



# Bicycle Safety Education and Outreach Program

## 2020 Program Report

### Overview

The San Francisco Municipal Transportation Agency Bicycle Safety Education and Outreach Program is funded by Prop K and is administered through a contract with the San Francisco Bicycle Coalition (SFBC).

- In 2020, the Bicycle Safety Education and Outreach program worked through the COVID-19 Pandemic to host 29 Adult Bicycle Education Classes and 10 Freedom from Training Wheels events
- Nearly all (96%) participants in the adult education classes would recommend their course

### Attendance

For Bicycle Education classes, we were able to pivot with SFBC and host a combination of webinars (to replace in-classroom classes) and on-bike classes. However, in-person classes faced significant capacity limits due to public health restrictions, meaning that most of the classes this year were able to host around 11 attendees. This lowered our potential Adult Bicycle Education participation, but we did reach a similar number of attendees as previous years, driven by increased attendance at webinar classes which did not face any capacity concerns.

Our Freedom from Training Wheels events faced additional restrictions that limited participation even further to a maximum of 5 households. Capacity for class attendees was lower because classes for young children require additional instructors to be present in addition to guardians who accompany the attendees. Additionally, participants had to register in advance to ensure capacity limits were adhered to. We were unable to host drop-in classes at community events like Sunday Streets that in typical years allow us to reach a large population, but instead hosted classes at SFUSD Shared Schoolyards, leveraging connections with school communities made through the Safe Routes to School Program to reach the most youth possible while operating safely within DPH health guidelines.

Lastly, while we had scheduled a full slate of outreach activities, we had to cancel all in-person outreach due to the Covid-19 pandemic. Instead, we worked with SFBC to execute a doorhanger outreach campaign as the best possible replacement for in-person engagement. Doorhangers presented information in English, Spanish, Chinese, and Filipino and were hand delivered in all 11 Supervisory Districts to mirror the reach of in-person events held throughout the city to the fullest extent possible.

Figure 1: Event attendance at bicycle safety events from 2017 to 2020

Year	Outreach Events		Adult Bicycle Education		Freedom from Training Wheels	
	# of Events	# of People Engaged	# of Classes	# of Attendees	# of Events	# of Attendees
2020	11 <sup>1</sup>	6676	29	453	10	94
2019	11	8944	27	440	9	703
2018	11	8802	26	399	9	778
2017	9	6038	20	268	7	345

### Event Locations

Figure 2: Location of 2020 events by San Francisco Supervisor District

District	1	2	3	4	5	6	7	8	9	10	11	Online
# of Events	2	1	2	1	11	1	1	1	1	13	5	11

Due to closures of libraries, schools, Sunday Streets, and other locations that host bicycle education classes in typical years, we were very limited in where we could host events. To make up for this, SFBC began hosting webinar versions of the classroom classes, meaning that they were more accessible to residents of every SF Supervisor District. They also conducted a doorhanger outreach initiative that included campaigns in all 11 Districts.

On-bike classes, however, require car-free outdoor space, which is limited in San Francisco. These classes were most likely to be held at the Arguello Extension in District 5 or at NOW Hunters Point in District 10, though we are scouting for additional locations as we are able to host more in-person events.

### Class Outcomes

Post-class surveys were conducted 6 weeks after classes were held and had about a 25% response rate (~120 responses total). The post-class surveys show positive impacts from the classes (though it should be noted that survey respondents are likely more engaged with bicycle safety than participants overall).

- 96% are very or somewhat likely to recommend the course
- 34% say they bike more since taking the class
- 61% say they have good or excellent knowledge of their rights and responsibilities when biking
- 70% of participants feel at least a little bit confident in their bicycle skills when riding in traffic (compared to 48% pre-class)

<sup>1</sup> The doorhanger outreach campaign included 22 different Outreach locations, with 2 in each Supervisor district. For evaluation purposes, each pair of locations is considered equivalent to one event.

## Demographics

In 2020, our contractors reached an increasingly diverse population of San Francisco residents through culturally competent outreach and education delivered in English, Chinese, Spanish, and Filipino.

- In 2020, 5 out of 29 classes were offered in languages other than English, equivalent to the number offered in 2019 and surpassing what was offered in 2017 and 2018.
- An additional 8 classes offered the possibility of multi-lingual instruction for attendees

Figure 3: Percentage of adult bicycle education attendees by ethnicity

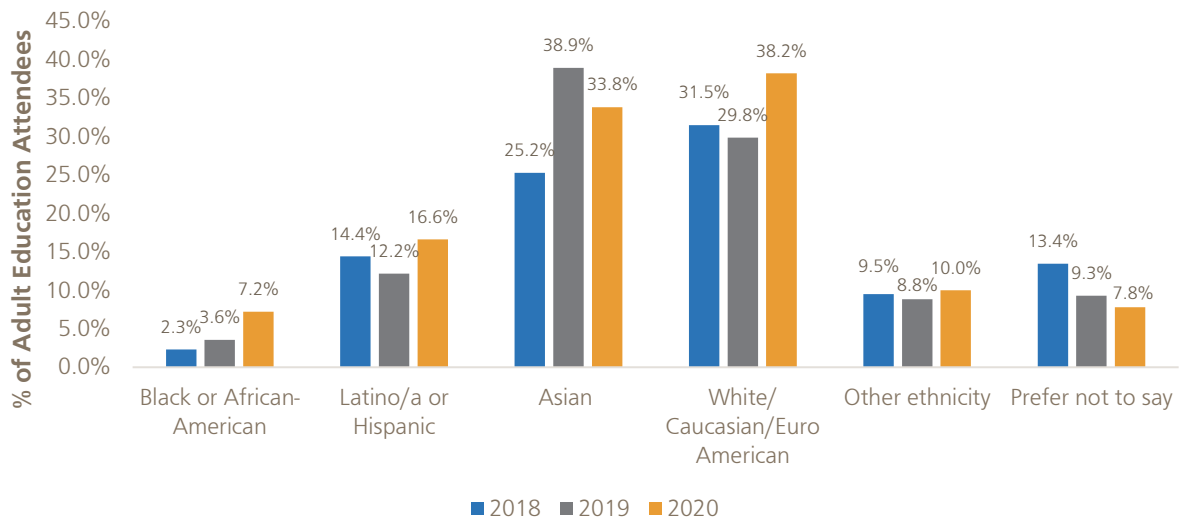


Figure 4: Percentage of adult bicycle education attendees by gender

