

Date: September 19, 2007

Committee Meeting Date: October 10, 2007

Board Meeting Date: N/A

**BOARD MEMORANDUM**

ACTION        DISCUSSION   X   INFO       

**TO:** Bicycle and Pedestrian Advisory Committee  
Santa Clara Valley Transportation Authority  
Board of Directors

**THROUGH:** Michael T. Burns  
General Manager

**FROM:** John H. Ristow  
Acting Chief CMA Officer

**SUBJECT:** Bicycle Plan Update – Education and Promotion Programs

---

**FOR DISCUSSION**

VTA staff will present an update on the Countywide Bicycle Plan Update. Previous meetings have included presentations on the goals and policies, the cross-county bicycle corridors and the inventory of Across Barrier Connections (ABC's). This month, the draft chapter on Bicycle Safety Education and Promotion will be presented (Attachment 1). The main components of this chapter are:

A. Purpose and Need

B. Bicycle Safety Program

- 1) Motorists' Education and Enforcement
- 2) Bicyclists' Education Programs
- 3) Bicyclists' Enforcement Programs

C. Bicycle Promotion Programs

- 1) City-based
- 2) VTA Programs
- 3) Employer-based promotions

The BPAC is asked to review the Bicycle Safety Education and Promotion chapter and provide verbal or written comments or at the meeting or send written comments by September 28, 2007.

Written comments should be directed to Michelle DeRobertis at [michelle.derobertis@vta.org](mailto:michelle.derobertis@vta.org) or sent to:

Michelle DeRobertis  
Senior Transportation Planner  
VTA  
Congestion Management Program  
3331 N. First Street Building B-2  
San Jose, CA 95134

Prepared by: Michelle DeRobertis, Senior Transportation Planner  
Reviewed by: Chris Augenstein, Transportation Planning Manager

Attachment 1: Bicycle Safety Education and Promotion

## Table of Contents

### A) Introduction

### B) Bicycle Safety Program

#### 1) Motorists' Education and Enforcement

#### 2) Enforcement Officers' Education

#### 3) Bicyclists' Safety Education Programs

#### 4) Bicyclists' Enforcement Programs

### C) Promotion

#### 1) City-based

#### 2) VTA Programs

#### 3) Employer-based promotions

## A. INTRODUCTION

This chapter presents a review of existing bicycle education and promotion programs used by member agencies in Santa Clara County as well as recommendations for other programs that have proved successful elsewhere.

This chapter also includes enforcement efforts focusing on safe bicycle behavior under the category of bicycle safety education.

For the purposes of this chapter we have categorized programs and strategies whose focus is on encouraging bicycling as a mode of transportation as bicycle promotion, and those programs and strategies whose primary goal is to foster and encourage correct cycling behavior as bicycle education.

Education programs and strategies range from hands-on instruction to group presentations to disseminating print materials such as safety tips on brochures, videos, etc. Promotion programs can range from large and small events to brochures and maps to financial incentives for bicycle commuters.

Promotional and educational elements can be mixed and matched, for example, including safety tips and education information on bike maps. Many promotional events are also opportunities to distribute safety brochures, give presentations and/or show safety videos. Many cities provide safety demonstrations as part of Bike-to-Work Day events.

## B. BICYCLE SAFETY PROGRAMS

Bicycle safety education programs can take many forms and can be directed at many different audiences including: child bicyclists; adult bicyclists; motorists; the community at-large, and even law enforcement officials. Children are at the greatest risk for injury from bicycle-related collisions; therefore they tend to receive the most attention regarding bicycle education strategies. Until recently, adults, cyclists, motorists and law enforcement officials have been almost ignored. This section first addresses traffic enforcement officers, then motorist education and enforcement strategies, and finally, bicyclist education and enforcement strategies.

