

More than Infrastructure



THE CITY OF
COLUMBUS
MICHAEL B. COLEMAN, MAYOR

DEPARTMENT OF
PUBLIC SERVICE



Share the Road Phase I

2013-2014



**Share
the Road**

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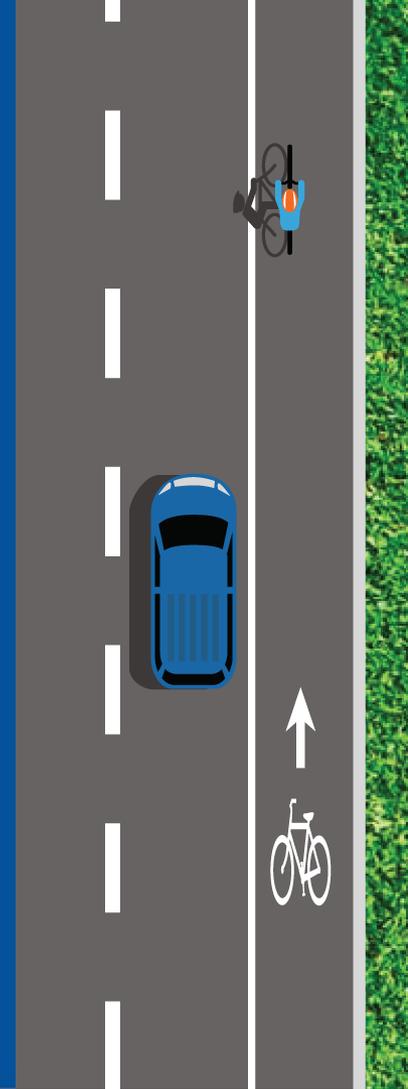
DEPARTMENT OF
PUBLIC SERVICE



OHIO DEPARTMENT OF
TRANSPORTATION

Share the Road Campaign

- Background
- Goals
- Campaign Development
- Elements and Graphics



- The program was a continuation of the 2009 High Street pilot
- The pilot included engineering (signs and sharrows); engaged stakeholders (advisory committee, meetings with COTA, CPD, OSU); and limited, targeted education (PSAs, Bike to Work Week event, media relations)
- The focus moved to city-wide education and engagement starting in 2011
- Engineering continues



Overall:

- Keep bicyclists and motorists safe while using our roadways

Campaign goals:

- Improve bicyclists' and motorists' knowledge of and compliance with traffic laws
- Encourage mutual respect and appreciation for all road users
- Create widespread awareness of the benefits of bicycling and sharing the road



- Surveyed cycling organizations to inventory their programs, seek their input on education priorities
- Benchmarked best education practices in other cities
- Reviewed other bicycling-related input (from neighborhood meetings)
- Met with COTA, Columbus Division of Police
- Convened the Share the Road Organizing Committee



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Campaign Development



- 60% said a public education campaign would improve efforts to encourage safer bicycling
- Top priorities for Share the Road should be to educate both bicyclists and motorists
- Most of the public doesn't recognize a sharrow and may not understand what it means

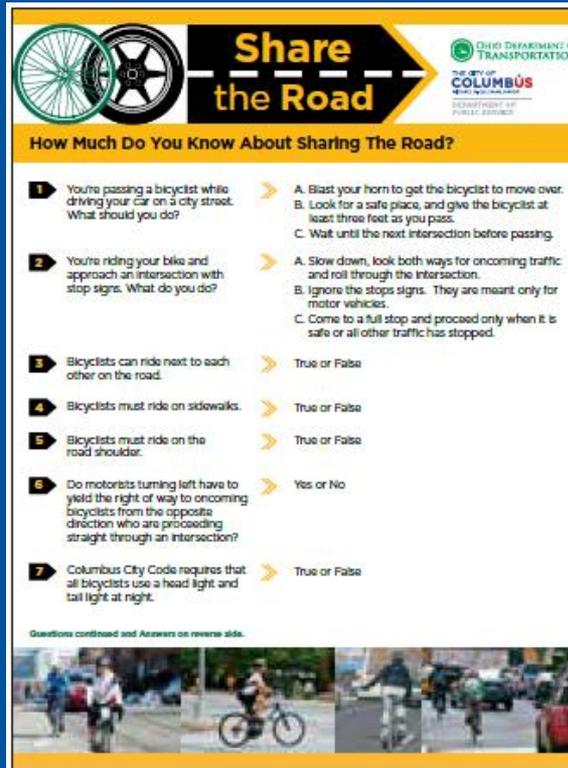


- Target both motorists and bicyclists
- Keep it positive
- Be descriptive
- Use multiple communication channels
- Meet goals of our major sponsor: ODOT
 - Provide a template package that others may use
 - Write a summary report with lessons learned and useful tips





