

**Bicycle and
Pedestrian Safety
Education Program**



City of Costa Mesa



- Safe Moves is a leading authority on traffic safety education
- 31 years experience providing bicycle education programs to children
- Turn-key operation – all materials, equipment and staffing provided




WHY IS BICYCLE SAFETY EDUCATION IMPORTANT TO THE CITY OF COSTA MESA?

- Ranked 4th /55 like size cities for cyclists under age 15 killed/injured (OTS ranking, 2011)
- City has invested in significant bicycle infrastructure; education programs now needed
- ~42% of 5th grade students tested scored “Needs Improvement or Needs Improvement – Health Risk” on Physical Fitness Test
- ~18% of Costa Mesa area children are obese



PROGRAM GOALS

- Provide BICYCLE SAFETY EDUCATION to students at 16 Elementary Schools and the greater Costa Mesa community
 - Encourage SAFE bicycling habits
 - Promote bicycling as a HEALTHY ACTIVITY
 - REDUCE TRAFFIC and CONGESTION around schools
 - SAFER, CALMER STREETS & NEIGHBORHOODS
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Education

- Curriculum Development
- Training Materials
- Incentives & Prizes
- School Workshops
- School Bicycle Rodeos
- Community Bicycle Rodeos



City Of Costa Mesa Bicycle & Pedestrian Safety Education Program

School Workshops • Program Overview

School	Workshops Dates	# of Students seen in Workshops	Rodeo Dates	# of Students seen in Rodeo
California ES	April 20, 2015	430	April 21, 2015	193
Mariners ES	May 4, 2015	695	May 5, 2015	125
Sonora ES	May 11, 2015	519	May 12, 2015	142
Whittier ES	May 18, 2015	261	May 19, 2015	175
Adams ES	May 26, 2015	478	June 11, 2015	178
Killybrooke ES	June 1, 2015	360	June 8, 2015	156
Victoria ES	June 1, 2015	364	June 2, 2016	Upcoming
College Park ES	May 20, 2016	Upcoming	May 29, 2015	78
Newport Hts. ES	June 8, 2015	350	June 10, 2015	183
Rea ES	June 9, 2015	500	June 5, 2015	149
Kaiser ES	June 11, 2015	686	June 18, 2015	18
Pomona ES	June 15, 2015	440	June 16, 2015	144
Woodland ES	Oct. 21, 2015	528	Oct. 30, 2015	104
Wilson ES	Nov. 10, 2015	481	Spring 2016	Upcoming
Davis Magnet ES	Dec. 8, 2015	571	June 21, 2016	Upcoming
Paularino ES	June 10, 2016	Upcoming	Spring 2016	Upcoming

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Community Events • Program Overview

Events	Date	# of Children Participated
Family Fun Run	April 25, 2015	300
Mesa Verde Library	June 30, 2015	75
Car Show & Classic Bicycle Exhibit	July 3, 2015	55
Back to School Safety Fair	Sept 19, 2015	27
Community Run	April 23, 2016	TBD

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Helmet Distribution • Program Overview

Location	Date	Helmets Distributed
Mesa Verde Library	June 30, 2015	75
Car Show & Classic Bicycle Exhibit	July 3, 2015	55
Back to School Safety Fair	Sept. 19, 2015	27
Wilson ES	Oct. 14, 2015	10
Community Run	April 23, 2016	TBD