### **Motorists' Education and Enforcement**

Motorists are probably the most difficult group to reach in bicycle education. Existing motorist-oriented programs typically reach their intended audience only under specific circumstances. Some amount of bicycle education is distributed during driver education courses, driver licensing exams and traffic schools for violators, but these events will only occur once every several years and are generally felt to be ineffective in changing driving behavior.

Public awareness campaigns are most useful for educating motorists on how to safely share the road with bicyclists, while at the same time reminding bicyclists of their rights and responsibilities. Media campaigns, community events, and family activities can be useful in raising awareness regarding bicycle/motorist safety. Parents who attend bicycle education events with their children may learn something themselves about bicycle/motorist safety that can help to reinforce the safe-cycling of their children.

#### **Existing Programs in the County**

**San Jose Street Smarts:** In 2002 the City of San Jose launched a new program called Street Smarts, a traffic safety education program. Partially funded from a \$10,000 donation from AAA of Northern California, it is a public education campaign aimed at raising awareness and changing driver behavior to improve the safety of City streets.

The Street Smarts public education campaign targets behaviors of drivers, pedestrians and bicyclists, and will use both advertising and a focused community relations effort to bring the messages about the need for behavior change to neighborhoods, schools and businesses. Specific behaviors that the campaign will address are:

- Speeding
- Red light running
- Stop sign violations
- School zone compliance
- Crosswalk safety & compliance

To encourage greater regional participation in the Street Smarts program, the City of San José will be sharing creative materials developed for this campaign with any public agency at no cost, enabling other agencies to take advantage of the initial investment by San José to launch Street Smarts in their community. This approach is expected to increase regional participation in the campaign to improve safety on Bay Area streets, and will better leverage public dollars. In addition, 16 Bay Area cities and public agencies are considering a regional partnership with San José.

#### **Recommended Programs for the County:**

**Traffic School for motorists with bicycle related infractions:** Motorists who cause a bicycle-related accident or who commit a bicycle-related CVC violation are sent to a “bicycle-themed” traffic school. The course content focuses on the California Vehicle Code with respect to bicycling and how to safely share the road under a variety of conditions. Such programs are often called diversion programs, since the violation is removed from the driver’s record.

<b>City/Agency</b>	<b>Type of Program</b>
San Jose	DOT: StreetSmarts program (www.getstreetsmarts.org)

### Enforcement Officers' Education

Police officers in general and traffic officers in particular enforce the California Vehicle Code (CVC), and their presence and enforcement efforts affect the safety of all users of the public roadways: motorists, pedestrians and bicyclists. Another important role of police officers is responding to the scene of a collision and filling out the Traffic Collision Coding Form 555. Since collision data as reported in these reports are an important source of information for traffic engineers in analyzing problems spots and high accident locations, the accuracy of the report is crucial.

One of the key decisions a police officer makes in the collision report is identifying the party-at-fault, e.g. one of the drivers in a multi-car crash, or if a bicyclist and/or pedestrian is involved, possibly the biker or walker. The assessment of party-at-fault must be accurate as this affects the other information in the collision report including primary collision factor, CVC section violated and other information contained in the report.

When it come to car-bike collisions, car-pedestrian collisions, or bicycle-pedestrian collision, an understanding of the relative rights and responsibilities of motorists, bicyclists and pedestrians as defined in the CVC is essential in order to make an accurate assessment. Many bicycle-friendly cities across the country, in California and in Santa Clara County provide supplementary training for officers assigned to traffic detail, as shown in Table 3-2. Another method many cities use to is have officers on patrol using bikes. These officers gain first-hand experience as well as textbook knowledge of bicycle maneuvers and skills and ways of interacting with traffic. While most officers understand the rights and responsibilities of bicyclists and pedestrians, it is the goal that all officers whether assigned to traffic detail or not, be given at least a primer on bicycle and pedestrian collisions.