Education Kit Folder



Quiz



Flier

1,000 each were developed and made available for distribution individually, at events and in education kits



Share the Road

Sharing the Road in Columbus

A GUIDE TO

Bicycle Markings for
Motorists & Bicyclists

GETTING STARTED

Where can you ride your bicycle?

In Columbus you can ride your bicycle on the street, in a bike lane or lane painted with a "sharrow," on a bike trail or shared-use path or along a bike route. Although the names sound similar, bicyclists use them differently.

BIKE LANES

A bicycle lane is a part of the road designated for bicyclists to use. This is done with pavement markings—usually solid white lines, with a white bicycle symbol. Often signs along the roadway alert motorists and bicyclists to these lanes. Some bike lanes may have green pavement to make it easier for cars and bicyclists to see them.

A bike lane generally has one-way traffic, traveling in the same direction as the adjacent vehicles. As a bike lane approaches an intersection or bus stop, the white lines become dotted to indicate that turning motorists should merge into the bike lane. Drivers should watch for bicyclists when they see a bike lane road marking and, when turning, yield to bikes in the bike lane before completing the turn.

BIKE ROUTES

Another way you can ride your bicycle around the City is on a bike route. A bike route is a road or a group of road segments designated with "bike route" signs. The signs guide bicyclists to a specific destination and may include directional and distance information. Motorists will know a road is a part of a bike route because of the green bike route signs. So keep an eye out for bicycles and always share the road.

ALONG THE WAY

THROUGHOUT THE CITY OF COLUMBUS
THERE ARE MANY SIGNS TO DIRECT
BICYCLISTS ALONG PATHS AND ROADS.

BIKE TRAILS & SHARED-USE PATHS

A bicycle trail, also called a shared-use path because both bicyclists and pedestrians use it, is a bikeway separated from vehicle traffic by an open space or a barrier. There are two main types—a side path, close to the roadway—like on Dublin Road near West Fifth Avenue or a path in a park like setting or through woods—like the Olentangy Greenway Trail. Pedestrians, inline-skaters, wheelchair users, joggers and others on non-motorized vehicles also may use them. Most shared-use paths allow two-way travel.

Mayor Michael B. Coleman
created **Share the Road** to
make sharing Columbus'
roads safer for everyone—
motorists and bicyclists alike.

Share the Road is Part of the
City's Bikeways Plan. It:

- Provides a long-term vision for the development of a citywide bicycle network consisting of off-street trails and on-street bike facilities complemented by education and encouragement programs
- Promotes active, safe and healthy transportation choices
- Makes Columbus a more attractive and bikeable city for residents and visitors

Under Ohio law* and Columbus City Code, adult bicyclists belong on the road, not on the sidewalk. So, motorists and bicyclists must share the road safely. Bicyclists, like motorists, must obey all relevant traffic laws. **Share the Road** will help Columbus residents understand these laws and encourage everyone to respect each other's right to use the road.

To make bicycling safer and more attractive to everyone, the City is investing in bike facilities. See enclosed for more information about the bike treatments you will see around the City.

* ORC 4511.07 (A)(2)

BIKE LANE

Brochure

1,000 printed/distributed





Share the Road

OHIO DEPARTMENT OF TRANSPORTATION
THE CITY OF COLUMBUS
DEPARTMENT OF PUBLIC SERVICE

Share the Road — Safely
Under Ohio law and Columbus City Code, bicycles belong on the roadway. So, motorists and bicyclists must share the road safely. Bicyclists, like motorists, must obey all relevant traffic laws.

