

4. Education, Enforcement, Encouragement and Evaluation Programs



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The bikeway projects and facility improvements recommended in the Plan will incorporate programs designed to educate people about bicyclists’ rights and responsibilities and safe bicycle operation; connect current and future bicyclists to existing resources; and encourage residents to bicycle more frequently.

This chapter outlines several potential programs that the County will pursue, as well as programs that the County currently provides and will continue. Recommendations presented in this chapter are divided into the following four categories: education, enforcement, encouragement and evaluation programs. Implementation of the programs will require coordination between various County departments. The County will pursue funding for these programs along with the proposed bikeway projects as implementation of the Plan moves forward. Table 5-6 in the next chapter provides the implementation strategies for the proposed programs outlined in this chapter.

4.1 Education Programs

Education programs enable bicyclists, pedestrians, and motorists to understand how to travel safely in the roadway environment and be aware of the laws that govern these modes of transportation. Education programs are available in an array of mediums, from long-term courses with detailed instruction to single sessions focusing on a specific topic. Curriculums should be tailored to the target audience and to the format of instruction. The education programs described in the remainder of this section are recommended for implementation in the unincorporated County of Los Angeles:

- Community Bicycle Education Courses
- Youth Bicycle Safety Education
- Bicycle Rodeos
- Share the Path Campaign
- Public Awareness Campaigns

The County shall coordinate with LACMTA and local jurisdictions to evaluate the efficacy of different education programs and partner with these stakeholders where appropriate to reach a wider audience throughout the County.

4.1.1 Community Bicycle Education Courses

Target audience	General Public, County employees
Primary agency	DPW & DPH
Potential partners	Bicycling groups such as Los Angeles County Bicycle Coalition (LACBC), Cyclists Inciting Change thru LIVE Exchange (C.I.C.L.E) and Sustainable Streets; local Jurisdictions; bicycle shops
Purpose	Educate users of all age groups and skill levels on safe bicycling skills pursuant to Policy 3.1
Resources	www.bikeleague.org/programs/education/courses.php

Most bicyclists do not receive comprehensive instruction on safe and effective bicycling techniques, laws, or bicycle maintenance. Bicycle skills courses can address this deficiency by providing on-bike maneuvering, traffic negotiation, and crash avoidance techniques, as well as instruction on bicycle safety checks, fixing flat tires, and adhering to bicycle traffic laws. The League of American Bicyclists (LAB) developed a comprehensive bicycle skills curriculum which is considered the national standard for adults seeking to improve their on-bike skills. The classes available include bicycle safety checks and basic maintenance, basic and advanced on-road skills, commuting, and driver education.

Many community groups such as the Los Angeles County Bicycle Coalition (LACBC), Cyclists Inciting Change thru LIVE Exchange (C.I.C.L.E) and Sustainable Streets offer adult LAB courses taught by League Certified Instructors on an ongoing basis. The County can partner with these groups to conduct targeted safety education for County residents, or incorporate them into other County programs that encourage healthy lifestyles, such as the Department of Parks and Recreations “Healthy Parks” program. Common LAB adult courses are Traffic Skills 101, Traffic Skills 102, and Commuting.

The community bicycle skill courses can also include distribution of bike repair kits or other free material, and offer free bicycle repair to encourage public participation. The skill courses can be made available to individual members of the public and also to existing groups such as employees of local business, County employees and university college students.

4.1.2 Youth Bicycle Safety Education

Target audience	School-age Children
Primary agency	DPW, DPH & LACOE
Potential partners	School Districts and parent groups, local volunteers, League of American Bicyclists instructors, bicycle groups
Purpose	In-school and/or after-school on-bike skills and safety training
Resources	National Center for Safe Routes to School guide: http://www.saferoutesinfo.org/guide/education/key_messages_for_children.cfm LAB’s Kids I and II curriculum: http://www.Bikeleague.org/programs/education/courses.php#kids1 BTA’s Bike Safety Education Program: http://www.bta4bikes.org/resources/educational.php

Youth bicycle safety programs educate students about the rules of the road, proper use of bicycle equipment, biking skills, street crossing skills, and the benefits of bicycling. Such education programs are frequently initiated as part of Suggested Routes to School programs.

