

## 6 Support Programs

This chapter outlines complementary efforts that focus on encouraging use of the expanded bicycle network through targeted outreach and education efforts. Enforcement is also a critical component to providing a safe network for all users.

### 6.1 Safe Routes to School

While the AAA Vision and Backbone Networks will provide the enhanced bikeway connections to schools, especially high schools and middle schools located on arterial roadways, there is a need for greater encouragement programs to generate the excitement for bicycling as a safe and sustainable mode to get to school. The City participates in the Alameda County Safe Routes to School Program, with 21 schools currently active in the program. While activities vary by school, these typically include in-class curriculum, special assemblies, Walk and Roll to school days, golden sneaker contest, bicycle rodeos, and similar events to encourage children to bicycle to school and to do so safely. In recent years, Fremont has seen great success with the number of students participating in events such as Bike to School Day. In 2018, over 700 Fremont students participated in Bike to School Day at 15 different school sites in Fremont, ranging from elementary schools to high schools. City of Fremont is also working jointly with Fremont Unified School District (FUSD) to conduct school traffic safety assessments. For the period 2016 to 2018 the City and FUSD anticipate the completion of 40 school traffic safety assessments.

#### *What Schools Participate in the Alameda County Safe Routes to School Program?*

- American High
- Ardenwood Elementary
- Brier Elementary
- Cabrillo Elementary
- Chadbourne Elementary
- Durham Elementary
- Fred E. Weibel Elementary
- Forest Park Elementary
- Harvey Green Elementary
- James Leitch Elementary
- Joseph Azevada Elementary
- Irvington High
- Maloney Elementary
- Mattos Elementary
- Mission Valley Elementary
- O.N. Hirsch Elementary
- Oliveira Elementary
- Parkmont Elementary
- Thornton Junior High
- Walters Junior High
- Warwick Elementary

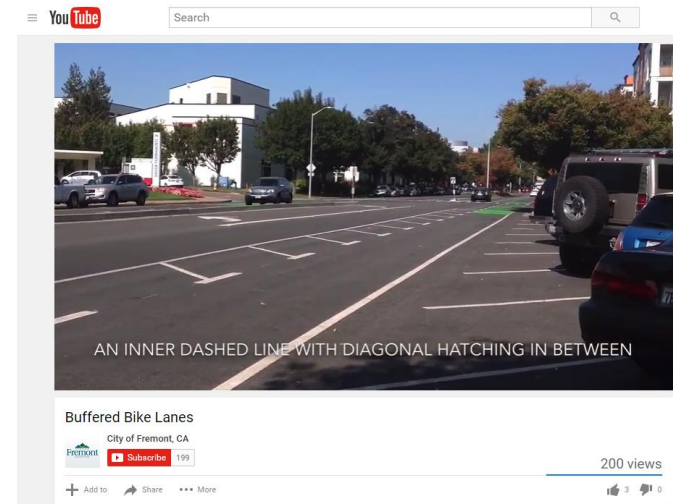
The following enhancements are recommended to expand the City's participation in Alameda County's Safe Routes to School Program:

- Expand the amount of education and encouragement activities occurring at each school site
- Implement the recommended signing, striping, and "quick build" projects in the City of Fremont's School Traffic Safety Assessments
- Continue to coordinate with the Police Department, FUSD, Safe Moves, and Bike East Bay to put on school traffic workshops and rodeos
- Consider expanding programs and activities for youth outside of school-related activities that are fun and build biking skills, such as supporting efforts to build the Fremont Bike Park

Safe Routes to School is evolving nationally into a Vision Zero for Youth movement. Fremont should consider adopting this approach to Safe Routes to School, which focuses on safe travel for children more broadly (not just on school trips), and also on instilling a life-long interest and commitment to transportation safety as a catalyst for the normal change needed to enable Vision Zero adoption more broadly with the next generation.

