

CHAPTER EIGHT OUTLINE:

Overview

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Spartanburg Co. Bike/Ped Advisory Comm.

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CHAPTER EIGHT: PROGRAMS

OVERVIEW

Programming is a key element of a comprehensive strategy aimed at creating a more walkable and bikable Spartanburg County. Facilities recommended in Chapters 4-6 are only one piece of the puzzle. Once facilities are in place, it is critical to focus on use and safety for the different transportation groups through education, encouragement, and enforcement programs. The Spartanburg area has been quite advanced already, with a significant amount of programs already existing, mainly within the City of Spartanburg. This chapter outlines current programs and makes recommendations to advance Spartanburg County even further.

BICYCLE/PEDESTRIAN PROGRAM HISTORY AND CURRENT PROGRAMS

Spartanburg County has had an active bicycle and pedestrian programming history over the past five years. The Mary Black Foundation has played a major supporting and funding role, largely because active living is one of its two major goals and funding topics. A number of other non-profits, especially Partners for Active Living, have spurred on programming. In 2005, the Palmetto Conservation Foundation received a Mary Black Foundation grant to apply for national Bicycle-Friendly Community (BFC) status. Through this process, a number of programs and events began. "Bike Town" became the unofficial name of this effort and has served as the umbrella for programs since this grant. In 2005, the area celebrated its first Bike-to-Work month in May with a bicycle race and other events. Advocacy started with give-a-ways and more programs. In 2006, the Palmetto Conservation Foundation passed the "torch" to Partners for Active Living.

Partners for Active Living (PAL) has been focused mostly on the urban bicycle and pedestrian setting since 2006. One of its goals has been to be the epicenter for bicycle and pedestrian programming to promote what other groups are doing and assist where needed. In its Strategic Plan, one of its main goals is to enhance its focus on bicycle and pedestrian pro-

gramming. PAL has written or assisted in writing many bicycle and pedestrian-related grant applications and is a strong advocate for facility development, programs, and policies. A number of different programs were started in association with PAL or by other groups such as SPATS, the Palmetto Cycling Coalition and Upstate Forever. Programs and events included:

- Bicycle rodeos
- Hub Cycle Lending program (maintained by volunteer cyclists; in early 2008, a professional mechanic was hired by grant)
- Lunchtime bicycle rides (seasonally every Friday)
- Weekend walkabouts (Saturday once a month to highlight areas of town)
- Weekend rideabouts (5-6 miles in length for beginner cyclists)
- Bike Month celebration
- Bike Education curriculum road courses
- League instructor program – Four League Certified Instructors (LCI's) now in Spartanburg County
- Bicycle commuter and parent courses
- Bike racing team sponsorship
- Girls on the run program – endurance running encouragement
- Speaker series bringing national bicycle and pedestrian planning and transportation experts (Mark Fenton, Andy Clarke, Michael Ronkin, etc.)
- Trainings and workshops for local engineers and leaders
- Ongoing pedestrian safety campaign now (from enhancement grant) for education utilizing posters, handouts, billboards, and local access channels
- Safe routes to school programs
- Bicycle parking grants
- Bicycle patrol downtown
- Walkability workshops in multiple communities
- Palmetto Conservation Foundation's Glendale Outdoor Leadership (mountain bike clinics)
- Pocket size South Carolina bicycle and pedestrian laws available at <http://www.pccsc.net/bikelaws.php>



Above: Program example:
Girls on the Run

Another key programming effort has been Safe Routes to School (SRTS) and Cycle Station. SCDOT has conducted two cycles of SRTS funding awards to-date across the state (around 12 awards each year). Pine Street Elementary and Lone Oak Elementary in the City of Spartanburg won in the program's first year while Inman Intermediate and Elementary Schools won in the second year. Pine Street Elementary School was one of the first in the state to conduct implementation which has included flashing pedestrian lights at Pine Street and a sidewalk addition. The school has also initiated Walking and Wheeling Wednesday in which 125-150 kids participate each week. Previous to this, the school has held Walk to School Days for nine years and Bike to School Days for the

last three years. Lone Oak Elementary has also developed an infrastructure plan.

SPATS has played a significant role in programming throughout Spartanburg County. Walkability workshops were held in county municipalities to stimulate ideas and understand pedestrian needs. A pedestrian advocacy group PEACHeS (People Enjoying Active Community Health and Safety) was formed in Inman and another in Cowpens as well.

