



Bike and Stride Analysis

PURPOSE OF THIS REPORT

The purpose of this report is to determine if bicycle and pedestrian outreach to the community of Tulare County had any impact on bicycle and pedestrian safety, per request of TCAG's Active Transportation Advisory Committee. TCAG performed an analysis of bicycle and pedestrian traffic incidents, to see if the Bike and Stride program had a positive correlation with a reduction in incidents.

WHAT IS BIKE AND STRIDE?

Bike and Stride was a program put on by TCAG and funded by a Caltrans FTA Section 5304, Sustainable Communities grant. The program ran during 2016 and early 2017, reaching out to over 50,000 Tulare County residents via events and social media.

Outreach programs, events types, and locations included the following, with a heavy focus on biking, and reminding people of the basics of pedestrian safety:

- Bicycle Rodeos
- School assemblies
- After school programs
- Booths at community events
- Continuing of the Air Quality Art Contest, with winners receiving bikes, with their art displayed at venues across the county.
- Creation of safety videos made by kids
- Mobile app
- Social Media blasts
- Website posts

The events featured the activities listed here where space and time allowed. Events featured demonstrations from TCAG staff, law enforcement, school staff, and students when possible. Active attendee participation occurred as well in many events, with children bringing their own bikes:

- Obstacle courses with life-size cut-outs
- Leisure loop riding, like at a skating facility
- Helmet smashing with melons
- Jeopardy
- True/False quiz
- Stop contests, with and without brakes
- Safety reviews
- Slow and fast riding competitions
- DUI bike demonstrations
- Giveaways with raffles of bike lights and helmets
- Partnering with community organizations and events
- Abilities demonstrations
- Plenty of fun!

A LOOK AT THE NUMBERS

Bike and Stride outreach events reached over 2,500 children in person throughout the county, and included a wide range of demographics, with TCAG being sure to include disadvantaged communities. TCAG staff did their best to not just get kids worried about putting a helmet on, but to get them truly excited about biking to influence positive changes in their community, in hope that they would take their education and pass it onto their friends and family.

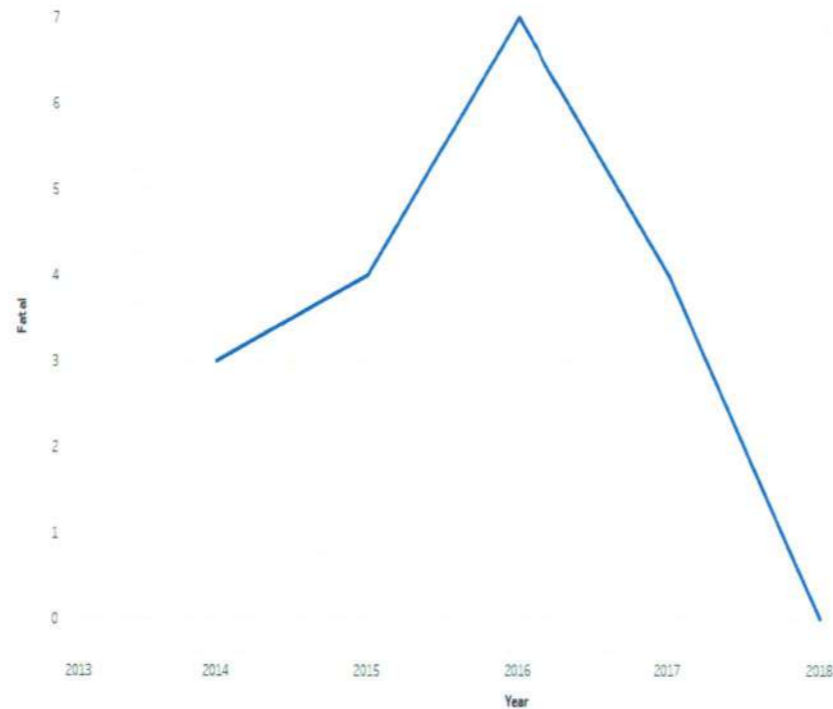
Over 58,000 individuals were impacted by the Bike and Stride message, either in person or via social media.

DID BIKE AND STRIDE REDUCE BICYCLE RELATED ACCIDENTS?

