

*Title of Workshop: **Bike Alliance and Bike Works Lifelong Education and Encouragement***

Workshop Leaders: Joshua Miller (corresponding author) Seth Schromen-Wawrin, Barb Chamberlain or Christine Grant, Deb Salls

Organizational Affiliations: Bicycle Alliance of Washington, Bike Works, University of Washington CBE, Cascadia Consulting

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Keywords: Education, Encouragement, Lifelong learning, Elementary School, Middle School, High School, College

Location in Symposium topic areas:

-Implementing Bicycle Policies and Plans – education, registration, finance, political and public acceptance.

-Other Aspects of Encouraging and Facilitating Bicycle Use.

Purposes: To elaborate on the importance and successes of the programs of Bicycle Alliance of Washington and Bike Works that develop and support **lifelong learning** and **encouragement** around bicycling as well as contribute to the **normalization of bicycling as an everyday activity**.

Intended Contribution: This presentation illustrates the effectiveness and importance of expanding encouragement and education programs to reach more people about bike safety and utility riding.

The Bicycle Alliance of Washington and Bike Works deliver the full spectrum of lifelong learning and encouragement programs for promoting bicycling in Washington. The Bicycle Alliance of Washington has developed and delivered education programs to elementary and middle school students in the Safe Routes to School programs (SRTS), college students in the Go By Bike program, and participants in the I Bike Seattle program. Bike Works, located in Columbia City, focusses their activities in South Seattle and south King County and has substantially engaged Southeast Seattle residents in developing opportunities for biking and active transportation over the past decade and a half.

Schromen-Wawrin will discuss the SRTS program run through WSDOT/OSPI and Public Health/CPPW. The OSPI program has taught students at 26 school districts throughout Washington and the CPPW program taught students at elementary schools in eight districts in south King County.

Miller will discuss the Go By Bike program that he manages and co teaches. Go By Bike operates at four local colleges: Bellevue College, North Seattle Community College, Olympic College and Pierce College. Students participating in the program have done remarkably well, given excellent reviews for the course and many have continued to ride more frequently as well as report driving more safely around bicycle riders.

Chamberlain or Grant will discuss the I Bike Seattle program which focused on encouragement and education focused on women. The goal of I Bike SEA is to make cycling a normal form of transportation by providing affirmative and fun urban cycling experiences for new bike commuters.

Salls will discuss Bike Works' education and encouragement programs, especially those oriented towards high school-aged students. Bike Works does an exemplary job of bringing interested community members together around bicycle riding. Bike Works and the Bike Alliance have a history of collaboration that bridges some of the scalar challenges of collaborations between a local and a statewide organization.

References:

- SRTS <http://bicyclealliance.org/growing-bicycling/srts/>
GBB <http://bicyclealliance.org/growing-bicycling/go-by-bike/>
I Bike Sea <http://sdotblog.seattle.gov/2012/08/28/i-bike-sea/>
Bike Works <http://www.bikeworks.org/>
http://www.bikeworks.org/programs_leaders.php