<b>City/Agency</b>	<b>Type of Program</b>
	e.g. in-house training on bike rights and responsibilities, officer on bike patrol , _____
San Jose	Police officers on Bike patrol

### Bicyclists Safety Education

Bicyclists fall into several categories, young children, older children and adults. Different methods and programs are appropriate for the particular audience

Bicycle safety education is provided by various entities: schools, police departments, transportation /public works departments and bicycle advocacy organizations.

**Existing programs**

The 1994 *Santa Clara County Bicycle Plan* included “Elements of a Bicycle Education Program,” listed essential components for a community bicycle education program. These elements and progress to date are indicated in Table 3-3.

---

### Table 3-3

## ELEMENTS OF A BICYCLE EDUCATION PROGRAM

---

A well developed bicycle education program to improve skills would include the following elements:

#### A. In-School Bicycle Safety Training for Students.

\*Many students rely on their bicycles to get them to and from school. Regular training in the classroom and on-the-road will be the best method for learning the skills they will need to travel safely on the road and reduce the number of conflicts.

\*Local governments can play a role by designing or recommending programs and by providing funding.

#### B. Comprehensive Bicycle Education for Adults

\* Using an Effective Cycling course with emphasis in traffic skills for employees, students, community adult and continuing education through a variety of agencies.

#### C. Helmet Promotion

\*A serious goal is to encourage bicyclists of all ages to wear helmets which will reduce the number of serious injuries.

#### D. Public Programs

\*Through public information programs and events such as “health fairs” and “commute fairs,” governments and employers can make information about bicycling more available. This approach is straightforward and can be effective, but does not take the place of on-the-road training.

#### E. Enforcement

\*Enforcement of the serious violations could greatly reduce the accident rate, however enforcement must be accompanied with education.

##### The most common bicyclist violations:

- Bicyclist riding against the direction of the traffic.
- Bicyclist ignoring stop signs and traffic signals.
- Bicyclist riding with out lights at night (MSOT COMMON MOTORIST)

##### The most common motorist violations:

- Right-turning motorists failing to yield when approaching the curb and cutting off bicyclists.
- Left-turning motorists failing to yield to oncoming bicyclists.

\*Traffic school for roadway violators is recommended, this not only educate violators but would divert people from the court system, similar to the Juvenile Traffic Diversion Program in the City of Sunnyvale.

**Source: 1994 Santa Clara County Bicycle Plan**

**Cities And School Districts Education Programs**

Table 3-4 shows a list of the cities in Santa Clara County and the types of bicycle education programs they have. As shown, not all cities provide bicycle education. The most common type of bicycle education is school-based. Many local school districts contract with bicycle education organizations such as Safe Moves for education in their elementary schools.

<b>Table 3-4 Type Of Bicycle Safety Education Program By Member Agency</b>			
City/Agency	School Districts /1/	Public Safety /2/	City Planning/Public Works /3/
Mountain View	Walk to School Day, bike safety presentations/rodeos for all elementary and middle schools (in conj. with the City)	Bike Rodeos and bike safety presentations	Public Works: Bike maps, low cost bike education classes, bicycling web page and bike safety presentations/rodeos for all elementary and middle schools
San José (John Brazil and 200_ Bicycle Plan)	Bike Rodeos, Walk to School Days	Operation Safe Passage, Police Bicycle Patrol	DOT: City Bike Map; Free Bicycling Skills classes; School Safety Program; StreetSmarts program; BTWD Energizer Stations & Mayor's Ride; etc.
Sunnyvale (2006 Bicycle Plan)	ES- Annual Assembly MS-"Drive your bike" 3 session, (pilot project)	Youth diversion classes (<18); Field Education of young cyclists as needed	City bike map; City bicycling web page; Annual Bicycle Safety Rodeo

/1/School districts: format e.g. health or PE class, school day- assembly, an after school program.  
 2/ Public safety/Police department: e.g. Positive Enforcement programs used (traffic school; diversion classes, warning tickets or good behavior "tickets"; Bike rodeos,  
 3/ City planning or public works: e.g. bike to work day, city bicycle maps; special programs.

