

Educational needs
first draft, Linda Diane Feldt 4-11-19

Adapted from the League of American Bicyclists - Offering a lot of ways for people to get the skills and confidence to walk, bike and ride are key to building great places for active transportation. At the community level this begins with pedestrian and bicyclist safety being a routine part of public education. Communities, businesses, and campuses can offer options for adults looking to improve their skills with everything from online tips to brown bag lunch presentations with in-depth on-bike training opportunities. It is also vital to make motorists, cyclists, and pedestrians aware of their rights and responsibilities on the road through public education campaigns that promote the Share the Road message.

This is a first pass at listing the who what and when of an educational focus. The next step is likely to select the top priorities and flesh out a possible plan or recommendation to whoever would be responsible for carrying it out. Components can also be included with the other E recommendations, and future agenda items.

Targets – pedestrians, cyclists, car drivers, elementary kids, middle school kids, high schoolers, college students, elderly, disabled, commuters (non resident visitors and workers, patients and business people),

What to teach – vision zero, traffic calming benefits, value/danger of every point of driver/bicyclist/pedestrian and other intersection, crosswalk law, personal responsibility and awareness, value of reflective clothing and using lights for visibility, what the research suggests, reasons evidence for staff and council decisions.

When to teach – emphasis on prevention, education with enforcement, safety curriculum in schools, drivers ed, when bikes are purchased, defensive driving and walking/biking, large events pre-info go over safety concerns, city entrance corridors, on buses for passengers, on buses externally, other transportation hubs, UM orientation for new students, social media,

Special challenges –

- 80,000 out of town visitors/workers per day
- prevailing car culture
- lack of money local, state and federal
- unclear/mixed messages - everyone thinks they are an expert already – dissemination of studies, evidence, reports, evaluations urgently needed
- population is somewhat transitory
- perception that Ann Arbor laws are different from other cities or countries
- distracted driving growing national emergency
- driving/biking/walking while impaired

Commented [CK1]: A draft definition/description is provided here for consideration. You may want to use this, or something similar, for your report.

Commented [CK2]: The targets listed cover a vast audience, which would require resources far beyond what is available.

Recently, we have focused our safety messaging primarily on drivers because they are in control of the tons of steel that can cause significant injury or death in the event of a collision. Cars also continue to be the primary means of transportation for the vast majority of people within Ann Arbor.

It is highly recommend that the target audience be a specific subset of the population. The smaller the target, the easier it is to collect data to see if your communications are having an effect. If additional audiences are to be considered, it may be best to prioritize them.

Commented [CK3]: Simple messages on a particular topic are most effective. Building on messages once they have become ingrained in community culture is recommended. Keep in mind that the City cannot communicate about every “point of danger”.

Ann Arbor’s recent efforts on safety follow this idea. <https://www.a2gov.org/departments/communications/Pages/A2BeSafe.aspx>

Commented [CK4]: The education emphasis could include the following topics; prioritizing interest areas may be helpful:

- Walking and biking are acceptable and desirable means of traveling. Provide the tools needed to assure skills, safety and comfort. (e.g., wearing light clothing, reflective gear, and helmets for cyclists).
- Emphasize driver awareness that streets are shared resources.
- Safe routes to Schools programs.
- Sustainability and the environmental benefits of non-polluting commuting and/or burning calories not carbon. Environmental and health benefits of active transportation (walking and biking; greenhouse gas emissions reduction).
- AAATA and public transit as the way to extend the world accessible by walking and biking to include the entire Ann Arbor Area – walk or ride to the bus – extend your trip via transit and walk/ride the last few steps to your destination.

Commented [CK5]: The when and where should be discussed only after the who and what has been established, as those will dictate the communications tools. For example, if the target is students 18-28, to help decrease distracted walking, you would not want to expend resources at events, city corridors, drivers ed, etc.

- aging population can mean greater disability population

Challenges to communications:

- 1) Lack of resources
- 2) Opt-in messaging tools
- 3) Political environment
- 4) Distorted reality
- 5) Transitory population

Encouragement:

Adapted from the League of American Bicyclists - Communities play a critical role in encouraging people to walk, bike, and ride by giving them support, encouragement, and a variety of opportunities and incentives to get out and do it. This can be done through the celebration of National Bike Month and Walk and Bike to Work Days, active transportation themed celebrations such as walks and rides or commuter challenges, and by producing community walk-and-bike maps or route finding signage. Ann Arbor and our partners are investing in public bike sharing systems and offering a convenient, cost effective, and healthy way of encouraging people to make short trips by bike.

Commented [CK6]: This E could be combined with education. Emphasis areas could include healthy lifestyles, sustainability, and financial savings vs. vehicle ownership options.