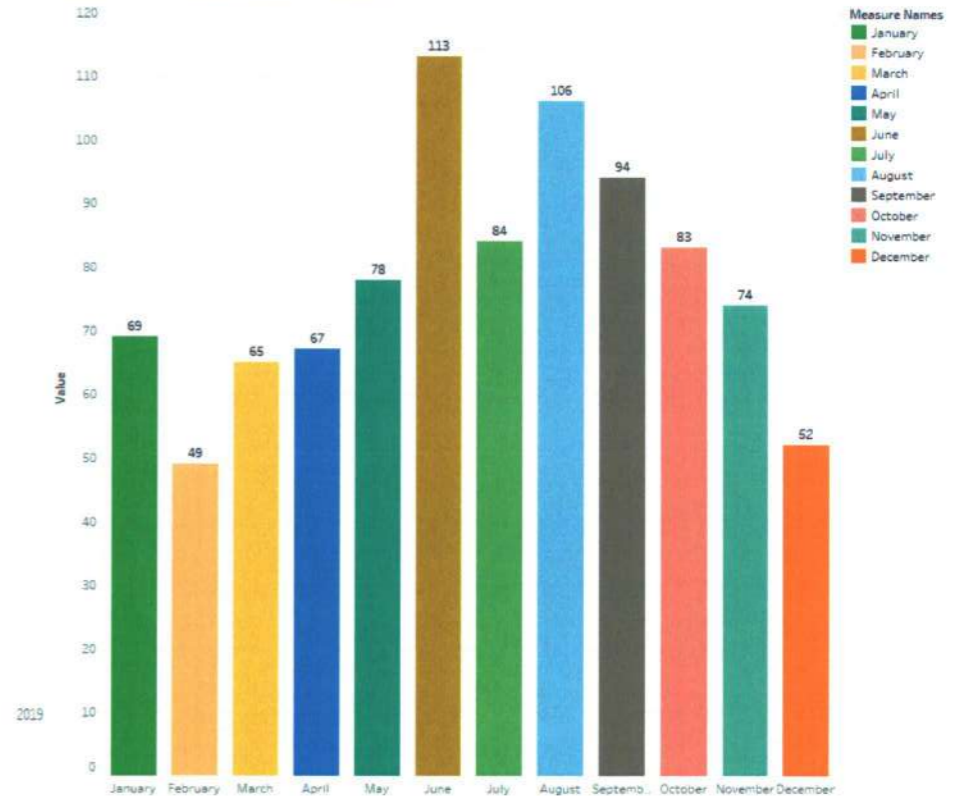
Per request of TCAG's Active Transportation Advisory Committee, TCAG performed an analysis of bicycle and pedestrian traffic incidents, to see if the Bike and Stride program had a positive correlation with a reduction in incidents.

To attempt to predict the trend for 2018 to analyze a world after Bike and Stride, staff collected data from all nine local police agencies from January to early June, 2018, and applied a linear growth projection to the data collected. Thus far in 2018, there have been no bicycle related fatalities, making 2018 the best year in recent history thus far. With national bicycle fatalities spread throughout the year, it is possible that the zero fatalities for 2018 may occur, and that Bike and Stride outreach may have helped!

