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CHAPTER 7: PROGRAMS AND PUBLIC EDUCATION

OVERVIEW

Creating a safe and inviting pedestrian and bicycle network requires attention to more than physical infrastructure; it also requires implementation of pedestrian- and bicycle-related programs and policies. A comprehensive approach is necessary to create a walk- and bicycle-friendly community.

Targeted education, encouragement, enforcement, and evaluation programs will improve Davidson residents' health, safety, and their ability to incorporate walking and bicycling into everyday life. These important strategies support the development and success of physical infrastructure. Successful programs must reach users and motorists in all different sectors of the population. A program may be presented as a campaign, effort, on-going initiative or one-time event, depending on its purpose. In essence, these different efforts market walking and bicycling to the general public and ensure the maximum return on investment in the form of increased mode shift to walking and bicycling.

National advocacy organizations and programs, such as the League of American Bicyclists/Bicycle Friendly Community (BFC) program, the Walk Friendly Community (WFC) program, and the National Center for Walking and Bicycling, recognize the importance of targeted programmatic strategies. These organizations recommend a multifaceted approach based on the five 'E's:

- Engineering,
- Education,
- Encouragement,
- Enforcement, and
- Evaluation.

The sections that follow draw from the five E's framework, including:

- A summary table of program-related feedback received from the BFC and WFC programs.
- A summary table of program recommendations (which were developed with input from the public, town staff, and project consultants).
- Program descriptions and online resources for more information.





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PROGRAMS RECOMMENDATIONS FROM THE BFC AND WFC REVIEW

The following tables represent policy and programmatic recommendations from the Bicycle Friendly Community and Walk Friendly Community projects based on Davidson's applications for the BFC (2010) and WFC (2011) designations.

BICYCLE-FRIENDLY COMMUNITY PROGRAM RECOMMENDATIONS (2010)		
	Existing Conditions	Recommendations
Education		
Training	Town staff attend workshops, national conferences and webinars to learn about best practices in bicycle planning	
Safe Routes to School	Safe Routes to School programs exist at some schools	Develop and implement a SRTS program that encourages bicycling and get all schools involved
Bicycling safety courses	None	<ul style="list-style-type: none"> - Increase bicycle education opportunities (Traffic skills 101, LCI course) - Establish bicycle mentor programs
Public education campaigns		<ul style="list-style-type: none"> - Increase the Share the Road message - Implement widespread bicycle safety campaign
Encouragement		
Bike Month	<ul style="list-style-type: none"> - Promotion of Bike Charlotte regional event in local newspaper - Commuter Challenge 	Community ride, events, bike breakfast
Map	Only an online map (according to BFC application, contradicts WFC application)	<ul style="list-style-type: none"> - Print and distribute map - More finely illustrate bicycle facilities and routes for bicyclists
Events		Promote bike facilities and unveiling of new greenways
Enforcement		
Targeted enforcement	Target motorist infraction	Target bicyclist infractions
Officer Education	Minimal	Improve bicycling-related education for law enforcement
Evaluation		
Data collection	Only anecdotal	Improve collection methods for usage and crashes
Maintenance	<ul style="list-style-type: none"> - Pothole maintenance within 24 hours of complaint - Shared path surface complaint maintained within 1 month - Quarterly street sweeping 	



WALK-FRIENDLY COMMUNITY PROGRAM RECOMMENDATIONS (2011)		
	Existing Conditions	Recommendations
Education		
Staff Training	SRTS training for parent volunteers, staff and other interested parties	Trainings for planning professionals, police and school staff on a regular basis on pedestrian laws, ordinances and practices
Safe Routes to School	<ul style="list-style-type: none"> - 50% of schools have SRTS programs - Assisted local schools in Walking Wednesdays - Walking map of best routes to school - Neighborhoods organize Walking School Bus 	Expand Safe Routes to School programs from 50% to 100% of schools
Encouragement		
Events		<ul style="list-style-type: none"> - Organize car-free days/cicloviarias/open street events - Organize promotions that encourage walking
Maps	<ul style="list-style-type: none"> - Working on creating online interactive maps that allows pedestrians to add their favorite walking routes - Maps available from downtown merchants 	-Improve bike/ped map by including key destinations, adding more categories of facilities (wide shoulder, etc), more road names, inset map of downtown
Enforcement		
Traffic Safety Officer		Employ a traffic safety officer
Targeted enforcement	- Speed feedback signs, progressive ticketing schemes	<ul style="list-style-type: none"> - Crosswalk stings - Targeted locations and/or behaviors based on evaluation of crash data
Evaluation		
Counts		Perform pedestrian counts
Facility inventory		Put all sidewalks into GIS to perform a needs assessment
Traffic study	Neighborhood residents and HOAs can request that the town does a traffic study for crosswalks and other traffic calming measures	
Maintenance		<ul style="list-style-type: none"> - Regularly maintain crosswalks - Increase sidewalk maintenance





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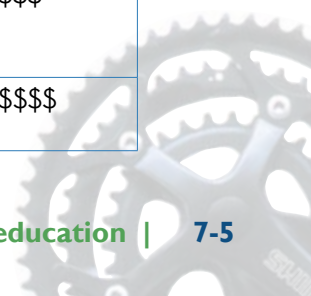
PROGRAMMATIC RECOMMENDATIONS TABLE *(short-term priorities in blue)*