ES- elementary school, MS- middle school, HS -high school  
 DOT- Dept of Transportation  
 DPW- Dept. of Public Works  
 PD- Planning Dept.  
 BTWD- bike to work day

**Silicon Valley Bicycle Coalition**

In 2004, the Silicon Valley Bicycle Coalition (SVBC), began offering classes for adults and soon expanded to provide bicycle classes for children.

**Adult Education:** SVBC's classes are offered through various cities' adult education programs and they are available directly to businesses for the benefit of their employees. Classes can be taught as a series of lunchtime classes to fit conveniently into the workday.

Utilizing the cyclist education program of the League of American Bicyclists, taught by League Certified Instructors (LCIs), these class are divided into four topics:

1. *Street Skills* - total 4 hours in a classroom curriculum; learn how to safely and confidently use your bike for transportation.
2. *Road 1* - total 10 hours. This Course includes the entire *Street Skills* described above, plus a comprehensive 6-hour on-bike session where the theory learned in *Street Skills* is applied.
3. *Bike Maintenance & Commuter Classes* - Classes can be tailored to teach bike maintenance and/or specific techniques for commuting.
4. *LCI Seminars*-new LCI's are trained and certified

**Middle School Education:** SVBC presented an interactive, age-appropriate course to over 8,000 middle school students across Santa Clara County in 2005-2006 and they will be teaching an additional 7,000 students this spring 2007.

The SVBC curriculum covers:

- the basics of traffic law
- basic bike and helmet fitting
- the most common types of bike crashes and how to avoid them
- how to position yourself properly on the road
- how to let drivers know your intentions
- how to deal with left turns and 4-way stops

Three key components of the middle school program are:

1. **Drive That Bike** game show presentation. Teams of students compete against each other to answer questions about bicycle and pedestrian safety. After each question the instructor explains which answer is correct using diagrams, photos and videos. This dynamic format engages the students by challenging them to think before the correct answer is revealed.
2. **On Bike Challenge.** An after-school event where students test their skills at various stations including an emergency stop, a snail race, and a shoulder check. A mechanic is usually available for minor adjustments. Prizes donated by Sports Basement are raffled off to kids completing various skill stations. Funding: SVBC Middle School Bicycle Education program was made possible by a grant from Kids' Plate.

3. **Helmet distribution.** Funded by the Almaden Cycling Touring Club (ACTC), SVBC is able to distribute helmets to participating middle school children that lack one. The distribution includes proper fitting instructions and demonstrations by volunteers.

#### **VTA Bicycle Safety Education Programs**

Currently VTA provides the bicycle safety information in the following ways:

- Safety tips- on the back of the Bikeways Map and on the VTA website
- Translation of materials into Spanish and other languages
- Sponsored several on bike -training classes conducted by the SVBC during Bike to Work Month.
- VTA intends to partner with SVBC to deliver more bicycle safety education classes.

#### **Bicyclist Enforcement Programs**

Bicycle enforcement is closely tied to law enforcement officer education and training; in order to increase the effectiveness of bicycle traffic enforcement in reducing crashes and improving safety , police officers need guidance on how best to approach offenders of different ages and abilities and also which violations should be earmarked for enforcement. If an agency chooses to have stepped-up bicycle traffic enforcement program, it should be accompanied by:

- a) a media campaign to inform residents that bicycling offenders will be cited, and
- b) a reduced fine schedule for bicyclists (see page 3-9)

Positive enforcement techniques are recommended in lieu of traditional tickets. These include opportunities to link enforcement with education such as bicycle traffic schools, run in a manner similar to auto traffic schools, and which educate bicyclists on the safe and legal riding techniques. There is also the “warning stop” and a “good behavior reward” stop. These and others are described below.

