

# Chapter 8

## Bicycle Promotion and Education

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This chapter describes existing bicycle promotion and education programs in Santa Clara County as well as other resources for bicyclists. It also provides recommendations for improving the quality and quantity of education and promotion programs in Santa Clara County.

There is some overlap between bicycle promotion and bicycle education. Examples include safety tips and education information on bike maps and safety demonstrations as part of Bike-to-Work Day events. In this chapter programs which focus on encouraging bicycling as a mode of transportation are categorized as bicycle promotion, and programs whose primary goal is to teach correct cycling behavior are categorized as bicycle education.

Promotion programs can range from events to brochures and maps to financial incentives. Education programs and strategies range from hands-on instruction to presentations to safety tips disseminated by brochures, videos, etc. However, in programs that focus attention on bicycles, promotional and educational elements can be mixed and matched. Many of the promotional events are also opportunities to distribute safety brochures, give presentations and/or show safety videos.

### Bicycle Promotion

Bicycle promotion programs aim to generate enthusiasm for bicycling as transportation. Marketing is a key component of encouraging the use of bicycles as a means of transportation.

Concerns over congestion and air quality have led to a variety of transportation demand management (TDM) programs being implemented by state and local governments and private industry. These programs have focused on education and incentives to get people away from driving alone. Carpools, vanpools and transit are the most popular alternative modes for commuting. Bicycling is often an overlooked or underutilized opportunity for attaining trip reduction goals.

Promoting the bicycle requires participation from individual employers and local governments. These promotions occur in the form of on-going programs (mostly by employers) and annual events. More than 100 Santa Clara County employers have active programs for encouraging their employees to bicycle to work. These programs range from simply providing showers, bicycle parking 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. Events range from helmet give-aways by local police departments and public health departments to statewide Bike-to-Work celebrations.

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

## **Elements for Effective Bicycle Promotion**

Bicycle promotion programs are intended to increase the public's awareness of the benefits of commuting by bicycle and can also serve to improve safety for bicyclists. Most often, employer programs target employees who live near their work and are reasonably healthy. Commutes of ten miles or less are appropriate to bicycle. However, some bicycle commuters travel as far as 50 miles. Whether a local company or other agency sponsors the bicycle commute program, an effective bicycle commuting promotion program must do the following:

### **Identify benefits of bicycle commuting**

Before bicycling will be considered as a potential commute alternative by the potential cyclist, its feasibility and benefits must be made known. Many people are unaware of the many benefits that bicycle commuting can provide.

Commuting by bicycle:

- Reduces the costs of commuting to the employee
- Improves health through exercise
- Lowers employer costs through a reduction in health insurance costs and better performance by employees
- May save time for the employees during the actual commute
- Replaces time and money spent in workouts in a gym
- Reduces traffic congestion on overcrowded streets and highways
- Reduces the need for automobile parking
- Does not pollute the air
- Reduces adverse automotive impacts on the environment
- Increases accessibility to transit

### **Provide an incentive to commute by bicycle**

Many existing TDM programs use monetary or other incentives to lure prospective participants out of their single-occupant-vehicle and into a carpool

or transit. These TDM programs should be expanded to include incentives for bicycle commuting. When employers provide free automobile parking, it is an incentive to drive; by providing incentives to bicycle, employers compensate for the existing incentive to drive and make bicycling more appealing.

### **Endorsement**

Endorsement of bicycle commuting by community leaders is a significant aspect of a promotion program. Prospective bicycle commuters are more apt to try out this underutilized mode if it is accepted and supported by elected officials, company executives, and management. Endorsement from local government will go a long way towards persuading individuals to bicycle commute, and companies to establish bicycle commute programs of their own.

## **Employer Bicycle Promotion Programs**

### **Facilities**

The most common type of employer bicycle program is the provision of facilities such as 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 7.

### **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 subsidies for transit fares
- 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 for employees who use an alternative mode for commute and need a taxi 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.

Figure 8-1 shows 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.

