

Appendix G:

Roster of Potential Non-Infrastructure Programs



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This appendix presents the recommended bicycle-related programs for the City of Long Beach. The recommendations are organized into four non-infrastructure (i.e., engineering) “E’s”:

- **Education** programs are designed to improve safety and awareness. They can include programs that teach students how to safely ride or teach drivers to expect bicyclists. They may also include brochures, posters, or other information that targets bicyclists or drivers.
- **Encouragement** programs provide incentives and support to help people leave their car at home and try biking instead.
- **Enforcement** programs enforce legal and respectful bicycling and driving. They include a variety of tactics, ranging from police enforcement to neighborhood signage campaigns.
- **Evaluation** programs are an important component of any investment. They help measure success at meeting the goals of this plan and to identify adjustments that may be necessary.

It is recommended that Long Beach continue the existing bicycle-related programs described in **Chapter 3: Long Beach Now**. Bicycle education, encouragement, enforcement, and evaluation programs are an integral part of a bicycle-friendly city.

Education

Education programs are important for teaching safety rules and laws as well as increasing awareness regarding bicycling opportunities and existing facilities. Education programs may need to be designed to reach groups at varying levels of knowledge and there may be many different audiences: pre-school age children, elementary school students, teenage and college students, workers and commuters, families, retirees, the elderly, new immigrants, and non-English speakers. The programs listed in this chapter are not exhaustive and will be further detailed when designed and implemented.

Law Enforcement Education

Frequently, new laws are passed nationwide and in California that directly impact bicyclist safety. Sometimes, information about these laws may not be clearly conveyed to law enforcement officials, so violators may not be cited for their transgression.

Recommendation

When a new law is passed regarding bicycle safety, this Plan recommends the City work with law enforcement to ensure that officers fully understand the new laws and will work to ticket or warn violators.

Bicycle Ambassador

A Bicycle Ambassador attends public events of all types in order to bring awareness of the prevalence of bicycle riding in Long Beach as well as provide promotional and educational materials to passersby.

Recommendation

Develop a Bicycle Ambassador program to attend public events including health fairs and community bike rodeos to broaden awareness of bicycling and provide safety information.

Encouragement

Everyone from young children to elderly residents can be encouraged to increase their rates of bicycling or to try bicycling instead of driving for short trips. Long Beach currently has two major bicycle-focused events that highlight the possible fun community members can have while riding a bicycle: Long Beach Bike Fest and Beach Streets. This Plan recommends continuing these events.

Fun Rides

Fun rides are periodic rides through different parts of the city that could offer participants a chance to explore a new part of Long Beach. These rides should be scheduled on a regular basis (first Saturday of every month, for example) and meeting time and location should be announced at least a week prior to the ride. The ride can end at a local shop or restaurant that could offer discounts to participants.

Recommendation

This Plan recommends the City begin a Fun Ride program and assign at least one staff member to organize and schedule the rides on a regular basis.

Long Beach Bike Party

A Bike Party is similar to Fun Rides, but is organized by a separate organization of volunteers. These rides are held monthly, at night, and have different themes for each ride. Participants are encouraged but not required to dress themselves or their bikes to match the theme. Routes also change for each ride and are typically eight to 10 miles long. Started in San José, CA, Bike Parties have spread across the world with the closest held in Arcadia.

Recommendation

It is recommended to work with Bike Long Beach to start a Bike Party in Long Beach. Bike Party organizers should share the route with City staff, including the Long Beach Police Department, who can help ensure rider safety along the route as well as ensure participants are following the rules of the road.

Bicycles in Parades

Long Beach holds several parades throughout the year including Veteran's Day and Christmas Parades. Incorporating bicycles into these events could help raise awareness of the amazing bicycle culture throughout Long Beach. The City could work with parade organizers to include a bicycle decorating portion of the parade and encourage riders of all ages to decorate their bikes to match the parade theme. Organizers could offer a prize to the owner of the best decorated bicycle.