#### **Positive Enforcement Strategies**

**Bicycle Traffic Schools/ Diversion Programs:** Traffic school for bicyclists who have received a citation violating rules of the road. It focuses on bicycling behavior, safe riding techniques and common collision causes.

**Youth “Diversion” Programs:** City police departments offer classes for youths stopped for bicycling violations (typically wrong-way or stop sign/signal violations). Parents are

required to attend the safety class with their child, thereby providing the opportunity to educate both children and adults. Police personnel often teach these on a Saturday, sometimes by a bicycle-mounted patrol officer.

**Warning Stops:** Police officers may stop cyclists who are behaving improperly or whose bicycle lacks required equipment such as lights at night. If an officer is properly prepared, these stops are opportunities for behavior-targeted education. Violation-specific handouts, ideally available in each language spoken in a jurisdiction, can help to reinforce each message. Bike shops sometimes work with law enforcement to add coupons to these handouts, good for discounts on helmets, lights, locks, and accessories.

**“Good Driving” Stops and Rewards:** Some police departments make “good bicycle driving” stops of youths, rewarding proper bicycle driver behavior with coupons for attractions and restaurants. Such programs are usually announced in advance to the community and coupled with other educational outreach and promotions.

**Reduced Bail for Bicycle Citations:** In 1994, California law was changed to enable local authorities to reduce fines for bicycle offenses. Previously, bicyclists were (and in most cases still are) fined at the same rates as motor vehicle offenders. For example, a bicyclist who did not come to a complete stop at a stop sign is subject to a ticket for the same fine amount as a motorist. These fines are up to and exceed \$200, depending on the infraction. The legislature considered this to be draconian and unfair. Since points are not applied to the bicyclist’s driving record, the legislature decided it would be consistent to also not fine them at the same rates as if they were drivers of a motor vehicle. The decision whether to opt in and to determine the actual fine structures was delegated to local authorities.

To date in Santa Clara County, two cities, Morgan Hill and Cupertino, have taken advantage of this bill and have reduced the bicycle infraction fines accordingly. A consistent policy across the county would be appropriate and fair. A reduced fine structure should be developed and ideally it would be consistent across the county with input from police departments.

## **C. PROMOTION PROGRAMS**

Bicycle promotion programs aim to assist with, and generate enthusiasm for bicycling as transportation. Marketing bicycling as a viable transportation option is a key component of encouraging the use of bicycles as a means of transportation.

Promoting the bicycle program by local agencies takes different forms than private employers. Cities pass policies and ordinances, as well as provide infrastructure, whereas employers focus on encouraging their employees to bicycle to work. These programs range from simply providing showers and bicycle racks or basic information on bicycling to hosting major Bike-to-Work events, providing financial incentives for bicyclists, or

providing bicycle mentors and in-house classes on bicycling. The strategies used by cities, VTA, and employers are described below.

Many local bicycle advocacy clubs also organize activities to promote bicycling, often in conjunction with local agencies.

### **City Bicycle Promotion Programs**

Cities can promote the usage of bicycles for local transportation in various ways, for example for the general public via public events, as an employer via incentives and through city policies. This section describes various options available to Member Agencies.

**Events and Bike to Work Day :** Most cities sponsor or cosponsor an energizer station on Bike to Work Day in May. Public health fairs also present an opportunity to provide helmet fittings, bike safety checks and other aids for safe biking.

#### **City Policies**

Ordinances for developer provision of Bike Parking, Showers and Lockers are essential to ensure that all new developments are designed with appropriate bike commuting infrastructure. More detail on Member Agencies' policies for parking and showers is presented in Chapter 4.

#### **Employee incentives**

See discussion on page 13

#### **Signing and mapping**

**Signs:** Often a city may have short bike paths or pedestrian short cuts, for example to schools and shopping centers and even major bridges over creeks and freeways. However, there is no signage or guidance telling bicyclists how to access them. Another common example is a trailhead that may be difficult to identify as such. Way-finding signs directing bicyclists and pedestrians to these connections are cost-effective ways to increase biking and walking to shops, schools and other sites. At trail heads, a schematic diagram of the trail is invaluable for the new user who is unfamiliar with the trail system.