These workshops gave residents, officials, and staff tools to discuss and implement engineering solutions to address these needs. A plan of action was formulated for each community. The SPATS Enhancement Committee continues to support and fund bicycle, pedestrian and trail projects within the SPATS Urban Area.

The following websites provide more information about ongoing programs in Spartanburg County:

Palmetto Cycling Coalition – www.pccsc.net/

Mary Black Foundation - www.maryblackfoundation.org/

Partners for Active Living - www.active-living.org/

Palmetto Conservation - www.palmettoconservation.org/

PROGRAMMING RECOMMENDATIONS

While existing programs have been hugely successful, there is still much that can be done. Existing programs need more support. For example, it is still very critical to work on changing mindsets (educating motorists, bicyclists and pedestrians) and expanding programs throughout all of Spartanburg County. Some specific areas that need improvement are discussed below followed by a thorough palette of education, encouragement, and enforcement programs and resources provided.

BICYCLE FRIENDLY COMMUNITY STATUS

The League of American Bicyclists (LAB) promotes the national Bicycle Friendly Communities (BFC) Program. The City of Spartanburg was the first city in South Carolina to achieve status, a bronze award in 2007. One of the current goals for PAL is to increase the status to a higher level. Spartanburg County, SPATS, the City of Spartanburg, and PAL should work together on this task. Having an adopted Bicycle and Pedestrian Master Plan in place, with key infrastructure and programming elements added, will make Spartanburg a very strong candidate. The City and County of Spartanburg should strive to implement programs that other BFC communities have completed.

SPARTANBURG COUNTY BICYCLE AND PEDESTRIAN ADVISORY COMMISSION (BPAC)

Due to the significant interest in this planning process at the staff level and resident level and the tremendous amount of implementation necessary within Spartanburg County as part of this Plan, a permanent Bicycle and Pedestrian Advisory Commission (BPAC) should be formed on the citizen level. The BPAC would be a beneficial resource for promoting both bicycle and pedestrian safety, providing feedback on opportunities and obstacles within the County, educating bicyclists and motorists about sharing the road, mobilizing support for bicycle and pedestrian issues, and assisting in the coordination of events and outreach campaigns. BPAC subcommittees could take on specific tasks focusing on facility development, programs, and policy development. Most importantly, this group would focus on countywide issues, including urban, suburban, and rural issues. The group would ensure that facilities and programs are provided for all Spartanburg County municipalities.

The BPAC would have representation from each municipality and key stakeholder groups that would include, but are not limited to, PAL, Upstate Forever, and the Tyger River Foundation. The group should meet quarterly to encourage and evaluate the progress of overall plan implementation. This group should work closely with appropriate staff from SPATS, Spartanburg County, SCDOT, and local municipalities.

Currently, there is a bicycle/pedestrian stakeholders group within the City of Spartanburg. Also, PEACHes is a walkability group in Inman. These groups should continue their efforts and focus on issues within their towns. Also, BPAC should encourage all municipalities to have biking/walking advocacy groups to promote local bicycling and walking. These groups could have a reporting member to the Spartanburg County BPAC.

EDUCATION OF OFFICERS FOR ENFORCEMENT

Training courses are needed for police officers throughout Spartanburg County. In many cases, officers and citizens do not fully understand state and local laws for motorists, bicyclists, and pedestrians. Officers should be trained so that proper enforcement can occur. This type of training can lead to additional education and enforcement programs that promote safety.

The State of South Carolina pedestrian laws can be found here: www.scdps.org/oea/attachments/Ped%20Laws.doc

The State of South Carolina bicycle laws can be found here: www.pccsc.net/bikelaws.php

PILOT PROGRAMMING EFFORT

Through cooperation with SPATS, SCDOT, Spartanburg County, the appropriate municipality, the BPAC, and PAL, strong education, encouragement, and enforcement campaigns should occur to coincide with a bicycle and/or pedestrian improvement. When an improvement has been made, the roadway environment has changed and proper interaction between motorists, bicyclists, and pedestrians is critical for the safety of all users. A programming campaign through local television, on-site enforcement, education/encouragement events, and other methods will bring attention to the new bicycle/pedestrian facility, and educate, encourage, and enforce proper use and behavior. An example opportunity would be the roadway improvement project to SC 9 in Boiling Springs.

