

# Chapter 9: Education, Encouragement & Enforcement

Education, encouragement, and enforcement programs complement complete street infrastructure programs and can play an important role in achieving complete streets objective.

## EDUCATION

Developing complete streets is a critical step in providing alternatives to driving. However, to achieve an actual shift from driving to walking, bicycling or taking transit requires a change not only in the safety and reliability of those alternatives, but also a change in an individual's preference, perception and behavior. . Many local jurisdictions around the Monterey Bay Area are implementing marketing campaigns to encourage healthy and active lifestyles. Obesity and sedentary lifestyles are on the rise for both adults and children in America, and daily exercise needs to be integrated into American lifestyles. In the Monterey Bay Area region, marketing campaigns, such as Bike Week, add support to existing messages of getting more exercise while promoting complete streets principles.

A telephone survey conducted in the AMBAG region in May 2013 provided information regarding travel preferences. Throughout the region, survey participants overwhelmingly indicated that they rely on their cars to travel; however, they felt that if it were more convenient or more comfortable, they would like to walk or bicycle to shopping or recreation destinations. Integrating Complete Streets features into our transportation system can help this desire to become a reality.



Complete Streets policies are viewed as an important element for achieving Safe Routes to School goals, as children are one of our most vulnerable transportation users. Safe Routes to School programs have become tremendously popular not only across the country, but within the Monterey Bay Area. These programs benefit from Complete Streets policies that can help turn all routes into safe routes. Examples of Safe Routes to School Programs include:

- Safe Routes to School Maps
- Bike/Walk to School Day
- Walking School Buses
- Bicycle Train
- Bike to School Day Resource Guide:
- Monterey County: (<http://www.tamcmonterey.org/bikeweek/breakfast.html>)
- San Benito County: (<http://sanbenitorideshare.org/schools/safe-routes-to-school/>)
- Santa Cruz County: ([http://bike2work.com/s\\_cruz/](http://bike2work.com/s_cruz/))

## Training

Another critical component of a successful education program is providing decision makers and project designers with information on the latest approaches to roadway design to help establish a common level of understanding and facilitate discussions complete streets. Planners are encouraged to hold workshops or provide their elected governing bodies and advisory committees with presentations on facility design and other topics related to bicycling and walking as a means to understand Complete Streets principles. Agencies may want to consider “certifying” staff members as complete streets specialists when a specific level of training in complete streets concepts is completed. Several resources for this type of training are available, including:

- The UC Berkeley Tech Transfer Program
- The Transit Cooperative Research Program (TCRP)
- The National Complete Streets Coalition
- The National Rural Transit Assistance Program

More informal training may involve meeting with local jurisdictions who have experience implementing complete streets policies or hosting roundtables for project sponsors to discuss lessons learned. The regional transportation planning agencies can help educate city and county project planners and designers to ensure that Complete Streets concepts are well understood and can be incorporated into future projects.

## Walking Audits

Walking audits are a tool that can be very useful to educate users about the needs on a particular street. Walking audits can be completed individually or as a group. The auditor(s) should use a checklist to note the overall quality of their travel on the street and identify gaps in the pedestrian network, safety or accessibility concerns, areas needing repair, and other opportunities to enhance the corridor to make it more comfortable for all users.

## Vehicle Code

Pedestrians and bicyclists should be educated about vehicle codes related to their transportation mode. The Traffic Safe Communities Network in Santa Clara County has produced a guidebook for this purposes that can be found at: <http://www.ots.ca.gov/pdf/BicyclePedSafetyBrochure.pdf>.

The guide includes references to the California Vehicle Codes that establish safe practices for bicycling and walking. This is a tool that can be used by local jurisdictions to ensure that those walking and bicycling for transportation are informed about their rights and responsibilities.



## ENCOURAGEMENT

Communities can encourage the development of complete streets projects by demonstrating the need for and benefits of active transportation and transit. Some activities may include conducting organized community bike rides, walking events and providing transit access to community gatherings. A community may also focus on breaking down barriers to active transportation and transit by producing user-friendly bike maps and transit schedules, providing commuting incentives and bike share programs and offering discounted transit passes. The Monterey Bay area has several events and programs aimed at encouraging walking and biking, including the following:

- Bike Week , including Bike to Work & Bike to School Events
- Walk to School Week
- Condor Classic
- Sea Otter Classic
- Community bicycle rides

In addition, an integral partner in promoting and implementing Complete Street efforts are colleges and universities within the Monterey bay Area. Local jurisdictions may work to share resources and leverage opportunities to educate the public and leadership on the value and implementation of complete streets within the region.

Elementary and high schools are also taking an active role in Complete Streets by helping promote more active lifestyles, such, as encouraging children to walk or bike to school. Bike to School Day and Walk to School Day educational campaigns have been tremendously successful in the region as Complete Streets make it easier for students to get around by all modes of transportation, providing more choices for those who want them. The Transportation Agency for Monterey County offers a Bike to School Day 2012 Resource Guide online at [tamcmonterey.org](http://tamcmonterey.org).

## ENFORCEMENT

Enforcement emphasizes the complete streets connection between the law enforcement community and project planners and designers. Often times, communities have an established relationship with a liaison within the local police department or California Highway Patrol to monitor and promote safe bicycling and walking. This relationship builds on local efforts to prevent bicycle theft, enforcement campaigns to encourage cyclists and motorists to share the road safely, and understand the California Vehicle Codes addressing safe bicycling and walking.

Enforcement agencies should be encouraged to understand the concepts of Complete Streets planning and design, and work closely with planners, engineers, and policymakers to ensure that users are comfortable when travelling. The rights of both vehicles and non-motorized transportation should be understood by all users, as well as planners and engineers, to ensure that Complete Streets projects can be appropriately enforced.

Code enforcement is another tool that can be used to support the maintenance of safe sidewalks or other maintenance of the traveled way. These codes should be considered by planners and designers when implementing Complete Streets projects.