PROGRAMMATIC RECOMMENDATIONS						
Strategy	Target Audience	Lead Facilitator	Partnerships	Time Frame	Duration	Projected Cost
Education						
Expand the Safe Routes to School Program	School-aged children	School administration or school district	Town of Davidson and The National Center for SRTS	Short-term	Ongoing	\$\$
Youth Education	Children and teens	School administration or school district	Local League Cycling Instructors; Davidson Police Department	Short-term	Ongoing	\$
Adult Education	Adults	Bicycle advocacy groups; local bike clubs; college students	Local League Cycling Instructors; Local bike shops	Short-term	Seasonal (based on demand)	\$
Public Education and Educational Devices	General public	Town of Davidson	CABA; NCDOT; Davidson schools; Davidson College; Town agencies	Short-term	Ongoing	\$
Bicycle and Pedestrian Advocacy Committee	General public	Town Administration; Board of Commissioners	Davidson Planning Department; Parks & Recreation Department	Short-term	Ongoing	\$\$
Positive Media Campaign	General public	Town of Davidson; Town agencies	CABA; advocacy groups; NCDOT; Tarheel Trailblazers; Law enforcement	Short-term	Ongoing	\$\$
Traffic Safety Village	Children and Parents	Davidson Parks & Recreation	Town of Davidson, Town Schools, Local League Cycling Instructors	Medium-term	Ongoing	\$\$\$
Internal Education	Town staff, law enforcement	Davidson Planning Department	NCDOT; MUMPO; HSRC; ITRE	Medium-term	Annual	\$\$\$
Coordinated Campaigns	General public	Davidson Planning Department	CABA; NCDOT; MUMPO; HIA Coordinator; Davidson Design for Life; Davidson College	Medium-term	Ongoing	\$\$ - \$\$\$
Environmental and Historic Education/ Interpretation	General public	Davidson Parks & Recreation	Town of Davidson; DENR	Medium-term	Ongoing	\$



PROGRAMMATIC RECOMMENDATIONS

Strategy	Target Audience	Lead Facilitator	Partnerships	Time Frame	Duration	Projected Cost
Encouragement						
Open Streets Event	General public	Davidson Parks & Recreation; local advocacy groups	Local advocacy groups; non-profits	Short-term	Biannual	\$\$\$
Explore Bike Share Satellite System	General public	Town of Davidson; Town agencies	Charlotte; Davidson College; advocacy groups	Short-term (for consideration)	Ongoing	\$\$\$
Walk to Work Day/ International Car-Free Day	Commuters	Town of Davidson; Town agencies	Local non-profit; local running and cycling clubs; local bike shops; CABA; Davidson College	Medium-term	Annual	\$
Strive Not to Drive Day	General public	Town of Davidson; Town agencies	Local non-profit; local running and cycling clubs; local bike shops; CABA	Medium-term	Annual	\$
National Trails Day	General public	Davidson Parks & Recreation	DENR; Tarheel Trailblazers	Medium-term	Annual	\$
Walking/ Running Clubs	Teens and adults	Local advocacy groups, College students	Running gear stores; local volunteers	Medium-term	Ongoing	\$
Bicycle Clubs	Teens and adults	Local advocacy groups; bike shops, College students	Bike shops; CABA; Tarheel Trailblazers; local volunteers	Medium-term	Ongoing	\$
Adopt-a-Trail	Advocacy groups; non-profits; businesses	Davidson Parks & Recreation	DENR; Tarheel Trailblazers	Medium-term	Ongoing	\$
Bike and Walk to Health Campaigns	General public	Mecklenburg County Health Department	DHHS; hospitals; HIA coordinator; Davidson Design for Life	Medium-term	Flexible, Ongoing	\$\$
Revenue Generating Events	General public	Town of Davidson	Chamber of Commerce; CABA; advocacy groups; non-profits; Tarheel Trailblazers	Medium-term	Annual/ Biannual	\$\$\$
Smart Trips Program	Neighborhoods & employers	Davidson Planning Department	Chamber of Commerce; Local non-profits; Davidson College	Long-term	Ongoing	\$\$\$
One-Stop Website	General public	Town of Davidson	Town agencies	Long-term	Ongoing	\$\$\$\$





PROGRAMMATIC RECOMMENDATIONS						
Strategy	Target Audience	Lead Facilitator	Partnerships	Time Frame	Duration	Projected Cost
Enforcement and Evaluation						
Speed Feedback Signs or Trailers	General public	Davidson Police Department	Town agencies	Short-term	Ongoing	\$\$\$
School Crossing Guard Training	Crossing guards	Davidson Police Department; school district; school administration	NCDOT	Short-term	Biannual	\$\$
Town of Davidson Livability Board	Town Staff	Board members	Town agencies	Short-term	Biannual	\$\$
Bicycle Law Citation and Waiver Program	Bicyclists	Davidson Police Department	Town of Davidson; County Clerk's Office	Medium-term	Ongoing	\$\$
Bicycle and Pedestrian Needs Checklist	Town staff	Davidson Public Works Department	Davidson Planning Department; Police Department; Davidson Design for Life; Mecklenburg County staff	Medium-term	Ongoing	\$\$
Facility Inventory	Town staff	Davidson Public Works Department	Davidson Planning Department; Davidson Parks & Recreation	Medium-term	Annual	\$\$\$\$
"Watch For Me NC" Campaign	Drivers, pedestrians	Town of Davidson; NCDOT	NCDOT; Davidson Police Department	Long-term	Flexible, Ongoing	\$\$\$\$
Data Collection	Planning staff; general public	Davidson Planning Department	NCDOT; HSRC; ITRE,; law enforcement; HIA coordinator; Mecklenburg County staff	Long-term	Ongoing	\$\$ - \$\$\$\$



EDUCATION PROGRAM DESCRIPTIONS



Youth bicycle skills class

STAFF TRAINING (EXISTING PROGRAM)

The Town of Davidson has worked with local schools to provide Safe Routes to School training for parent volunteers, school staff, and other interested parties such as local advocates. Town staff have also attended workshops, national conferences, and webinars to learn about best practices in pedestrian and bicycle planning.

Existing program recommendation: Provide local pedestrian and bicycle training for planning professionals, school staff, police officers, and other interested parties to increase the education and understanding of pedestrian and bicycle laws, ordinances, and safe practices. Training should be offered at least on an annual basis.

