

PROJECT: Training Video, *Share the Road - Buses & Bicycles*

PARTNERS: Chicago Department of Transportation's Bicycle Program (CDOT), Chicago Transit Authority's divisions of Training & Instruction, and Customer Communications (CTA)

OBJECTIVE: Educate bus operators and bicyclists on how to safely share the road

BACKGROUND: The CDOT Bicycle Program works to implement Chicago's *Bike 2015 Plan* to make biking an integral part of daily urban life. One of the biggest obstacles for people to start biking is fear of riding on the street with motor vehicles. One of the bike plan's strategies for addressing this challenge is to educate commercial vehicle drivers on how to safely share the road with bicyclists.

PROGRAM DESCRIPTION: CDOT and CTA partnered to create a training video for bus operators and bicyclists about how to safely share the road. Both target groups have slower than average vehicle speeds, typically operate on the right-hand side of the roadway, and constantly cross paths as buses curb at service stops. Increasing numbers of cyclists on city streets create new safety challenges, and this video provides guidelines for recognizing conflict points and avoiding crashes.

FUNDING: Both agencies pooled their resources to create this program. Content and script development, production planning, casting, volunteer recruitment, filming, footage selection, and editing were carried out in full partnership. The majority of footage was recorded by CTA's in-house video production team. CDOT staff hours, additional equipment costs, and technical services were paid for with 402 grant funding from the Illinois Department of Transportation's Division of Traffic Safety.

DISTRIBUTION: The video will be used by CTA as part of continuing education for veteran bus operators, and it will be incorporated into training for all new hires. CDOT is hosting the video on the Bicycle Program website; distribution strategy includes online networking sites like facebook.com and flickr.com. Outreach will also be conducted to local bike shops and clubs, asking them to link the video on their homepages and in e-newsletters.

RECOMMENDATIONS: Be creative about reaching target audiences for input. CTA and CDOT conducted a focus group of bus operators and serious cyclists to discuss their perceptions and the biggest safety challenges they face. This discussion provided insight and perspective that guided the content and approach of our program, to address our local community's needs.

LINKS:

- CDOT's Bike safety videos can be viewed at www.chicagobikes.org/video
- To access Chicago's *Bike 2015 Plan* visit www.bike2015plan.org