Bicycle safety education can be integrated into classroom time, physical education periods, or taught after school. Classroom activities teach children about bicycling and traffic safety through lessons given by a volunteer, trained professional, law enforcement officer, or teacher. Individual lessons should focus on one or two key issues and include activities that are specifically designed to entertain and engage the targeted age group. Pedestrian safety topics are generally most effective for children in kindergarten through third grade,

whereas bicycle safety lessons are more appropriate for fourth through eighth grade students.³⁶ The National Center for Safe Routes to School (SR2S) online guide summarizes key messages to include in pedestrian and bicycle safety curriculums.

In addition to classroom-based activities, periodic “safety assemblies” can also be used to provide bicycle safety education. Safety assemblies are events that convey a safety message through the use of engaging and visually stimulating presentations, videos, skits, guest speakers, or artistic displays. Assemblies should be relatively brief and focus on one or two topics. Classes receiving on-going instruction on related topics can participate by presenting what they are learning to the rest of the school. Safety assembly lessons can be reinforced throughout the school year by reiterating the message in school announcements, school newsletters, posters, or other means. In addition to providing safety instruction, safety assemblies generate enthusiasm about biking.

On-bike safety education presented by professionally trained teachers, bicycling organizations, or other volunteers should include:

- Identifying the parts of a bicycle
- How a bicycle works
- Flat fixing
- Rules of the road
- Right of way
- Road positioning
- On-bike skills lessons (braking, turning, steering)
- Riding with traffic

4.1.3 Bicycle Rodeos

Target audience	School-age Children
Primary agency	DPW & DPH
Potential partners	School Districts and parent groups, CHP, Sheriff's Department and local law enforcement, bicycle groups
Purpose	Teach children basic bicycle skills through a fun activity
Resources	Safe Routes to School online guide: http://www.bicyclinglife.com/SafetySkills/BicycleRodeo.htm http://www.saferoutestoschools.org/pdfs/lessonplans/RodeoManualJune2006.pdf

Bicycle Rodeos are individual events that help students develop basic bicycling techniques and safety skills through the use of a bicycle safety course. Rodeos use playgrounds or parking lots set up with stop signs,

³⁶ Safe Routes to School National Partnership, <http://www.saferoutespartnership.org/state/bestpractices/personalsafety>

traffic cones, and other props to simulate the roadway environment. Typically, students are taught basic maneuvering tips and are taught to stop at stop signs and look for on-coming traffic before proceeding through intersections.

Bicycle Rodeos also provide an opportunity for instructors to ensure children’s helmets and bicycles are appropriately sized, and can include free or low-cost helmet distribution and/or bike safety checks. Trained adult volunteers can administer rodeos, or they may be offered through the local police or fire department. Bicycle Rodeos can be conducted as part of school events or in conjunction with other community-wide events to engage parents and obtain their support for bicycling as a valid transportation choice.

4.1.4 Share the Path Campaign

Target audience	Users of multi-use paths and Class I bike paths
Primary agency	DPW & Los Angeles County Department of Parks & Recreation (DPR)
Potential partners	CHP, Sheriff’s Department and local law enforcement, bicycle groups, local bicycle retail and rental shops
Purpose	Educate path users, including bicyclists, pedestrians, joggers, and dog walkers on being safe and respectful to others on multi-use paths
Resources	City of Portland, OR: http://www.portlandonline.com/shared/cfm/image.cfm?id=163129

Conflicts between bike path users can be a major issue on popular, well-used path systems. “Share the Path” campaigns promote safe and courteous behavior. These campaigns typically involve distribution at bicycle rides and other public events of bicycle bells and other bicycle paraphernalia, and brochures with safety tips and maps.

Effective “Share the Path” campaigns generally require the following actions:

- Developing a simple, clear “Share the Path” brochure for distribution through local bike shops and wherever bike maps are distributed.
- Public service announcements promoting courtesy and respect to encourage all path users to share the path safely.
- Hosting a bicycle bell giveaway promotion at a community event, such as a popular bicycle ride on a shared-use path. Bell giveaways provide positive stories about bicycling and good visual opportunities for marketing. A table is typically set up near the start line with maps and brochures, and event organizers are present to answer questions and mount the bells on handlebars at the event (bells that require no tools for installation such as BBB EasyFit bells are recommended). The event organizers and corporate sponsors can also assist with media outreach to publicize the event.
- Volunteers and County staff can partner to distribute “Share the Path” brochures to other path users (e.g., pedestrians with strollers or pets).