EDUCATION PROGRAMS AND RESOURCES

PUBLIC EDUCATION AND EDUCATIONAL DEVICES

Spartanburg County should build on its existing programs by continuing to develop a variety of safety materials and distribute them widely throughout the community. Educational materials focus on safe behaviors, rules, and responsibilities. Information may include important bicycle and pedestrian laws, bulleted keys for safe bicycle and pedestrian travel, helmet requirements, safe motor vehicle operation around bicyclists and pedestrians, and general facility rules and regulations. This safety information is often available for download from national pedestrian advocacy organizations, such as the Pedestrian and Bicycle Information Center website, www.pedbikeinfo.org.

Partners for Active Living (PAL) has already worked on a number of educational programs. PAL developed an education campaign for pedestrian safety using tools such as fliers, posters, billboards, postcards, website, and local access channel. PAL has also hosted a speaker series with nationwide experts.



Above: Education examples:
Partners for Active Living.

Brown-bag events and clinics are also excellent means to provide education, especially for adults. Local events, such as Spring Fling, should be utilized to distribute information using a booth to display related print media. A representative from the newly formed BPAC could volunteer at the booth to answer questions related to bicycling and walking in Spartanburg County.

MOTORIST EDUCATION

Equally important as bicyclist education is motorist education. Many motorists do not recognize the simple fact that a bicycle is considered a vehicle by South Carolina state law. Several examples of safety materials have already been developed. An example of a motorist guide is the Triangle Motorist Guide to Bicycle Safety Brochure which is available for download on the CAMPO website: http://www.camponc.us/BPSG/BPSG_Home.htm.

The North Carolina Driver's Handbook has an entire section devoted to bicycles, bicyclists' rights and responsibilities, and how motorists should behave. Programs to promote bicycle and pedestrian safety should be included in high school driver education classes. Resource: http://www.ncdot.org/transit/bicycle/safety/programs_initiatives/share.html

The StreetSmart public awareness campaign in the Washington, DC region is another example of a Public Service Agency educating residents about pedestrian and bicycle safety. <http://www.mwcog.org/streetsmart/about.asp>

INTERNAL TRAINING

'Internal' education refers to the training of all people who are involved in the actual implementation of the Bicycle and Pedestrian Master Plan. PAL has played an active role through trainings, workshops, and guest speakers and should continue to develop these programs, with support from SPATS, Spartanburg County, and the municipalities of Spartanburg County.

Internal training is essential to institutionalizing bicycle and pedestrian issues into the everyday operations of public works, planning, and parks and recreation departments. In addition to relevant municipality staff, SCDOT staff, and Spartanburg County staff should also be included in training sessions whenever possible. This training should cover all aspects of the transportation and development process, including planning, design, development review, construction, and maintenance. This type of 'inreach' can be in the form of brown bag lunches, professional certification programs, and special sessions or conferences. Even simple meetings to go over the



Above: Education example: Adult BikeEd.

Bicycle and Pedestrian Master Plan and communicate its strategies and objectives can prove useful for staff and newly elected officials that may not have otherwise learned about the plan. Bicycle and pedestrian planning and design issues are complex, and state-of-the-art research and guidelines continue to evolve. Therefore, training sessions need to be updated and repeated on a regular basis.

Local law enforcement should be trained in accurate reporting of bicycle and pedestrian crashes involving automobiles. In many communities, police do not always adequately understand the rights of bicyclists. Proper interpretation of individual circumstances and events is critical for proper enforcement and respect between motorists and bicyclists. Special training sessions should be instituted and occur annually for new employees within the local police forces that focus on laws relating to bicycle travel. Every effort should be made for representation from the different police forces on the BPAC.



Above: Education example:
LCI Training

LCI TRAINING / BIKE ED

The League of American Bicyclists (LAB) has a national bicycle education program (Bike ED) that includes training to become certified League Cycling Instructors (LCI's). LCI's are trained to teach local bicycle skills training course. Already, there are 4 LCI's in Spartanburg County. Ideally, all BPAC members and key SPATS, SCDOT, and County staff would take LCI courses, or even become LCI instructors themselves. This effort should continue with expansion to other state, federal and municipal agencies.

BICYCLE AMBASSADOR PROGRAM

The newly formed BPAC should begin this program as an early initiative. The Bicycle Ambassadors Program would be the bicycle outreach and education component of the BPAC, promoting bicycle safety and awareness. Programs around the country promote safety for all road users, bicyclists, motorists, and pedestrians. Members of the BPAC may volunteer to be ambassadors as well as recruiting community members to be ambassadors. Ambassadors host and attend programs, demonstrations, and activities at events, summer camps, and schools. One very successful model program is Mayor Daley's Bicycling Ambassadors in Chicago (<http://www.bicyclingambassadors.org/>) where the group includes adult and junior ambassadors, hosts a number of educational events, and gives presentations that promote bicycling. Local bicycle shops and groups in Spartanburg County should be involved.

