

Creating a

Bicycle Friendly Driver Program in Your Community



2018 Toolkit



Fort Collins, Colorado

Contents

Introduction	1
How to Use this Toolkit	2
What Is the Bicycle Friendly Driver Program?	2
Establishing the Case for a Bicycle Friendly Driver Program	3
Getting a Program Started in Your Community	6
Step One: Identify a Coordinator.....	6
Step Two: Secure Funding.....	7
Step Three: Gather Data for Your Community.....	8
Step Four: Recruit and Train Instructors.....	9
Step Five: Market the Program and Schedule Classes.....	10
Step Six: Teach the Classes.....	12
Step Seven: Evaluate the Program.....	14
Step Eight: Celebrate Success!.....	14
Time to Get Rolling!	15
Appendix A	16
Sample Instructor Qualifications and Instruction Sheet	
Appendix B	18
Sample Marketing Materials	
Appendix C	20
Sample Bicycle Friendly Driver Presentation	
Appendix D	27
Sample Bicycle Friendly Driver Exam / Answer Key	
Appendix E	30
Sample Demographic and Program Evaluation Sheets	



Creating a Bicycle Friendly Driver Program in Your Community



Bicycling safety education has traditionally focused on teaching people who ride bicycles how to be safe and lawful riders. While educating bicyclists is an essential part of the overall safety picture, many motor vehicle drivers are often not reached through these cyclist-focused programs.

Communities across the nation have the opportunity to expand their bicycle safety education offerings and create a safer, more welcoming environment for all transportation system users by educating motor vehicle drivers about how to share the road safely with people on bicycles. The need for this is evidenced by the fact that when bicycle/motor vehicle crashes occur approximately 50 percent of the time the crash is the result of a mistake made by the motorist.¹

In December 2015 the FC Bikes Program at the City of Fort Collins, CO, in partnership with the non-profit organization, Bike Fort Collins, created an education program to fill the gap in bicycling safety education. This program reached 1,700 people in the first year and has become the leading bicycling-related education program in the region.

Since its inception, the Bicycle Friendly Driver program has gained regional and national interest from communities wanting to improve bicycle safety. This toolkit was developed to support communities around the country in developing and implementing a similar program. The concepts presented in this toolkit are based on the successful model that was created and implemented in Fort Collins.

¹ This statistic is not from one study or source specifically, but from looking across studies around the country. The data vary by state, community and crash type; however, when you take the information as a whole you can see that in bicycle versus motor vehicle crashes, about half the time it is the fault of the cyclist and half the time it is the fault of the motorist.



How to Use this Toolkit

This toolkit was created to provide users with ideas for how to create an education program focusing on motorists to improve safety for people who ride bicycles. The toolkit is set up to help achieve the following objectives:

- ▶ **Establish the case** for motorist-focused bicycle safety education to help individuals or organizations within communities articulate the importance of such programs to stakeholders
- ▶ **Provide a framework** for offering motorist-focused programs
- ▶ Familiarize toolkit users with **best practices**
- ▶ Provide a **preliminary budget** for a Bicycle Friendly Driver program

In addition, this toolkit is designed with the understanding that all communities are different. Each has its own population density, demographic mix, political environment, percentage of bicycle ridership, safety issues, and other community-specific concerns. When using the toolkit, take the ideas that will resonate within the community and environment in which you operate and modify those ideas as necessary to fit the needs of the residents.

What Is the Bicycle Friendly Driver Program?

Bicycle Friendly Driver is essentially bicycle safety education delivered from a motorist's perspective. It is structured into a 1.5 hour interactive class, taught by Bicycle Ambassadors (individuals from northern Colorado trained to teach cycling safety in the region), aimed at educating all drivers on the best and safest ways to share the road with people on bikes. Developed by FC Bikes in collaboration with Bike Fort Collins, the class addresses:

- ▶ Common crashes and how to avoid them
- ▶ What is legal and what is not legal for motorists and cyclists
- ▶ Why people on bikes “take the lane” and how motorists should respond
- ▶ Why sharing the road is the safest alternative for both motorists and bicyclists
- ▶ How to navigate bicycle related infrastructure such as sharrows, bike boxes, and green lanes

The course involves a lecture portion and includes an exam. People who successfully pass the exam become certified as Bicycle Friendly Drivers and receive a certificate, a sticker for their vehicle and a pledge card to remind them about what it means to be a Bicycle Friendly Driver.

The main target audience for the course has been people who drive as part of their job, such as bus drivers, delivery truck drivers and other fleet drivers. The program has been focused on that specific group because as professional drivers, it is assumed they operate motor vehicles more than most individuals in our communities. The course has also been taught to the general public, bike club members and high school students.



Establishing the Case for a Bicycle Friendly Driver Program

In order to demonstrate the importance of a motorist-focused bicycle safety education program it is important to recognize the critical role that education plays in a comprehensive bicycle safety plan. This toolkit is written with the assumption that your organization or community has already recognized the important role of education in creating a bicycle friendly community and safe transportation system for all users. However, if you would like to learn more about how to communicate that within your community, please view the League of American Bicyclists' website (bikeleague.org) to learn more about how education fits into the 5 E's of bicycle friendliness and how to communicate that to various stakeholders. The focus of this toolkit is to help you communicate why the motorist-focused aspect of bicycle safety education is an important piece of the overall education picture.

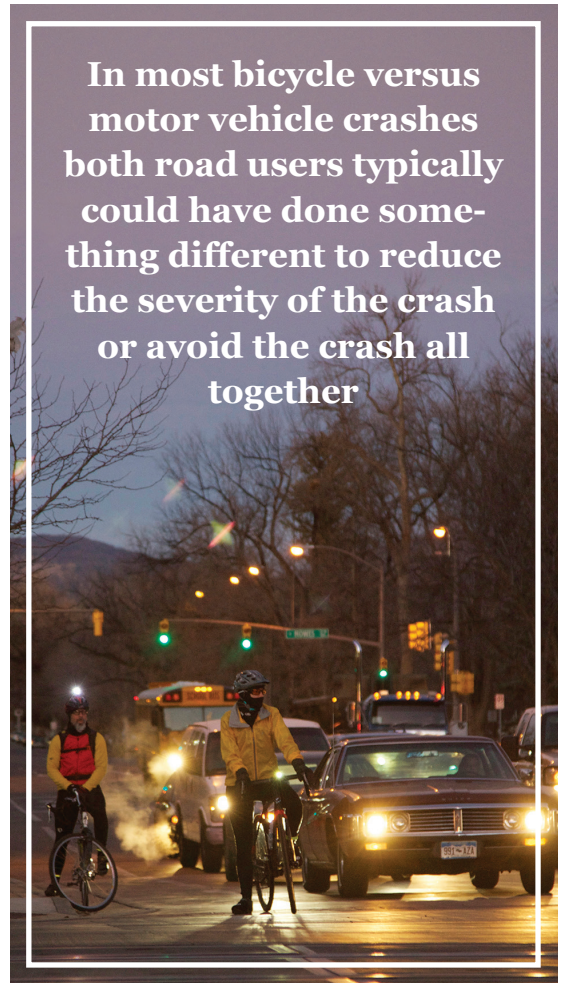
The phrase *bicycle safety education* often prompts people to think of children and of classes or events that are focused on teaching people who ride bikes how to navigate the roads safely or follow the laws related to bicycling. This approach only addresses part of the overall safety picture. When you examine data related to crashes involving motor vehicle drivers and people on bikes, you will likely find that about half of the time the fault lies with the person driving the motor vehicle and half of the time the fault lies with the person riding the bike.² In addition, regardless of who was at fault, in most crash scenarios, it is typical to find that both road users could have done something different to prevent the crash all-together or lessen the severity of the crash. It is for these reasons that if education programs only focus on teaching bicyclists how to be safe, they are only addressing a portion of the issue.