**Bike Maps:** A bicycle route map is one of the items most frequently requested by both commuter and recreational cyclists. The purpose of a bike map is to show cyclists routes they would otherwise have to discover by trial and error, or by driving. Maps provide information on facility types (e.g. bicycle lane, route, or path) and often motor traffic levels. Many city and county bicycle route maps include detailed bicycle-as-driver safety tips, typically on the back.

Several Santa Clara County cities including Sunnyvale, Santa Clara and Mountain View and San Jose publish bike route maps of their cities. Krebs Cycle Touring, based in Santa Cruz, offers touring and trail maps which cover the entire county.

Cities such as Cupertino and Saratoga have defrayed production costs of their bike maps by having them published by their Chamber of Commerce, which incorporates advertising for local businesses. Many local maps including Saratoga’s are also available on their websites. Some cities have gone beyond the traditional folding paper map. San Francisco and San Jose have both published their maps in the Pacific Bell yellow pages telephone book. Stanford University publishes a fold-out mid-Peninsula bike route map in its internal directory/phone book.

Table 3-5 indicates the bicycle maps that cover a portion or all of Santa Clara County. Unless otherwise indicated, the maps are free.

<i>Table 3-5 Bicycle Maps in Santa Clara County</i>	
<b>Regional Maps</b>	
<ul style="list-style-type: none"> <li>San Francisco Bay Trail, 9 county maps, 200_. \$1.50 each/\$10.95 set. Phone: 510-464-7900</li> </ul>	
<ul style="list-style-type: none"> <li>Santa Clara County Bikeways, 2005. <a href="http://www.vta.org">www.vta.org</a></li> </ul>	
<b>City Maps</b>	
<ul style="list-style-type: none"> <li>Cupertino, Cupertino Chamber of Commerce; Phone: 408-257-6506</li> </ul>	
<ul style="list-style-type: none"> <li>Milpitas, Phone: 408-586-3335</li> </ul>	
<ul style="list-style-type: none"> <li>Mountain View, 2006. Phone: 650-903-6311</li> </ul>	
<ul style="list-style-type: none"> <li>Palo Alto, Phone: 650-329-2520</li> </ul>	
<ul style="list-style-type: none"> <li>San Jose, 2006 Phone:</li> </ul>	
<ul style="list-style-type: none"> <li>Santa Clara, Phone: 408-615-3000</li> </ul>	
<ul style="list-style-type: none"> <li>Saratoga, website:</li> </ul>	
<ul style="list-style-type: none"> <li>Sunnyvale, 2006. Phone: 408-730-7415</li> </ul>	

**VTA Bicycle Promotion Strategies**

**Countywide Maps**

VTA publishes a countywide Bikeways Map which illustrates all existing bikeways in the county and rates all arterials that don’t have bike lanes as to their difficulty. In addition, VTA shares its base map with Member Agencies for a modest fee. Also, Member Agencies may use the bicycle safety tip icons on their local maps for a modest fee.

The map is distributed free to the public. It is also available on the VTA Website. In addition, VTA has produced an interactive bikeways map on its website which includes information about trails heads and light rail stations.

### **Bikes Onboard VTA Transit Vehicles**

VTA permits bicycles on its buses and light rail vehicles as follows.

#### ***VTA Light Rail***

All VTA light rail vehicles are equipped with four interior racks. The maximum number of bicycles allowed inside a light rail vehicle is eight. Up to four bicycles can be accommodated in the racks provided, and two additional bicycles are allowed to stand on the floor in each turntable area of the vehicle. Bicycles must board through the doors of each car clearly marked with a white bicycle icon and are restricted to the turntable area of the vehicle.