Figure 8-1 Employer-Based Bicycle Programs

City	Company	Audience size	Program
Cupertino	City of Cupertino	190	Bike mentors
	Compaq	3,200	Financial incentives Major Bike-to-Work Day events In-house bike mentors
Milpitas	City of Milpitas	407	Financial incentives for bicyclists Bike mentors
Moffet Field	NASA Ames Research Center	1,800	Video surveillance for secure bicycle parking
Mountain View	SGI	4,000	Bike-to-Work Week Events: Bike Challenge Bike mentors Inter campus bike fleet
Palo Alto	Agilent/ HP	17,441	Bike Network Bicycle Advisory Committee
	Alza		Financial Incentives
	City of Palo Alto	991	Financial incentives for bicyclists (discount coupons, free emergency repairs)
	Palo Alto Medical Foundation	1,200	Discounts at bike shops On-site repair kits Financial incentives for bicyclists
	Varian NMR Systems	300	Financial incentives for bicyclists
	Varian Medical Systems	815	Financial incentives for bicyclists
San Jose	San Jose State University	*34,000	Bike mentors
	Ascend Communications	120	Bike mentors
Santa Clara	Intel	7,283	Intel Bike Advisory Group Bike-to-Work Day Breakfast
	City of Santa Clara	925	Loaner bikes Pool bikes Seminars
	Kaiser Permanente Medical Center	2,500	Give-aways
Stanford	Stanford University Transportation Program	*10,000	Financial incentives for bicyclist
Sunnyvale	Amdahl Corporation	2,500	Cycling club Cycling seminars

\*Includes students

Source: RIDES' Marketing Database, May 2000

## Bicycle Education

The California Vehicle Code gives bicycle operators the same rights and duties as motor vehicle operators. *Driving* a bicycle as a vehicle requires knowing how all traffic operates and the basic rules of the road. Unlike balancing and braking, these skills do not come automatically — they must be taught.

The 1994 *Santa Clara County Bicycle Plan* included “Elements of a Bicycle Education Program,” which listed essential components for a bicycle education program. VTA will be developing a bicycle safety program in the near future which will incorporate elements from the 1994 Plan, shown in Figure 8-2. The safety program will be included in the next update of this Plan.



## Figure 8-2 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.

\*There are several programs that a school can utilize:

Bicycling program released by the National Bicycle Education Consortium

John Allen's *Street Smarts*

The film "Be Safe On Your Bike"

\*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, governments and employers can make information about bicycling more available. This approach is straightforward and can be effective, but cannot take the place of on the road training.

### **E. Enforcement**

\* The most common bicycle-motor violations:

Bicyclist riding against the direction of the traffic.

Bicyclist ignoring stop signs and traffic signals.

Bicyclist riding with out lights at night.

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

Left-turning motorists failing to yield to oncoming bicyclists.

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

\*Increased fines and traffic school for roadway violators to divert people out of the court system, similar to the Juvenile Traffic Diversion Program in the city of Sunnyvale.

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

## Targets Of Education Programs

As previously mentioned, bicycle education programs can take many forms and be directed at different audiences including: (1) child bicyclists; (2) adult bicyclists; (3) motorists; (4) law enforcement officials; or (5) the community at-large. Children are at the greatest risk for injury from bicycle-related collisions. Therefore, children tend to receive the most attention with bicycle education strategies, with adults, motorists and law enforcement officials almost ignored.

Young children should be taught the basic rules of the road in conjunction with hands-on bicycling instruction. Programs directed at children are best handled by the schools or day care centers, but the demands of school curriculum and the capability of instructors often compromise their effectiveness. Adult cyclists benefit most from a program designed to impart the responsibilities of bicycle riding, demonstrate how to safely share the road with motor vehicle traffic, and provide tips on the benefits and methods of bicycle commuting. However, programs aimed at adults typically only reach those who are interested in learning about bicycling.

Motorists are probably the most difficult group to reach in bicycle education. Existing motorist-oriented programs typically reach their intended audience only at specific points. 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 their children to ride their bicycles safely.