By educating motor vehicle drivers about how to share the roads safely with people on bikes, we are able to expand the reach of bicycle education programming and thus create an environment where more people are operating with a common understanding of how to travel safely on the roadways. We are also able to promote bicycling to an audience that may not be reached through traditional bicyclist-focused education programs.

Table 1 shows that introducing Bicycle Friendly Driver at the end of 2015 enabled Fort Collins to significantly increase the number of people reached through bicycling-related education classes.

² These data points will vary by community, but when you look at data across the country, you will find that both road users play a significant part in the overall safety picture regarding bicycle versus motor vehicle crashes.

In most bicycle versus motor vehicle crashes both road users typically could have done something different to reduce the severity of the crash or avoid the crash all together



Repackaging the information and presenting it in a new way (from the motorist’s perspective) helped us achieve unprecedented growth and reach.

Table 1: Participation in Bicycle Education Classes Offered Through the Bicycle Ambassador Program

Class Participation	Sessions	Participants
TOTAL 2014	22	397
TOTAL 2015	40	489
TOTAL 2016	118	2380

In addition, data collected since the beginning of the Bicycle Friendly Driver program in Fort Collins reveal some compelling findings. Participants who attended our classes were asked to complete a demographic data form as well as an evaluation of the class. On the forms they were asked questions such as their rider type and how confident they felt about riding after taking the course.³ See Appendix E for examples of the forms.

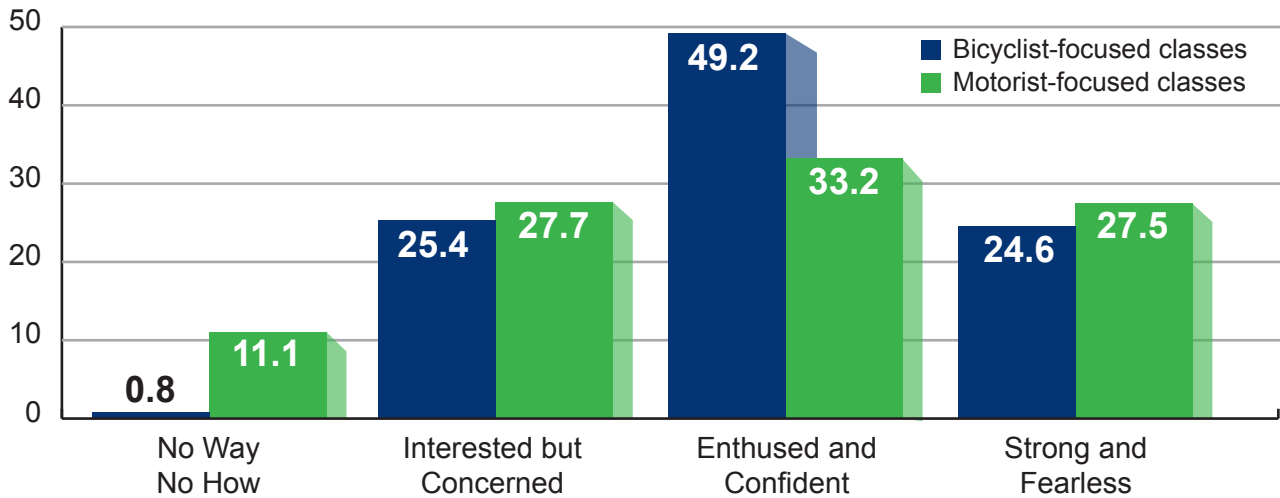
Using this data we are able to examine who we are reaching and if the programs are having the intended impacts. For example, one objective of most bicycle education programs is to encourage more people to ride bikes. One way to achieve that objective is to reach those who are least likely to ride and empower them to ride more using education. Based on the information presented by Roger Geller in his report, “Four Rider Types,” the biggest opportunity is to impact behavior of “Interested but Concerned” (IBC) riders. Accordingly to Geller, approximately 60% of people identify themselves as IBC riders, or those would like to ride more, but perceive there to be barriers to riding such as safety, comfort and convenience.

Geller also identified a rider group called “No Way No How” (NWNH), or those that are not likely to ride a bicycle at all. Although NWNH individuals may not be as likely to ride a bicycle, it is still important to educate them about how to keep bicyclists safe on the roadways, which has historically been difficult when only offering bicyclist-focused classes.

The introduction of Bicycle Friendly Driver has enabled Fort Collins to reach a greater percentage of both IBC and NWNH riders as is shown in Chart 1. One notable area of growth was the 10.3% increase in the number of NWNH riders reached through Bicycle Friendly Driver versus the bicyclist-focused classes.

³ The rider types referenced are from the “Four Rider Types” originally defined by Roger Geller, Bicycle Coordinator at the Portland, OR Office of Transportation. For more information on the rider types, visit: <https://www.portlandoregon.gov/transportation/article/264746>.

Chart 1: Participant Rider Type by Bicyclist-focused vs. Motorist-focused Classes



Data also showed that over 50 percent of participants in the Bicycle Friendly Driver classes reported feeling more confident about riding a bicycle after taking the course. Of those who reported feeling more confident many considered themselves to be IBC or NWNH. Another notable finding was the fact that a significant portion those who considered themselves Enthused and Confident (64.8%) or Strong and Fearless (46.1) riders also reported feeling more confident.

Table 2 shows the percentage of participants who reported feeling more confident broken down by rider type. This data suggests that we are not only reaching new audiences, but also positively influencing their comfort level with bicycling as a form of transportation across rider types.

Table 2: Percentage of Participants Who Reported Feeling More Confident Riding a Bicycle on Roadways as a Result of Taking the Bicycle Friendly Driver Course

Rider Type	Percentage
No Way No How	28.2
Interested but Concerned	47.5
Enthused and Confident	64.8
Strong and Fearless	46.1

The results from the Fort Collins program indicate that implementing a Bicycle Friendly Driver program may help other communities reach a broader audience with bicycling safety information and may help move the needle in a positive direction toward getting more people on bikes.

Getting a Program Started in Your Community

Now that you understand the importance of motorist-focused bicycle safety education, the toolkit will focus on helping you get a program started in your community. This section of the toolkit is based on the model developed for the Bicycle Friendly Driver program in northern Colorado. Here are seven steps you can follow toward making this a reality:

Step One: Identify a Coordinator

Although running a Bicycle Friendly Driver program is not difficult, it does take “people power.” Identify someone in your community who would be a good candidate for overseeing the program. For example, a coordinator might be someone who is already organizing bicycle education for adults, working on bicycle advocacy initiatives, or working in a different bicycle-related role in the community.

Ideally, the person would have a background in bicycle safety education. The coordinator should be a League Cycling Instructor or have completed another cycling education program, such as Cycling Savvy. In addition, the coordinator should be someone who is sensitive to the fact that all modes of transportation have a place in the transportation system and can convey that to various stakeholders throughout the community. Depending on resource availability and program structure, the coordinator role could be paid or volunteer.

Here are duties that can be filled by the coordinator:

- ▶ Securing funding to start and sustain the program
- ▶ Recruiting and training instructors
- ▶ Marketing the program
- ▶ Recruiting businesses or groups to host the classes
- ▶ Establishing and managing the class registration system
- ▶ Ordering supplies
- ▶ Preparing class materials for instructors or establishing a system for instructors to prep their own class materials
- ▶ Updating materials as needed and communicating with instructors about updates
- ▶ Teaching classes
- ▶ Capturing data and evaluating program effectiveness
- ▶ Working with other organizations in the community to ensure content of the program accurately reflects what is taking place within the community (for example, collecting data from various entities in the community and then using it to inform content)

With small programs, a coordinator could potentially be the only person running and implementing the program. However, it is recommended that the coordinator work with a team of individuals who are trained and qualified to teach the courses and even help set up additional courses. More information about the team will be described below.

