



SFMTA

Agenda Item 12

Bicycle Safety Education and Outreach Program Overview

San Francisco County Transportation Authority

Community Advisory Committee

January 24, 2024

Agenda

- Program Overview
- Outreach Activities
- Class Types
- Program Impact and Results (survey feedback)
- Program Look Ahead

Program Overview

- Goals:
 - Encourage more residents to ride
 - Teach new and current riders how to ride safely
 - Work towards reducing collisions and increasing bike mode share
- Two program components:
 - Bicycle Education Outreach
 - Bicycle Safety Classes



Outreach Activities

- Program targets engaging/promoting the classes thousands of people every year
- Combination of digital, in-person, and direct engagement with community groups
- Outreach activities and materials provided in multiple languages
 - Chinese, Spanish, Tagalog (Filipino), and English

FREE BIKE CLASSES
ALL EXPERIENCE LEVELS

SMART CITY CYCLING 1: CLASSROOM

ADULT LEARN TO RIDE

NIGHT AND ALL-WEATHER BIKING

... AND MANY MORE!

BICYCLE COALITION
sfbike.org/education

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THIS PROJECT WAS MADE POSSIBLE IN PART BY PROPOSITION K SALES TAX DOLLARS PROVIDED BY THE SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY.

Mga Libreng Klase sa Pagbibisikleta
Lahat ng antas ng karanasan

Smart na Pagbibisikleta sa Lungsod 1: Classroom

Adult na Nag-aaral Magbibisikleta

Pagbibisikleta sa Gabi at sa Lahat ng Panahon

...at higit pa!

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Outreach Activities (cont.)

- Outreach events included:
 - Sunday Streets events
 - Exploratorium After Dark
 - Hardly Strictly Bluegrass
 - Bayview Shipyard Open Studios



Class Types

- Adult Learn to Ride
- Night and All-Weather Biking
- Bike Safe Driving
- Freedom from Training Wheels



Class Types (cont.)

- On-Bike Practice
- Smart City Cycling 1 (classroom)
- Smart City Cycling 2 (maneuvering)
- Smart City Cycling 3 (road practice)



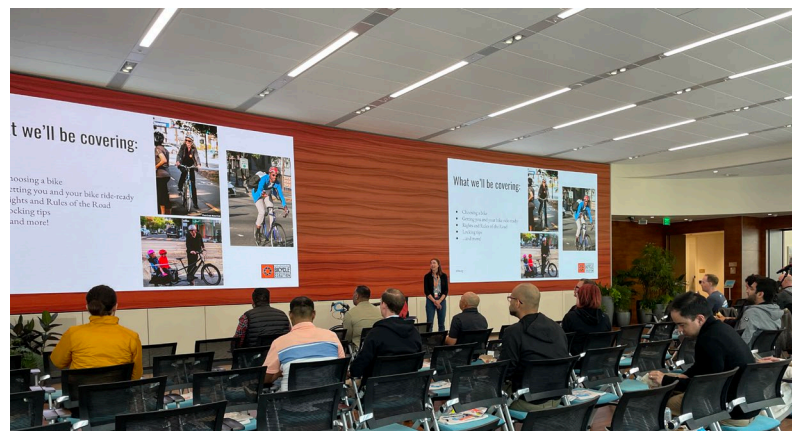
Impacts of Bike Education

- Outreach Reach: Over 15,000 residents engaged
- Students: Almost 5,000 San Franciscans taught
- Over 200 classes offered



Bike Education Attendee Demographics

- Gender:
 - 69% women
 - 75% women, non-binary, or transgender
- Age:
 - 82% between 21-50 years old
 - About 10% of students over 61 years old
 - 5% between 14 and 20 years old



Data is based on class students that responded to surveys. Children participants of Freedom From Training Wheels are not represented in this dataset.

Bike Education Attendee Demographics (cont).

- Race (top four groups):
 - East Asian: 25%
 - Latinx, Latina, Latino, or Hispanic: 12%
 - South Asian: 10%
 - White: 32%

Data is based on class students that responded to surveys. Children participants of Freedom From Training Wheels are not represented in this dataset.

Attendee Feedback and Results

- 38% of students rode more frequently after attending classes
- 70% of students felt the knowledge of their rights and responsibilities while biking was either “good” or “excellent”
- 12% of attendees who previously did not feel comfortable riding in traffic, now felt comfortable



Program Look Ahead

- Current contract expires this April
- New contract
 - Currently in RFP phase
 - Continue bike education & outreach
 - Will add scooter education component





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Thank you!



All photos credit SFBC