

Leadership in Government, Ada County

Recipient: Ada County Highway District, Bicycle Education and Outreach Project

Description:

The Ada County Highway District (ACHD) Bicycle Education and Outreach Project improves bicycle safety and increases the confidence of users. The project meets Goal 1.1 of *Communities in Motion 2040*, "to allow efficient movement of people and goods and improve safety and security of all transportation modes and users." Through targeted outreach, ACHD developed and supplied bike pathway maps and bicycle lights to meet their goals.

The Ada County Bike Pathways Map illustrates the bicycle network and was reviewed by 70+ contributors including the ACHD Bicycle Advisory Committee. The final product includes designations of bike lanes, bike friendly routes, difficult connections, multi-use pathways, bike shops, and direction of hill climbs. There are special sections on the map for cycling tips, additional resources, and important signs and markings. The bike map encourages the "interested, but concerned cyclist" by providing information on off-arterial bike routes, protected crossings, public restrooms, and other amenities.

Over 5,000 maps were printed and the majority of those have been distributed through:

- Bike shops
- Treasure Valley Cycling Alliance
- Boise Bicycle Project
- BSU Cycle Learning Center
- Southwest Idaho Visitor Center

ACHD strives to reach youth, especially those with school start times beginning while it is still dark outside, through distribution of bicycle safety lights. The purpose of this outreach effort is to help riders be seen, encourage safe and smart riding, and increase the use of other modes of transportation. The bike lights provide a positive opportunity for advocates and law enforcement to educate bicyclists, especially vulnerable populations, on how to ride safely. Packaging includes messages such as "Ride Smart, Ride Safe," "Share the Road," and "See and Be Seen."

15,000 bicycle lights have been distributed through:

- Ada County law enforcement agencies
- YMCA Safe Routes to Schools
- Boise Bicycle Project
- Bike Rodeos/Safety Events