## Elements of Bicycle Education

All bicycle education programs attempt to increase safety awareness by providing information. The various programs can be categorized into three strategies:

- Interactive/hands-on: bicycle rodeos, physical education classes, other programs with on-bike instruction
- Presentations: school assembly/classroom presentations or videos
- Literature: maps, brochures, posters

Programs can include any combination of elements, including hands-on riding instruction for adults and children, curriculum for adults who supervise children (i.e. teachers, day-care providers), public awareness programs aimed at the whole community, instruction for motorists, law enforcement and community events. Several established curricula offered by other agencies are described in Appendix H.

## **Interactive Hands-on Programs**

### ***Physical Education and After-School Events***

The class-time-availability obstacle can be avoided if cycling is made part of the curriculum — often as part of physical education or sports. Programs offered this way often depend on the initiative of a particular teacher who is also a cyclist. Children leaving campus for instructional purposes during school hours are typically required to be under the supervision of a certified teacher, which limits the use of volunteer cycling instructors. Liability concerns in some districts may prohibit off-campus travel even for instructional purposes.

### ***Bike Rodeos***

A bicycle rodeo is an outdoor, on-bike event, which may be offered during school or on weekends. Rodeos are usually set up in a parking lot and typically include helmet fitting, equipment safety checks, and several on-bicycle "skill stations" such as slaloms, spiral courses, and "slowest finisher wins" races. Most of these on-bike activities test handling skills but not driving skills; if any driving material is included it may be as a short video (see "Videos" later in this chapter).

### ***"Roadshow" Setups***

Some school districts, counties, and states bring fully equipped youth cycling setups to their schools and cities. Trained instructors arrive with a trailer stocked with helmets and fully maintained children's bicycles, which means that parents need not have purchased these items nor ensured that their child's bicycle is in working order. Such setups can be used as the basis for off-street-only or on-street education. One example is Hawaii "OBEEP" (Oahu Bicycle Education and Encouragement Program), which also has an excellent 10-minute promotional video for parents.

### ***Off-Campus Class Rides***

During the 1980's, one Palo Alto middle school offered a multi-week 10-15 hour class which included supervised practice rides on neighborhood streets in the school's vicinity.

### ***Bike Club Rides and Classes***

Most recreational bicycle clubs have scheduled rides. Adult and teen cyclists can gain on-street experience in a group setting on these rides, though there is no

guarantee that the ride leader or participants understand the principles of safe and legal bicycle driving.

Some recreational bicycle clubs also offer touring-cyclist-training classes. One is the Almaden Cycle Touring Club (ACTC), based in San Jose. ACTC Academy is a multi-week series that brings novice recreational cyclists up to a touring-ready level.

### ***“Earn a Bike” and Bicycle Repair Programs***

Many organizations around the country have created programs which offer disadvantaged youths the opportunity to "earn a bike" by learning repair skills and using them to fix up donated or abandoned bicycles. These programs help give kids an alternative to gang activity and petty crime, and an opportunity to learn useful work skills. They do not typically include bicycle driver education instruction, but are a potential channel for it. Related options include after-school and drop-in bike repair clinics. The Youth Bicycle Education Network (YBEN) is a national resource group for such operations.

### ***"Trips for Kids" Programs***

Organized rides for children, usually of middle school age or above, can provide a teaching opportunity. Marin County-based Trips for Kids conducts such rides for inner-city youth.

## **Presentations**

### ***Classroom Presentations***

Although they must practice on a bicycle before becoming competent, children can learn the basic rules of the road in a classroom or assembly environment. In many cities this is the only "cycling education" offered, if any. Because school-year schedules are almost entirely pre-allocated, and because few districts have in-house personnel trained as bicycle driving educators, a one-hour presentation once every year or two is all that many children receive.

Some “bike safety” presentations teach only helmet use, which is insufficient. While helmets mitigate crashes, bicycle driver education can help prevent them.

### ***Videos***

There are several videos that teach bicycle safety in terms of riding in traffic. A few combine bicycle commuting information with educational elements. These videos are described in Appendix H.