Step Two: Secure Funding

The Bicycle Friendly Driver program can be implemented with a relatively small amount of financial resources. Following is a sample budget for a program that is the size of the program that was established in Fort Collins. The Fort Collins program is currently reaching approximately 1,700 people per year and is continuing to expand its reach. Note: this budget is for an established program and does not factor in the time required to get the program up and running.

SAMPLE BUDGET

Item	Description	Annual Cost
Coordinator Salary	5 hours/week Salary range between \$30/hr.-\$200/hr.	\$7,800-52,000
Instructor Fees	30 Presentations @ 2.5 hours per presentation. \$15-200/hour	\$1,125-15,000
5" Stickers	2000 Stickers @ \$.58 each	\$1160
Certificates	2000 @ \$.20 each	\$400
Exams	2000 exams at \$.33 each	\$660
Demographic/Evaluation Packets	2000 packets @ \$.33 each	\$660
Printed Sign-in Sheets	30 sign-in sheets, 4 pages each @ \$.10 per page	\$12
Total Operating Budget		\$11,817-\$69,892
Optional Items:		
Bicycle Friendly Driver Pledge Cards	2000 Business Card Sized Pledge Cards	\$115
Promotional Rack Cards	5000 Full Color Rack Cards	\$365
Data Entry	Data entry of exam results and evaluation information. Coordinator can do this or it can be outsourced.	\$1000
13" "fleet sized" Stickers	500 Stickers @ \$3.75 each	\$1875
5" Window Clings	1000 Static Cling Decals @ \$.53 each	\$530
Recognition/Advertisement in Newspapers and/or magazines	Estimated 6 advertisements per year at \$700 - \$2000 per advertisement	\$4,200 - \$12,000
Total of Optional Items		\$8,085 - \$15,885
Total Budget with Optional Items		\$19,902 - \$85,777

Note: This budget is designed to give you a general idea of how much it will cost to run a Bicycle Friendly Driver program. Prices may vary depending on your region and the quantity of each item purchased.

In addition to the items included in this sample budget, the following are required for offering the program:

- ▶ Laptop and cables for connecting to various AV equipment
- ▶ Projector
- ▶ Screen (for instances when a screen is not available at the host site; a blank wall can also be used)
- ▶ USB drives for instructors to use to plug in at sites where AV equipment is already available
- ▶ 3-foot flag – our team created a flag on a stick that helps show a visual of what 3 feet looks like. You can create one using tent poles and nearly any fabric. A 3-foot flag can be made for about \$15.

Grants can be a great way to get a Bicycle Friendly Driver program up and running. The funding for the Fort Collins program initially came from a Congestion Mitigation and Air Quality Grant. In addition, other grant funding was used to secure materials for the program. The program is now funded through the city budget.

In an effort to remove as many barriers as possible for people interested in taking the course, we choose not to charge for offering Bicycle Friendly Driver in Fort Collins. However, many communities do charge organizations and/or individuals for similar bicycle classes to create funding for continued programming.

Approximately 30 percent of crashes in Fort Collins involve bicyclists riding against the flow of traffic. In the Bicycle Friendly Driver course we educate motorists (and bicyclists) about how to avoid being involved in the right-angle crash, the crash that is often the result of wrong-way riding.

Step Three: Gather Data for Your Community

The Bicycle Friendly Driver curriculum is designed to be data-driven and based on what is taking place in your community. The goal of the program is to increase safety and reduce the number of bicycle versus motor vehicle crashes in a community. In order to have the biggest impact on reducing crashes you can use data to decide where to focus your educational efforts. Having the following data can be helpful for creating your presentation:

- ▶ Number of bike versus motor vehicle crashes in your community and how that compares with overall crashes
- ▶ Number of severe (serious injury or death) crashes in your community that involve a person on a bike and how that compares to overall serious crashes
- ▶ Most common crash types and their level of occurrence
- ▶ Problem spots/intersections where crashes and/or conflicts are likely to occur

Here's an example of how we use this type of data in the Fort Collins version of the course. You will notice that the sample presentation provided in Appendix C focuses on three crash types including the right-angle crash, the left cross or left hook crash, and the right hook crash. These three crashes

are the focus of the presentation because they are the top three bicycle/motor vehicle crashes in Fort Collins. We also know that approximately 30 percent of bicycle/motor vehicle crashes in Fort Collins involve bicyclists riding against the flow of traffic. In the Bicycle Friendly Driver course, we educate motorists (and bicyclists) how to avoid being involved in the right-angle crash, the crash that is often the result of wrong-way riding.

If you do not already have comprehensive data readily available, try reaching out to various departments and/or organizations in your community including:

- ▶ City Traffic Operations Department
- ▶ City Police Department
- ▶ Non-Profit Bicycling Advocacy Group
- ▶ Hospital
- ▶ City Planning Department
- ▶ Other organizations in your community who may collect and report this type of information

If you are unable to locate the data, you can still present the concepts in the course. Many of the crash frequencies are similar across communities and the principles for avoiding them are generally the same. Additionally, you could use national data from the National Highway Traffic Safety Administration (<https://www.nhtsa.gov/research-data>).

Step Four: Recruit and Train Instructors

Depending on the size of your program, you will likely benefit from having a team of people who are trained and qualified to teach the presentation. As of 2018, the Fort Collins program has one coordinator who works to set up presentations and teaches, and nine additional team members who are qualified to teach the course. This group size has allowed us to respond to virtually any request. We are able to respond in a timely manner, can be flexible as to when presentations are offered and can accommodate large group sizes if needed.

In Fort Collins, Bicycle Friendly Driver instructors must meet the following requirements:

- ▶ Instructor must be at least a Silver Level Ambassador (has successfully completed the League of American Bicyclist's Smart Cycling class and has volunteered/worked with the Bicycle Ambassador Program for at least 20 hours)
- ▶ Has successfully completed the Bicycle Friendly Driver course
- ▶ Has co-taught at least one Bicycle Friendly Driver course. It is also recommended that instructors shadow one course before co-teaching; however, it is not required.

Instructors are also evaluated by the participants at each presentation through the feedback form we distribute and collect after each class. This enables us to deliver timely feedback about delivery and effectiveness.

Bicycle Friendly Driver instructors in Fort Collins are compensated 2.5 hours for each class they teach. This includes setup/prep time, presentation delivery and the time to return materials to our office. See the Sample Bicycle Friendly Driver Instructor Qualifications and Instruction Sheet in Appendix A for more information.

Step Five: Market the Program and Schedule Classes

The success of the Bicycle Friendly Driver program in Fort Collins has largely been the result of the marketing/recruitment approach we use to schedule classes. In the first year, after the initial program launch, the Fort Collins team identified a number of best practices for getting presentations scheduled including cold calls, partnerships, offering public classes, responding to class requests, using various media outlets and getting creative. See Appendix B for sample marketing materials.

Initial Program Launch

The program in Fort Collins initially launched using various media outlets and coordinating with several organizations. The initial media campaign included a press release, print and electronic media, presenting information about the program on various websites (City of Fort Collins, Bike Fort Collins – local advocacy group) and through the Chamber of Commerce (website, e-newsletter).

Cold Calls

Many classes are scheduled when either the coordinator or a support staff person makes an in-person call to a business and identifies who to talk to about safety education. This is typically a safety trainer or manager who oversees drivers. We have also had luck working with Human Resource staff who coordinate wellness programming. Typically, this approach takes one to three contacts before successfully getting a class or viewing of the curriculum scheduled. Often the safety person or the business’s leadership team wants to attend a presentation and participate in the class before offering it to the rest of their staff. When this request is made, we will offer to teach a private class to them or invite them to one of the monthly public classes.