BICYCLE HELMETS PROGRAM

Spartanburg County, the City of Spartanburg, and the BPAC should form a charity program aimed to ensure young cyclists are educated and equipped to take part in bicycling. The main objective would be to increase helmet wearing among children. Strategies should start by expanding this component of the existing Bicycle Rodeo Program.

SCHOOL CROSSING GUARD TRAINING PROGRAM

As traffic continues to increase on streets and highways, concern has grown over the safety of our children as they walk and bike to and from school. At the same time, health agencies, alarmed at the increase in obesity and inactivity among children, are encouraging parents and communities to get their children walking and biking to school. Numerous school crossing guards are present throughout the County and City of Spartanburg. It is important to ensure that crossing guards are trained and provided at every school in which there are pedestrians.

ENVIRONMENTAL, CULTURAL AND HISTORIC EDUCATION/INTERPRETATION

Educational programs and interpretative signage could be developed along greenways. Greenways provide opportunities for learning outside the classroom. Specific programs that focus on water quality and animal habitat are popular examples. Simple educational signage would offer interactive learning opportunities for people who use the trails. Brochures can be used to supplement signage with more detailed information and a map of the interpretive system.

BICYCLE MAP EDUCATION

The City and County of Spartanburg should develop an updated bicycle and pedestrian map that includes new bicycle facilities and new greenways. This map is an opportunity for the County and City of Spartanburg to present education and safety materials including basic safety information, commuting information, trail etiquette, transit information, and a list of local resources on the back side of the map. This map should be developed as a foldable hardcopy map or on a website.

TEACHING

PAL, SPATS, and the City of Spartanburg have led a number of teaching efforts for people of all ages. This has included bicycle commuter and parent courses, walkability workshops in multiple communities, bike education curriculum road courses, and bicycle rodeos. These types of teaching exercises should be continued. Bicycling rodeos, training sessions,

summer camps, and other educational activities should be continued and promoted (and in the case of bicycle rodeos, continued) so that safety skills can be taught on an ongoing basis. The BPAC should ensure all of these efforts are extended throughout Spartanburg County.

EDUCATION RESOURCES

Partners for Active Living (PAL) in Spartanburg have created a number of educational campaigns, tools, and information. www.active-living.org/

The mission of the Mary Black Foundation is to improve the health and wellness of the people and communities of Spartanburg County. The Foundation selected “active living” as one of two funding priority areas. In addition to providing grants to promote active living in the County, the Foundation offers a variety of resources including research papers and data source books.

www.maryblackfoundation.org

The mission of the Palmetto Cycling Coalition (PCC) is to educate South Carolinians on the value and importance of cycling, and improving safety for South Carolina cyclists.

www.pccsc.net/

This section of the Pedestrian and Bicycle Information Center website provides important messages for a range of different audiences that can be part of an educational campaign or program. It also offers links for finding more information related to bicycling education:

www.bicyclinginfo.org/education/

The League of American Bicyclists has been working for better cycling in America since 1880. They do this by promoting bicycling, educating cyclists and motorists, and advocating on behalf of cyclists on Capitol Hill and with state legislators across the United States. This web page has information on some of their programs:

www.bikeleague.org/programs/index.php

The mission of the National Center for Bicycling and Walking (NCBW) is to help create bicycle-friendly and walkable communities across North America by encouraging and supporting the efforts of individuals, organizations, and agencies. This section of the website provides information on the workshops they offer for the general public as well as for training professionals: www.bikewalk.org/workshops.php

SCDOT's website provides information on their Pedestrian and Bicycle Program. Included is an overview of the program, recent project success stories, South Carolina's bicycle and pedestrian milestones, supporting links, information on potential funding sources, and a comment form.

www.scdot.org/getting/BikePed/BP_default.shtml

Safe Communities is a project of the National Highway Traffic Safety Administration (NHTSA). Nine agencies within the U.S. Department of Transportation are working together to promote and implement a safer national transportation system by combining the best injury prevention practices into the Safe Communities approach to serve as a model throughout the nation. **www.nhtsa.dot.gov/safecommunities**