#### ***VTA Buses***

All VTA buses are equipped with exterior bike racks for up to two bicycles. When the rack is filled to capacity, up to two bicycles are allowed inside the bus at the bus operator's discretion. The buses on the Highway 17 Express and the Dumbarton Express are also equipped with bike racks which can accommodate up to two bicycles. Bicycles are not allowed inside the bus on the Highway 17 Express and Dumbarton Express.

### **Promotion Activities and Campaigns**

VTA also promotes bicycling in the following ways:

- Bike to Work Week
- Take One newsletters
- Use of media regarding projects with bicycle components
- Focussed targeted marketing

#### **Future Activities**

- VTA would like to expand its bicycle program activities. Future activities include Countywide Route Signing of the Cross County bicycle corridors
- Bike tours of VTA projects

### **Employer Bicycle Promotion Programs**

#### **Facilities**

The most common type of bicycle program provided by employers is support facilities including secure bicycle parking and showers. With these facilities, more people are likely to bicycle and the public's awareness of bicycling for transportation is increased. In most cases, the presence of secure parking, in particular, can determine whether a

person will bicycle to work at all. Bicycle parking and support facilities in Santa Clara County are described in detail in Chapter 6.

### **General Support**

In addition to necessary facilities, a large number of employers also provide general information on bicycling to work. This information often includes bike maps, referrals to local bicycle advocacy groups, information on company bicycle policies, and networking with the company's other bicycle commuters.

### **Incentives**

Several Santa Clara County employers offer incentives for commuters who bicycle to work. These incentives can offer either cash or convenience.

*Cash Incentives:* There are many types of cash incentives that can be used to encourage bike commuting. Soliciting sponsorships from stores, restaurants and other retailers can mitigate the cost of these programs. However, cash incentives are taxable for companies (and putting them through payroll can be a hassle), so prizes are more popular rewards. These incentives include:

- Cash dividends for each day of bicycling, similar to a transit subsidy
- Monthly drawings for prizes
- Mileage reimbursement for business travel by bike
- Gift certificates or discount coupons at bicycle stores, restaurants or other retail businesses
- Bike purchase financing
- Parking cash-out program

*Convenience Incentives:* One of the major obstacles to bicycle commuting is the perceived inconvenience factor. The following list of programs addresses these concerns.

- “Guaranteed ride home” provides a ride to employees who use an alternative mode for commute and need a ride due to an emergency
- Fleet bicycles for business or errands
- Trial commute bikes
- On-site bicycle repair kits
- On-call bicycle repair services
- Flexible hours
- Showers and locker rooms (or gym membership)
- Relaxed dress codes.

### **Bike Mentors**

A number of employers will refer employees who are interested in starting to bicycle to work to bicycling enthusiasts at their site. Experienced cyclists share their knowledge about bicycle commuting and provide the new cyclist with advice on good routes to use, how to ride safely in traffic, bicycle gear needed for commuting, how to lock and/or secure parking for their bicycle, and how to pump a tire or perform minor repairs. Often

times, the experienced cyclist will ride with the new cyclist to work once or twice. RIDES for Bay Area Commuters has a Bike Buddy program that matches experienced cyclists with new cyclists in their area to help them adapt to commuting by bicycle.

**Employer-Based Bicycle Clubs (also known as Bicycle User Groups (BUGS))**

Many employers have found that organizing bicycle clubs and sponsoring quarterly meetings is a good way to introduce cyclists to each other and give potential commuters a forum for learning about bicycle commuting. Potential meeting topics can range from "How to Fix a Flat in 10 Minutes" to "Bike Commuter Fashion Tips." However, the main reason to bring bicyclists together is to give them a chance to share information and find potential riding partners, especially for those who are just beginning or contemplating a bike commute.

Appendix X presents a list of Santa Clara County employers with extensive bicycle-promotion programs. All of these companies provide general information on biking and facilities like showers, lockers and/or indoor parking, and racks.