When starting a Bicycle Friendly Driver program and using the cold call method, contact business or organizations that have fleets and are known to be bicycle-friendly. They are the most likely to be early adopters of the program.

Tips for Overcoming Objections

Businesses may not initially take to the idea of training all of their staff about how to drive safely when bicyclists are present on roadways. There are a variety of reasons they may turn down the opportunity, but here are the most common that we have experienced and a few ideas for overcoming those objections:

- ▶ The company doesn't have time – 90 minutes is too long.
 - Explain why the class is 90 minutes. The class involves 60 minutes of lecture and about 30 minutes of time to have students take the exam, grade the exam and issue certificates. This also allows time for questions and the more personalized learning that comes from the dialogue around those questions. You can also explain that over 75% of people who have taken the class so far have rated the 90-minutes to be “just right”.
 - Offer to do a 60-minute version of the class without an exam or offer to have participants take the exam after the class and submit it to you later. With this scenario you at least get the opportunity to present the information, even if the drivers aren't getting certified or if you have to take an extra step to grading exams and issuing certificates.
 - You can even offer to do a 30-40-minute version and just focus on the top crashes.
- ▶ The company does not perceive there to be a financial benefit (an obvious return on investment).
 - By hosting the training companies are investing in safety for drivers as well as other community members.
 - The investment in training staff is preventative and could save them money in the long-run. The cost of having one of their staff members involved in a crash with a bicyclist can be significant both in terms of the financial expense as well as damaging to the company's reputation.
 - Companies can generate goodwill in the community by demonstrating their commitment to safety. Your group or organization can even recognize their efforts as an incentive and a way to help overcome this objection (see “Celebrate Success” below).
- ▶ The company doesn't perceive there to be a problem to overcome (for example, none of their drivers have been involved in a crash with a bicyclist in the past).
 - As stated in the previous point – hosting the Bicycle Friendly Driver course is a great way to be proactive and prevent a crash from taking place.
 - Offering Bicycle Friendly Driver also may help motorists feel less frustrated when sharing the road with bicyclists. Several participants in Fort Collins reported feeling empathy instead of frustration toward bicyclists after the course because they understood better why people on bicycles did things like position themselves in the middle of the travel lane.

Partnerships

Leverage partnerships with anyone and everyone (organizations, schools, churches, driver's educa-

tion companies, bike clubs, businesses, municipalities) to establish a regular system of classes for their groups. For example, in Fort Collins we work with local high schools to offer Bicycle Friendly Driver in freshman introductory classes. The high schools in our community do not require driver safety education, so this enables us to reach a key audience just as the students are learning how to be drivers of motor vehicles.

Public Classes

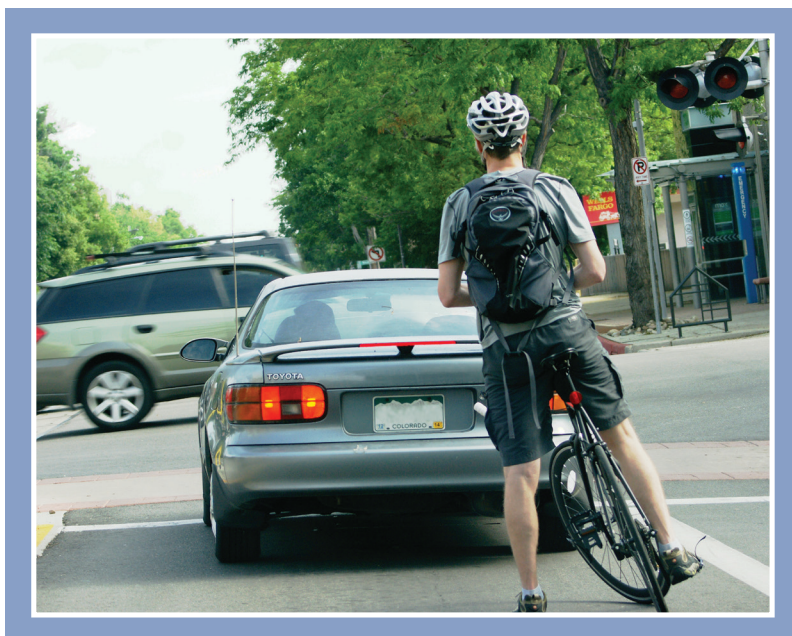
Offer classes to the general public through established systems such as an existing adult bicycling education program or your community’s recreation program. For example, in Fort Collins, the Bicycle Friendly Driver classes are offered via the adult bicycling education program and are also listed on the Bicycle Friendly Driver website: fcgov.com/BicycleFriendlyDriver.

Respond to Presentation Requests

When developing your program, establish a system for people to request presentations for their business or organization. In Fort Collins, we use the program website as a way for people to make such requests that are then emailed to the coordinator. You can check out the website and the request form by visiting: fcgov.com/BicycleFriendlyDriver

Media Outlets

The Fort Collins program is marketed using various avenues including the program website, an email newsletter that FC Bikes publishes monthly, via social media and through traditional print advertisements. In addition, we produce a rack card that can be distributed via information areas of businesses such as bike shops, coffee shops, service providers, libraries, and any other place with a public board for flyers or posters.



Get Creative!

When it comes to building demand for bicycling education it pays to get creative. Think outside your typical methods and make the education appealing in new ways. For example, last year FC Bikes partnered with local bike clubs to offer a Bike Club Mixer and Bicycle Friendly Driver course. A local pizza establishment donated food and we held the class at a local brewery. Over 75 people attended the class and became Bicycle Friendly Drivers!

Step Six: Teach the Classes

Once you’ve lined up classes it’s time to teach them. This is the fun part! Bicycle Friendly Driver is designed to be an engaging, thought-provoking course. Most participants respond favorably to it and are appreciative of the information.

Some important tips when teaching the course:

- ▶ This is a motorist-focused class, not a bicyclist-focused course. Teach to motorists, not bicyclists. It is easy for bicycling educators to fall into teaching from the bicycling perspective, instead of from the motorist's perspective.
- ▶ Teach to the motorists in the room who have never been on and never will ride a bike. Don't assume that people know what bicycling-related infrastructure or terms mean. Explain them as you present.
- ▶ The course is not a chance to advocate for cycling. It is important to be sensitive to the audience and not advocate for one transportation method over another. Present the information in a way that recognizes the importance of both modes of transportation and is focused on keeping people safe.

In an effort to give you an idea of how a typical class runs we've prepared the following timeline/logistics information.

Class Logistics:

A typical Bicycle Friendly Driver class takes approximately 90 minutes and the schedule is as follows:

- ▶ Participants enter the class and sign-in as they arrive. With large groups at companies, the sign-in process is often coordinated by a contact at the company.
- ▶ Introduction, review class objectives and presentation – 60-70 minutes
- ▶ Exam – 10-15 minutes
- ▶ Grading of Exam – this is done by having participants swap their answer sheets. The instructor then reads each question to the class, asking for the right answer, and checking to see if there is any confusion on why that answer is correct. Each person 'grades' their neighbor's sheet.
– 5-10 minutes
- ▶ A passing grade allows for two wrong answers, or 12/14 correct answers.
- ▶ Instructor passes out pledge cards, fills in Certificates, and hands out stickers/window clings to participants who have passed the exam.
 - **Alternate option #1:** Lay out the certificates (pre-signed by the instructor), pledge cards and stickers. Allow participants who passed to create an "assembly line" and to write their names on certificates, choose their preferred decal and pick up a pledge card.
 - **Alternate option #2:** If the class is large (50+ participants) it is most efficient to issue certificates, decals, and pledge cards after the class. The instructor can collect the exams and determine who passed and mark the names on the roster/sign-in sheet. The instructor can then work with the contact at the business to have them assist in issuing certificates, decals and pledge cards.
- ▶ Finally, the instructor checks for remaining questions. These last few steps typically take 10-15 minutes.

