EDUCATION: A FRAMEWORK
A Plan for the Future
Top Negative Comments

1. Bike lanes and boxes are confusing, not well designed. (331)
Top Negative Comments

2. Not enough bikers using new lanes. (158)
Top Negative Comments

3. Congestion, slowed travel time. (130)
Top Negative Comments

3. Bicyclists don’t follow the rules. (78)

The likely conclusion is that people riding bikes don't break more laws or fewer laws than when they drive cars, but they do break different laws. Given that most cyclists are also drivers, it's reasonable to think the levels of lawlessness would be consistent.

Gizmodo blogger Carl Alviani

EDUCATE, EDUCATE, EDUCATE!!!
Focus Areas

- **WHY** – bike lanes are good for drivers, bikers, pedestrians, business and our City
- **HOW** – to use the lanes and drive safely around them
- **WHAT** – bicyclists, motorists and pedestrians should expect of each other
Education Goals for Motorists

• Calmer traffic increases safety for all users
• Bike lanes provide predictability –
  • Know where to look for cyclists
  • Know their behavior
  • Know how to interact
Education Goals for Bicyclists

• Learn to use bike lanes and green boxes
• Use the better, safer alternative to sidewalks
• Obey traffic laws
• This complete bicycle network is for your use year-round
Education Goals for Pedestrians

- Bike lanes help create a safe, enjoyable environment for walking, shopping and dining downtown
- Get bikes off sidewalks
- How to cross bike lanes and access parking
Education / Implementation Goals for Boise City

- Promote more livable streets and sidewalks
- Promote the increased safety for walkers, bikers and drivers
- Through traffic directed to better routes such as Myrtle and Front
- Calmer traffic enhances the driving / exploring experience

- Education need: Inform businesses of the benefits of a more livable, bike-able downtown

“Bicycling, just like walking, helps make a Main Street more vibrant. It adds more eyes and ears to the street, so it makes it safer.”

April Economides, consultant to Long Beach on Bicycle Friendly Business Districts
What Have We Learned from Other Cities?

- Education starts months before installation

“Any pilot project of less than a year is unlikely to accurately capture how a project is working. It takes a month, I find, at least, just for people to get used to these changes.”

Mike Goodno, Bicycle Coordinator for the District of Columbia
What Have We Learned from Other Cities?

- A mix of media and education is crucial
- Websites, video and social media are most effective
What Have We Learned from Other Cities?

- Surveys need to elicit more specific, relevant and constructive comments
- Must collect demographics of commenters
- Public involvement meetings
Strategies

• A central, stand-alone website
  • “How to” videos
  • Links to social media
  • Feedback opportunities
  • Education opportunities

• Community outreach
  • Saturday markets
  • Alive After Five
  • Hyde Park Street Fair
  • Tour de Fat

• Listening sessions
  • Combined effort of ACHD, City of Boise and Boise Police Department
Strategies

• Outreach and education should start as soon as a plan has been decided upon and approved
  • Television and radio
    • TV and Radio websites
    • Print media websites
  • Billboards, especially along the Connector
  • Social media
  • Bus boards
Timeframe

- Once the plan has been decided upon and approved the education process should begin
- Continue for at least a year
Keys to Success

• We all need to contribute something
  • Cycling organizations (BBP, TVCA, IWBA, BSU) will contribute time and talent to education efforts – classes, community outreach, etc.
  • City of Boise, ACHD, CCDC – Financial support for website and media outreach
  • Community partners / Private businesses – can support public outreach efforts
Questions