## Bicycle Education Programs In Santa Clara County

Figure 8-3 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.

Figure 8-3 Local Jurisdictions' Bicycle Education Programs

City/Agency	Bicyclists					Motorists
	School-Based	Police Dept.	Maps	Bike to Work Day	Public Outreach	Public Outreach
Campbell		X <sup>1</sup>		X	X <sup>2</sup>	
Cupertino	X <sup>3</sup>		X	X		
Gilroy		X		X		
Los Altos				X		
Los Altos Hills		X		X		
Los Gatos	X <sup>4</sup>			X		
Milpitas	X		X	X		
Monte Sereno						
Morgan Hill		X <sup>5</sup>		X	X	X
Mountain View	X <sup>6</sup>	X	X	X	X <sup>7</sup>	X
Palo Alto	X <sup>8</sup>		X	X		
San Jose	X			X		
Santa Clara	X		X	X	X	X
Saratoga	X			X		
Sunnyvale	X		X	X	X <sup>9</sup>	X <sup>10</sup>

1. Through the Drug Abuse Resistance Education program (DARE), police officers also provide brochures and general information at elementary schools
2. Quarterly newsletter with safety tips for bicyclists
3. Cupertino contracts with Safe Moves and ALTRANS
4. Schools in Los Gatos contract individually with Safe Moves
5. Annual child safety fair with helmet fitting, etc. by the Morgan Hill Police Department (5/00 last one)
6. San Jose and Mountain View contract with Safe Moves for their bicycle safety education programs.
7. Mountain View Bicycle Advisory Committee just purchased safety videos (produced by UCSC) that will be displayed on TV cable access stations on bicycle safety.
8. Conducted in part by the Fire Department (PAFD)
9. Bicycle rodeo by Public Safety Dept.: helmet fittings, etc.
10. Newsletter distributed with utility bills to all residents, for both bicyclists and motorists about sharing the road, etc. annually

***Palo Alto***

Currently, Palo Alto third-graders receive in-classroom and parking-lot ("bike rodeo") training enabling them to bike to a nearby elementary school on quiet streets with a pre-selected route. The in-class material is delivered by classroom teachers or by a Fire Department educator. At the end of Grade 5, more training is offered to prepare students for cycling to their middle school the next fall. Some parents conduct escorted orientation rides the summer before middle school starts, to familiarize incoming sixth-graders with their school commute routes.

The Palo Alto Unified School District has plans to hire a part-time cycling education coordinator who will "train the trainers" and coordinate parent-volunteer participation in bike rodeos, adding essential year-to-year continuity to what is currently a volunteer-dependent program.

Second-graders will be taught pedestrian safety skills such as traffic awareness and safe street crossing by Safe Moves using the "Safety Town" setup.

Several other cities in the County (Cupertino, Mountain View) have also contracted with Safe Moves to deliver elementary-school bicycle driver safety presentations and bike rodeos.

***Youth "Diversion" Programs***

City police departments often offer remedial classes for youths stopped for bicycling violations (typically wrong-way or stop sign/signal violations). 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. 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.

## **Enforcement**

To make bicycling safer, law enforcement officers must enforce traffic regulations for children, adult bicyclists and motorists. Police officers are often hesitant to cite bicycle offenders, especially children, because they believe it will result in negative publicity for their department. As a result, children and adult bicyclists are generally under the impression that they are not required to observe the rules of the road while on a bicycle.

Accident analysis reveals that the majority of reported bicycle/automobile accidents are caused by bicyclists who failed to follow the rules of the road. The most common violations resulting in accidents are cyclists who ride on the wrong side of the road, cycle at night without lights, or are proceeding in unpredictable manner. Consistent enforcement would help reduce the frequency of bicycle/automobile accidents. Enforcement should be treated as an integral part of bicycle education and safety programs.

In order to improve bicycle traffic enforcement, police officers need education on how best to approach an offender and what violations should be earmarked for enforcement. Police officers should be encouraged to impose them with sufficient regularity. A bicycle traffic enforcement program should be accompanied by a media campaign to inform residents that bicycling offenders will be cited.