Logistics Tips:

Here are a few things we've learned after teaching this class to over 3000 people. Use these tips to help your program be successful sooner!

- ▶ Request that the coordinator at the site where you are presenting remind people to bring something to write with. Bring a supply of pens as backups for those who forgot to bring their own.
- ▶ Two instructors can provide a nice flow through the slides and can be handy for the logistics of passing out stickers, certificates and pledge cards.
- ▶ Projecting Slides – it is best to use the company or organization's existing AV equipment together with the presentation on a USB memory stick/thumb drive. This is the simplest approach since it minimizes connection problems with a foreign PC. However, it's best to bring a backup laptop with VGA and HDMI cables just in case. Bringing your own projector as a backup is also recommended.
- ▶ The typical class size that works well is 10-30 participants. This allows for good interaction and dialog on specific situations that participants have faced; however, the class can be taught to larger groups if facilitated well.
- ▶ When possible lay out paperwork ahead of time (an exam and evaluation form at each person's seat). This saves a significant amount of time that would be spent handing out paperwork.
- ▶ In order to save time you can encourage people to take the exam along the way as you are presenting. You may need to still provide a few minutes for people to finish taking the exam at the end of the presentation, but this approach typically saves about 10 minutes and ultimately allows for more time to answer questions and talk about local examples.
- ▶ Inevitably there is typically someone in the room who has a lot of questions or wants to challenge many of the points made in the class. The instructor should invite that person to talk after the class so the instructor can better address those questions/concerns without using too much of the class time.

Step Seven: Evaluate the Program

Evaluation is an important component of any successful bicycle education program. Evaluation does not have to be complicated and can provide valuable information about who you are reaching, how well instructors are presenting the information and whether the program is having the desired impact.

Use an evaluation tool such as the one provided in Appendix E to collect information and then enter it into a spreadsheet or database. Make sure to analyze the data and adjust your approach to the program accordingly.

Step Eight: Celebrate Success!

Once you have a number of businesses that have hosted the Bicycle Friendly Driver class, recognize them for their efforts. Public recognition can be a positive motivator for businesses that are looking to build goodwill in the community and the recognition can encourage other businesses to host the class. In addition, when approaching businesses and asking them to host the presentation you can also

mention that they will receive recognition via whatever methods you choose to use. Recognition methods can include:

- ▶ Publish a list of businesses who have hosted the presentation on your website
- ▶ Recognize businesses through social media when they host a presentation
- ▶ Publish an ad in the local newspaper or magazine (see the advertisement that was published in a number of publications across the northern Colorado region in Appendix B)
- ▶ Have a party and invite all the businesses that have hosted the training for their staff members
- ▶ Prepare a press release recognizing the companies and send it to local media outlets
- ▶ In addition to recognizing companies that host the classes, congratulate the instructors too. They are the face of the program and deserve to be acknowledged for their contributions.

Time to Get Rolling!

Now that you understand how a Bicycle Friendly Driver program can benefit your community and how to get started creating one, it's time to get rolling! In addition to the information provided in this toolkit, electronic versions of the materials used in the marketing and delivery of the program are available for your use. You can customize them to fit the needs of your community. Visit the Fort Collins Bicycle Friendly Driver program website (fcgov.com/BicycleFriendlyDriver) to learn how to receive an electronic copy of the materials.

The City of Fort Collins, FC Bikes, Bike Fort Collins, and the Bicycle Ambassador Program are excited that you have decided to start a Bicycle Friendly Driver program in your community! If you have any additional questions or concerns, please feel free to reach out to the BAP Coordinator at the City of Fort Collins:

Email: Info@BicycleAmbassadorProgram.org

Phone: 970-221-6987

Thanks for helping to make our country safer for all road users and a great place to ride a bike!



Appendix A:

Bicycle Friendly Driver Instructor Requirements and Instructions for Bicycle Ambassadors

Bicycle Ambassador/Instructor Training Requirements

- ▶ Instructor must be at least a Silver Level Ambassador (has successfully completed Smart Cycling and has volunteered/worked with the program for at least 20 hours)
- ▶ Has successfully completed the Bicycle Friendly Driver course
- ▶ Has co-taught one or more Bicycle Friendly Driver courses. It is also recommended that instructors shadow one course before co-teaching; however, it is not required.

Signing Up to Teach

1. Sign up to teach class via Engage (volunteer management program) at: <https://engage.fcgov.com/d/fcm>

Roughly One Week Before Class

If the class is private:

1. Get in touch with the hosting site/coordinator to confirm:
 - a. Date/time
 - b. If they are supplying computer, projector and screen
 - c. Number of participants expected
 - d. Ask class organizer to encourage people to bring a pen or pencil
2. Set up time to pick up class materials from BAP Coordinator

Two-Three Days Before Class

If the class is public:

1. Request roster from any City Recreation Center (for classes listed in Recreator) or BAP Coordinator (for classes listed on Engage website):

Recreation Center Numbers:

- EPIC - 970-221-6683
- Senior Center - 970-221-6644
- Foothills Activity Center - 970-416-4280
- Aztlán Activity Center - 970-221-6655

BAP Coordinator Contact Info:

info@bicycleambassadorprogram.org
970-221-6987

2. Email class participants to:
 - a. Confirm their intent to participate in class
 - b. Class details (date, time, location)
 - c. Reminder to bring a pen or pencil

For Both Public and Private Classes:

1. Pick Up Class Materials from 281 N College Ave.

Materials needed for BFD:

- Certificates, stickers/window clings, pledge wallet cards
 - Exams
 - Evaluations
 - Sign in sheet
 - Extra Pens
 - Promotional materials for upcoming classes, Recreator magazine, bike maps, Colorado Bike Manual, registration cards, other pertinent materials
 - Brochures and rack cards for BAP program and BFD
 - Colorado Bicycle Manual
 - Business cards (BAP Coordinator, &/or for you)
 - Three foot Flag (optional)
 - Laptop (if needed)
 - Giveaways (optional - bike lights, reflective stickers, bike bells, etc.)
2. Prepare for class by reviewing information and practicing presentation

Day of Class

1. Arrive 30-45 minutes early to set up
 - a. Set up technology and make sure everything is working
 - b. Set out paperwork and stickers/certificates for the end of class
2. Have participants sign-in as they are entering
3. Encourage participants to fill out demographics form while they are waiting for class to start
4. Have fun teaching the class and make it as interactive as possible
5. At the end, ask participants to complete the evaluation forms
6. Collect exams, evaluations, sign-in sheet & distribute certificates and stickers

1-2 Days After Class is Completed

1. Follow up with hosting site to thank them
2. Follow up with participants as needed (e.g., to answer additional questions, etc.)
3. Complete a post-event evaluation on Engage
4. Confirm volunteer hours/paid time on Engage
5. If paid, submit invoice to FC Bikes
6. Drop off class materials to FC Bikes

Appendix B: Sample Marketing Materials



The screenshot displays the City of Fort Collins website for the FC Bikes department. The main navigation bar includes links for 'How Do I', 'Government', 'Arts & Recreation', and 'Contact Us'. The breadcrumb trail reads: home → departments → transportation → fc moves (transportation planning) → fc bikes. The page title is 'Bicycle Friendly Driver Program'. Below the title is a graphic featuring a green truck, a white car, and a circular logo with a bicycle wheel and the text 'BICYCLE FRIENDLY DRIVER'. The program description states it is a 1 1/2 hour interactive class taught by Bicycle Ambassadors. A list of topics includes: why sharing the road is the safest alternative, legal and illegal actions for motorists and bicyclists, common crashes and avoidance, why bicyclists 'take the lane', and how to navigate bicycle-related infrastructure. A quote from a Transfort Bus Operator reads: 'I bet you save a life everyday with the stuff you teach.' The right sidebar contains contact information for Tessa Greegor and Lori Beynon, and an email subscription form for the 'FCBikes Momentum E-newsletter'.