Bike Fatalities with 2018 Projection



Bicycle Fatalities by Month - National

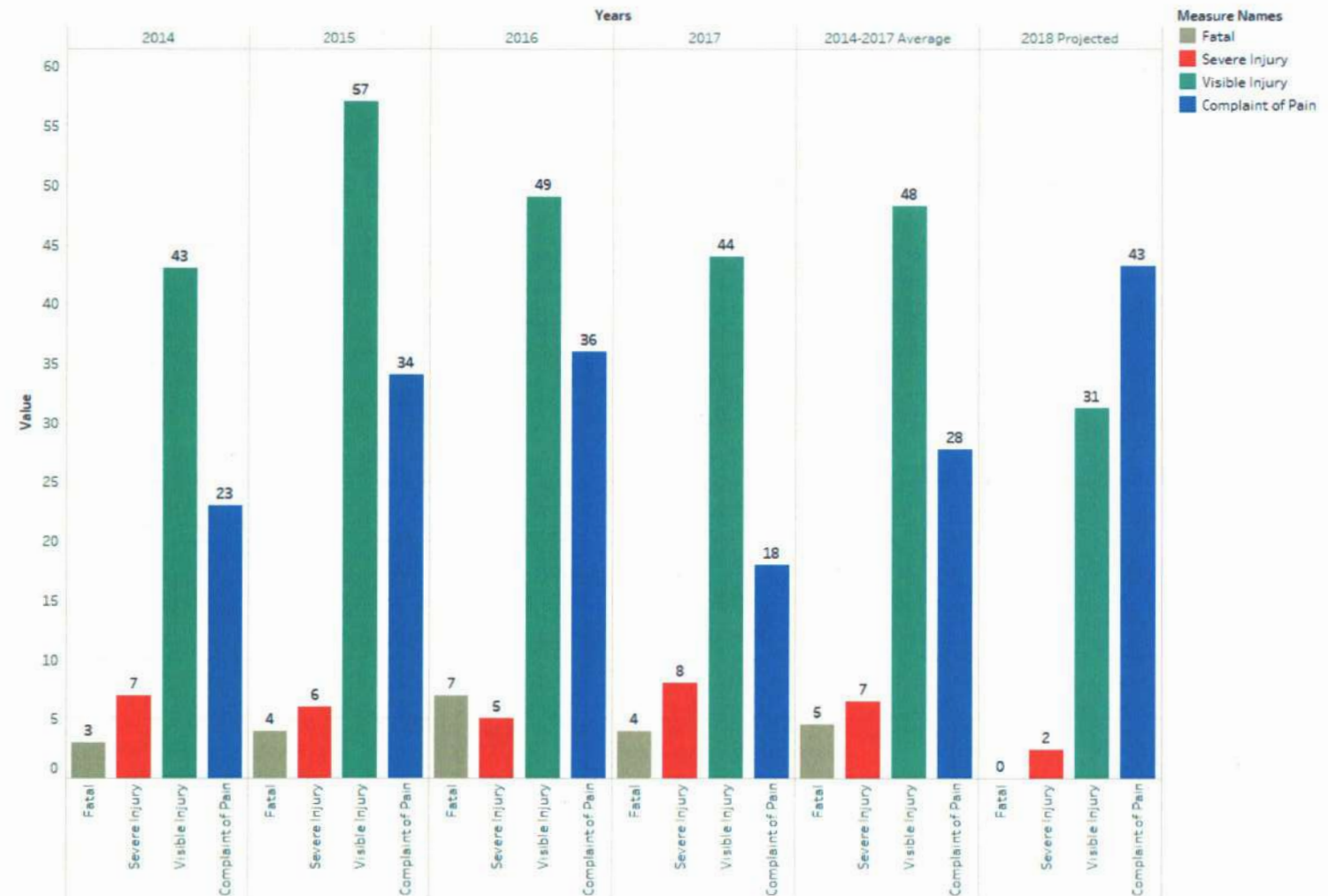


Other bike data projected for 2018 includes the following:

- a 38% decrease in severe injury accidents
- a 64% reduction in visible injury accidents
- a 55% increase in complaint of pain accidents

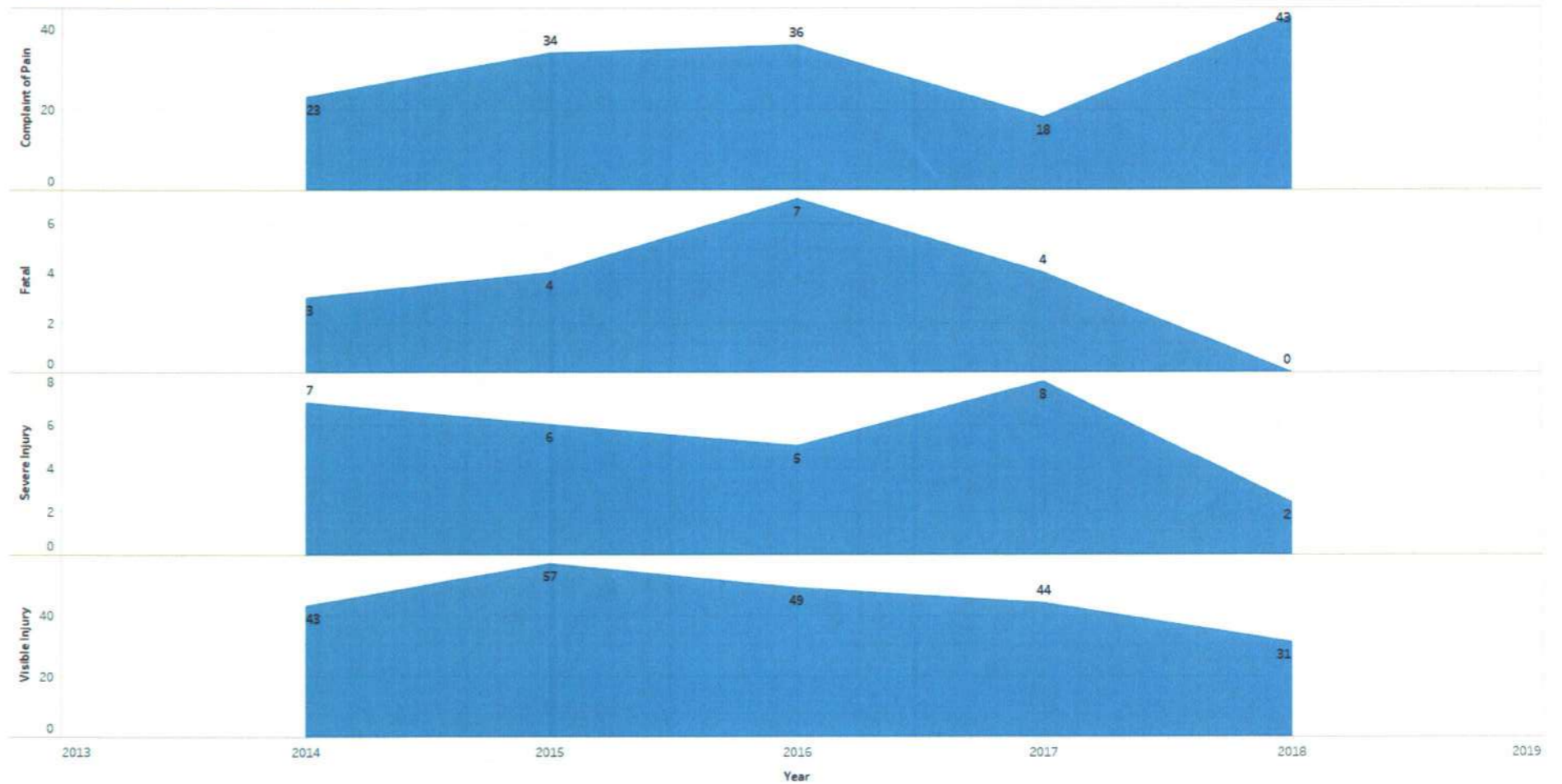
The following figure compares these 2018 projected metrics with past data:

