

**WHATCOM COUNCIL OF GOVERNMENTS (WCOG)
WHATCOM BIKE MONTH 2009**

TRAFFIC SAFETY EDUCATION FOR BICYCLIST AND OTHERS

- ***First Gear and Full Cycle Classes:*** Publicized, prepared materials, trained instructors, and conducted four (4) bicycle safety classes for adults. Each class was two to three hours in duration and covered standardized traffic safety skills using materials from the National Highway Traffic Safety Commission and the League of American Bicyclists.
- ***Children's Bike Rodeos:*** Publicized, coordinated, staffed, prepared equipment, trained volunteers, and conducted thirteen (13) school-based bicycle safety skills instruction classes ("bike rodeos") at elementary schools around Whatcom County.
- ***Share the Road Outreach:*** Publicized, prepared and distributed printed and video materials, recruited and trained volunteers, scheduled tabling events, and presented information to drivers and bicyclists about how to share the road safely and legally.

BICYCLE TRANSPORTATION PROMOTION

- ***Bike to Work and School Day Event:*** Recruited, trained, and coordinated 132 volunteers and businesses to plan, publicize, and conduct the 12th annual event in conjunction with the national Bike to Work Day on the third Friday in May. Total participation was 8,500 representing a 15% increase over the 2008 event.
- ***Team-up for EverybodyBIKE Contest:*** Planned, publicized, and coordinated a month-long, team-based event to encourage increases in bicycling and walking for transportation. Total participation was 1,600 individuals on 145 teams.
- ***Community Bike Rides:*** Planned, publicized, and let three recreational bicycle rides for the public during Bike Month. Total participation was 55.

REDUCE TRAFFIC CONGESTION

- ***Collaborate with Whatcom "Smart Trips" Trip Reduction Program:*** Promoted use of the on-line trip log and increased the number of Whatcom Smart Trips participants recording walking and bicycling trips. Estimated trip reduction effect of bicycling and walking trips on Bike to Work and School Day morning was equal to a 10% reduction in motorized trips during commute hours for Bellingham.
- ***Data Collection and Analysis:*** Utilized data collected from Whatcom Smart Trips on-line database and created a secondary data collection on-line system for team data for the month-long promotion. Data on trips made, distances, and pollution prevented is aggregated to measure program effectiveness.

TRAFFIC ENFORCEMENT EMPHASIS

- ***Bellingham Police Bicycle Safety:*** In an advisory capacity with the Bellingham Police's on-going efforts, worked to improve cyclist observance of traffic laws.
- ***Whatcom Traffic Safety Team:*** Participated in the on-going meetings of the team and assisted in planning bicycle skills rodeo with team members.