

Safer Biking & Walking in Salt Lake City

- **Safety-based education & enforcement.**

- **Series of 6-8 key messages throughout:**

Wait for green signal.

Ride with traffic.

Use lights at night.

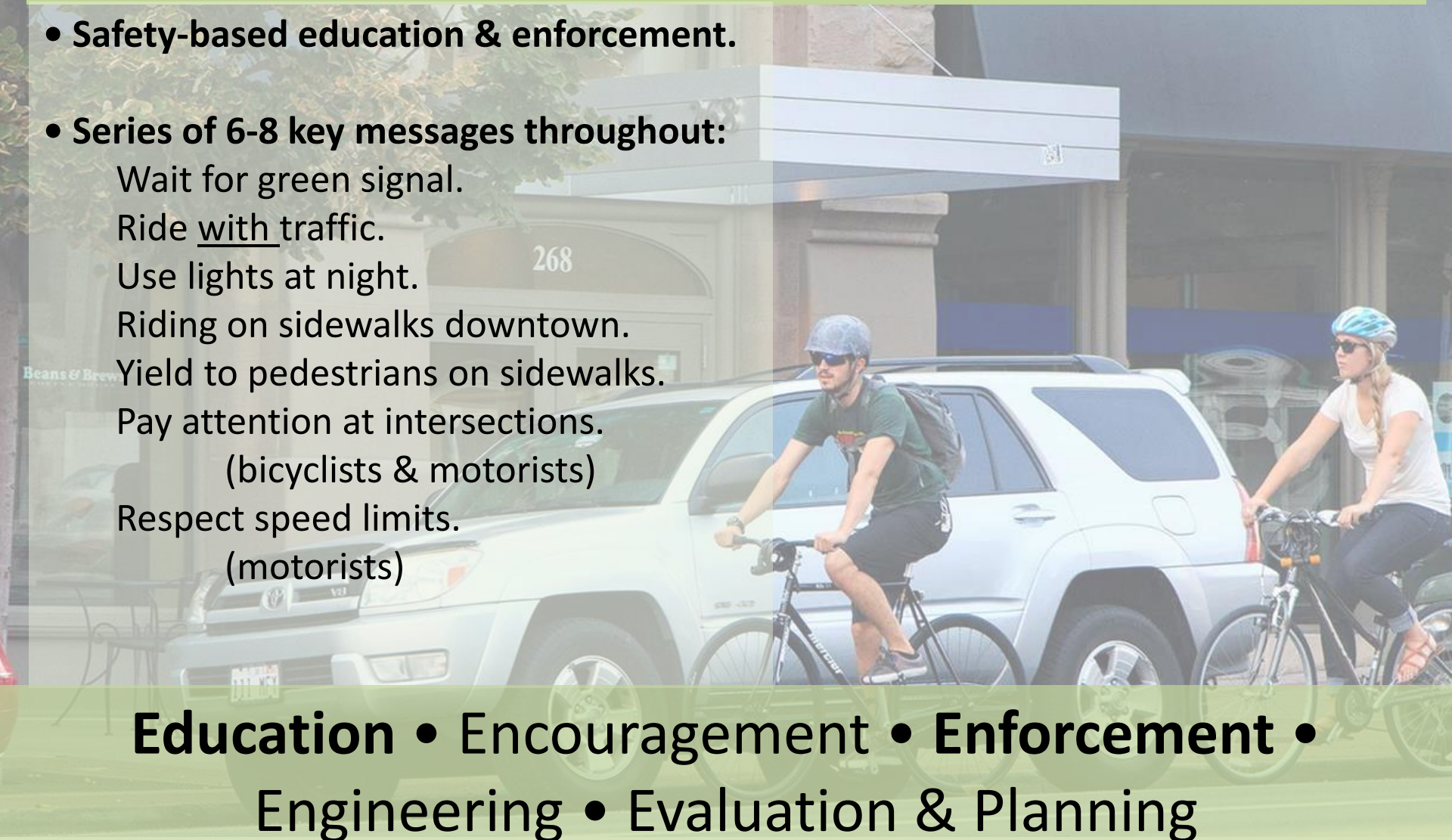
Riding on sidewalks downtown.

