

## **EDUCATION/"GOING FOR THE GOLD" SUBCOMMITTEE**

### **Responsibilities/Mission:**

The Education/"Going for the Gold" Subcommittee informs, promotes and encourages residents and officials regarding safe and enjoyable non-motorized transportation. We seek to foster innovation and creativity in delivering bicycle and pedestrian education and safety messages.

### **Committee Members:**

Shelley Robinson, Gretchen Grogan, (opening for third BTAC or public member). Assistance provided by Bob Siqueiros and Melissa McDonald.

### **Strategic Goals:**

Upgrading the City of Santa Fe's Silver Status to Gold or Platinum as a Bicycle Friendly Community by the League of American Bicyclists. Improving the safety of bicyclists and pedestrians on Santa Fe city roads through "Share the Road" education messages.

### **Accomplishments:**

- Updated the City's Bicycle Ordinance (Article VIII, Sections 12-8-1 through 12-8-23 with participation of the Police Department.
- Developed Bicycle Safety Poster Campaign inside the Santa Fe Trails Buses.
- Developed a "Bicycles are Vehicles" Chapter for the MVD – Implemented comprehensive bicycle safety and road sharing educational provisions in the NM Drivers Handbook and NM Drivers Test and future plans for Students Drivers Educational curriculum.
- Ongoing promotion of public appreciation of the City's bicycle friendliness through ribbon-cuttings and celebrations of the opening of new trails and connectivity.
- Building a partnership with the Santa Fe Police regarding bicycling safety, law enforcement and road-sharing etiquette for all road users.
- Assisted with the development of the annual Bike to Work celebratory event in partnership with community nonprofits promoting bicycle use as a viable and healthy means of transportation.
- Ongoing efforts to maintain and improve the City's "Bicycle-Friendly Community" status by the League of American Bicyclists. This designation significantly improves economic development of the city and county through improved quality of life, property values and increased tourism.