ICU (I SEE YOU) PEDESTRIAN SAFETY PROGRAM (EXISTING PROGRAM)

ICU is a Town of Davidson pedestrian safety initiative designed to educate pedestrians and motorists in an effort to reduce accidents that could result in injuries or death. The program includes an educational presentation, a brochure, and a pledge that says:

“We, the undersigned, are concerned citizens who urge our leaders to act now and to establish a permanent pedestrian safety program for our community. In return, we agree as pedestrians to look for cars in all directions before crossing the street, obey all pedestrian traffic signals, at night to walk in well-lit areas and always walk on the sidewalk facing traffic and as far from the road as you can.”

Existing program recommendation: Provide support to the Davidson Police Department to continue and possibly expand the outreach of the program. The “Watch for Me NC” Campaign, described later in this chapter, would provide additional resources that could be used to support or replace the “ICU” campaign to simultaneously provide pedestrian and bicycle education, encouragement, and enforcement.



Bicycle skills classes educate riders on rules of the road and how to safely ride with traffic

Cyclists

In North Carolina, bicyclists have the same rights and duties as motorists. For a complete list of NC bike laws, visit www.ncdot.org/transit/bicycle

Ride on the right

- Always ride in the same direction as traffic
- Ride as far to the right as practicable

Follow traffic laws

- Obey all traffic control devices, such as stop signs
- Always use hand signals when turning

Always wear a properly fitting helmet

- Children below the age of 16 are required by NC law to wear a helmet
- Make sure that the helmet fits snugly on top of the head, not tipped back
- Replace your helmet after any crash or impact

Ride predictably

- Ride in a straight line and don't swerve between parked cars
- Check for traffic before entering any street or intersection
- Give an audible warning to pedestrians before approaching from behind on a multi-use path

Be visible

- Wear brightly colored clothing
- At night, the law requires cyclists to use a white front light and a red rear light or reflector
- Make eye contact with motorists

www.bikewalkdurham.org

TOWN OF DAVIDSON LIVABILITY BOARD

The Livability Board plays an integral part in promoting walk- and bike-friendly development and activities in Davidson. The board meets once a month at Town Hall and provides advice and recommendations to staff on any and all questions concerning parks, recreation, healthy living initiatives, trees and natural assets, greenways and trails, and bicycle and pedestrian facilities and policies.

Existing program recommendation: Continue to support regular Livability Board meetings and ensure that pedestrian and bicycle issues and initiatives are equally considered in board discussions. Assist town agencies in coordinating events and outreach campaigns (such as the programs outlined throughout this section). Review and evaluate the implementation of this plan on a semi-annual basis.

YOUTH EDUCATION

Teaching children how to safely walk and bike is an important component of improving overall walking and bicycling safety within a community. Classes offered through schools and local community groups can help to teach safe habits that children practice throughout their lives. Educational programs can be part of a

An example “Rules of the Road” wallet-sized card that could be given to cyclists and motorists



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Safe Routes to School program (see Encouragement section). Youth bicycle classes held during Bike Month in May will complement the annual youth bicycle safety education classes held as part of the Safe Routes to School program.

Some common youth education topics include:

- Rules of the road
- Proper use of bicycle equipment
- Bicycling skills
- Street crossing skills
- Benefits of walking and biking

ADULT EDUCATION

Education should span all age groups. Local community groups could partner and consider adding or expanding the following educational program/event offerings:

- Parent courses for Walking School Buses
- Walkability workshops
- Bicycle safety and skills classes
- Crossing guard programs
- Pedestrian and Bicyclist ambassador programs
- Brown bag events and clinics
- Motorist education
- Educational devices (see next page)

PUBLIC EDUCATION AND EDUCATIONAL DEVICES

Davidson could develop a variety of safety materials and distribute them throughout the community. Educational materials focus on safe behaviors, rules, and responsibilities. Information may include bulleted keys for safe pedestrian and bicycle travel and habits, safe motor vehicle operation around pedestrians and bicyclists, and general facility rules and regulations. This safety information is often available for download from national pedestrian advocacy organizations, such as the Pedestrian and Bicycle Information Center website, www.walkinginfo.org. Furthermore, NCDOT is preparing a series of pedestrian education and enforcement materials which will be available for distribution to state jurisdictions in the fall of 2013.

The information can be distributed through brochures, newsletters, newspapers, bumper stickers, and other print media that can be inserted into routine mailings. It can also be posted on municipal websites and shown on local cable access television.



INTERNAL EDUCATION

'Internal' education refers to the training of people who are involved in the actual implementation of the Pedestrian and Active Transportation Plan. Key town staff, members of the local Planning Board, Pedestrian and Active Transportation Plan steering committee, Livability Board, NCDOT Division staff, and Mecklenburg County staff should all be included in training sessions whenever possible. This training could cover aspects of the transportation and development process, including planning, design, development review, construction, and maintenance. This type of 'inreach' can be in the form of brown bag lunches and attendance at special sessions or conferences. Even simple meetings to go over the Pedestrian and Active Transportation Plan and communicate its strategies and objectives can prove useful for staff and newly elected officials that may not have otherwise learned about the plan. Guidance and materials for internal education methods is available from the *NCDOT Bicycle and Pedestrian Division* and the *Institute for Transportation Research and Education (ITRE)*.

Below are several training course examples:

www.michaelronkin.com/courses

www.pps.org/training/custom-tailored-training/

www.fhwa.dot.gov/context/trainingguide/ExistingClasses.htm

COORDINATED CAMPAIGNS

Through cooperation with NCDOT, local municipalities and organizations should provide strong education, encouragement, and enforcement campaigns whenever a major bicycle and/or pedestrian improvement occurs. When a major improvement is made, the roadway environment changes and proper interaction between all users is critical for overall safety. This type of outreach could take place through the local media outlets, on-site, or at special events.