4.1.5 Public Awareness Campaigns

Target audience	Motorists, Bicyclists and Pedestrians
Primary agency	DPW
Potential partners	Bicycle groups, health organizations, local transit agencies (for advertising)
Purpose	Increase awareness of bicycling; promote safety
Resources	Sonoma County (CA) Transit: http://www.sctransit.com/bikesafe/bikes.htm

A high-profile outreach campaign that highlights bicyclist safety is an important part of helping all roadway users – motorists, pedestrians and bicyclists alike – understand their roles and responsibilities on the roadway. This type of campaign is an effective way to raise the profile of bicycling and improve safety for all roadway users.

A public awareness campaign should combine compelling graphics and messages with an easy-to-use website targeted to motorists, pedestrians and bicyclists. The safety and awareness messages can be displayed near high-traffic corridors (e.g., on billboards), printed in local publications and broadcast as public service announcements. A well-produced public awareness campaign will be memorable and effective and include clear graphics in a variety of media, distribution of free promotional items, and email or in-person outreach. This type of campaign is particularly effective when kicked off in conjunction with other bicycling events.

The public awareness campaign should address many of the following safety issues:

- How to share the road (for both motorists and bicyclists)
- Proper roadway positioning and etiquette
- Bicycling rights
- Safe bicycling skills
- Yielding to pedestrians
- Where bicycling is permitted and where bicyclists should walk their bikes
- Light and helmet use

4.2 Enforcement

Enforcement programs target unsafe bicyclist and motorist behaviors and enforce laws that reduce bicycle/motor vehicle collisions and conflicts. Enforcement fosters mutual respect between roadway users and improves safety. These programs generally require coordination between law enforcement, transportation agencies, and bicycling organizations.

Enforcement activities are undertaken by different agencies throughout the County of Los Angeles. The California Highway Patrol is responsible for enforcement on unincorporated County roadways. The local police departments in the incorporated cities are responsible for enforcement of the County-operated Class I bike paths in their jurisdiction. Some cities may have elected to contract with the Los Angeles County

Sheriff's Department for law enforcement in their jurisdiction. For those cities, the County Sheriff's Department is responsible for enforcement along the Class I bike paths.

4.2.1 Bicycle Patrol Unit

Target audience	Cyclists and motorists
Primary agency	CHP, Sheriff's Department and local law enforcement agencies
Potential partners	DPW
Purpose	Increase safety by promoting awareness of bicycle/motorist issues and conflicts
Resources	http://www.bta4bikes.org/btablog/2008/01/30/alice-award-nominee-chief-jon-zeliff/

On-bike officers are an excellent tool for community and neighborhood policing because they are more accessible to the public and able to mobilize in areas that patrol cars cannot reach (e.g., overcrossings and paths). Bike officers undergo special training in bicycle safety and bicycle-related traffic laws and are therefore especially equipped to enforce laws pertaining to bicycling. Bike officers help educate cyclists and motorists through enforcement and also serve as excellent outreach personnel to the public at parades, street fairs, and other gatherings.

Vehicle statutes related to bicycle operations are typically enforced on bikeways as part of the responsible traffic enforcement agencies' normal operations. Such agencies may also consider using bicycle patrol units to proactively enforce bicycle-related violations. Spot enforcements are highly visible and publicly advertised. They may take the form of intersection stings, handing out informational sheets to motorists, bicyclists and pedestrians, or enforcing speed limits and right-of-way at shared use path/roadway intersections. Targeted enforcement can be undertaken as a component of a Share the Road campaign. Plain clothes officers on bicycles can stop motorists and cyclists not following the rules of the road and provide educational material, as well as cite the transgressors. An officer on a bicycle could observe the offense and radio to an officer in a chase car who will make the stop. Bicycle patrol units can also effectively enforce a bike light requirement which is discussed in the next section.

4.2.2 Bicycle Light Enforcement

Target audience	Cyclists
Primary agency	CHP, Sheriff's Department and local law enforcement agencies
Potential partners	Bicycle groups
Purpose	Increase safety by providing bicycle lights to bicyclists
Resources	Community Cycling Center (Portland, OR): http://www.communitycyclingcenter.org/index.php/programs-for-adults/get-lit/ San Francisco Bicycle Coalition: http://www.sfbike.org/?lights

A bicycle light enforcement program can issue “fix it” tickets or warnings to bicyclists without lights and distribute safety brochures. The actual installation of free bike lights on the spot is a common alternative.