Tips for Bicyclists

- Obey all traffic laws, including stopping for red lights and stop signs.
- Ride with traffic, and pass with care, allowing at least three feet between you and motorists.
- Try to make eye contact with motorists in your path.
- Keep your eyes and mind on the road.
- Wear a properly fitting helmet, even on the shortest of rides.
- Ride in the street. Under Columbus City Code, only young children are permitted to ride on sidewalks.
- Keep your bike in working order, especially your brakes and chain.
- Ride predictably. Use proper hand signals for turning and stopping.
- Ride respectfully, single file or no more than two abreast.
- Ride outside the "door zone" of parked cars, even if there is a bike lane or traffic trying to pass you.
- Ride far enough from the curb to avoid potholes, debris and storm grates.
- Be visible. Wear bright clothing.
- Use a bicycle headlight and taillight at night, required under Columbus City Code, as well as in rainy or other inclement weather.



Tips for Motorists

- By law, bicyclists belong on the road and have the right to a full lane, just like motorists.
- Pay attention. Expect bikes and motorcycles on the road, and pedestrians in crosswalks.
- Pass with care. Allow at least three feet between you and bicyclists.
- Wait until it's safe to pass bicyclists.
- Try to make eye contact with bicyclists in your path.
- When making left turns, yield to oncoming bikes.
- Before making right turns, check for approaching bicycles on your right.
- Use your mirrors! Look for approaching bicyclists before opening your car doors.
- Watch for and yield to bicyclists when pulling out of a driveway.



Remember, call the City of Columbus Police Dispatch at 614-645-4645 if you see an immediate issue, violation or accident. You can call 24/7/365.

We want to hear from you! Please send comments and suggestions to: 311@colombus.gov, call 614-645-3111 or 311. Learn more at ShareTheRoad.colombus.gov.

Utility Bill Inserts

Distributed to 314,000 Columbus households



Share the Road

Under Ohio law and Columbus City Code, bicycles belong on the roadway. So, motorists and bicyclists must share the road safely. Bicyclists, like motorists, must obey all relevant traffic laws.

Tip Card

Contact Information:
City of Columbus, Division of Mobility Options
709 N Front St., Columbus, OH 43215
phone: 614-311 or 311
email: 311@colombus.gov
web: sharetheroad.colombus.gov

Tips for Bicyclists

- Obey all traffic laws, including stopping for red lights and stop signs.
- Ride with traffic.
- Try to make eye contact with motorists in your path.
- Keep your eyes and mind on the road.
- Wear a properly fitting helmet, even on the shortest of rides.
- Ride in the street. Under City of Columbus Code, only young children are permitted to ride on sidewalks.
- Keep your bike in working order, especially your brakes and chain.
- Ride predictably. Use proper hand signals for turning and stopping.
- Ride respectfully, single file or no more than two abreast.
- Ride outside the "door zone." When passing past parked cars, look at the driver-side mirrors. If you see someone, assume the door is about to open, and slow down.
- Be visible, wear bright clothing.
- Use a bicycle headlight and taillight at night, required under Columbus City Code, as well as in rainy or other inclement weather.

Tips for Motorists

- By law, bicyclists belong on the road and have the right to a full lane, just like motorists.
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Tip Cards

100,000 printed/distributed by partners and at 23+ community events

Street Banners

10 ExperienceColumbus banners on Gay and High streets



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Informational Materials



Website and Social Media Posts

Department of Public Service's Facebook page and Twitter feeds from July-September reached 1,147 on Facebook and 1,525 on Twitter

E-newsletter - Four emailed to about 500 people each time; social media posts

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Web Presence



Outdoor, TV, Radio and JumboTron Advertising

47-foot by 59-foot billboard at 82 North High Street with exposure to 60,000 viewers a day for eight weeks. A \$10,000 value (free) airing of the TV spot on the Broad and High jumbotron the day of Red, White & Boom! had exposure to about 750,000 people. 20 paid and 115 free radio ads during a three-week flight on four stations were heard by about 244,008 listeners at least four times.

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Billboards and Banners



Two Educational Videos
One to educate bicyclists
one for motorists. Posted
online.



TV Spots- 645 paid TV ads on 26 Time Warner Cable networks and 513 free ads on 19 additional networks during a 9 week flight, seen by an audience of 875,736 viewers at least six times



“How We Roll”

Neighborhood Training

Three free neighborhood-based bicycle training events were held and attended by approximately 30 residents.



Launch event



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Training and Media

Thank you

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Division of Infrastructure Management

Department of Public Service

City of Columbus

columbus.gov/sharetheroad/