POSITIVE MEDIA CAMPAIGN

Often the general public thinks of negative stereotypes when they hear about "cyclists." A media campaign that shows a wide range of ordinary residents using their bicycles for a variety of purposes will help break down those stereotypes and raise awareness of bicycling and geniality towards people who ride bicycles. One excellent example is the "I Ride" campaign from the Community Cycling Center in Portland, Oregon. They have created well-photographed posters showing people in a wide variety of ages, races, body types, and with a wide variety of bicycle types, and each person has been invited to complete the sentence "I ride ____." The images are being distributed as bus stop and bus bench ads, as well as online.

In the Town of Davidson, the "I ride" slogan may be considered, or another equally humanizing slogan could be created. The effort could be spearheaded by a variety of groups, from public agencies to nonprofits to volunteers. Health partners may be interested in funding and/or implementing this campaign. Donated media placement should be sought for print media and other public installations (such as transit media options or other locations).





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ENVIRONMENTAL AND HISTORIC EDUCATION / INTERPRETATION

Educational programs and interpretative signage could be developed along future trails and pedestrian and bicycle routes. Greenway trails provide opportunities for learning outside the classroom. Specific programs that focus on water quality and animal habitat are popular examples. Events such as learning walks about specific animals or insects, tree identification, wildflower walks, environmental issues, stewardship education, and sustainability could be led by area experts. Also, simple educational signage would offer interactive learning opportunities for people who use the trail.

TRAFFIC SAFETY VILLAGE

The goal of the traffic village is to bring primary-school age children in a small controlled area where they can learn about road safety from the point of view of pedestrians, cyclists, and drivers. The traffic village would benefit the many schools in the area: including regular field trips in the curriculum for hands-on learning the rules of the road. Students would take turns as cyclists, pedestrians, and car drivers, learning how to navigate while taking other types of street users into consideration. The town is considering intertwining the traffic village with the Kincaid Trail greenway, creating an additional venue to introduce biking to all citizens in a safe, and controlled environment.

ENCOURAGEMENT PROGRAM DESCRIPTIONS

SAFE ROUTES TO SCHOOL (DAVIDSON WALKS AND ROLLS - EXISTING PROGRAM)

The Town of Davidson has been actively involved in the Safe Routes to School (SRTS) Program since 2007 and was the recipient of an SRTS grant. Community leaders, parents, and schools across the U.S. are using this program to encourage and enable more children to safely walk and bike to school through improved infrastructure and education and encouragement programs. The NCDOT distributes federal funding to support pedestrian infrastructure improvements in the vicinity of schools across the State. The National Center for Safe Routes to School aims to assist communities in developing successful “Safe Routes” programs and strategies.

The town has assisted schools with the Walking Wednesdays program, which assists with and encourages walking to school. Neighborhoods have organized Walking School Buses to provide a way for children to safely travel together to school, and a walking map of the best routes to school has been created to support these efforts. Bicycle programs have been implemented at some schools.

Existing program recommendation: Expand the Safe Routes to School program to include all elementary and middle schools within the town. Implement pedestrian and bicycle education and encouragement efforts at all schools.



The National Center for Safe Routes to School helps communities develop successful “Safe Routes” strategies. For more information, see the toolkit included at the end of this chapter.



Children bicycling to school



Family bike ride



Coffee station at a Bike to Work Day event

TOWN DAY WALK AND BIKE EVENTS (EXISTING PROGRAM)

Town Day is an annual community event organized by the Town of Davidson. The town encourages people to walk or bike to the event along designated routes that are publicized beforehand. Town Day has included special walk and bike events, including a family bike ride, a bicycle tune-up station, and a bicycle obstacle course.

Existing program recommendation: Continue to provide bicycle- and pedestrian-friendly routes to the event, and provide maps of the routes online for easy reference.



Walking and bicycling awareness days and events encourage use of pedestrian and bicycle facilities

BIKE MONTH (EXISTING PROGRAM)

Cities and towns across the country participate in National Bike Month annually during May. The League of American Bicyclists (LAB) hosts a website for event organizers. The website contains information on nationwide and local events, an organizing handbook, and promotional materials.

Davidson participates in Bike Month each year by hosting bike-related events and publicizing other nearby events. In the past the town has held a Bicycle Commuter Challenge to inform people of the option of bicycling to work and encourage more bicycle commuting in the town. Bicycle events have also been included as part of larger events such as Town Day (see above). The local Davidson paper publicizes the regional Bike! Charlotte event, which involves 17 days of bicycle-related events and promotions to encourage both adults and children to ride for transportation and recreation.

Existing program recommendation: Davidson should organize a host of local events and promotions for Bike Month, such as Ciclovias, bicycle breakfasts, and community rides for a variety of ages and skill levels. Other ideas for Bike Month activities include:

- Bike to Work Day events: morning commute energizer stations with food, encouragement, information, and sponsored goodies for participants; a rally or celebration with raffles, food, and vendors
- A group ride with the mayor
- Discounts at local businesses for bicycle commuters
- Short (six miles or less), themed community bicycle rides such as a park tour, restaurant tour, or steeple chase (church tour)
- Participation in the national Ride of Silence to bring awareness to cyclist safety
- Mountain biking skills clinics
- Adult bicycle commuter course or youth bike rodeos taught by certified League Cycling Instructors





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TOWN BICYCLE AND PEDESTRIAN MAP (EXISTING PROGRAM)

The Town of Davidson Bicycle and Pedestrian Map shows the existing bicycle and pedestrian network. The map includes town roads, greenways, and on-road bicycle facilities within the town limits. The current map can be accessed here: www.townofdavidsongov.org/DocumentCenter/Home/View/1878

Existing program recommendation: Improve the current bicycle and pedestrian map by including key destinations, an inset map of the downtown area, more road names for easy reference, and more categories of facilities available to bicyclists and pedestrians (such as wide shoulders and bicycle routes). Print and distribute the updated map throughout the town.