Yield to pedestrians on sidewalks.

Pay attention at intersections.
(bicyclists & motorists)

Respect speed limits.
(motorists)

**Education • Encouragement • Enforcement •
Engineering • Evaluation & Planning**



Outreach at Events



Education:

Since 2010

- Distribute info at summer events
- Bike map is flagship piece
- Other safety info (less popular)

Education:

Next spring

- New bike map / possibly with SLCo
- Strengthen education on map
- Add short publication focused on sidewalk riding / courtesy.
- Continue outreach at events & fairs

*Typically 15-20
events each summer,
such as:*

*Twilight Concerts,
Night Out Against
Crime, Groove in the
Grove, Refugee Fest,
Avenues Street Fair,
9th & 9th Street Fest,
Porchfest, etc.*





Police Involvement

Education:

This fall

- Distribute Road Guide, especially downtown – started on Sept. 16.
- Add sidewalk riding to current outreach on safe on-road riding.

Education / Enforcement:

Next spring

- Continue education initiatives.
- Add enforcement / ticketing.
- Promote bicycle registration with improved systems.
- Continue to participate in bike light giveaways, or other positive interactions, as resources allow.



Bike Lane Messages



Education:

This fall

Bike lane “graffiti” promotes safe & responsible riding.

Stenciling by Bike Utah volunteers –
This time in BRIGHT GREEN PAINT!

Started painting Sept. 15.



Enforcement:

Next spring

Safety-based stops by police with
education and/or enforcement
approach.

Police overtime paid for by grant.



Bike Rack Messages

Education:

Since 2012

- Stickers with 6 messages on bike racks, especially downtown.

Education:

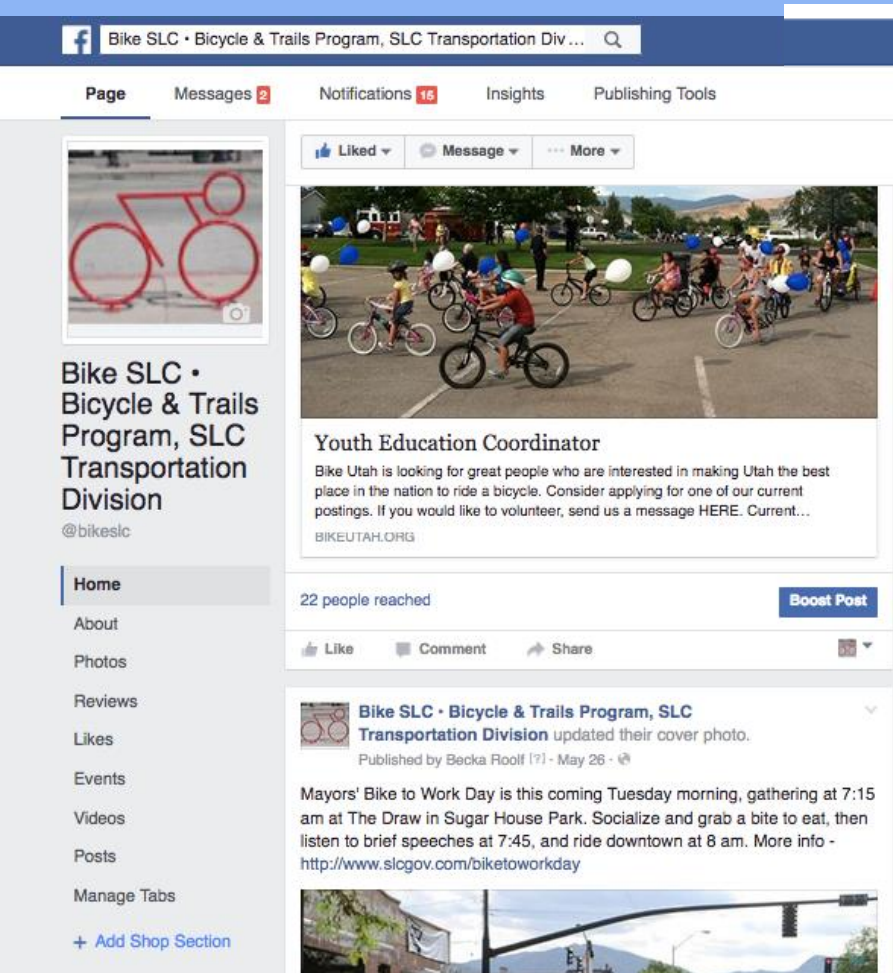
Next spring / summer

- Do another round of stickers, maybe using youth volunteers (Youth City?)