Many bicyclists ride without lights or with dysfunctional lights and are unaware that during darkness, lights are required by California law. Bicycling without lights reduces bicyclists’ visibility and visibility to motor vehicles and therefore increases bicyclists’ risks of being involved in bicycle/car crashes. For these reasons, increasing bicycle light usage is a top priority for the County.

Bicycle light enforcement can effectively impact behavior, particularly if bicyclists are able to avoid penalty by obtaining a bike light. One option is for officers to give offenders warnings, explain the law, and install a free bike light at the time of citation. Alternatively, officers can write “fix it” tickets and waive the fine if bicyclists can prove that they have purchased a bike light within a specified timeframe. When citing bicyclists, officers can also provide coupons for free or discounted lights at local bike shops, if available.

Bicycle light enforcement can be implemented in tandem with outreach efforts. Bike light outreach campaigns can include the following components:

- Well-designed public service announcements reminding bicyclists about the importance of bike lights can be placed on transit benches, transit vehicles, and local newspapers.
- Partnership with local cycling groups to get the word out to their members and partners. Groups should be supplied with key campaign messages to distribute to their constituents, along with coupons for free or discounted bike lights.
- Distribution of media releases with statistics about the importance of using bike lights and relevant legal statutes.
- In-school presentations about bike lights, including reflective material giveaways.
- A community bike light parade with prizes.
- Discounts on bike lights and reflective gear at local bike shops.

4.3 Encouragement Programs

Encouragement programs are generally characterized by their focus on encouraging people to bicycle more frequently, particularly for transportation. Encouragement programs increase the propensity for bicycle trips by providing incentives, recognition, or services that make bicycling a more convenient transportation mode. The following encouragement programs are recommended for implementation in the unincorporated County and described in more detail in the remainder of the section:

- Suggested Routes to School
- Family biking programs
- Bicycling maps
- Valet bike parking at events
- Local partnerships for more bicycle parking
- Bike to Work Week/Month

- New bikeway parties
- Bike and Hike to Parks Programs

4.3.1 Suggested Routes to School

Target audience	Students and their parents; school administrators, faculty, and staff
Primary agency	DPW & LACOE
Potential partners	Schools, school districts and parent groups, CHP, Sheriff's Department and local law enforcement agencies, bicycle groups
Purpose	Provide parents and children with recommendations for safer and direct routes to walk/bike to school
Resources	County of Los Angeles Suggested Routes to School Program http://ladpw.org/tnl/schoolroute/

Suggested biking and walking route maps direct students to walk and bicycle along the safest routes to school. These maps include arrows to indicate the routes and show stop signs, signals, crosswalks, sidewalks, trails, overcrossings, and crossing guard locations surrounding the school. Maps can be distributed by school officials to parents to encourage their children to walk and bike to school. Having County staff, such as a traffic engineer, review and approve the maps can ensure that they reflect up-to-date traffic information.

Factors to consider in the process of creating routes include:

- Presence of sidewalks or paths
- Presence of bikeways
- Traffic volumes and speeds
- Roadway widths
- Convenience, directness
- Number of crossings
- Types of controls at intersections, e.g., stop signs or signals
- Crossing guards
- Surrounding land uses

The maps should be focused on the attendance boundary of a particular school. Suggested walking and biking maps may tie directly to a community's existing or proposed sidewalk, traffic control, and park networks. Routes should take advantage of low volume residential streets, and off-street facilities such as bike paths, sidewalks, and pedestrian bridges. Identifying where crossing guards, traffic signals, or stop signs provide the safest crossing locations is a major component of developing a suggested route.

4.3.2 Family Biking Programs

Target audience	Parents and Families
Primary agency	DPW
Potential partners	Regional bicycling groups, local volunteers, local bicycle shops
Purpose	Educate and encourage parents on how to ride bicycles with children
Resources	Kidical Mass: http://www.kidicalmass.org/locations/ Geared 4 Kids: http://www.geared4kids.org/

Family bicycling programs equip families with information and tools so that parents can safely transport children by bicycle and help children learn bicycling skills. Family biking programs provide a level of security and certainty to parents that the family is receiving appropriate training on safety issues and safe practices. Activities include trainings or safety courses, group rides, bicycle safety checks, basic bike maintenance workshops, the distribution of maps and information on bicycling with children, and more.