Recommendation

It is recommended the City work with various parade organizers to include a bicycle decorating contest as part of the parade.

Bike to Work Events

Bike to Work Day/Week/Month are regional events that encourage people to choose their bicycle over their vehicle and experience their commute a whole new way. Energizer stations are placed all over the county where riders can stop to catch their breath, grab a snack, pick up some swag, and meet other people riding to work.

Recommendation

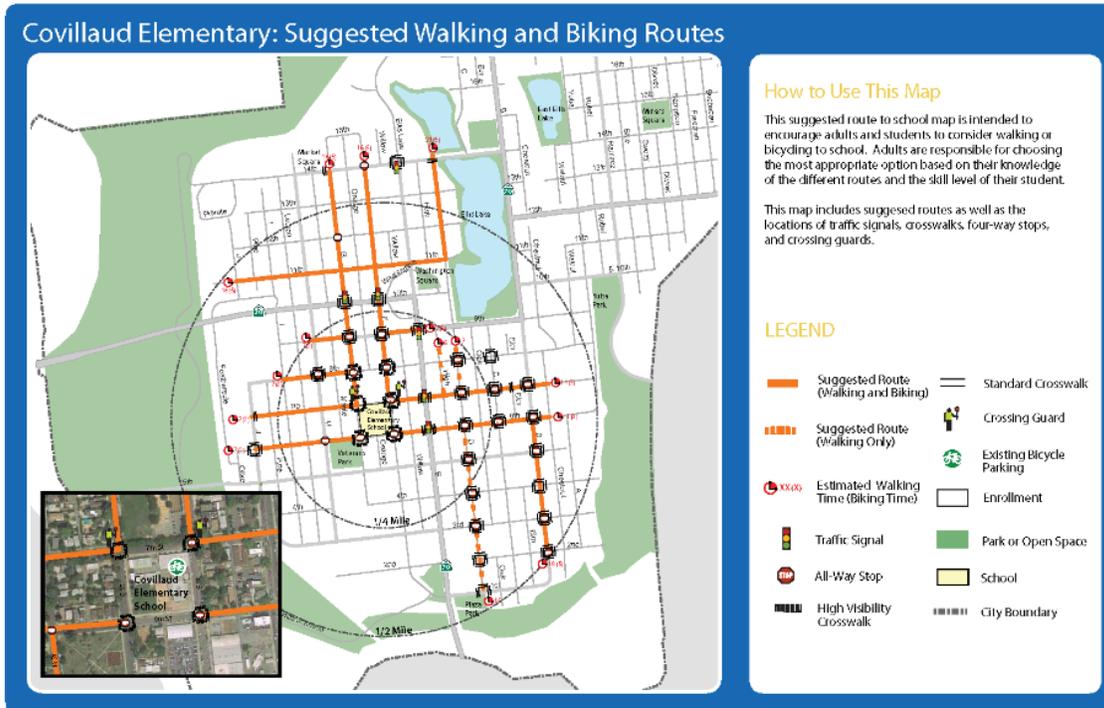
Expand the regional efforts of Bike-to-Work Week by providing City sponsored events and pit stops in every council district and supporting bicycling to school for students. Provide information, support services and incentives for bicyclists to bicycle to work and school. Distribute materials and post information on Bicycle Program Websites.

Suggested Walking and Biking Routes to School Maps

Suggested Walking and Biking Routes to School Maps can help parents overcome fears related to traffic and/or lack of knowledge of family friendly routes to school. These types of maps show stop signs, traffic signals, crosswalks, paths, overcrossings, crossing guard locations, and similar elements that can help parents make decisions about choosing the route that best fits their family's walking or biking needs. Figure shows an example of these maps.

Recommendation

This plan recommends the City develop Suggested Walking and Biking Routes to School maps for Long Beach schools. These maps should be reviewed and updated every four years to reflect improvements as they are implemented in the community.