Bike Accidents with 2018 Projection



Based on the data, 2018 is on pace to have a noticeably lower amount of fatalities, severe injuries, and visible injuries to cyclists on roadways, with a higher amount of complaint of pain incidents. With the amount of bicycle outreach TCAG performed in the 2016-2017 years, it is possible that the Bike and Stride program played a role in reducing the critical numbers. However, there are likely other contributing factors, as well as chance and a possibility that injuries and fatalities may pick up in the latter part of the year, and one low year does not necessarily support a trend. TCAG will continue to collect this data and monitor the trend.

Bike Accidents with 2018 Projection



PEDESTRIAN DATA FOR 2018

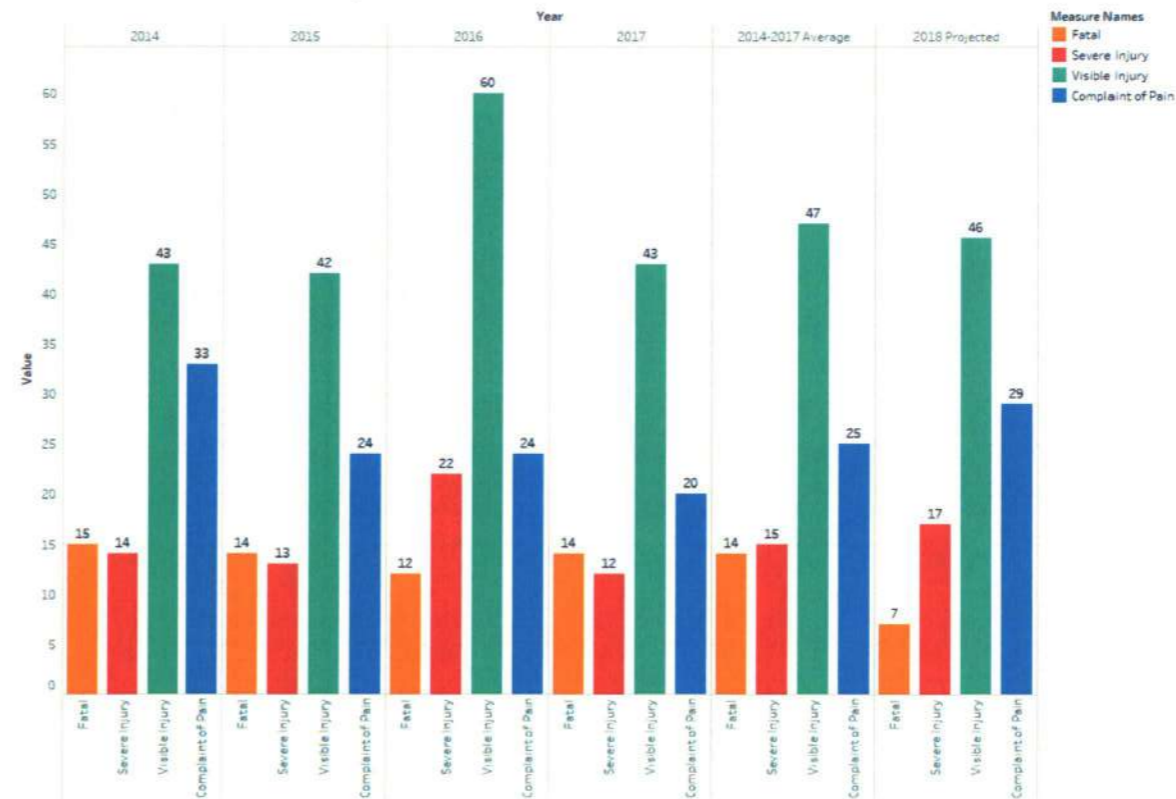
TCAG applied the same approach to pedestrian data that it did bicycle data, collecting data from all local police departments from January 2018 to early June, and applied a linear projection to the data collected. Thus far in 2018 there have been three pedestrian related fatalities, setting the county up for a lower fatality year.