Bicycle Friendly Driver Program

The Bicycle Friendly Driver program is a 1 1/2 hour interactive class, taught by Bicycle Ambassadors aimed at educating all drivers on the best and safest ways to share the road with people on bicycles. Developed by FC Bikes in collaboration with Bike Fort Collins the class addresses:

- Why sharing the road is the safest alternative for both motorists and bicyclists
- What's legal and what's not legal, for both motorists and bicyclists
- Common crashes and how to avoid them
- Why bicyclists "take the lane" and what motorists should do in response
- How to navigate bicycle related infrastructure such as: sharrows, bike boxes, and green lanes.

"I bet you save a life everyday with the stuff you teach."
Transfort Bus Operator

Contact Information

Dept Head: Tessa Greegor
281 N College
Fort Collins, CO 80524
Lori Beynon
lbeynon@fcgov.com
970.221.6705

FCBikes Momentum E-newsletter

Email*

Name

Subscribe



MY COMMITMENT TO BEING A BICYCLE FRIENDLY DRIVER




I acknowledge that I am responsible for the safe operation of my motor vehicle and commit to complying with all motor vehicle laws and regulations including those that apply to sharing the road with bicyclists.

In addition, while operating a motor vehicle I acknowledge that I am responsible for my safety and the safety of the public including vulnerable road users such as bicyclists.

I will follow the safe driving guidelines set out by the City of Fort Collins anytime I am driving.

I pledge to be a leader and role model of safe driving while sharing the road with bicyclists and will share my knowledge with friends, coworkers and family.

Signed _____ Date _____


Become a certified Bicycle Friendly Driver!





The Bicycle Friendly Driver program is a 1 1/2 hour interactive class, taught by Bicycle Ambassadors, aimed at educating all drivers on the best and safest ways to share the road with people on bicycles. Developed by FC Bikes in collaboration with Bike Fort Collins, the class addresses:

- Common crashes and how to avoid them
- What's legal and what's not legal, for both motorists and bicyclists
- Why bicyclists "take the lane" and what motorists should do in response
- Why sharing the road is the safest alternative for both motorists and bicyclists
- How to navigate bicycle related infrastructure such as: sharrows, bike boxes, and green lanes

Upon successful completion of the class, participants will receive a Bicycle Friendly Driver certificate and sticker which can be displayed on their vehicle.



To learn more or register for a class:
fcgov.com/BicycleFriendlyDriver
 or 970-221-6987

17-5044

Congratulations to these businesses and organizations that have hosted the Bicycle Friendly Driver certification class for their employees and members. We applaud their commitment to employee education and safety for ALL road users.





Allen Service	Transit	New Belgium Brewing
Brinkman Construction	City of Loveland	Odell Brewing Company
City of Greeley Facilities Department	Connell Resources	Platte River Power Authority
City of Greeley Transportation Department	Gallegos Sanitation	Rocky Mountain High School
City of Greeley Greeley-Evans	Greenride	The Group Real Estate
	Horse and Dragon Brewing	USGS
	Martin Marietta	

The following departments within the City of Fort Collins have hosted the class:

Streets	Planning Development and Transportation	Traffic Operations	Utilities Water
Information and Employee Services	Sustainability Services	Utilities Environmental and Regulatory Affairs	Quality Lab
Natural Areas	Transfort	Utilities Light and Power	Utilities Application Services
Parks		Utilities Water	

To host a FREE Bicycle Friendly Driver certification course at your business, visit fcgov.com/BicycleFriendlyDriver or call 970-221-6987.





17-4953



Appendix C: Sample Bicycle Friendly Driver Presentation

**WHOSE LANE IS IT?
SHARING THE ROAD
WITH BICYCLISTS**

Presenter:
Name
Title
email

Program Sponsors:
City of Fort Collins FC Bikes
FC Bikes Bicycle Ambassador Program
Bike Fort Collins

A Bicycle Friendly Driver Certification Program

DRIVING WITH BICYCLISTS

- ▶ Topics
 - ▶ Sharing the Road
 - ▶ Infrastructure
 - ▶ Common Crashes
 - ▶ Taking the Lane
 - ▶ Legal or Not?
 - ▶ What We Teach Cyclists
 - ▶ Exam
 - ▶ Wrap Up

PHOTOS COURTESY OF BIKE FORT COLLINS

AMBASSADOR PROGRAM

DRIVING WITH BICYCLISTS

How many of you...

- ▶ Drive a car?
- ▶ Are pedestrians?
- ▶ Ride a bike?
- ▶ Ride a bus?
- ▶ Rollerblade?

AMBASSADOR PROGRAM

WE ARE ALL PEOPLE

Photos courtesy of Bike Fort Collins

AMBASSADOR PROGRAM

SHARE THE ROAD

- ▶ A bicycle is a vehicle and is required by law to follow ALL rules of the road
- ▶ Cyclists fare best when they act and are treated as drivers of vehicles

AMBASSADOR PROGRAM

INFRASTRUCTURE

- ▶ Innovative Approaches to Communicate:
 - ▶ Direction of travel
 - ▶ Intersection positioning
 - ▶ Where to expect bicyclists

Shared Lane Markings ("Sharrows")

Bike Signal

Bike Boxes

Toucan Crossings

AMBASSADOR PROGRAM

INFRASTRUCTURE

Directional Paint



Roundabouts



Buffered Bike Lane



Separated Bike Lane



INFRASTRUCTURE

Directional Paint



Contraflow Bike Lanes



Shared Use Pathways



WHAT'S THE CAUSE?

Local Crash Data

- ▶ 4% of all traffic crashes involve a bicyclist and motorist
- ▶ 23% of the serious crashes (serious injury or death) are bicyclist/ motorist
- ▶ 89% at intersections or driveways
- ▶ 26% involve wrong-way riding
- ▶ 57% of bicyclist/motorist crashes are due to motorists' errors

National Crash Data

- ▶ 50% of bicyclist/motorist crashes are due to motorists' errors*



*Data vary from community to community



WHAT'S THE CAUSE?

TAKEAWAY:

In most crashes **BOTH** road users could have done something different



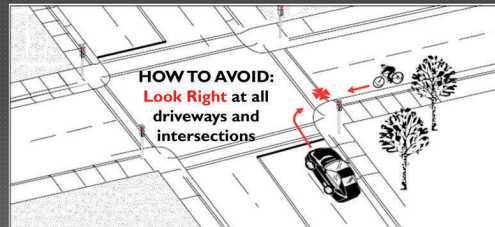
Legal...



...or not?

LEGAL OR NOT?

COMMON CRASHES

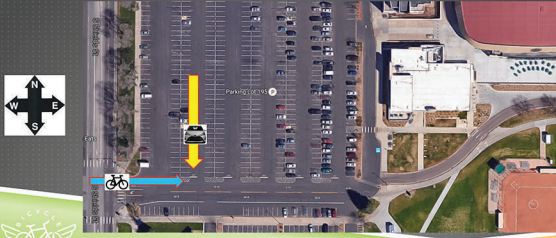


- ▶ >50% Right Angle – more than half of these involve a bicyclist riding against traffic



SCENARIO ONE

- ▶ **Bicycle** - was traveling eastbound in the westbound traffic lane.
- ▶ **Motor Vehicle** - made a right turn from southbound lane into westbound lane.
- ▶ The **bicyclist** was ejected and slammed into the windshield of the **motor vehicle**, shattering the windshield.



AMBASSADOR PROGRAM

SCENARIO ONE: WHAT COULD BE DONE DIFFERENTLY?

- ▶ **Bicyclist**: ride with the flow of traffic (in the eastbound lane)
- ▶ **Motorist**: look to the right at all intersections and driveways in case there is a road user going against traffic.