Back-to-School Encouragement Marketing

Families set transportation habits during the first few weeks of the school year and are often not aware of the multiple transportation options and routes available to them. Because of this, many families will develop the habit of driving to school using the same congested route as everyone else.

A back-to-school encouragement marketing campaign can promote bus, carpool, walking, and bicycling to school. The marketing campaign can include suggested route maps, safety education materials, volunteer opportunities, event calendars, and traffic safety enforcement notices. It can also include an illustrative guide that includes the Suggested Walking and Biking to School maps.

Objectives

The event's objectives are to:

- Share information about the Long Beach's Safe Routes to School Program activities, classes, and events throughout the year.
- Encourage families to plan out their routes at the beginning of the school year to consider alternatives to driving alone as a family.
- Promote Safe Routes to School to encourage families to try walking, bicycling, and carpooling to school as well as participating in Safe Routes to School activities and events.

Employer-Based Encouragement Programs

Though the City cannot host these programs, it can work with or provide information to employers about commuting by bicycle. Popular employer-based encouragement programs include hosting a bicycle user group to share information about how to bicycle to work and to

connect experienced bicyclists with novice bicyclists. Employers can host bicycle classes and participate in Bike to Work day.

Employers can also set up a National Bike Challenge (<https://nationalbikechallenge.org/>) account so that employees can log their hours and set up an internal contest for who logs the most hours.

Recommendation

This Plan recommends the City collaborate with employers to implement bicycle related programs.

Bicycle Friendly Community

LAB recognizes communities that improve bicycling conditions through education, encouragement, enforcement, and evaluation programs. Communities can achieve diamond, platinum, gold, silver, or bronze status, or an honorary mention. Bicycle friendliness can indicate that a community is healthy and vibrant. Like good schools and attractive downtowns, bicycle friendliness can increase property values, spur business growth, and increase tourism. Long Beach currently has a Silver designation.

Recommendation

This Plan recommends the City reapply for a higher Bicycle Friendly Community status after implementation of the priority projects identified in this Plan. This Plan is a valuable resource for completing the LAB application efficiently.

More information and application steps:

<http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/>

Bicycle Helmet Giveaway

The California Office of Traffic Safety (OTS) grant program can fund bicycle helmets for giveaways to children at schools or children observed bicycling without wearing helmets. Typically this type of program is a partnership with the Police Department.

Recommendation

This Plan recommends the City seek an OTS grant and conduct helmet giveaways for children.

Walk & Roll Days

Walk and Bike to School Days are events to encourage students to try walking or bicycling to school. The most popular events of this type are International Walk to School Day (held in early October) and Bike to School Day (held in early May). Many communities have expanded on this once a year event and hold monthly or weekly events such as Walk and Roll the First Friday (of every month) or Walk and Roll Wednesdays (held every Wednesday).

Holding weekly or monthly Walk & Roll to School Day promotes regular use of active transportation and helps establish good habits. Events can take on a wide range of activities, with some schools choosing to make them weekly rather than monthly, such as with a “Walk & Roll Wednesday.”

Recommendation

It is recommended the City, school districts, schools, PTAs, and parent champions work together to expand Walk and Bike to School days to be held on a weekly basis.

Walking School Buses and Bike Trains

A Walking School Bus is an organized group of students who walk to school under the supervision of a parent/adult volunteer. Bike Trains are similar to Walking School Buses, with students bicycling together. Parent champions take turns walking or bicycling along a set route to and from school, collecting children from designated “bus stops” along the way.

Schools and parent champions can encourage parents to form Walking School Buses or Bike Trains at the back-to-school orientation or other fall events. The school districts can provide safety vests or marked umbrellas to indicate the leader(s). Incentives for the parent volunteers can include coffee at the school or gift cards for coffee shops.

Recommendation

This Plan recommends the City work with school districts, schools and parent champions to develop a Walking School Bus and Bike Train program.

