

Goals of Bike Plan 2020

1. Complete 500 miles of bikeways
2. Achieve 5% bike mode share
3. Reduce bike collisions by 50%
4. Add 5000 bike parking spaces
5. Achieve Gold-level Bicycle Friendly Community status

Street Smarts

San José's award-winning Street Smarts program uses a public education media campaign to change driver, pedestrian and bicyclist behavior and reduce roadway collisions.



Each May, San José offers a several events and programs during statewide Bike to Work Week. These activities include free *Get Back on Your Bike* classes, a community bike ride, and a Bike to Work Day rest stop supplied with free safety information, bicycle helmets, and breakfast snacks.



Chapter 5 - Education, Encouragement & Enforcement

To become a great bike-friendly city, San Jose's network of bikeways, bike parking, and bike-friendly transit must be supported by Education, Encouragement and Enforcement programs. These programs focus on bicyclists and motorists behavior.

Strategy 5.1 Expand bicyclist education programs

Education is a key element in increasing bicycling and safety. Many people think that bicycling in San Jose is dangerous and it keeps people from bicycling more, or at all. A key way to address this concern is through education for children, adults, cyclists, and motorists.

Action 5.1.1 - Expand existing Adult Bicycling Education programs. San José's existing adult Bike Skills Classes have been offered quarterly for the last five years. Expand the program to offer weekly classes that reach 1000 bicyclists per year. Provide classes for both new bicyclists and existing bicyclists.

Action 5.1.2 - Expand San José's existing School Safety Program. San José's successful School Safety Program visits 120 public schools and provides bicycling education programs to 21,000 children. Expand the program so that children receive training and education more frequently.

Action 5.1.3 – Expand San José's Bicycle Light & Helmet Program. San José's successful bike light and bike helmet giveaway programs should be expanded to reach more bicyclists. The San José Bike Program and School Safety Program fit and distribute helmets several times each year. Bike Lights are distributed each fall as daylight hours decrease. Expand these programs to reach more bicyclists.

Strategy 5.2 Offer bicyclist encouragement programs

Many people would like to try bicycling but don't know where to start. What type of bike should they ride? How do they choose a route? Where should they park? With a little help, these potential bicyclists would become actual bicyclists. Several bike-friendly cities have developed programs to reach potential bicyclists and provide them the resources they need to get started.

Action 5.2.1 – Develop a Bicycle Encouragement program Develop and implement a program that reaches people interested in bicycling and provides them the resources to start. Provide customized route information, specific transit routes to link with bicycling, and other practical tips to get on the bike. For an example of a successful program, see Portland, Oregon's *Smart Trips* described in Chapter 6.

Action 5.2.2 - Implement a public Bike Share system. Public bike share systems allow transit users to conveniently rent a bike at either end of their transit trip. This reduces the demand for on-board bike parking which is reaching capacity on many busier trains and buses. See Strategy 3.3

Action 5.2.3 - Create a Bicycle Outreach Coordinator position.

The Bicycling Outreach Coordinator will promote bicycling at corporate employee benefit fairs, public fairs, and other events; by working with retail and commercial business operators to encourage bicycling; and by assisting individuals getting started bicycling.

Action 5.2.4 – Develop an Adopt-A-Bikeway Program.

A bikeway adoption program would identify local individuals or organizations interested in taking on maintenance responsibility for a specific facility. For example, a neighborhood group may be interested in maintaining a nearby trail; an employer may want to sponsor maintenance of a bikeway that provides a commute alternative for its employees; or a bike shop may want to maintain a recreational facility where its customers ride.

Action 5.2.5 – Expand Bike to Work Week Events

During statewide Bike to Work Week, San José offers free bike skills classes, free bike helmets, free bike rides, and Bike to Work Day rest stops. Expand these events and activities to attract more bicyclists during statewide Bike to Work Week.

Strategy 5.3

Increase bicyclist and motorist enforcement programs

Enforcement programs are an effective tool to improve bicyclist safety, comfort and convenience. Enforcement increases both motorist and bicyclist compliance with traffic laws, making roads a more inviting place to ride a bike.

Action 5.3.1 - Implement a Bicyclist Diversion Program.

Develop a traffic school for bicyclists. Such programs target most dangerous behaviors and allow bicyclists to attend a free bike skills class rather than pay for a traffic ticket. The County of Santa Clara's *Traffic Safety Communities Network* has successfully implemented such programs in other cities and offers a model to emulate.

Action 5.3.2 - Expand Targeted Motorist Enforcement.

Expand the San José Police Department's existing *Operation Safe Passage* targeted police enforcement program. The current program, which covers routes to school, should be expanded to other areas of the city.

Strategy 5.4

Work with bicycle retailers to offer education and encouragement programs

Some communities have created bike incentive programs in conjunction with bike retailers. For example, fees on retail bike sales have been used to help fund bike education and encouragement programs. Bicycle retailers are supportive in these communities because they understand it would lead to more and safer bicyclists, as well as increased sales.

Action 5.4.1 – Conduct a bike retailer roundtable to identify opportunities to increase bicycling.

The San José area includes more than a dozen bike shops that sell several thousand bicycles each year. These retailers have an interest in improving the bicycling environment. Meet with bike retailers and seek opportunities to collaborate on common goals that encourage bicycling.



The County of Santa Clara's *Traffic Safe Communities Network* (TSCN) includes a Bicycle & Pedestrian Safety Workgroup that successfully piloted bicycling programs such as bicycle safety rodeos similar to those offered by San José's *School Safety Program*.



One of the most successful TSCN programs is a Bike Diversion Program. Police ticket dangerous bicyclist behaviors and violating bicyclists may choose to either pay the ticket or take a free bike safety class.



Each October, the City of San José participates in International Walk and Bike to School week.