AMBASSADOR PROGRAM

Legal...



AMBASSADOR PROGRAM

LEGAL
OR
NOT?

WHY BICYCLISTS TAKE THE LANE

- ▶ It is often the **safest place**
- ▶ Because riding on **sidewalks** is sometimes illegal and usually **unsafe**
- ▶ To **prevent** being **buzzed** or side swiped
- ▶ To **trigger light** or signals
- ▶ To prepare for a **left-hand turn**



AMBASSADOR PROGRAM

Legal...



AMBASSADOR PROGRAM

LEGAL
OR
NOT?

WHY BICYCLISTS TAKE THE LANE

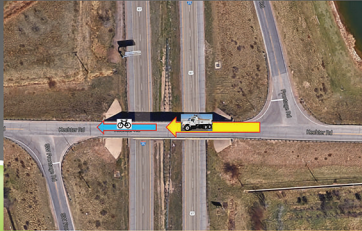
- ▶ If there is **debris**
- ▶ If the lane is **too narrow** (less than 12') to share
- ▶ To be **more visible** and to increase motorist awareness
- ▶ To avoid the **door zone**



AMBASSADOR PROGRAM

SCENARIO TWO

- ▶ **Bicyclist** was traveling westbound on Kechter in the westbound traffic lane.
- ▶ **Motor vehicle** was traveling westbound on Kechter in the westbound traffic lane.
- ▶ **Motor vehicle** driver tried to pass **bicyclist** while traveling on the bridge over I-25 by going into the other lane.
- ▶ Oncoming traffic forced **motor vehicle** back into the westbound lane, and the **motor vehicle** collided with the **bicyclist**.



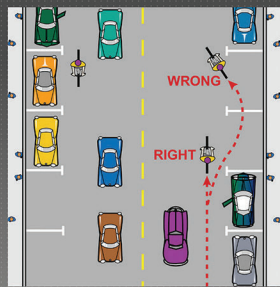
SCENARIO TWO: WHAT COULD BE DONE DIFFERENTLY?

- ▶ Cyclist: could have taken the lane
- ▶ Motorist: could have waited for a safe (and legal) place to pass



KEEPING BICYCLISTS SAFE

Door Zones



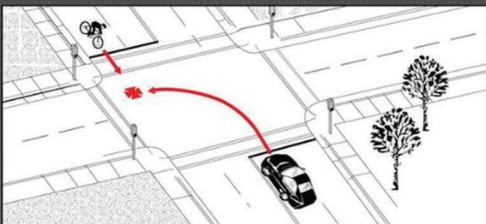
KEEPING BICYCLISTS SAFE

Door Zones

HOW TO AVOID:
Motorists – Use the
Opposite Hand Trick



COMMON CRASHES



- ▶ 15% Approach Turn (or Left Cross) – almost half (49%) result in a serious injury



Avoiding a Left Cross Tips for Sharing the Road

- ▶ If there is oncoming traffic, **slow down, stop and wait to turn** until traffic clears, including bicyclists
- ▶ Watch for oncoming bicyclists as it may be difficult to **judge their speed and distance**
- ▶ Watch for oncoming bicyclists in the **'shadow'** of a vehicle



Legal...



LEGAL OR NOT?

...or not?

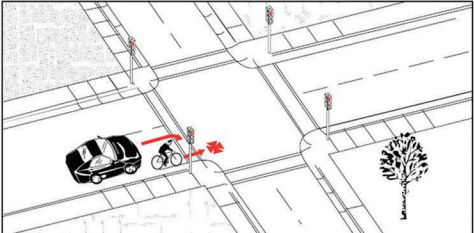
BIKE PORT COLLINS
www.bikeportcollins.com

WHEN PASSING A BICYCLIST
Tips for Sharing the Road


- ▶ Treat bicyclists as you would **any other slow-moving vehicle**
- ▶ Motorists **may cross the double yellow line** to allow 3' so long as it is clear
- ▶ If there is oncoming traffic, **slow down and wait to pass** until traffic clears
- ▶ Return to your lane when the **bicyclist is in your mirror**



COMMON CRASHES



▶ 14% Right Hook (or Overtaking Turn)



WHEN PASSING A BICYCLIST
Tips for Turning at Intersections

- ▶ Bicyclist may take the lane to **avoid being right-hooked** by cars making right hand turns
- ▶ Check for **bicyclists approaching from behind**
- ▶ Move into the bike lane to complete a **right-hand turn**
- ▶ Avoid **overtaking** a bicyclist and **turning right**, unless it's safe to do so




Legal...



LEGAL OR NOT?

...or not?

BIKE PORT COLLINS
www.bikeportcollins.com

WHEN PASSING A BICYCLIST
Tips for Sharing the Road

- ▶ Check for bicyclists in your **blind spots**
- ▶ When driving a larger vehicle, **allow extra room** for mirrors, extended wheel wells, trailers, etc.
- ▶ Large-profile vehicles can create **wind blasts**



WHEN PASSING A BICYCLIST

Tips for Sharing the Road

- ▶ Passing a **group of bicyclists** (peloton):
 - ▶ Allow 3' - pass only when clear
 - ▶ Tap the **horn** and **avoid blasting it**



OTHER SITUATIONS

- ▶ Distracted Driving
- ▶ Sun Glare and Fog
- ▶ Illegal Courtesies
- ▶ Avoid Parking in Bike Lanes
- ▶ Children on Bikes



WHAT WE TEACH BICYCLISTS: "DRIVE YOUR BIKE"

- ▶ Control or "take the lane" when appropriate
- ▶ Be visible and predictable
- ▶ Ride on the right
- ▶ Stop at all stop signs and lights
- ▶ Obey first-come, first-served rule at intersections
- ▶ Yield when changing lanes
- ▶ Choose correct intersection positioning



DO'S FOR BICYCLISTS

Use Hand Signals

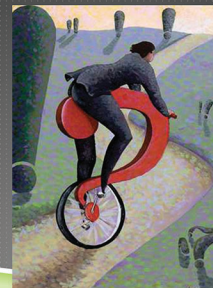


KEY POINTS

- ▶ Treat bicyclists as drivers of vehicles
- ▶ Both road users can take action to avoid bike/car crashes
- ▶ Pay special attention at intersections and driveways
- ▶ Understand when and why cyclists take the lane
- ▶ Abide by the 3' rule when passing
- ▶ Roadway users are all people - Share the road to keep PEOPLE safe



QUESTIONS?



EXAM



Program Presented By:



Data used in this presentation was collected in 2015 by the City of Fort Collins Traffic Operations Department.

Appendix D: Sample Bicycle Friendly Driver Exam / Answer Key



Bicycle Friendly Driver Program – Exam (Circle the best answer to each question)

Name: _____ Date: _____

Business: _____ Score: _____/14

1. Share the Road means:

- a. All users have the right to use the road and the responsibility to follow the rules.
- b. Bicycles are considered vehicles by law and bicyclists are required to follow all the rules.
- c. Bicyclists fare best when they act and are treated as drivers of vehicles.
- d. All of the above.

2. It is legal for bicyclists to ride against traffic in the bike lane.

- a. Only when it is perceived as the safest option by the bicyclist.
- b. Bicyclists can ride anywhere on the road as long as they do not impede traffic.
- c. It is not legal for a bicyclist to ride against the flow of traffic on the road unless infrastructure indicates otherwise.

3. Bicyclists can ride two abreast when:

- a. The bicyclists are not impeding traffic and/or when they are riding on paths or parts of the roadway that are intended for the exclusive use of bicycles.
- b. Bicyclists are not allowed to ride two abreast. It is illegal and they must ride single file so as not to impede traffic.
- c. The bicyclists are on a group ride with friends and want to chat with each other.