Pedestrian data projected for 2018 includes the following:

- a 52% decrease in fatal accidents
- a 10% increase in severe injury accidents
- a 3% reduction in visible injury accidents
- a 14% increase in complaint of pain accidents

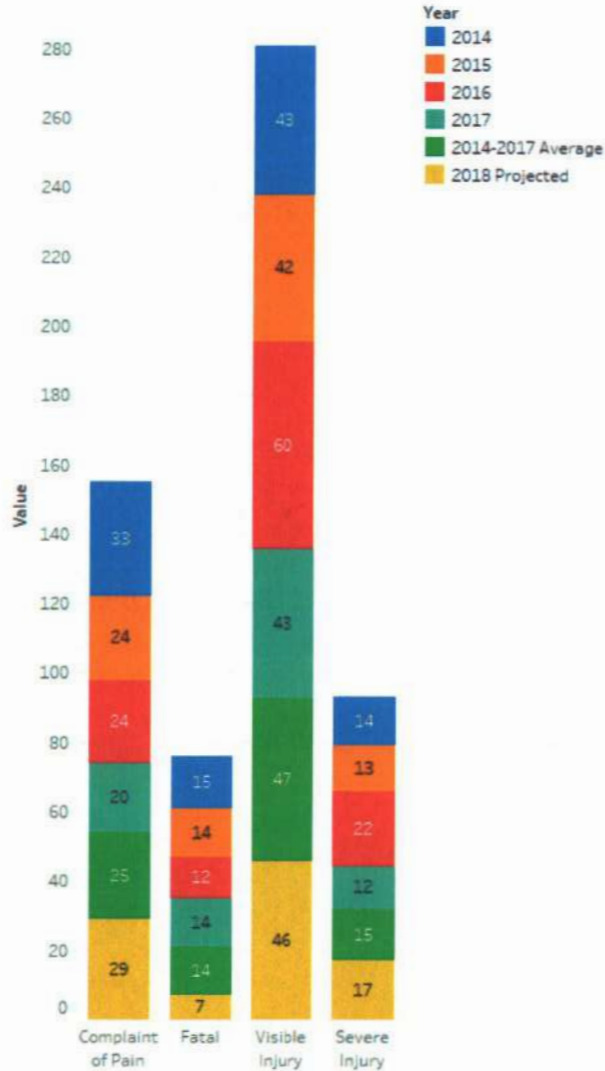
The following figure compares these 2018 projected metrics with past data:

