

Improving Walking and Biking in Our Community: The “Five ‘E’s”*

Education: Giving people of all ages and abilities the skills and confidence to walk and ride.

Walking and bicycling often are among the earliest skills people are taught. Still, it's important to make sure people are bicycling and walking in a safe manner. Education topics may be developed for:

- Child pedestrians
- College-aged pedestrians
- Adult pedestrians
- Older pedestrians
- Drivers / commuter
- Employers
- Engineers
- Planners
- Transportation decision makers



Encouragement: Creating a strong pedestrian and bike culture that welcomes and celebrates bicycling.

Studies have shown that walkable and bikeable places foster healthier, more livable communities.

There are several ways to promote bicycling and walking in your community including:

- Celebration of National Bike Month and Bike to Work Day
- Producing community walking and bike maps
- Wayfinding signage
- Walk to school programs
- Bicycle-themed celebrations
- Rides and commuter challenges



Enforcement: Ensuring safety for all.

Traffic laws that regulate pedestrians, bicyclists, motorists, and other roadway users are important for ensuring a safe and healthy environment.

Enforcement programs can be used to:

- Educate roadway (automobile, bicycle, and pedestrian) users about the traffic laws
- Serve as periodic reminders to obey traffic rules
- Encourage safer behaviors
- Monitor and protect public spaces
- Help reinforce and support educational programs



Engineering: Creating safe and convenient places to walk and bike, ride and park.

The most visible, and perhaps most tangible, evidence of a great place for walking and bicycling is the presence of infrastructure that welcomes and supports it, which may include:

- Well-connected pedestrian & bicycling networks
- Quiet neighborhood streets
- Conventional and protected bike lanes
- Shared use trails
- Secure, convenient and readily available bike parking
- Policies to ensure connectivity and maintenance of these facilities



Evaluation & Planning: Planning for walking and bicycling as a safe and viable transportation options.

A comprehensive master plan, in combination with dedicated funding and active citizen/organizational support is the foundation of a great walking and bicycling community.

A successful plan focuses on developing a seamless cycling network that emphasizes short trip distances, multi-modal trips and is complemented by encouragement, education and enforcement programs to increase usage.



* Adapted from information provided by the League of American Bicyclists and the Pedestrian and Bicycle Information Center.