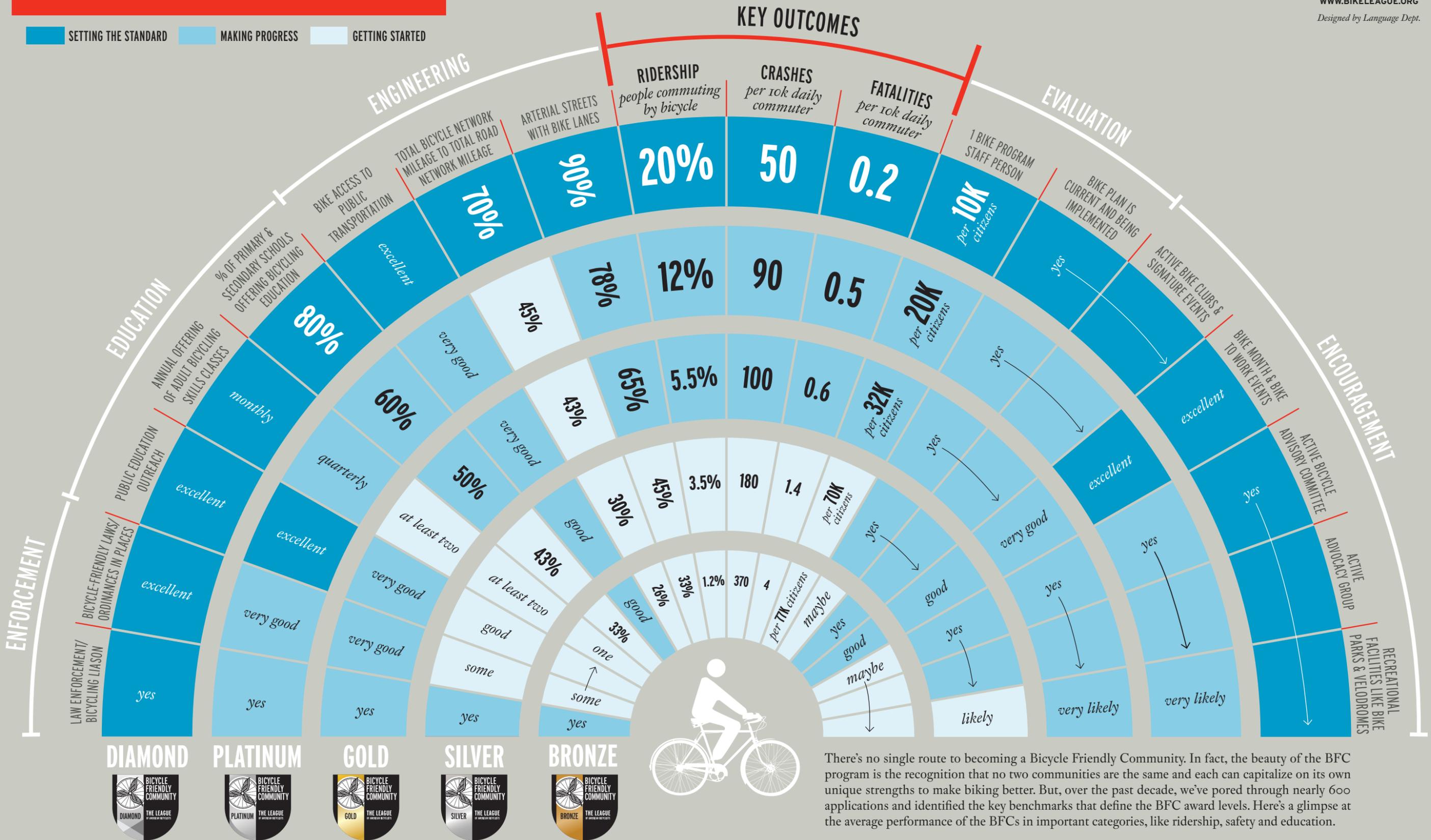
### **2016/17 Focus Areas:**

Achieving Gold or Platinum Status a Bicycle Friendly Community:

Working with city staff to complete a new application will begin in fall of 2016. Due in early 2017. Application requirements include descriptions of the five “E”s: Engineering, Education, Encouragement, Enforcement and Evaluation/Planning.

# THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

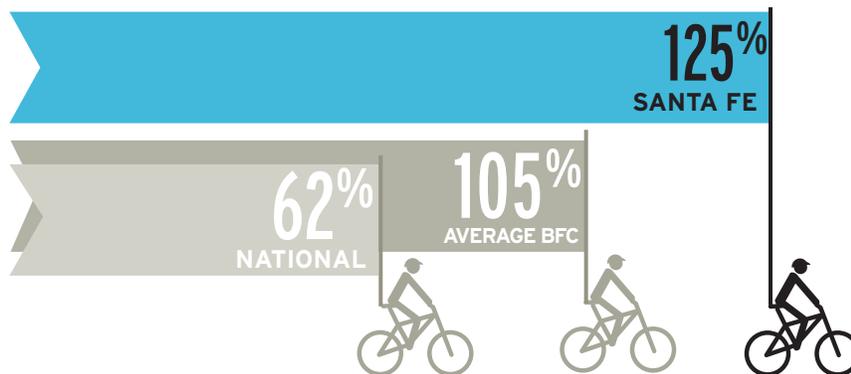
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 OF AMERICAN BICYCLISTS  
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SANTA FE IS A

# BICYCLE FRIENDLY COMMUNITY

2000-2013  
RIDERSHIP  
GROWTH



COMMUNITY:

SANTA FE  
NEW MEXICO

TOTAL POINTS:

35 of 100



**RIDERSHIP**

1.8%  
*Commuting by bicycle*



**CRASH RATE**

173  
*Per 10k daily cyclists*



**FATALITY RATE**

6.2  
*Per 10k daily cyclists*



**PUBLIC RATING**

*Local cyclists' take on Santa Fe*



*Bicycle Friendly Community Category Ratings*

**ENGINEERING**

*Bicycling network and connectivity*



**EDUCATION**

*Motorist awareness and bicycling skills*



**ENCOURAGEMENT**

*Mainstreaming bicycle culture*



**ENFORCEMENT**

*Promoting safety and protecting bicyclists' rights*



**EVALUATION**

*Setting targets and having a plan*



## KEY STEPS TO GOLD

Increase access to trails and important destinations through cut-thrus and two way travel for bikes on W. San Francisco and Alameda east of the railroad tracks

Work with NMDOT to create buffered or protected bike lanes on arterials like Cerrillos, St. Francis and St. Michaels where there are few options.

Implement Bikeway Master Plan with sound public process for new projects through position of full-time bicycle/pedestrian program manager.

## GET INVOLVED:

ANSWER THIS SURVEY TO IMPROVE BIKING AND GET CONNECTED TO LOCAL ADVOCACY!

» [WWW.BIKELEAGUE.ORG/COMMUNITY-SURVEY](http://WWW.BIKELEAGUE.ORG/COMMUNITY-SURVEY)