4.3.3 Bicycling Maps

Target audience	General Public
Primary agency	DPW
Potential partners	LACMTA, Southern California Association of Governments (SCAG)
Purpose	Assist bicyclists in wayfinding by offering a map with clear symbols and graphics, destinations and services attractive for bicyclists, and good selection of routes
Resources	City of Long Beach, CA: http://www.longbeach.gov/civica/filebank/blobdload.asp?Blobid=27418 City of Los Angeles, CA: http://www.bicyclerla.org/pdf/BikeMapWestsideCC.pdf San Diego Region Bicycle Map: http://www.icommutesd.com/Bike/BikeMap.aspx

One of the most effective ways of encouraging people to bicycle is by distributing maps and guides to show that the infrastructure exists, demonstrate how easy it is to access different parts of the community by bike, and highlight unique areas, shopping districts, or recreational areas. Maps can also support bicycle tourism. Maps can be County-wide, community-specific, or neighborhood maps, and can be available on paper and/or online.

4.3.4 Valet Bike Parking at Events

Target audience	General Public, event attendees
Primary agency	Los Angeles County DPW
Potential partners	Bicycle groups, local volunteers
Purpose	Encourage bicycle travel; offer appealing alternative to driving for event attendees
Resources	LACBC: http://la-bike.org/projects/bike-valet San Francisco Bicycle Coalition: http://www.sfbike.org/?valet

Convenient, secure bike parking at large events can make bicycling to an event a more attractive option. Valet bike parking provides secure, staffed temporary facilities for the storage of bicycles during large events. Sometimes these are outdoor, temporary structures; however, indoor bicycle storage locations can be designed into future venues that host sporting events, festivals, and other events where large numbers of people gather.

Valet parking systems generally work like a coat check: the cyclist gives their bicycle to the attendant, who tags the bicycle with a number and gives the cyclist a claim stub. The valet bike parking can also accept non-motorized devices such as rollerblades, baby strollers, and push scooters. When the cyclist returns to get the bicycle, they present the claim stub and the attendant retrieves the bicycle for them. Locks are not needed. The valet is generally open for a couple of hours before the event and a shorter time after the event.

Local bicycling groups such as LACBC offer secure, professional, and attended bike valet services. The County should work with these groups and volunteers to provide this service at their events.

4.3.5 Local Partnerships for More Bicycle Parking

Target audience	General Public
Primary agency	DPW
Potential partners	LACMTA, local shops, bicycle groups
Purpose	Make bicycle parking easily available for residents in unincorporated County areas
Resources	City of Long Beach, CA: http://www.bikelongbeach.org/ City of Portland, OR: http://www.portlandonline.com/transportation/index.cfm?c=34813

Bicycle parking is a major factor in whether individuals choose to use a bike for commuting to work or for running errands. The County shall evaluate the feasibility of seeking grant funding and partnering with local stakeholders to make bicycle parking available at no or low-cost at all key destinations in unincorporated County areas. Long Beach, CA has innovative programs where bicycle racks are provided and installed free of charge at key destinations to improve bicycle mobility in the community.

4.3.6 Bike to Work Week/Month

Target audience	Commuters
Primary agency	DPW
Potential partners	LACMTA, bicycle groups, local bicycle shops, large employers
Purpose	Encourage bicycling to work through fun, social activities and incentives
Resources	LAB: http://www.bikeleague.org/programs/bikemonth/ LACMTA: http://www.metro.net/around/bikes/bike-to-work/

Bike to Work Month, Week, and Day are high-profile encouragement programs intended to introduce people to bicycle commuting and impact the general public's perceptions and attitudes toward bicycle commuting. Cities, towns, and counties across the country participate in Bike to Work Week, Month, or Day. They generally rely on special events, materials, and media outreach to promote bicycle commuting.

Common elements of Bike to Work events include: Commute 101 workshops, guided commutes or group rides to increase comfort and familiarity with bicycling routes, "Energizer Stations" to reward bicycle commuters with treats and incentives, workplace/team bicycling challenges, celebrity events (e.g., County administration bikes to work with news team, bike/bus/car race), post-work celebrations, and bike-to-school events.

4.3.7 Launch Party for New Bikeways

Target audience	Residents living or working near recently completed bicycle facilities
Primary agency	DPW
Potential partners	LACMTA and other stakeholders, bicycle groups, local bicycle shops
Purpose	Inform residents about new bicycle facilities to encourage use and promote awareness
Sample Program	When a new bikeway is built, the City of Vancouver throws a neighborhood party to celebrate. Cake, t-shirts, media and festivities are provided and all neighbors are invited as well as City workers (engineers, construction staff, and planners) who worked on it.