Safe Kids Worldwide is a global network of organizations whose mission is to prevent accidental childhood injury, a leading killer of children 14 and under. More than 450 coalitions in 15 countries bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Visit their website to receive information about programs, involving media events, device distribution and hands-on educational activities for kids and their families. **www.usa.safekids.org/**

Rules of the Road for Grandchildren: Safety Tips is an information website for grandparenting. If you are a grandparent, you can play an important role in teaching your grandchildren the "rules of the road." AARP.

www.aarp.org/confacts/grandparents/rulesroad.html

Eat Smart, Move More is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray.

www.eatsmartmovemorenc.com/

American Trails supports local, regional, and long-distance greenways and trails, whether in backcountry, rural, or urban areas. This page of the website contains studies and reports that can be referenced in educational materials related to trails and greenways: **www.americantrails.org/resources/**

Worldcarfree.net is a clearinghouse of information from around the world on how to revitalize towns and cities and create a sustainable future. In addition to serving the carfree movement, Worldcarfree.net offers resources for architects, planners, teachers/professors, students, decision-makers and engaged citizens: **www.worldcarfree.net/**

ENCOURAGEMENT PROGRAMS AND RESOURCES

BICYCLE LENDING PROGRAM

The Hub Cycle lending program in Spartanburg is a program of PAL designed to increase availability and access to bicycles. PAL accepts new or used bicycles which are repaired by an expert mechanic. These bikes may then be borrowed. This program has also served to teach bike safety, maintenance, and on-road skills and has encouraged more people to bicycle for exercise, transportation, and leisure. This program should be continued and expanded with support from local governments. The program should also expand outward, providing these services to other municipalities in the county in addition to the City of Spartanburg.



EMPLOYER PROGRAMS

To encourage bicycling and walking to work, employers can provide programs and incentives. When bicycling and walking is encouraged, the employer benefits from improved employee health and morale along with an enhanced community perception when protecting the environment and being active in the community. Promotions could include a Bike to Work Day or a morning Pit-Stop where employees can receive free refreshments. Employers can provide educational workshops, bicycle parking options, and employee incentives. Incentives may include prize drawings, t-shirts, and free tune-ups at a local bicycle shop.



Above: Encouragement example:
HUB Cycle program

The Smart Commute Challenge is a great example in the Raleigh-Durham area of North Carolina. Actively supported and encouraged in the Triangle area by Triangle Transit and CAMPO, it is an excellent means of having residents pledge to commute to work by bicycle. Prizes are available and educational information on commuting to work are available at <http://www.smartcommutechallenge.org/>.

SHOWERS AT WORK

Some employees will not consider biking or walking to work without the assurance that they can shower when they arrive. Showers also allow employees to exercise at lunch. In buildings with 50-100 employees, one shower should be sufficient. In buildings with 100- 250 employees, one shower for each sex should be provided. Buildings housing over 250 employees should provide at least four showers with two of them being accessible to the disabled.

CLOTHES LOCKERS

Ideally, there should be one lockable gym locker for every long-term bicycle parking space provided where the regular bicycle commuter can store work clothes. In addition to providing a locker to each regular bicycle commuter, other lockers should be available to encourage potential new bike commuters. These facilities will also encourage lunch-time fitness activities which benefit both the employee and the employer.

SCHOOL PROGRAMS

Many programs exist to aid communities in developing safer pedestrian and bicycle facilities around schools. Programs can be adopted by parents or the schools to provide initiatives for biking and walking. Information is available to encourage group travel, prevent bicycle-related injuries, and sponsor commuter-related events. After-school programs, summer Bike Camps, bicycle rodeos, and Family Fun Rides can be created to provide a supportive environment for children to learn how to ride a bike comfortably and safely with friends, learn how to repair and maintain a bicycle, and tour their city and its destinations.

SAFE ROUTES TO SCHOOL

Municipalities within Spartanburg County should seek programming and facility funding from the Safe Routes to School program, administered by SCDOT. Through support from PAL, a number of schools have already received infrastructure and program funding. Funding is also available for school workshops and action plans.