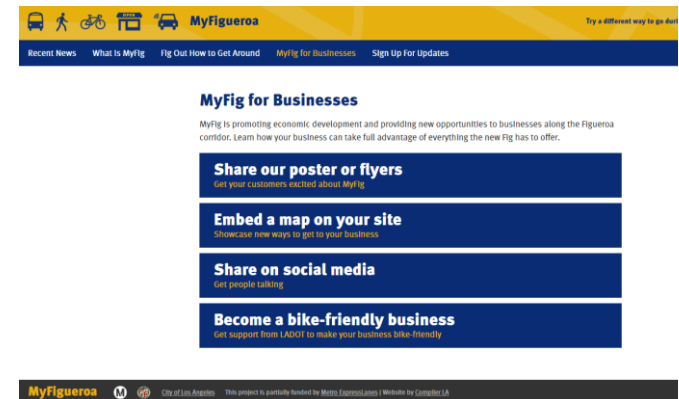
## 6.2 Adult Education

Adult education programs provide skills-based trainings as well as information regarding bicycle safety and the benefits of bicycling. This Plan spells out a new paradigm for bicycling in Fremont and presents a new toolbox. Therefore, educating all road users about the benefits of and how to use new infrastructure treatments such as protected bikeways and protected intersections will be essential. To improve the City's adult education programs, Fremont should:



*The City of Fremont has a YouTube channel that features several safety and bicycle infrastructure videos. These can be further expanded and publicized as the City implements separated bikeways and protected intersections.*

- Continue to work with Bike East Bay to host adult bicycling skills classes in the city, and provide classes on a bi-annual basis, at minimum
- Continue to produce video and other communication materials (e.g., posters, website) when installing the first protected intersection to educate all road users on how to use new bikeway infrastructure treatments. The City has already developed “Look for Safety Program,” green bicycle lanes, and buffered bicycle lanes videos on its YouTube channel: <https://www.youtube.com/user/CityOfFremont>. The following best practices can be looked to for inspiration and next steps:
  - League of American Bicyclists Smart Cycling videos: <http://bikeleague.org/ridesmartvideos>
  - Seattle Department of Transportation Vision Zero Distraction Campaign and Tiny PSAs, including print advertisements and videos: <http://www.seattle.gov/visionzero/materials>
  - USDOT National Highway Traffic Safety Administration Traffic Safety Marketing materials: <https://www.trafficsafetymarketing.gov/>
  - MyFigueroa information page about streetscape and construction projects: <http://myfigueroa.com/about>
- Encourage development of a sustained multimodal safety education campaign using social media, online videos, bus shelters, yard signs, bumper stickers, radio messages, and billboard ads. A key community-identified issue is the need to educate drivers on proper interactions with bicyclists. The ad campaign could have separate ads to appeal to people who drive, bicycle, and walk, respectively. Alameda CTC is interested in developing a similar multimodal safety education campaign and could serve as a potential partner on this effort. Seattle’s safety focused materials include videos and ads: <http://www.seattle.gov/visionzero/materials>. Focal points of the campaign may include:
  - Driver safety tips for interacting with bicycles and pedestrians
  - Bicyclist safety tips for interacting with drivers and pedestrians
  - Pedestrian safety tips for interacting with drivers and bicyclists



*Informational tools that assist the public in understanding project purpose, how to use new facilities, how the City and businesses can coordinate and collaborate can be useful tools as new projects are implemented.*

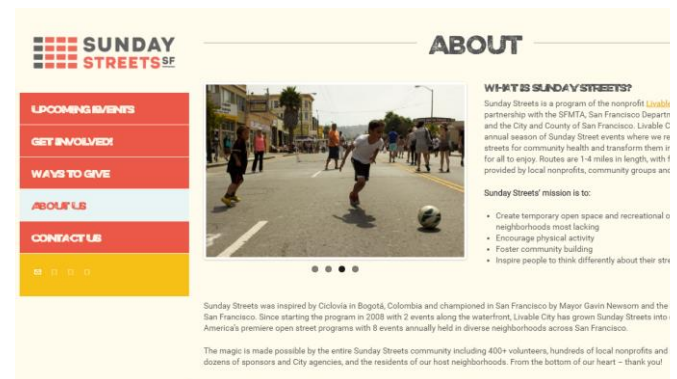
## 6.3 Adult Encouragement

Adult encouragement programs incentivize people to start bicycling and/or bicycle more often. In addition to education, promoting use of new infrastructure improvements such as protected bikeways and protected intersections as they are installed will be key. To align with the goals of this Plan update, encouragement programs should focus on attracting new bicycle trips. To improve the City's adult encouragement programs, Fremont should:

- Promote and distribute the 2018 Fremont Bikeways brochure and continue to update the map every five years
- Develop an outreach strategy around local businesses as a transportation demand management strategy to better serve local employees, improve biking access to/from private property, and build support for biking projects citywide.
- Partner with local businesses and organizations such as Fremont Freewheeler Bicycle Club, REI and local bike shops to encourage bicycling and ride tours.
- Conduct outreach to local businesses and encourage them to apply for Bicycle Friendly Business status through the League of American Bicyclists
- Produce communication materials (e.g., videos, posters, website) to promote new projects such as protected bikeways and protected intersections and promote via social media
- Continue to sponsor Bike to Work Day events and expand into a series of Bike to Work month events