Social Media Campaign



Education:

- Series with the 6-8 key messages.
- Boost posts -- Safety rarely goes viral.
- Target bicyclists and general public in SLC (motorists).

Why social media? Cheaper / more effective than bus ads or billboards.

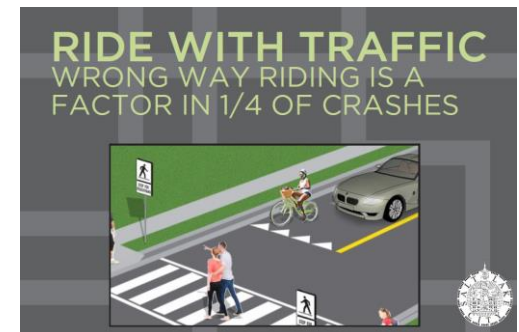
Timeline:

- | | |
|---------------------|-------------|
| • Design messages | This fall |
| • Mini-campaign | This fall |
| • Run full campaign | Next spring |

Resources needed:

- Spanish assistance if bi-lingual
- Help re-posting / re-tweeting

Sample graphic:



Sidewalk Riding Downtown



Education:

Next spring

- Stencils – corners & GREENbike stations.
- Police warnings



Enforcement:

Next spring (TBD)



- New publication with focus on sidewalks.

Percentage of sidewalk riding: 2013-15

200 S & Main St.	38%	~225 / 10 hrs.
2100 S & Highland	63%	~180 / 10 hrs.
900 W & 1700 S	29%	~54 / 10 hrs.



Sidewalk Riding Courtesy

Education:

Next spring

- Paint yield on selected sidewalks: edge of downtown, Sugar House.



.Safety-based stops by police with education and/or enforcement approach. OT paid for by grant.

OR another option for discussion:

Target unsafe / uncomfortable behaviors:

- Fast riding with many pedestrians.
- Not yielding to pedestrians.
- Fast riding off of curb cuts.

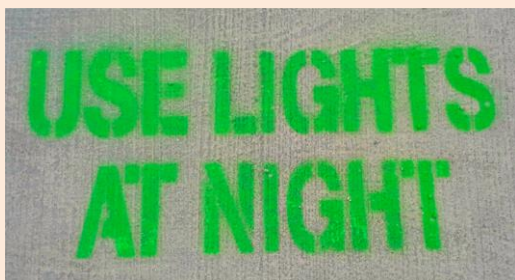
Consider a consistent message citywide vs. downtown only.

For as widespread as sidewalk riding is, most riding may not create safety problem – just a few behaviors?

Summary

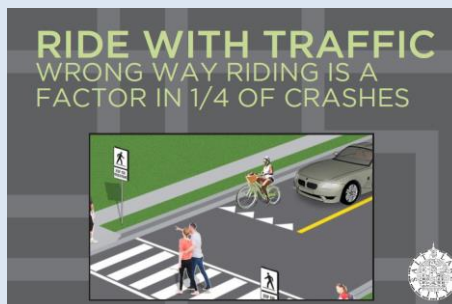
This Fall

- Bike lane messages.
- Police education downtown.
- Mini-social media campaign.



This Winter

- New bike map.
- Refine social media.
- New publication focused on sidewalk riding.
- Program GREENbike stations / develop info for annual members.
- Create Spanish materials.



Next Spring

- Sidewalk stencils.
- Social media campaign.
- Distribute new map.
- Police education / enforcement.
- GREENbike safety message distribution.
- Bike rack stickers.



• **Education** • **Encouragement** • **Enforcement** •
Engineering • **Evaluation & Planning**