AWARENESS DAYS/EVENTS

A specific day of the year can be devoted to a theme to raise awareness and celebrate issues relating to that theme. A greenway and its amenities can serve as a venue for events that will put the greenway on display for the community. Major holidays, such as July 4th, and popular local events serve as excellent opportunities to distribute bicycling information. The following are examples of other national events that Spartanburg County and its municipalities can use to improve usage of bicycle facilities:

BIKE-TO-WORK DAY (THIRD FRIDAY IN MAY)

Bike-to-Work Day is an annual event held on the third Friday of May across the United States that promotes the bicycle as an option for commuting to work. Leading up to Bike-to-Work Day, national, regional, and local bicycle advocacy groups



Above: Encouragement example: Walk to School Day



Above: Encouragement example: Bike to Work Day

encourage people to try bicycle commuting as a healthy and safe alternative to driving by providing route information and tips for new bicycle commuters. On Bike-to-Work Day, these groups often organize bicycle-related events, and in some areas, pit stops along bicycle routes with snacks.

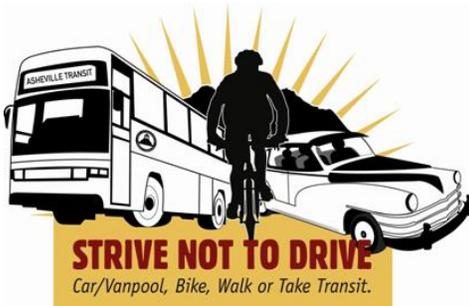
Through support from PAL, Bike-to-Work Day and Month have had successful events and celebrations. The City of Spartanburg, with support from PAL, hosts the annual Spartanburg Regional Classic, a major bicycle race. In 2009, Spartanburg celebrated the annual Bike-to-Work Day with a bicycle ride for elected officials. Other ideas for Bike-to-Work month, week, and day include a bicyclists breakfast, commuter contests, and worksite events.

CAR-FREE DAY (SEPTEMBER 22)

Car Free Day is an international day to celebrate getting around without cars. This fall event coincides with the beginning of the school year and is the perfect way to kick-off programs that promote bicycling and raise awareness for environmental issues. Car-Free events can last for an entire week or month, featuring alternative transportation promotional activities, fitness expos, transit-use incentives, walking and jogging group activities, running and bicycling races and rides, etc.

“STRIVE NOT TO DRIVE DAY”

This event example, from the Town of Black Mountain, North Carolina, is an annual event to celebrate and promote the Town’s pedestrian achievements for the year throughout their region. Awards for pedestrian commuters, as well as booths, contests, and other events are organized through their local MPO Bicycle and Pedestrian Task Force and the Land-of-Sky Regional Council. A similar event could be held in Spartanburg County to focus on walking or bicycling issues, as the Bicycle and Pedestrian Master Plan is implemented.



NATIONAL TRAILS DAY

This event is held every year in June. Other events, competitions, races, and tours can be held simultaneously to promote trail use within Spartanburg County. For example, in Greensboro, North Carolina, the Parks and Recreation-Trails Division sponsors events for National Trails Day, and it has become a huge event for the entire city. The Palmetto Trail would be a perfect location for hosting an event.

EARTH DAY

Earth Day is April 22nd every year and offers an opportunity to focus on helping the environment. Efforts can be made to

encourage people to help the environment by bicycling to destinations and staying out of their automobiles. This provides an excellent opportunity to educate people of all ages in Spartanburg County.

USE FACILITIES TO PROMOTE OTHER CAUSES

Bicycle and pedestrian facilities could be used for events that promote other causes, such as health awareness. Not only does the event raise money/publicity for a specific cause, but it encourages and promotes healthy living and an active lifestyle, while raising awareness for bicycling and walking activities. Non-profit organizations such as the American Cancer Society, American Heart Association, and the Red Cross sponsor events such as the Tour de Cure, a series of cycling events held in more than 80 cities nationwide to benefit the American Diabetes Association.

Non-profit organizations sponsor existing events that could easily be hosted, including:

- American Diabetes Association's Tour de Cure, a series of cycling events held in more than 80 cities nationwide.
- American Cancer Society's Relay for Life, a national and international all-night team walk to celebrate cancer survivors and raise money for cancer research.
- Leukemia and Lymphoma Society's Light the Night Walk, a walk held to raise awareness of blood related cancers and money for research to find a cure for such diseases. Participants carry different colored lighted balloons to designate if they are a walking as a survivor, supporter, or in memory of a loved one.

BICYCLE AND PEDESTRIAN ACTIVITIES/PROMOTION WITHIN LOCAL ORGANIZATIONS

Spartanburg County has numerous organizations that could be utilized to promote bicycling and walking activities (e.g. the local bicycle stores, local cycling groups, local schools/PTAs, neighborhood groups, homeowners associations, etc). Education, enforcement, and encouragement programs can be advertised and discussed in local organization newsletters, seminars, and meetings. Such organizations could even organize and cross-promote their own group rides, trail clean-ups, and other activities listed in this section.