Pedestrian Accidents with 2018 Projections

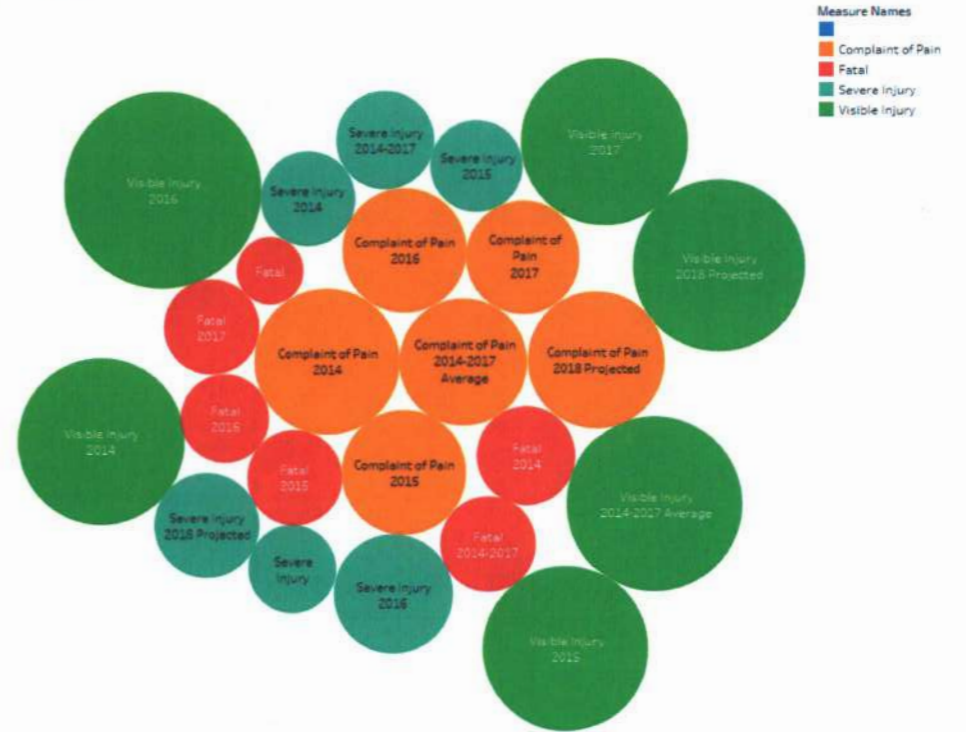


Based on the data, 2018 is on pace to have a noticeably lower amount of fatalities, with an increase in complaint of pain and severe injuries of 14% and 10%, and a 3% reduction in visible injuries. With the amount of pedestrian outreach TCAG performed in the 2016-2017 years, it is possible that the Bike and Stride program played a role in reducing the critical numbers. However, there are likely other contributing factors, as well as chance and a possibility that fatalities may pick up in the latter part of the year, and one low year does not necessarily support a trend.

Pedestrian Accidents with 2018 Projection



Pedestrian Accidents with 2018 Projections



A pair of blue athletic shoes with black laces and a clear plastic water bottle with a red cap are positioned in the upper right corner of the image. The shoes are shown from a top-down perspective, and the water bottle is lying horizontally. The background is a dark, textured surface.

Bike & Stride

Community Outreach Program

Ivanhoe Elementary



Ivanhoe Elementary School Step Up event had over 500 people in attendance, 230 of these were students. Of the students that attended, 42% entered the raffle for a free helmet.



Granite Hills High School Bike Safety Videos

Woodlake Rodeo



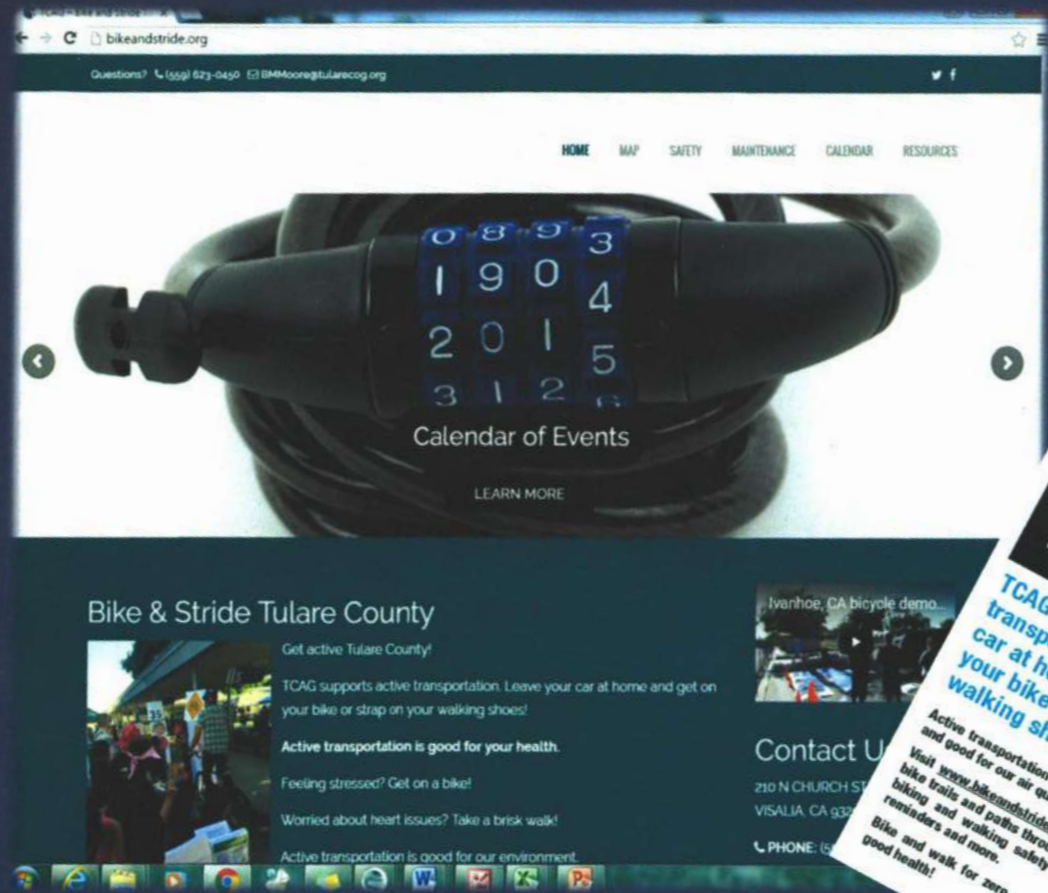
TCAG gave out kids bike safety books, activity sheets, flyers, bike lights, pens and Tulare County Biking Mobile App advertisements.