Other opportunities to link enforcement with education include bicycle traffic schools, run in a manner similar to auto traffic schools, and used to educate bicyclists on the safe and legal riding techniques. Fines would be waived by attending traffic school. Motorists who cause a bicycle-related accident could also be sent to bicycle traffic school where they could learn how to safely share the road. In lieu of a fine, child offenders can be required to attend a safety class with their parents, thereby providing the opportunity to educate both children and adults.

### **Reduced Fine Structure for Bicycle Infractions**

In 1994, California law was changed to enable local authorities to reduce fines for bicycle offenses. Previously, bicyclists were fined at the same rates as motor vehicle offenders. For example, a bicyclist running a red light would receive a ticket for the same fine amount as a motorist.

A reduced fine structure should be developed with input from police departments within the county. The bicycle fine structure should be reviewed periodically to ensure that fines are not excessive.

## **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 motor traffic levels. Many city and county bicycle route maps include detailed bicycle driver information, typically on the back.

VTA publishes a bikeways map that shows the bike paths, lanes and routes in the county. Several cities including Sunnyvale, Santa Clara and Mountain View publish bike route maps. Krebs Cycle Touring, based in Santa Cruz, offers touring and trail maps which cover the entire county.

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. 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 can also be viewed on the Internet.

The following maps that cover a portion or all of Santa Clara County are currently available. Unless otherwise indicated, the maps are free.

### ***Regional Maps***

- San Francisco Bay Trail, 9 county maps. Association of Bay Area Governments, 1995. \$1.50 each/\$10.95 set. Phone: 510-464-7900
- Santa Clara County Bikeways. VTA, 1995. Will be updated in 2001. [www.vta.org](http://www.vta.org)

### ***City Maps***

- Cupertino, 1995, Cupertino Chamber of Commerce. Phone: 408-257-6506
- Milpitas, 1998. Phone: 408-586-3335
- Mountain View, 1992. Phone: 650-903-6311
- Palo Alto, currently being updated. Phone: 650-329-2520
- Santa Clara, 1997. Phone: 408-615-3000
- Sunnyvale, 1994. Phone: 408-730-7415

## Other Resources

### Bike Clubs and Advocacy Groups

Clubs offer organized rides on which adults and children can acquire and practice cycling skills. Some offer classes and other educational resources. Advocacy groups focus on promoting bicycle improvements at the political level. A list of bike clubs and advocacy groups is listed in Appendix I.

### Safety Resources

Below is a list of state and national resources recommended by the California Bicycle Safety Network (CBSN), a statewide coalition of over 600 bicycle safety advocates.

#### *Statewide Resources*

- California Center for Childhood Injury Prevention 619-594-3691  
<http://www.cccip.org/>
- California State Automobile Association (CSAA) 415-565-4224  
<http://www.ottoclub.org>
- Perfection on Wheels 800-650-2453 <http://www.perfectiononwheels.com/>
- Safe Moves 408-374-8991
- Safety Center 800-825-7262 <http://www.safetycenter.org/>

#### *National Resources*

- Adventure Cycling (formerly Bikecentennial) 406-721-1776  
<http://adv-cycling.org/>
- Bicycle Federation of America 202-463-6625 <http://www.bikefed.org/>
- Harborview Injury Prevention and Research Center 206-521-1520
- League of American Bicyclists 202-822-1333 <http://www.bikeleague.org/>
- National Brain Injury Foundation/Head Smart Bicycle Materials 703-236-6000  
<http://www.biausa.org/>
- National Center for Bicycling and Walking <http://www.bicyclinginfo.org/>
- National Safe Kids Campaign 202-662-0600 <http://www.safekids.org/>
- Outdoor Empire Publishing 206-624-3845  
<http://www.fishingandhuntingnews.com/>

The National Highway Traffic Safety is developing the “Getting to School Safely” program as well as a Community Action Kit which will be distributed Fall 2000  
<http://www.nhtsa.dot.gov>