CYCLING CLUBS/BICYCLE-COMMUTING GROUPS

Neighborhoods, local groups, or businesses could promote cycling clubs for local residents or employees to meet at a



Above: Encouragement example: Spartanburg Junior Cyclists

designated area and exercise on certain days before or after work (or even to work), during lunch breaks, or anytime that works for the group. This informal group could be advertised on local bulletin or information boards. These clubs could be specialized to attract different interest groups.

Clubs and bicycle shops provide opportunities for group rides. These rides should be promoted by the City and County of Spartanburg and the BPAC, reaching out to bicyclists of all abilities.

ART IN THE LANDSCAPE

The inclusion of art along greenway corridors and trails would capitalize and expand upon Spartanburg's existing culture of public art, while encouraging the use of facilities and provide a place for artwork and healthy expression to occur. Artwork could be displayed in a variety of ways and through an assortment of materials. Living artwork could be "painted" through the design and planting of various plant materials. Sculpture gardens could be arranged as an outdoor museum. Art through movement and expression could be displayed during certain hours during the day or during seasonal events. Artwork can be provided by local schools, special interest clubs and organizations, or donated in honor or memory of someone.

SPARTANBURG COUNTY AND PUBLIC BICYCLE/WALKING MAP

Currently, there is no official bicycle map for the City or County of Spartanburg. A hardcopy and online map should be developed and subsequently distributed widely throughout the community, through municipal governments, schools, advocacy groups, and other organizations throughout the county. Maps should be made available at parks and recreation centers, libraries, municipal buildings, the transit center, on transit buses, and at tourism information centers. The map should be updated every 3 to 5 years to reflect the bicycle and greenway improvements that will be implemented through this Plan. The map should be made available in hardcopy format and online and contain educational and safety information as well.

SPECIAL UNIVERSITY-BASED PROGRAMS

The City and County of Spartanburg should work with local colleges and universities, such as Wofford College and USC-Upstate, to develop a comprehensive network of campus bicycle and walking routes that are connected with bicycle and pedestrian facilities in the surrounding areas. Integration with colleges and universities will allow greenway and bike facilities to cater to one of the network's largest user groups.

ADOPT-A-TRAIL

Local clubs and organizations provide great volunteer services for maintaining and patrolling trails. This idea could be extended to follow tour routes or specified streets/sidewalks. A sign to recognize the club or organization could be posted as an incentive to sustain high quality volunteer service. The Boy Scouts of America serve as a good model for participation in this type of program.

REVENUE GENERATING PROGRAMS

The City and County of Spartanburg should be proactive in increasing revenue from programs and events that can help fund the building, management, and maintenance of future facilities. Fees could be increased in events annually or bi-annually to increase revenue. Specific program and event ideas that are being used to generate revenue across the country include:

- Races/triathlons (fees and/or donations)
- Concessions
- Educational/Nature/Historic tours (fees and/or donations)
- Fund-raisers including dinners/galas
- Moonlight bike rides and walks (fees and/or donations)
- Greenway parade (fees and/or donations)
- Concerts (fees and/or donations)
- Art events along greenway (fees and/or donations)
- Events coincident with other local events such as fairs, festivals, historic/folk events, etc.
- Media events and ribbon-cuttings for new trails and bicycle facilities (donations)

ENCOURAGEMENT RESOURCES

Safe Routes to School is a national program with \$612 million dedicated from Congress from 2005 to 2009. Local Safe Routes to School programs are sustained by parents, community leaders, and citizens to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school. This funding can also be used towards the development of school related programs to improve safety and walkability initiatives. The state requires the completion of a competitive application to apply for funding and a workshop at the school to determine what improvements are needed. www.scdot.org/community/saferoutes.shtml

Bikelowa provides a good resource, the "Employer's Bike to Work Guide," providing ideas for encouraging bicycle commuting: www.bikeiowa.com/asp/bike/EmployerGuide.asp



Revenue program examples:
Above: Turkey Day
Below: Spartanburg Regional Classic



This web page from the League of American Bicyclists has information on encouraging bicycle commuting:

www.bikeleague.org/resources/better/commuters.php

The role of the Active Living Resource Center (ALRC) web site is to provide resources and tools to help make walking and bicycling part of your community's healthy lifestyle. This page of the website has encouraging success stories from other communities: **www.activelivingresources.org/stories_directory.php**