Woodlake Rodeo Facebook Page



Woodlake Rodeo Facebook Page



WALK & BIKE TULARE COUNTY

Get active Tulare County!

TCAG supports active transportation. Leave your car at home and get on your bike or strap on your walking shoes!

Active transportation is good for your health – and good for our air quality. Visit www.bikeandstride.org to see a map of bike trails and paths throughout Tulare County, biking and walking safety tips, maintenance reminders and more. Bike and walk for zero pollutants – and your good health!

WHERE	WHEN
Woodlake Edoce 19400 Ave. 200 Woodlake	May 7-8 Sat. 10 a.m. to 6 p.m. Sun. 10 a.m. to 2 p.m.
Sign Up - Goshen Elementary School 6500 Ave. 200 Visalia	May 12 4 p.m. to 7 p.m.
Porterville Fair 2700 W. Tappan Dome Ave. Porterville	May 11-18 Wed. 7:00 a.m. - 10:00 p.m. Fri. 4:31 p.m. - 11 p.m. Sat. noon to 6 p.m. Sunday noon to 6 p.m.

www.bikeandstride.org
tularecog.org

<http://bikeandstride.org/>

Bike & Stride Website

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Bike & Stride

Community Outreach Program



Washington Elementary, the very first Bike and Stride event, had 227 students attend their Open House event. Helmets, flashing bike lights, coloring books, and safety information were provided for parents and students.

