsibility. Advocate building appropriate roadway infrastructure.

Cyclists: Know the law, and follow regulations as safety allows.

Motorists: Share the road with all users, and follow regulations.

REFERENCES:

Brown, Charles. *The 3 ft. Law: Lessons Learned from A National Analysis of State Policies and Expert Interviews*. Retrieved from Rutgers University, Alan M. Voorhees Transportation Center. http://njbikeped.org/wp-content/uploads/2013/04/3-Foot-Final-Report-Draft_V7.pdf

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California Bicycle Coalition. (2014). calbike.org/3feet4safety

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transportation at Lake Tahoe:
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League of Illinois Bicyclists



2550 Cheshire Dr., Aurora, IL 60504
www.BikeLIB.org, 630-978-0583, lib@bikelib.org

August 2014

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Dear high school driving instructor,

Are you teaching your students how to avoid the common car-bicycle crash types? Are they learning all the relevant state laws? Too many motorists (and bicyclists!) have only superficial knowledge on the topic. Here's an easy way to help.

Please use www.bikesafetyquiz.com, our free and upgraded, IHSCDEA- and Secretary of State-approved online lesson that teaches driver education students about safe and legal driving around bicycles. **Your school could even win money** for doing so, as Mahomet-Seymour and O'Fallon Township High Schools did at this year's IHSCDEA conference!

The site's "Motorist" quiz is one of three lessons (with "Adult Bicyclists" and "Child Bicyclists") in a multiple-choice quiz format. The learning comes from the tailored feedback to a student's answer choice, and users get second and third chances to correct wrong answers. Everyone ends up with 100%.

The entire Motorist quiz – 26 questions divided into Bronze, Silver, and Gold levels – can be completed in 20-30 minutes. It's ideal as a driver education **homework or computer lab assignment.**

Instructors can go to www.bikesafetyquiz.com/teacherpage for easy instructions, to set up a 9-digit class code, and to view students' results. If you don't want to create a code, students may simply go to www.bikesafetyquiz.com, take the Motorist quiz, and email or hand in their automatically-generated Certificate of Completion.

Schools using www.bikesafetyquiz.com (as tracked by the class codes created, or letting us know) by May 1, 2015 are eligible for several **\$500-\$1000 raffle prizes.**

Thanks in advance for helping to close an educational gap and making roads safer.

Sincerely,

Ed Barsotti, Executive Director

P.S. Try out the quiz yourself! You'll see that it's a great teaching tool.

"Great resource!"

- Mahomet-Seymour
HS instructor Brian
Schwarzentraub

**"We love the web site
and are glad that our
students can use it as
a resource" - O'Fallon
Township HS Driver
Education Coordinator
Kristi Mueller.**

FACT SHEET: Cars and Bikes – Sharing the Road

TRANSPORTATION IS TRANSFORMATION



Did you know that 70 percent of pollutants impacting Tahoe's clarity are the result of transportation systems and developed area run-off? Switching from your car to a bicycle or walking reduces your environmental impact.

Biking has grown in popularity in Tahoe over the last decade and more riders are on the road than ever. In California, bicyclists are treated as legal drivers and must follow laws and rules of the road just like motorists. It is important for motorists to share the road and make our roads safe for everyone.

TRAVEL WITH CARE AND COURTESY

- Did you know bicyclists can ride on all roads, except where restricted? Bicyclists have the same rights and responsibilities as motorists, including the right to ride in the traffic lane.
- It is illegal and unsafe for bicyclists to ride against (or facing) traffic. Bicyclists should ride on the road, and must ride in the same direction as traffic.
- Motorists must maintain at least THREE FEET of clearance when passing a bicyclist.
- When a road is too narrow for cars and bikes to ride safely side by side, bicycles should take the

travel lane, which means riding in or near the center of the lane.

- Bicyclists must obey all traffic controls, signs and signals. It is the law.

KNOW THE FACTS

- All bike riders must obey the same laws as drivers of other vehicles.
- Many pedestrian crossings are marked with signs saying "Yield to Pedestrians," reminding motorists that pedestrians have the right-of-way. However, motorists must yield to pedestrians in crosswalks even if they're not marked.
- The biggest difference between motorists and bicyclists as road users is that bicyclists are less visible, quieter and don't have a crumple zone to protect them.



MOTORISTS

- Stay alert—avoid all distractions while driving.
- Yield to bicyclists when turning.
- In bad weather or icy conditions, give bicyclists extra passing room, just as you would other motorists.
- Look for bicyclists by checking mirrors and blind spots before entering or leaving a lane of traffic.
- Slow down and give at least 3 feet of clearance when passing bicyclists, especially when the road is narrow.
- Always check for bicyclists before opening your car door.
- Children on bicycles are often unpredictable—expect the unexpected.



BICYCLISTS

- Ride on the roadway or shared pathways, rather than on sidewalks.
- Follow the same rules of the road as other roadway users, including riding in the same direction as traffic and obeying traffic signs and signals.
- It's good practice to wear a bicycle helmet every time and on every ride.
- Be visible by wearing bright colors during the day and reflective gear in low light conditions, and use head and taillights at night.
- Remember that respect is a two way street. Show motorists the same courtesy that you expect from them.
- Signal on all turns.



IN CASE OF EMERGENCY CALL 9-1-1

South Lake Tahoe Police Department
1352 Johnson Blvd.
South Lake Tahoe, CA 96150
(530) 542-6100

El Dorado County Sheriff
1360 Johnson Blvd. #100
South Lake Tahoe, CA 96150
(530) 573-3000

Placer County Sheriff
2501 N. Lake Blvd.
Tahoe City, CA 96145
(530) 581-6301

Washoe County Sheriff
625 Mt. Rose Hwy.
Incline Village, NV 89451
(775) 758-9276

Douglas County Sheriff
175 Hwy. 50
Stateline, NV 89449
(775) 782-5126

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