HOLD AN OPEN STREETS EVENT

Usually held on a weekend day, open street events temporarily close streets to cars and open them up to people walking, bicycling, skating, playing sports, and so on. These events have been very successful in cities across North America. For more information about open street events visit: <http://openstreetsproject.org/>

BIKE SHARE SATELLITE SYSTEM

Consider implementing a bicycle share satellite system in cooperation with the City of Charlotte's system. Bicycle share stations could serve downtown Davidson, Davidson College, the greenway trailhead on South Street, the Exit 30 area, and potentially Ingersoll Rand. For more on Charlotte's system, see: <http://charlotte.bicycle.com/>

AWARENESS DAYS & EVENTS

A specific day of the year can be devoted to a theme to raise awareness and celebrate issues relating to that theme. A greenway and its amenities can serve as a venue for events that will put the greenway on display for the community. Popular town events serve as excellent opportunities to include pedestrian information distribution.

The following are examples of other national events that can be used to increase use of pedestrian and bicycle facilities.

WALK TO WORK DAY / INTERNATIONAL CAR FREE DAY

(September 22) Designate one day a year for people to walk to work to help advance programs, promote active living, and raise awareness for environmental issues. Walk to Work Day can be at the end of an entire week or month of pedestrian promotional activities, including fitness expos, walking and jogging group activities, running and bicycling races and rides, etc.



Open street event in Durham, NC



Bike rodeos and open streets events provide encouragement opportunities for children and families



STRIVE NOT TO DRIVE DAY

This event example, from the Town of Black Mountain, NC, is an annual event to celebrate and promote the town's pedestrian and bicycle achievements for the year throughout their region. Awards for pedestrian and bicycle commuters, as well as booths, contests, and other events are organized through their local MPO Bicycle and Pedestrian Task Force and the Land-of-Sky Regional Council. A similar event could be held in Davidson as the Pedestrian and Active Transportation Plan is implemented.

BIKE AND WALK TO HEALTH CAMPAIGNS

Many cities around the country are implementing campaigns to encourage residents to live healthy and active lifestyles. Obesity and sedentary lifestyles are on the rise for both adults and children in America, and daily physical activity is a critical part of combating that trend. Walking and bicycling provide great opportunities to be active in daily life. A Bike and Walk to Health Campaign is consistent with both national and local public health goals. This campaign should build on the town's existing relationship with the public health department. It is recommended that the town work with public health department staff to develop a city-wide Bike and Walk to Health campaign that includes the following:

- A website used as a central location for information on getting started, events, advice from health professionals, and safety for adults and children.
- Print ads and editorials in community newspapers to increase the exposure of the campaign.
- Walking maps with suggested loop routes; health and environmental information, such as calories burned in a walk around a downtown loop, could also be included.
- Promotion of the campaign through existing and new community events and rides.
- Promotion of multi-generational activities such as co-sponsored events with the Safe Routes to School program.
- Existing efforts such as the Healthy Carolinas Partnership and Eat Smart Move More North Carolina programs should be supported with specific training and resources to promote bicycling and walking.

SMART TRIPS PROGRAM

SmartTrips programs are proven to reduce drive-alone trips by approximately 10% and increase bicycling, walking and transit use within a target area. The program invites residents or employees of the target areas to order a customized information packet containing travel information (e.g. an event calendar, walking and bicycling maps, a bicycling guide, transit maps and schedules, etc.). Customized packets are assembled and delivered (by bicycle where possible) to residents at their homes or employees at their workplaces, along with an incentive gift of their choice.



Smart Trips guided bike ride



Smart Trips guided walk



Community festivals can help to promote walking and bicycling for recreation and transportation





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In addition to the customized information packet, the program also hosts numerous encouragement activities such as group walks, guided bicycle rides and classes and workshops. Trained staff appear at community or employer events to answer questions about walking, bicycling and transit use.

This approach is based on the annual award-winning City of Portland SmartTrips program, which has consistently shown a 9-13% reduction in drive-alone trips in the selected target area since 2004 at a cost of approximately \$20 per household. More information on Portland SmartTrips: <http://www.portlandonline.com/transportation/index.cfm?c=43801>

This evidence-based program should be a key aspect of the Town of Davidson's efforts to increase walking and bicycling. A thoughtful rollout strategy will select appropriate target areas based on factors known to indicate that a SmartTrips program can be successful (moderate to high residential density, availability of walking/bicycling infrastructure and transit service, commercial and community destinations within reasonable distance of homes, etc.) and work closely with local partners and town staff to implement a pilot program.

Sample Programs:

- Portland SmartTrips: <http://www.portlandoregon.gov/transportation/43801>
- SmartTrips St. Paul: <http://www.smart-trips.org/>

NATIONAL TRAILS DAY

This event is held every year in June. Other events, competitions, races, and tours can be held simultaneously to promote future greenways in Davidson.

WALKING / RUNNING CLUBS AND EVENTS

Neighborhoods, local groups, or businesses could promote walking or running clubs for local residents or employees to meet at a designated area and exercise on certain days before or after work, during lunch breaks, or anytime that works for the group. This informal group could be advertised on local bulletin or information boards. These clubs could be specialized to attract different interest groups. Examples include:

- Relay for Life (American Cancer Society support)
- Mother's Morning Club (moms with strollers)
- Wednesday Walk (weekly walk during lunch break or after work)
- Lunch Bunch (workers who run during their lunch hour)

BICYCLE CLUBS

Bicycle clubs can be created to accommodate all ages, bicyclist types, and skill levels. These groups often organize group rides and social events that can range from casual rides to strenuous training rides. Group bicycle rides are a healthy way to promote healthy, active living by encouraging residents to bike for recreation.



Street festivals and fairs can be used to generate revenue for future pedestrian and bicycle facilities



ADOPT - A - TRAIL

Local clubs and organizations provide great volunteer services for maintaining and patrolling trails. This idea could be extended to follow tour routes or specified streets/sidewalks. A sign to recognize the club or organization could be posted as an incentive to sustain high quality volunteer service. The Boy Scouts of America serve as a good model for participation in this type of program.