Bikes Belong is sponsored by the U.S. bicycle industry with the goal of putting more people on bicycles more often. From helping create safe places to ride to promoting bicycling, they carefully select projects and partnerships that have the capacity to make a difference. Their work concentrates on four main areas: federal policy and funding, national partnerships, community grants, and promoting bicycling. In addition, they operate the Bikes Belong Foundation to focus on kids and bicycle safety. **www.bikesbelong.org/**

ENFORCEMENT PROGRAMS AND RESOURCES

MOTORIST ENFORCEMENT

Based on crash data analysis and observed patterns of behavior, law enforcement can use targeted enforcement to focus on key issues such as motorists speeding, passing too closely to cyclists, parking in bicycle lanes, etc. These issues should be targeted and enforced consistently. The goal is for bicyclists and motorists to recognize and respect each other's rights on the roadway.

BICYCLIST AND PEDESTRIAN ENFORCEMENT

Observations made by local trail and bicycle facility users can be utilized to identify any conflicts or issues that require attention (see online public comment form results). To maintain proper use of trail facilities, volunteers could be used to patrol the trails, particularly on the most popular trails and on days of heavy use. The volunteer patrol can report any suspicious or unlawful activity, as well as answer any questions a trail user may have. When users of the bicycle or pedestrian network witness unlawful activities, they should have a simple way of reporting the issue to police. A hot line should be created, which would compliment trail patrol programs. People could call in and talk to a live operator or to leave a voice mail message about the activity they witnessed. Accidents could also be reported to this hot line. Accident locations could then be mapped to prioritize and support necessary facility improvements.

Additionally, unsafe cycling and walking (e.g. riding on the wrong side of the street, without lights at night, or crossing roadways not in a marked crosswalk) should be addressed by local law enforcement through warnings, with an understanding that there may be a learning curve for new or inexperienced cyclists and pedestrians. Again, the goal is for bicyclists, pedestrians, and motorists to recognize and respect each other's rights on the roadway.

POLICE ON BIKES

The City of Spartanburg already has police bike patrols in the Downtown area. Increased use of police on bikes is a significant benefit for community policing and quality of life. This idea should be coordinated with and extended to include enforcement within the college campuses. Police on bicycles should be models for other cyclists by wearing helmets and riding accordingly.

LOCAL POLICE INPUT

An appointed member of the police forces should serve on the BPAC if possible to understand issues in the area and contribute to the process. Police understand firsthand the common bicycle and pedestrian problems, issues, and areas of concern.

MANDATORY HELMET LAW

The municipalities of Spartanburg County should consider enacting a new mandatory helmet law for their residents. The State of South Carolina is one of the few states without a helmet law (most states require children under the age of 16 to wear a helmet). Municipalities should consider options such as mandatory helmet laws for all ages or possibly increasing to ages above 16. The National Highway Traffic Safety Administration (NHTSA) supports the enactment of bicycle helmet usage laws by states and municipalities. This is due to statistics that prove bicycle helmets provide protection (Example: Helmets are 85 to 88% effective in mitigating head and brain injuries). A number of communities throughout the country have made helmet usage mandatory for all ages especially in the states of Missouri and Washington. For more information, visit <http://helmets.org/mandator.htm> and www.bikeleague.org/media/facts/pdf/BicycleHelmetUseLaws.pdf

As an enforcement/education measure, a partnership between the City and County of Spartanburg and all county municipalities, local shops and groups, and the BPAC could distribute prizes to children seen wearing a helmet. Enforce-

ment should not be heavy-handed but rather an opportunity to educate and encourage helmet usage.

ENFORCEMENT RESOURCES

The National Highway Traffic Safety Administration (NHTSA) awarded a grant to MassBike to develop a national program to educate police departments about laws relating to bicyclists. The program is intended to be taught by law enforcement officers to law enforcement officers as a stand-alone resource. The link contains downloads for presentations, videos, and other resources that are useful for police officers and everyday cyclists alike: www.massbike.org/police/

This webpage of the Pedestrian and Bicycle Information Center has a wealth of resources regarding enforcement issues, ranging from training for local law enforcement to procedures for handling violators, to enforcement example case studies: www.bicyclinginfo.org/enforcement/

The State of South Carolina pedestrian laws can be found here: www.scdps.org/oea/attachments/Ped%20Laws.doc

The State of South Carolina bicycle laws can be found here: <http://www.pccsc.net/bikelaws.php>

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