- 4. Motorists must give a minimum of three feet of space when passing a bicyclist:**
 - a. Sometimes – motorists only need to give three feet of space when passing a bicyclist when traffic volumes allow.
 - b. Always – motorists must give at least three feet of space when passing a bicyclist or they must wait until they have a safe opportunity to pass while allowing for the three feet.
 - c. Never - Motorists can pass with any amount of distance between their vehicle and the bicyclist.

- 5. Roads marked with a 'sharrow', signify that...**
 - a. Motorists can expect to see bicyclists "taking the lane."
 - b. The lane is too narrow for a bicycle and a motor vehicle to share the road legally/safely.
 - c. Bicyclists should travel in the direction that the sharrow is pointing.
 - d. All of the above.

- 6. It is illegal for a motorist to cross a double yellow line when passing a bicyclist.**
 - a. True
 - b. False

- 7. When approaching an intersection, a motorist making a left turn should:**
 - a. Check for oncoming traffic. Proceed only when there are no on-coming motor vehicles.
 - b. Check for oncoming vehicles, including bicyclists who may be difficult to see if they are traveling next to a larger vehicle. Proceed only when clear of all vehicles.
 - c. Try to turn quickly, between vehicles and bicyclists.

- 8. When driving a motor vehicle on a road with a double yellow center line that is too narrow to pass a bicyclist with the minimum three foot requirement, you should:**
 - a. Pass closer than three feet, as quickly as possible.
 - b. Slow down, keeping the bicyclist in front of you, and wait until traffic has cleared and it is safe to pass while allowing three feet of space.
 - c. Honk at the bicyclist so they will hurry up and get out of your way.

- 9. You are driving a motor vehicle and a bicyclist is riding in the same direction that you are driving. You are both approaching an intersection and you would like to make a right-hand turn. You should:**
 - a. Speed up, pass the bicyclist and complete the right turn.
 - b. Speed up to get ahead of the bicyclist, put your right turn signal on, and then wait for the bicyclist to pass your vehicle before making your turn.
 - c. Slow down, keep the bicyclist in front of you, and turn right after the bicyclist is safely through the intersection.

10. What is the most common type of motor vehicle/bicycle crash in Fort Collins?

- a. Right angle (this often happens when a bicyclist is riding against traffic).
- b. An approach turn (also called a left cross – when a motor vehicle driver turns left in front of a bicyclist coming in the opposite direction).
- c. Right hook (when a motor vehicle driver overtakes and then turns right in front of a bicyclist).
- d. Rear-end (when a motor vehicle driver crashes into the back of a bicyclist).

11. In which of these situations are bicyclists permitted to “take the lane?”

- a. When making a left hand turn
- b. In a roundabout
- c. To avoid the ‘door zone’
- d. To get through a narrow tunnel, narrow road, or narrow bridge
- e. When it is unsafe to remain in the bike lane because of debris or other obstacles
- f. All of the above

12. After passing a bicyclist, when is it safest to return to your lane?

- a. As soon as you can so as to avoid on-coming traffic.
- b. When you can see the bicyclist in your rearview mirror.
- c. When the end of your vehicle is more than 3 feet past the bicyclist.

13. Large profile vehicles can create a wind blast. When is this dangerous to bicyclists?

- a. Wind blasts from motor vehicles are only dangerous to bicyclists on windy days.
- b. Wind blasts are only dangerous to bicyclists when caused by a large vehicle (such as a semi-truck) and the vehicle is traveling greater than 50 mph.
- c. Wind blasts are always dangerous as they can knock a bicyclist over causing a crash.
- d. Wind blasts are not dangerous to bicyclists.

14. Cities use green paint on roads to:

- a. Clearly provide guidance for motorists and bicyclists.
- b. Highlight bicycle lanes and bicycle-related infrastructure.
- c. Increase awareness for safely navigating an intersection.
- d. All of the above.

Appendix E: Sample Demographic and Program Evaluation Sheets

BAP Class/Presentation Demographics Survey

Date ___/___/___ Class _____

Presenter(s) _____

Company/Location _____

In an effort to better understand the community that we reach with our educational courses, we ask that you please complete this voluntary demographics survey.

1. Which of the following best describes your bicycling habits and comfort level?

- a. I am willing to ride in mixed traffic with automobiles on almost any type of street.
- b. I am willing to ride in traffic, but I prefer dedicated bicycle lanes/routes and will seek out routes with less traffic, even if the route is longer.
- c. I like bicycling and would like to bicycle more, but I prefer not to ride in traffic and am most comfortable on residential streets or shared-use trails.
- d. I do not ride a bicycle and am unlikely ever to do so.

2. Gender

- a. Male
- b. Female
- c. Prefer not to answer

3. Age Group

- a. 19 years & Under
- b. 20-29 years
- c. 30-39 years
- d. 40-49 years
- e. 50-59 years
- f. 60 year & older
- g. Prefer not to answer

4. Race

- a. White
- b. Hispanic or Latino
- c. Black or African American
- d. Asian
- e. Other _____
- f. Prefer not to answer

5. Income Level (Household)

- a. Less than \$10,000
- b. \$10,000 to \$24,999
- c. \$25,000 to \$49,999
- d. \$50,000 to \$99,999
- e. \$100,000 to \$199,999
- f. \$200,000 or more
- g. Prefer not to answer

6. Where do you currently live?

- a. Fort Collins
- b. Loveland
- c. Windsor
- d. Greeley
- e. Other: _____
- f. Prefer not to answer

7. Please use this space to include any additional information:

PLEASE COMPLETE ALL THREE PAGES - Page 1 of 3



BICYCLE AMBASSADOR PROGRAM CLASS EVALUATION

1. The information covered was understandable and useful:

(Poor) 1 2 3 4 5 (Excellent)

What information was missing and/or could have been presented more clearly?

2. The instructor(s) was/were knowledgeable and helpful:

(Poor) 1 2 3 4 5 (Excellent)

3. During a typical week, how often do you ride a bicycle as a form of transportation?

1-2 day/week 3-4 days/week 5-6 days/week 7 days/week N/A

4. During a typical week, how often do you ride a bicycle for recreation?

1-2 day/week 3-4 days/week 5-6 days/week 7 days/week N/A

5. As a result of this presentation, how confident do you feel about riding your bike on roadways?

More confident than before About the same Less confident than before N/A

Comments (optional)

6. Do you plan to ride your bicycle more in the future than you did before this presentation?

Yes No N/A

Comments (optional)

7. As a result of this presentation, how confident do you feel driving when people on bikes are present on roadways?

More confident than before About the same Less confident than before N/A

Comments (optional)

PLEASE COMPLETE ALL THREE PAGES - Page 2 of 3



8. Was the total number of presentation hours:

Too Long Too Short Just Right

9. Would you recommend this presentation to a friend?

Yes No

10. How did you hear about the class or presentation?

- a. FC Bikes or other City of Fort Collins' Facebook or Twitter Accounts
- b. Other social media avenues (please list) _____
- c. Through your workplace (they posted information about it)
- d. Your workplace hosted the presentation or class
- e. Fort Collins Recreator (print version)
- f. Fort Collins Recreator (online version)
- g. Loveland Leisure Times (print version)
- h. Loveland Leisure Times (online version)
- i. Poster
- j. Flyer or rack card
- k. Bicycle Ambassador Program Website
- l. FC Bikes Website
- m. Other Website (please list) _____
- n. Word of mouth
- o. Newspaper (please list which newspaper) _____
- p. Other (please list) _____

11. Other comments or feedback:

12. We are looking for a few folks who would be willing to provide more in-depth testimonials regarding our course offerings. If you are interested in providing a written and/or video testimonial please contact us at:

info@bicycleambassadorprogram.org or 970-221-6987.

Thank you for taking the time to provide your feedback!

PLEASE COMPLETE ALL THREE PAGES - Page 3 of 3