REVENUE GENERATING EVENTS

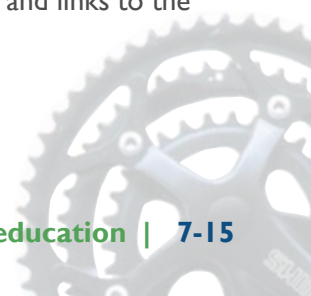
Davidson should consider holding events that can help fund future facilities. Program and event ideas that could be used to generate revenue in Davidson include:

- Races/triathlons (fees and/or donations)
- Educational walks/Nature walks/Historic walks (fees and/or donations)
- Fund-raisers including dinners/galas
- Concerts (fees and/or donations)
- Events coinciding with other local events such as fairs, festivals, historic/folk events, etc.

ONE-STOP WEBSITE

Many current and potential pedestrians and bicyclists do not know where to turn to find out about walking and bicycling laws, events, maps, tips, and groups. The Town of Davidson should develop a “one-stop shopping” website with comprehensive walking and bicycling information. The website should include the following elements:

- A list of local and regional walking, running, and bicycling groups, including clubs, racing teams, and advocacy groups
- Information about the Livability Board, recent pedestrian and bicycle agenda items, and recent progress
- Information about current projects and how citizens may get involved (e.g., public meetings and comment periods)
- Resources for Davidson and the region such as links to online maps and brochures, project contacts, and information about requesting mailed materials
- Links to laws and statutes relating to walking and bicycling
- Pedestrian and bicycling tips and safety information
- Information about walking, running, and bicycling events such as rides, social events, races, classes, and volunteer opportunities.
- A list of local bike shops with phone numbers, addresses, and links to the





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shops' websites, when applicable

- An events calendar
- A request form for route planning assistance
- Message boards
- A blog featuring stories and news
- Photo galleries from events, as submitted by readers
- Popular walk, run, and ride routes

A one-stop walk and bike website is not usually difficult to set up, but it will only be successful if the site is both easy to use and updated frequently. All website content should be reviewed regularly for accuracy.



Targeted speed enforcement by police officers

ENFORCEMENT & EVALUATION

PROGRAM DESCRIPTIONS

TARGETED ENFORCEMENT (EXISTING PROGRAM)

Davidson has employed targeted enforcement measures to improve pedestrian and bicyclist safety, such as speed feedback signs and progressive ticketing schemes.

Existing program recommendation: Davidson could expand its targeted enforcement programs to include crosswalk stings aimed at enforcing legal road crossings and educating pedestrians about safe crossing behavior. Bicyclists should also be targeted for traffic infractions. The town could also target locations for ticketing or other targeted enforcement programs by evaluating common crash locations from local crash data.

TRAFFIC STUDIES (EXISTING PROGRAM)

Neighborhood residents and Homeowners' Associations can request that the Town of Davidson do a traffic study for crosswalks and other traffic calming measures. Traffic studies can reveal deficiencies in facility design and engineering as well as dangerous behaviors that increase the risk of pedestrian and bicyclist crashes.

Existing program recommendation: Evaluate local crash data to identify the most common crash locations within Davidson, and make it standard practice for traffic studies to be performed at these high-crash locations as they are discovered.



Speed feedback trailer.

FACILITY INSPECTION AND MAINTENANCE (EXISTING PROGRAM)

Setting and maintaining minimum condition standards for acceptable bicycle facility conditions will enable all users to use the facilities safely. Davidson currently has a policy of maintaining potholes within 24 hours of receiving a complaint. Shared path surface complaints are addressed within one month. The town also conducts quarterly street sweeping to clear away debris.

Existing program recommendation: Establish a minimum set of standards for the maintenance of pedestrian and bicycle facilities that are as responsive as those for roadways. The town should expand its current policies to include quick maintenance responses to worn pavement markings and damaged signs, road facilities in need of repaving, and repairing off-road facilities. The town should setup a hotline and online feedback page to efficiently collect information regarding problematic facilities. In the short term, facility inspection and hotline response should be incorporated into the duties of existing Public Works staff, but additional staff may be necessary to adequately perform these duties in the future.

SPEED FEEDBACK SIGNS & TRAILERS

Speed feedback signs show “Your Speed” and the “Speed Limit” to alert drivers to their actual speed and the posted speed limit (speed trailers serve a similar function, but are portable). They work best if they flash or provide a SLOW DOWN message if drivers exceed a preset speed threshold. Other effective features can include flashing a bright white light that mimics a photo speed camera or a blue and red light that mimics a police car when drivers are moving too fast. Some speed trailers have the capability to collect traffic count data and speed data throughout the day, which can be used to identify the most dangerous traffic times when more enforcement is needed. Additional guidance from SafeRoutesInfo.org:

- Speed feedback signs still need to be used with other standard speed limit signs placed in advance of or next to it.
- Typically, officers do not issue tickets based on the speed on the display unit. Instead, they use certified radar equipment if they are monitoring speed at the location.
- Speed trailers need to be placed in locations where they do not block pedestrians, bicyclists, motor vehicle traffic or other vital traffic control signs.
- Speed trailers are not substitutes for permanent actions, such as traffic-calming treatments to address neighborhood speeding issues.

SCHOOL CROSSING GUARD TRAINING

The NCDOT developed a *School Crossing Guard Training Manual* as a tool for trainers to lead instruction workshops for crossing guards. Elements covered in this manual include crossing procedures, characteristics of children in traffic, responsibilities of the crossing guard, emergency procedures, signalization and traffic signs, professional guidelines, and legal issues. The *School Crossing Guard*



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Training Manual serves an important role for law enforcement agencies responsible for training crossing guards. With the exception of adding changes to the MUTCD component, the manual has not been updated since 2001, but it could still be considered a valuable resource.

Key steps include:

- Establish a crossing guard program for peak school hours and for peak pedestrian activity
- Require crossing guards to complete an NCDOT Crossing Guard Training Program.