Example outreach materials:

- Michigan Safe Routes 2 School’s Walking School Bus program: <http://saferoutesmichigan.org/wsb>
- Sonoma Safe Routes to School’s Walking School Bus Basics: <http://sonomasaferroutes.org/resources/walking-school-bus-basics.pdf/view>
- Sonoma Safe Routes to School’s Bike Train Guide for Volunteers: <http://sonomasaferroutes.org/resources/bike-train-guide-for-volunteers.pdf/view>
- Marin County Safe Routes to Schools’ SchoolPool Marin materials: <http://www.schoolpoolmarin.org/>

Poster Campaign

Poster campaigns Promote awareness of the various networks, streetscape, and green or “great street” improvements through the installation of posters and/or banners. Installation could be either temporary or permanent and could be used to inform the community about the Networks as well as focus on a variety of topics including safe driving practices and/or bicycling encouragement.

Recommendation

This Plan recommends the City hang posters or banners citywide once a year that encourage bicycle riding and safe driving practices.

Enforcement

Enforcement programs enforce legal and respectful use of the transportation network. These programs will help educate motorists, bicyclists, and pedestrians about the rules and responsibilities of the road.

Bicycle-Related Ticket Diversion Class

Diversion classes are classes offered to bicyclist offenders of certain traffic violations, such as running a stoplight.

California Assembly Bill 209, signed by Governor Brown on September 21, 2015 allows for such programs for violations not committed by a driver of a motor vehicle. This program is a good way to educate bicyclists about rights and responsibilities. Similar programs existing throughout California. More information:

- www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml#StreetSkills
- <http://www.cityoflivermore.net/citygov/police/ops/traffic/bikesafety/diversion.asp>

Recommendation

This Plan recommends the City offer diversion classes to all age groups. It is recommended to give warnings to first time offenders then offer diversion classes on the second offense.

Vision Zero Targeted Enforcement

Cities that adopt Vision Zero policies, such as San Diego and San José, have adopted enforcement goals targeting the vehicle code infractions most likely to result in injury collisions or fatalities. Law enforcement officers are then tasked with the goal of a certain percentage of their traffic stops be related to these high-risk infractions.

Recommendation

This Plan recommends that, if a Vision Zero policy is adopted, the Long Beach Police Department implement targeted enforcement. Targeted enforcement goals will be determined following comprehensive study of historical collision data in Long Beach.

Revision of E-Bike Regulations

New legislation in California at the state level has provided new guidance for the operation of electric bicycles, while still providing latitude for local jurisdictions to more closely regulate their operations. As electric bicycle use grows, it will be important to craft regulations meeting the needs of Long Beach residents.

Recommendation

This Plan recommends the City of Long Beach staff work with the Long Beach Police Department to adopt e-bike regulations for their use in Long Beach.

Evaluation

Evaluation programs help the City measure how well it is meeting the goals of this Plan and the General Plan and evaluation is a key component of any engineering or programmatic investment. It is also a useful way to communicate success with elected officials as well as local residents.

Annual Collision Data Review

Reviewing bicycle and pedestrian related collisions and near-misses on an annual basis can help the City identify challenging intersections or corridors. This review should include an assessment of the existing infrastructure to determine whether improvements can be made to reduce the number of collisions in the community.

Recommendation

This Plan recommends the City and Long Beach Police Department review bicycle and pedestrian related collision data on an annual basis to identify needed improvements.

Parent Surveys

The National Center for Safe Routes to School provides a standard parent survey, collecting information on modes of travel, interest in walking or biking to school, and challenges to walking and bicycling to school. The information gathered from the parent surveys can help craft programs that are attractive to parents and measure parent attitudes and changes in attitude towards walking and biking to school.

Recommendation

It is recommended that the City of Long Beach and Long Beach Unified School District work together to conduct parent surveys every three or four years.

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