

# State College Bicycle Ambassador Program

## Share the Road Campaign

As a part of the Bicycle Ambassador Program, the Borough will develop a Share the Road Campaign in conjunction with the Police Department's Community Relations Office. This program will address both motorists and cyclists.

The Share the Road Campaign will educate motorists and cyclists about the most appropriate way to interact with one another. This campaign will include a pledge drive to obtain commitments from motorist and cyclists to learn about bicycle specific traffic laws and obey the laws on the road. Motorists and cyclists would pledge to Share the Road, read educational materials, or watch a video that teaches both motorists and cyclists how to Share the Road. They would then be required to take a quiz to confirm that the knowledge has been disseminated. Upon completion of the quiz, pledges will have the opportunity to request a window cling or like show that they have pledged to share the road.

## ENFORCEMENT

A bicycle citation diversion program will also be pursued in conjunction with community outreach and Share the Road campaigns.

If a cyclist is issued a warning or citation for not following bicycle traffic laws, the violator could avoid paying a fine if he or she attends a safety training course taught by a League of American Bicyclists certified instructor. The Borough will coordinate the training and certifications for these instructors.

## EDUCATION

Bicycle Ambassador Educational Outreach and Safety Campaign developed by the State College Borough

Drivers' Ed taught at the High School and to Community Members

Bike Hangers with importance SCB Ordinances and Laws

Commitment to help with group rides (escort and brief talk in the beginning about safe practices)

- Family Fun Ride
- Mayor's Ride
- Mother's Day Ride