For more on this topic, see: www.ncdot.org/transit/bicycle/safety/programs_initiatives/crossing.html

“WATCH FOR ME NC” CAMPAIGN

The “Watch For Me NC” campaign is intended to improve pedestrian safety by influencing the behaviors of drivers and pedestrians through safety messaging and enforcement. The program is currently targeted to the Triangle region of North Carolina. The effort was launched in 2012 through Transportation Enhancement funding provided by the NCDOT and federal funds from the NHTSA. Funding for and expansion of the bicycle component are expected in 2013. This program and its resources could be used to expand or replace the existing “ICU” campaign.

The Town of Davidson should become familiar with the campaign, request that the NCDOT host an informational workshop for local officials and staff, and provide a “toolkit” of materials for implementing the program locally. The town should request funding for program development and guidance for utilizing local staff and resources to bolster the program. For more on this topic, see: <http://www.watchformenc.org/about/>

BICYCLE LAW CITATION AND WAIVER PROGRAM

The purpose of this program is to encourage officers to issue citations to bicyclists in violation of traffic laws, enforce bicycle laws, educate bicyclists on the law, and encourage safe bicycling practices with the appropriate equipment and accessories.

A “first time offense citation waiver program” should be considered for a pilot program by the Davidson Police Department. If a bicyclist is observed without the legal equipment and accessories for bicycling, a citation should be issued to the offending cyclist. The cyclist would purchase the necessary equipment or accessory (helmet, reflector, light, etc.) and present the item, a receipt of sale, and the citation to the Mecklenburg County Clerk of Courts Office. The Clerk’s Office would waive the citation fee if it was the first violation by the cyclist.

This program could be expanded to include violations of “rules of the road” for safe bicycling. If a bicyclist is observed bicycling on sidewalks or not bicycling properly with the flow of automobile traffic, a citation should be issued to the offending cyclist. The cyclist would have an option to participate in a bicycling safety education course to have the citation fee waived. Once they have completed



A bicycle law citation and waiver program encourages safe and lawful bicycling practices



A speed campaign toolkit includes messaging to support speed management initiatives



The National Center for Safe Routes to School and Safe Kids Worldwide offer resources on safe walking and biking for children



Data collection and facility inventories help to determine bicycle and pedestrian network deficiencies and opportunities



The Livability Board can help to coordinate efforts and identify areas for improvement

a bicycling safety education course, the cyclist would present their citation, along with their certificate of course completion to the Mecklenburg County Clerk of Courts Office. The Clerk's Office would waive the citation fee if it was the first violation by the cyclist.

BICYCLE AND PEDESTRIAN NEEDS CHECKLIST

The Town of Davidson should create a bicycle and pedestrian needs checklist as an additional phase in the project design and site plan review process. A bicycle and pedestrian needs checklist would ensure the full participation and timely review of the planning and engineering staff in the development of new projects that have the potential to benefit cyclists and pedestrians. The checklist would include bicycle and pedestrian related amenities at intermodal facilities and any existing or future park & ride facilities. Adding amenities such as bicycle parking racks can make multimodal travel easier. There are many examples of checklists available online in the form of "Complete Streets" checklists:

- http://www.seattle.gov/transportation/compSt_how.htm
- http://www.mtc.ca.gov/planning/bicyclespedestrians/routine_accommodations.htm
- www.state.nj.us/transportation/capital/pd/documents/CompleteStreetsChecklist.doc

DATA COLLECTION

Local pedestrian and bicycle data such as traffic counts and crash locations and frequencies can be invaluable in helping to customize local programs and maximize their effectiveness. The Town of Davidson should focus on improving its data collection methods by conducting regular pedestrian and bicycle traffic counts, investigating the possibility of installing automatic pedestrian and bicycle counters at key locations, and regularly compiling and reviewing crash data. Visualizing count and crash data in GIS can help greatly with understanding patterns in pedestrian and bicycle usage and crashes, which can be used to inform, support, and evaluate pedestrian and bicycle program recommendations.

FACILITY INVENTORY

A facility inventory is an evaluation of all existing pedestrian and bicycle facilities within the town. These types of inventories are useful for determining which areas are currently served by pedestrian and bicycle facilities and where there are deficiencies in the network. The Town of Davidson should catalog all of its existing pedestrian and bicycle facilities on a regular basis, such as sidewalks, bike lanes, and greenways, in order to determine where gaps exist. This information can be combined with pedestrian and bicycle counts, surveys, and crash data to understand user preferences, safety risks, and areas for improvement. The Town of Davidson may use the facility inventory performed in Chapter 3 as a model for future inventories.





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ADDITIONAL PROGRAM RESOURCES & WEBLINKS

America Walks is a national coalition of local advocacy groups dedicated to promoting walkable communities. Their mission is to foster the development of community-based pedestrian advocacy groups, to educate the public about the benefits of walking, and, when appropriate, to act as a collective voice for walking advocates. They provide a support network for local pedestrian advocacy groups.

<http://americawalks.org>

“One text or call, you can wreck it all” is a campaign of the U.S DOT to discourage texting and cellphone usage while driving. Downloadable materials, research and facts.

<http://www.distraction.gov>

Stepping Out is an online resource for mature adults to learn about ways to be healthy by walking more often, and walking safely.

www.nhtsa.gov/people/injury/olddrive/SteppingOut/index.html

Pedestrian Safety is program of the NHTSA designed to improving the safety of pedestrian through educations, enforcement, and outreach programs. The website includes materials pertaining to school age children available for download.

<http://www.nhtsa.gov/Pedestrians>

Safe Kids Worldwide is a global network of organizations whose mission is to prevent accidental childhood injury, a leading killer of children 14 and under. More than 450 coalitions in 15 countries bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Visit their website to receive information about programs, involving media events, device distribution and hands-on educational activities for kids and their families.