Washington Elementary

Ivanhoe Elementary

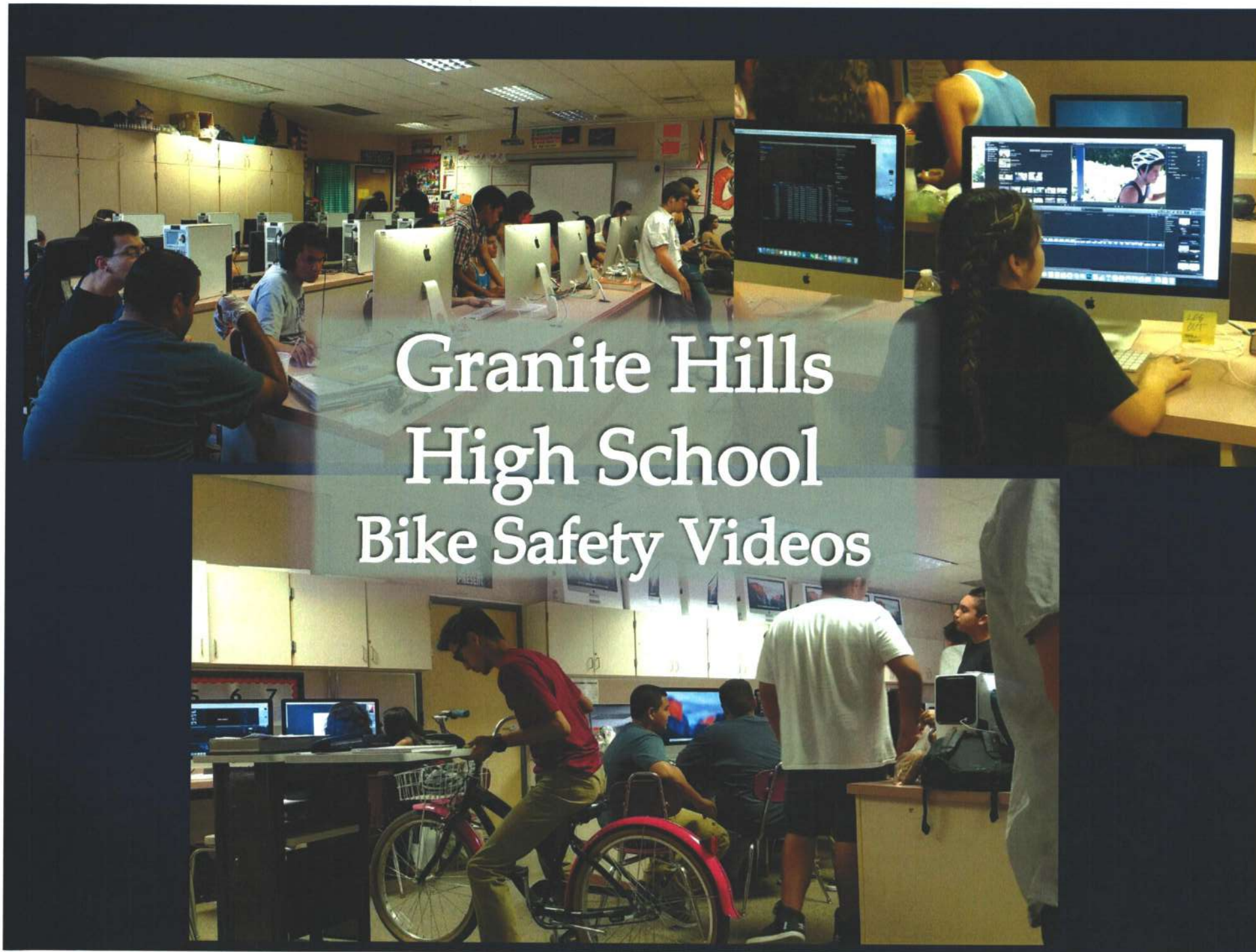


Ivanhoe Elementary School Step Up event had over 500 people in attendance, 230 of these were students. Of the students that attended, 42% entered the raffle for a free helmet.

Goshen Elementary



At Goshen Elementary Step Up event, there were 325 in attendance. With donations and assistance from CHP Officer Steve Beal, over 60 bike helmets were raffled off.



Granite Hills High School Bike Safety Videos



Miller Photos- Springville Rodeo Facebook page



TCAG handed booth visitors Caltrans District 6 bike map booklets, numerous bike safety flyers, kids bike safety activity sheets, pens and bike lights.

Springville Rodeo

Woodlake Rodeo



Woodlake Rodeo Facebook Page



Woodlake Rodeo Facebook Page

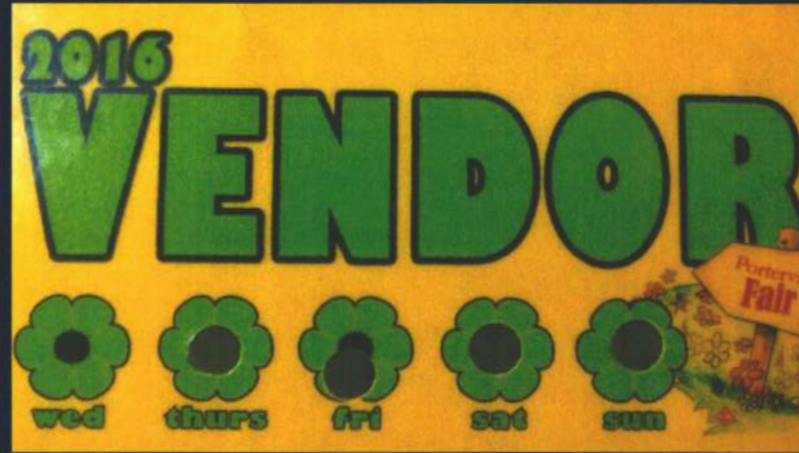
TCAG gave out kids bike safety books, activity sheets, flyers, bike lights, pens and Tulare County Biking Mobile App advertisements.

Porterville Fair

Nearly 40,000 people attended this year!



Porterville Police Department connected with TCAG for possible future collaborative bike safety outreach efforts.





Bike & Stride Tulare County

Get active Tulare County!

TCAG supports active transportation. Leave your car at home and get on your bike or strap on your walking shoes!

Active transportation is good for your health.

Feeling stressed? Get on a bike!

Worried about heart issues? Take a brisk walk!

Active transportation is good for our environment.

Ivanhoe, CA bicycle demo.

Contact Us

210 N CHURCH ST
VISALIA, CA 93201

PHONE: (559) 735-0430

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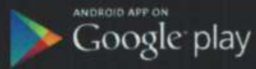
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www.bikeandstride.org
tularecog.org

<http://bikeandstride.org/>

Bike & Stride Website

Tulare County Biking Mobile App



Now Available!

