



## BICYCLE AND PEDESTRIAN EDUCATION



**More Information:** [tti.tamu.edu/policy/how-to-fix-congestion](http://tti.tamu.edu/policy/how-to-fix-congestion)

### Description

Education and encouragement programs can help improve safety and awareness for drivers, bicyclists, and pedestrians:

- Education helps people understand the laws and rules that apply to pedestrians and bicyclists. Drivers, bicyclists, and pedestrians all should learn how to interact on the roadways. This improves traffic law compliance and makes all modes safer for all users.
- Encouragement programs provide incentives, such as free transit passes, for bicycling and walking.

Safe Routes to School programs often combine education and encouragement methods. These include walking and biking to school events, classroom walking competitions, and walking school buses (where an adult walking leader helps guide groups to school safely).

### Target Market

- Transportation management associations and transit agencies can help educate and encourage bicycling and walking in employment districts.

- Schools and surrounding neighborhoods can share bicycling and pedestrian information with children, their parents, and community members.

### How Will This Help?

- **Reduces congestion** by encouraging bicycling and walking instead of driving for short trips that may unnecessarily clog some roads.
- **Improves safety** by helping roadway users understand how to reduce crashes.

### Implementation Issues

Research indicates education and encouragement programs can be very useful, but funding can be hard to obtain. Conducting annual evaluations will not only help improve programs but also help get funding through grants and other sources. Future education efforts need to be supported by research in areas not currently understood, such as non-motorized traffic law-breaking and the impacts of funding and other policies.

### COST



### TIME



### IMPACT



### WHO



CITY/PRIVATE

### HURDLES



FUNDING

### SUCCESS STORIES



#### El Paso, Texas,

worked with Rosa Guerrero Elementary on a Safe Routes to School project that rewarded students who

bicycled or walked to school with prizes. **The program resulted in increased bicycle and pedestrian activity.**

**SmartTrips** is a program in Portland, Oregon, that provides bicycling and walking education and encouragement to people who have recently moved.



In 2013, drive-alone trips decreased

**10.4%**

among new residents.