<http://www.safekids.org/>

Speed Campaign Tool Kit. The intent of this National Highway Traffic Safety Administration (NHTSA) tool kit is to provide marketing materials, media tools, and marketing ideas for communities to distribute to fit local needs and objectives while at the same time partnering with other states, communities, and organizations all across the country on a speed management program. It includes messaging and templates you may choose from to support your speed management initiatives. Free TV and radio materials, posters, and other media materials can be downloaded here:

<http://www.nhtsa.gov/Driving+Safety/Enforcement+&+Justice+Services>

Pedestrian and Bicycle Safety: Pedestrian and bicycle information related to children from the FHWA.

http://safety.fhwa.dot.gov/ped_bike/

The National Bicycle and Pedestrian Documentation Project is a joint



National Walk our Children to School Day teaches children to practice safe pedestrian behavior



nationwide effort by Alta Planning + Design and the Institute of Transportation

SAFE ROUTES TO SCHOOL TOOLKIT

Safe Routes to School (SRTS) is a program with a simple goal: helping more children get to school safely by walking and bicycling. Envision active kids using safe streets, helped by engaged adults (from teachers to parents to police officers), surrounded by responsible drivers. SRTS programs use a variety of strategies to make it easy, fun and safe for children to walk and bike to school. These strategies are often built around the “Five Es” noted in the beginning of this chapter (Engineering, Education, Encouragement, Enforcement, and Evaluation).

This plan recommends that the Town of Davidson and Davidson schools seek additional grants to participate in more SRTS programs to help promote and encourage active transportation choices for children to go to and from school.

WHO IS THIS TOOLKIT FOR?

This Toolkit is for any adult who wants to improve traffic safety and air quality around schools, help children be more physically active and “ready to learn” and improve our neighborhoods. Whether you are a parent, a teacher, a school administrator, a neighbor, a public health professional, city staff, or a city official, this Toolkit will provide you with ideas, inspiration and proven techniques.

(continued on following pages)

Walk a Child to School in North Carolina. A growing number of community



The Safe Routes to School Program benefits children, neighborhoods, and schools



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BENEFITS OF WALKING AND BICYCLING TO SCHOOL

Active kids are healthy kids, and walking or bicycling to school is an easy way to make sure that children get daily physical activity. Benefits to children include:

- Increased physical fitness and cardiovascular health
- Increased ability to focus on school
- A sense of independence and confidence

SRTS also benefits neighborhoods:

- Improved air quality as fewer children are driven to school
- Decreased crashes and congestion as fewer children are driven to school
- More community involvement as parents, teachers and neighbors get involved and put “eyes on the street”

Schools also benefit:

- Fewer discipline problems because children arrive “ready to learn”
- Fewer private cars arriving to drop off and pick up children

THE FIVE E’S FOR SRTS:

EDUCATION: Safe Routes to School refers to a variety of multi-disciplinary programs aimed at increasing the number of students walking and bicycling to school. Education programs are an essential component of a Safe Routes to School program. Education programs generally include outreach to students, parents and guardians, and motorists. Students are taught bicycle, pedestrian, and traffic safety skills. Parents and motorists receive information on transportation options and driving safely near schools. A menu of SRTS education programs include:

- Safety education classes
- Bicycle rodeos
- Classroom lessons and activities
- School zone traffic safety campaign
- Bus safety campaign



Safe Routes to School and similar initiatives increase public awareness of the benefits of walking and biking



ENCOURAGEMENT: Encouragement programs focus on bringing the fun back to walking and bicycling while increasing public awareness of the benefits of walking and biking to school. Events and activities help increase the number of students walking and biking to school. The activities often include a variety of special events and contests, outreach campaigns and presentations to school and community groups. Encouragement programs can be used to educate parents, school personnel, students and the community about the health and safety benefits of a successful Safe Routes to School program.

Encouragement programs do not need much funding, but their success depends on a school champion or group of volunteers for sustained support. Some examples include:

- Walk and bike to school day/week/month
- Suggested route to school maps
- Friendly walk and bike to school incentive programs
- Walking school buses
- Bike trains

ENGINEERING TOOLS: The environment near the school is often a determining factor when a parent or guardian decides whether or not to allow their child to walk or bicycle to school. There are a variety of engineering solutions available to enhance pedestrian and bicyclist safety and comfort near schools. Engineering improvements are implemented to slow cars, increase the visibility of students



Education programs are an essential component of a Safe Routes to School program



Encouragement initiatives can include challenges or incentive programs



walking and biking, and make it easier for students to cross the street. While some engineering efforts can be costly, many, such as posting signs and striping crosswalks or bike lanes, are relatively inexpensive. Some of the following examples of engineering improvements are described in detail in **Appendix A: Design Guidelines**

- High visibility school zone signage
- Sidewalks
- Trails and greenways
- High visibility crossing markings
- Pedestrian scale lighting
- Advance Stop Bars and Yield Lines at Mid-Block Crosswalks
- Pedestrian Countdown Signals
- Medians and Pedestrian Refuge Islands
- Curb Extensions/Bulb-outs
- Speed tables and speed humps

ENFORCEMENT TOOLS: Enforcement tools are aimed at ensuring compliance with traffic and parking laws in school zones. Enforcement activities help to reduce common poor driving behavior, such as speeding, failing to yield to pedestrians, turning illegally, parking illegally and other violations. Enforcement strategies, in conjunction with education efforts, are intended to clearly demonstrate what is expected of drivers of motor vehicles and to hold them accountable for the consequences of their actions. While most enforcement is the responsibility of police and other law enforcement, there are numerous complementary strategies that can be undertaken by school officials, crossing guards, parents and volunteers. Some examples include:

- School safety patrols and crossing guards
- Crosswalk enforcement
- School parking “citation”
- Neighborhood speed watch

EVALUATION: Evaluation of the Safe Routes to School program is important to understand the effectiveness of the program, identify improvements that are needed and ensure that the program can continue in the long-term. Evaluation can measure shifts in travel behavior, changes in attitudes toward biking and walking, awareness of the Safe Routes to School program, grant money received and projects completed. Evaluation tools include:

- Student and parent surveys before and after targeting programs
- School site audits