Example of a safety campaign from North Carolina: <http://www.watchformenc.org/>



*Sunday Streets and ciclavia events temporarily close streets to traffic to allow for biking, walking, play, and community gathering.*

- Host inaugural event in 2018 to promote new projects and, in the future, consider hosting multiple events each year
- Support future Niles Canyon Roll and Stroll events and conduct a pilot project *ciclovía* event that could be expanded to a once-a-month community activity, referencing the following examples:
  - CicLAvia in Los Angeles: [http://www.ciclavia.org/about\\_ciclavia](http://www.ciclavia.org/about_ciclavia)
  - Sunday Streets in San Francisco: <http://sundaystreetsf.com/>
  - Oaklavia in Oakland: <http://oaklavia.org/>
- Re-apply for the League of American Bicyclists' Bicycle Friendly Community designation after implementation of the priority projects and additional support program recommendations identified in this Plan.
- As a community in Silicon Valley, work with Joint Venture Silicon Valley to contribute to and play a leadership role in making Silicon Valley America's Bike Capital

## 6.4 Enforcement

Enforcement of the rules of the road is a key part of bicyclist support programs and helps ensure safety for all road users. Successful enforcement programs rely on close collaboration and coordination between City staff and the Police Department. To improve the City's bicycle-related enforcement programs, the City should:

- Work with the Police Department to provide bicycle-safety focused officer training
- Work with the Police Department to provide targeted enforcement, focusing on drivers yielding to bicyclists at slip lanes and enforcement of the statewide three-foot passing law

- Work with the Police Department to provide targeted enforcement against common motorist behaviors that endanger and increase the potential of severe injury collisions for bicyclists
- Collaborate with the Police Department to implement information campaigns targeting motorists and multimodal safety
- Consider working with the Police Department to establish bicycle police officers in the City Center area

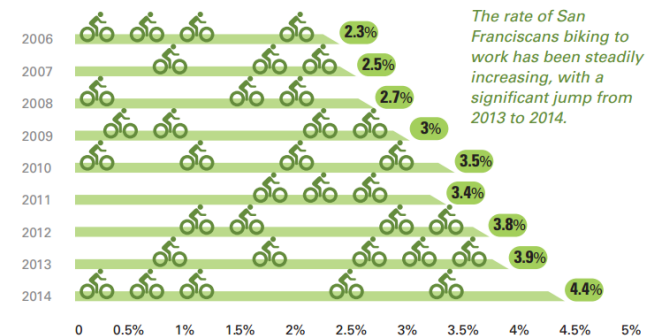
## 6.5 Evaluation

Evaluation programs are essential to measure the success of bicycle projects and programs. Strong evaluation programs can also help inform future project prioritization and target investments to the most impactful types of engineering projects and support programs. To improve the City's bicycle-related evaluation programs, Fremont should:

- Continue to implement a bicycle and pedestrian citywide count program, that was rolled out in 2016 in coordination with Pedestrian Master Plan, the bicycle and pedestrian counts establish a baseline, referencing the following example:
  - San Francisco Bicycle Count Program: <https://www.sfmta.com/about-sfmta/reports/city-san-francisco-2015-bicycle-count-report>
  - Collect weekday bike counts at 50 intersections every 2 years (25 intersections in Year 1 and 25 counts in Year 2)
  - Collect weekend bike and pedestrian trail counts at major trail entry points every 2 years.
- Continue to complete annual reporting on collision trends and update the Vision Zero safety assessment to include bicycle collisions

### San Francisco Bicycle Commute Mode Share

According to the U.S. Census Bureau's American Community Survey, San Francisco's bike mode share for commute trips made within the city reached 4.4 percent in 2014. This represents a steady increase from 3.9 percent in 2013 and a doubling in mode share since 2006.



*Improving and publicizing bicycle count and mode share information can be a powerful way to demonstrate to elected officials and the public the large impact of new and improved bicycle infrastructure and programs.*

- Update the Safety Priority Network identified in the Vision Zero Action Plan every five years
- Routinely update a map that highlights the corridors with the highest number of bicyclist injury collisions
- Integrate collision countermeasures into the final design of all bikeway projects
- Conduct before and after studies as the City implements separated bikeway and neighborhood bikeway programs
- Provide a bi-annual update to stakeholders on the progress and updates on key performance measures, as defined in **Chapter 7**.