

BIKE METRO SAFETY CAMPAIGN

OVERVIEW:

- **Every Lane is a Bike Lane**
March – May 2013
- **Bicycle Commuting Contract**
May 2013 – May 2015
- **OTS Grant: Bicycle Safety Classes**
May 2013 – September 2013



EVERY LANE IS A BIKE LANE

- **RATIONALE:**

Implement the 2006 METRO Bicycle Strategic Plan:

- ❖ Policy Objective VI Strategy 2) Bicycle safety programs targeting motorists as part of Metro's on-going safety campaign

SEP 2010 Board Directive #7: Bicycle Messages

- **MESSAGE:** Cyclists are allowed to use the FULL lane to safely navigate in certain traffic situations
- **MEDIUM:** Bus backs, billboards, radio, bumper stickers, spoke cards
- **PURPOSE:** Increase awareness of cyclists' rights to the road and the law (CVC 21200)
- **GOAL:** To education both cyclists and motorists on rules of the road, decrease incidents, and foster safe streets



BICYCLE COMMUTING CONTRACT

- **EFFORT:** Build bicycle ridership by sponsoring 20 “Urban Expedition” community-based bicycle rides throughout Los Angeles County over next 2 years
- **NEED:** 40% of all car trips are one mile or less – these trips can easily be made on a bicycle
- **FOCUS OF RIDES:** Safe bicycling etiquette, rules of the road, basic maintenance, and to build community
- **GOAL:** Encourage riders of all ages and skill levels to consider bicycling for local trips



OTS GRANT: BICYCLE SAFETY CLASSES

- **RATIONALE:**

2006 METRO BICYCLE STRATEGIC PLAN POLICY OBJECTIVE VI
Strategy 1) To promote youth and adult bicycle education and safety programs

2012 SCAG RTP GOAL 1: Decrease bike & ped fatalities and injuries

- **EFFORT:** Offer Bicycle Traffic Skills courses reaching 1,440 participants throughout communities in Los Angeles County
- **CLASSES:** 90 three-hour Need to Know & 30 eight-hour Traffic Skills
- **NEED:** 4226 bicycle collisions occurred in 2010 in Los Angeles County; many could have been prevented with basic training
- **GOAL:** To reduce the number and severity of injuries and deaths in LA County from bicycle-related crashes by training cyclists with basic education and traffic skills

WOULD YOUR CITY LIKE TO HOST A CLASS?

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