When a new bicycle facility is built, some residents will become aware of it and use it, but others may not realize that they have improved bicycling options available to them. A launch party/campaign is an effective and fun way to inform residents about a new bikeway, and an opportunity to share other bicycling information (such as maps and brochures) and answer questions about bicycling.

4.3.8 Bike and Hike to Park Programs

Target audience	General Public
Primary agency	DPR
Potential partners	Bicycle groups, community and other stakeholders
Purpose	Promote healthy, active living by encouraging residents to bike/walk to recreational facilities

Encouraging bicycling and walking to parks is a great way to increase community health, decrease automobile congestion and parking issues, and maximize the use of public resources. DPR created the “Healthy Parks” program to work with local communities and develop health and wellness programs that reflect their diverse community needs and improve the quality of life for the community.

Elements of these type of programs typically include distributing route information, guiding rides and walks to and in parks, information kiosks, improved bicycle parking at trailheads and parks, and outreach to existing groups (e.g., boy scouts, senior groups, walking and bicycling clubs).

4.3.9 Bicycle Sharing Program

Target audience	General Public
Primary agency	DPW
Potential partners	LACMTA, SCAG and local governmental agencies
Purpose	Develop a regionally consistent bicycle sharing program for Los Angeles County
Resources	City of Washington, DC: http://www.capitalbikeshare.com City of Denver, CO: http://www.denverbikesharing.org

LACMTA will develop a working group comprised of all interested local agencies and groups in the region who will work with private partners/entrepreneurs to develop a regionally consistent bicycle sharing program for Los Angeles County. The County will be a participating member in this working group.

4.4 Evaluation Programs

Monitoring and evaluating the County’s progress toward becoming bicycle-friendly is critical to ensuring that programs and facilities are achieving their desired results and to understanding changing needs. Maintaining consistent staff positions, count programs, reporting on progress, and convening community stakeholder groups are methods for monitoring efforts and for holding agencies accountable to the public.

4.4.1 Annual Progress Report

Target audience	County residents
Primary agency	DPW
Potential partners	DRP
Purpose	Provide continuous updates on the progress of the Bikeway Plan implementation
Resources	City of Seattle, WA: http://www.seattle.gov/transportation/bikeprogram.htm San Francisco Annual Report Card: http://www.sfbike.org/download/reportcard_2006/SF_bike_report_card_2006.pdf

The County will provide annual updates on the progress made toward implementing the goals, policies, and programs of the Bikeway Plan, as part of the General Plan Annual Progress Report. DPW will also develop and maintain a website pursuant to Policy 5.2, to provide more frequent updates on the progress of the Plan implementation.

4.4.2 Community Stakeholder Group

Target audience	Citizen advocates
Primary agency	DPW
Potential partners	LACMTA, SCAG, Caltrans, bicycle groups, local advocates
Purpose	Advise the County on bicycle issues
Resources	City of LA Bicycle Advisory Committee: http://www.bicyclela.org/

Create a Community Stakeholder Group pursuant to IA 5.1.1 that will oversee the implementation of this plan and provide input on bicycle issues in the County. Input from the Community Stakeholder Group will play a pivotal role in decisions made related to implementation of the individual projects and programs within the Plan. Specifically, the Community Stakeholder Group will participate in decisions made related to which projects within Phase I and/or Programs within Tier I we will implement or submit grant applications for. This group shall include representatives of each planning area, and should be composed of representatives from the unincorporated County communities, County officials, bicycling organizations, bicycling clubs, transportation agencies, universities, colleges, and community members-at-large in order to provide multiple perspectives from a broad cross-section of the bicycling community.

4.4.3 Bicycle Counts

Target audience	County staff, elected officials, general public
Primary agency	DPW
Potential partners	LACMTA, SCAG, bicycle groups, local advocates
Purpose	Gather important benchmarking information about bicycling and provide progress reports on the Plan
Resources	http://bikepeddocumentation.org/

Collect bicycle counts biennially, pursuant to IA 2.4.2 as a part of a regional effort to record bicycle activity levels. The bicycle count program will be administered biennially and capture all types of bicycle trips including trips for recreation, commuting to work and for other utilitarian purposes. Bicycle counts and assessments should also be conducted whenever a local land development project requires a traffic impact study. Funding opportunities will need to be identified to guarantee the longevity of the program.