Date of report
From: July 1, 2018
To: November 30, 2019

Organization name: Bicycle Colorado
Project name: Bicycle-Friendly Driver and Auto-Friendly Bicyclist

Project objective: To provide education and certification for drivers and bicyclists that will help increase safe behaviors and reduce the number of crashes resulting in serious injuries and fatalities across Colorado.

Course implementation
Auto-Friendly Bicyclist
- 211 participants through 16 classes in 12 communities.
Bicycle-Friendly Driver
- 770 participants through 63 classes in 35 communities.
Train-the-Trainer
- 36 participants through six classes in six communities.
Totals
- 1017 participants through 85 courses in 38 communities/jurisdictions.

This funding opportunity allowed us to serve all parts of the state – from the densely populated Denver Metro area to the most rural corners of the state (see map below). In addition to the 26 communities and jurisdictions we committed to serve, we were also able to reach 12 additional communities because of the extended funding period (starred):

Train the Trainer
To ensure this content would be available in communities across the state after the grant period concluded we trained people in six communities to facilitate the course on their own; Lone Tree, Sterling, Colorado Springs, Grand Junction, Steamboat Springs and Lakewood.

Bike Colorado Springs has already trained bus operators with Mountain Metropolitan Transit and we’re excited to see other communities deliver the program to interested audiences!

Participant feedback
At the end of each course, we collected course evaluations from participants that helped us make sure our program was valuable and relevant. Here is what we heard from course participants:

- 97.2% of participants who responded to the course evaluation strongly agree or agree that the course was valuable to them as a bicyclist or driver.
- 99.4% of participants who responded to the course evaluation strongly agree or agree that the instructor was knowledgeable and helpful.
- 94.9% of participants who responded to the course evaluation strongly agree or agree that they have a better understanding of laws and crash avoidance behaviors as a result of participating in the course.
• 90.4% of participants who responded to the course evaluation strongly agree or agree that they feel more confident in their own ability to safely drive a motor vehicle around bicyclists.
• 90.3% of participants who responded to the course evaluation strongly agree or agree that they feel more confident in their own ability to safely ride their bicycle on the street.
• 69.3% of participants indicated that they plan to display their window cling or sticker on their motor vehicle or in a place where others can see.

• Testimonials
  o “I think this information should be shown in driver education. As a driver, motorcyclist, and bicyclist there was a lot of new information that everyone should know.”
  o “I've been hoping there would be a class like this!”
  o “They really know their stuff! Really appreciate that Bicycle Colorado provides this training!”
  o “This course was valuable to me, even as an engineer and designer!”
  o “As an experienced bike commuter I learned a surprising amount from this presentation. I knew more coming out than I did coming in.”

Participant Demographics
Of course participants who reported gender on the survey before leaving the course:
• 50.5%: men.
• 49.5%: women.

Of course participants who reported age on the survey before leaving the course:
• 2%: 19 or younger.
• 12%: 20-29 years old.
• 15%: 30-39 years old.
• 19%: 40-49 years old.
• 23%: 50-59 years old.
• 29%: 60 years or older.

Of course participants who reported race on the survey before leaving the course:
• 89%: White.
• 6%: Hispanic or Latino.
• 3%: Asian.
• 1%: Black or African American.
• 1%: Other

Of course participants who reported income on the survey before leaving the course:
• 2%: Less than $10,000
• 3%: $10,000 to $24,999.
• 15%: $25,000 to $49,999.
• 42%: $50,000 to $99,999.
• 34%: $100,000 to $199,999.
• 4%: $200,000 or more.

Challenges and lessons learned
Working in so many communities across the state with a variety of audiences has been an incredible learning experience.

• Interest in courses offered to the general public really varied. Even with a local partner and targeted promotion we had some courses that only had a few attendees while others drew dozens of people.
• While it was difficult to get something set up within some municipalities, the courses we were able to offer to municipal staff and fleet drivers, especially when attendance was required or strongly recommended, felt like the most impactful.
• One of the most unique opportunities we had throughout the grant was with Pueblo Police Department. They invited us in to give the Bicycle-Friendly Driver presentation to their officers at their shift change meetings (6:00am, 12:00pm, 5:00pm, and 10:00pm) for three days, which allowed us to reach almost all of the officers in the department. It was interesting to hear their perspective about interactions between drivers and bicyclists and is a model that could be replicated with other law enforcement agencies in the future.

Beyond Road to Zero
Because of the relationships we have built with partners and the reputation we have built as a leader in driver and bicyclist education, we have been able to pursue opportunities to expand this program.

In December 2018, we were awarded a contract by Boulder County to offer Bicycle-Friendly Driver courses to the general public, fleet drivers, and municipal staff within the county. To date, we have certified 619 participants through 39 courses through this partnership.

More recently, we applied for funding from the Denver Regional Council of Governments to develop an interactive, online module so that we can reach more people with less resources over time. Both of these opportunities were possible because of the initial funding from the Road to Zero Coalition and we are excited to continue expanding the impact of this program.