

**Santa Fe Metropolitan Planning Organization
Bicycle Master Plan: Draft, February 2012**

Chapter V. Education, Encouragement, and Enforcement	65
A. Assessment of Education and Encouragement	65
1. Promotional Events	65
2. Educating and Equipping Bicyclists	66
3. Educating Motorists	68
4. Safe Routes to School	69
B. Bicycle Law, Enforcement, and Legislative Activities	69
1. State Law	69
2. Local Law	70
C. Recommended Policies, Programs, and Activities	71
2.1: Support Bicycle Education for Children and Adults	71
2.2: Educate Motorists about Safe Operating Behavior	72
2.3: Enforce Traffic Laws Relating to Bicycling	72
2.4: Establish a District-Wide Safe Routes to School Program	73
2.5: Continue to Promote and Celebrate Bicycles	74
2.6: Establish a Bike-Sharing Program as Public Transit	75
2.7: Encourage use of bicycles by public and private agency staff	76
2.8: Create Incentives / Remove Barriers to Travel by Bike	76

V. Education, Encouragement, and Enforcement

A. Assessment of Education and Encouragement Activities

Education of bicyclists, motorists, elected officials, public servants, and the general public about bicycle transportation is a critical component of this Bicycle Master Plan, as are efforts to encourage individuals, businesses, and public agencies to recognize the value of bicycle transportation and to use bicycles for transportation needs. The League of American Bicyclists (LAB) responses to the City of Santa Fe's applications for recognition as a Bicycle-Friendly Community have repeatedly called for more attention to the area of education in particular.

1. Promotional Events

Bike-to-Work Week and Bike-to-Work Day celebrations have been a major venue for education and encouragement of bicycling each May since the 1990s. The City has taken an increasingly active role in coordinating and promoting these events, working with local bike shops, the Santa Fe Metropolitan Planning Organization (MPO), NMDOT, and community organizations including Bike Santa Fe, the Pedal Queens, Seniors on Bikes (SOBs), the Chainbreakers Collective, and the Bicycle Coalition of New Mexico (BCNM).

Bicycle transportation has also been showcased as part of National Transportation Day at NMDOT's General Offices. Other opportunities to celebrate the bicycle in Santa Fe have included National Trails Day (June 1), Walk and Roll to School Day (held each October), and especially whenever new trail segments or bike lanes have been opened.

Another form of promoting bicycling is to organize group rides. The City's Recreation Dept. regularly organizes various recreational events involving bicycles such as the Santa Fe Triathlon. Various cycling organizations hold recreational rides or races, including the Pedal Queens, SOBs, the New Mexico Touring Society, the Santa Fe Century organizing committee, and various bicycle racing groups. Transportation-oriented rides - specifically intended to increase knowledge of local bikeways, to introduce new riders to comfortable routes, and to inform and



Promotional events include trail openings (top), bike-to-work events coordinated by the city (middle, with goathead piñata), and "community cruises" organized by the MPO (bottom).

foster dialog on bikeway planning - include Bike-to-Work Day convoys organized by the City and other partners and “Community Cruises” supported by the MPO. Various other formal and informal group rides, currently embodied in a weekly “loops” event, combine fun and education for cyclists and would-be cyclists.

2. Educating and Equipping Bicyclists

The Santa Fe area now has a half-dozen active League Cycling Instructors (LCIs) trained and certified by LAB to educate the public on “smart cycling” and several more individuals who have been trained in providing more basic “Bicycling 1-2-3” instruction. Many of these instructors received this training in the past year through BCNM’s Bicycle Education Coordinator, who is certified by LAB as a “Master Cycling Instructor,” as part of a statewide activity that was until recently supported by federal transportation enhancement funds provided through NMDOT. Local LCIs are now organizing training sessions and linking with various organizations in order to bring bicycle education to adults as well as children.



Some of Santa Fe’s League Cycling Instructors, certified by the League of American Bicyclists (Photo by Tammy Schurr / BCNM)

The City’s Recreation Dept. has long been active in assisting private partners, such as Christus St. Vincent Hospital, and public partners, such as the Santa Fe Police Dept., at helmet giveaways, with professional fittings, and “bike rodeos” where children can learn bicycling skills from a trained instructor on a closed course. The City and the MPO have also distributed bicycle safety information, particularly through the Bikeways and Trails Map, whose reverse side includes a variety of written and illustrated tips for safe and effective use of the bicycle.



Transportation-oriented cyclists need to be able to use roads safely and effectively. “Smart cycling” curricula developed by LAB and used by local LCIs teach the importance of being confident and assertive as a “vehicular cyclist,” including positioning oneself on the roadway in a visible and predictable manner.

Non-profit groups, such as Bike Santa Fe and the Chainbreaker Collective, have worked to educate community members not only on safe and effective cycling but also on how to build and maintain bicycles as affordable transportation. These and other groups, including bike shops, organizers of the Santa Fe Century, and students of the

Santa Fe Preparatory School, are specifically working to make bicycle transportation an affordable transportation option for lower-income New Mexicans by way of repairing and donating rehabilitated bicycles.

Another means of outfitting cyclists is providing low-cost bike rentals, as the City has envisioned within a “railyard transportation center.” Current bike rentals in Santa Fe target, and are priced for, visiting recreational cyclists rather than individuals seeking short-term transportation. UNM and the City of Albuquerque are currently discussing the establishment of a public “bike share” system on and around the UNM campus. The potential for bike sharing in Santa Fe is discussed below under Recommendation 2.6.

3. Educating Motorists

BCNM and Bike Santa Fe have worked to raise awareness of bicycles among motorists through campaigns such as “Give Bicyclists Five Feet” slogan boards placed throughout the city.

Another form of raising all highway users’ awareness of bicycles, and the need to safely share the road, has been the installation of “ghost bikes” where bicyclist fatalities have occurred in New Mexico. This activity, spearheaded by the Duke City Wheelmen Foundation, based in Albuquerque, is protected under state law relating to roadside *descansos* (memorial shrines).³² Two bicyclists who were killed on Santa Fe area roadways in years past were memorialized through ghost bikes in 2010-11.

Local LCIs and BCNM’s Bicycle Education Coordinator may also be available to discuss safe operation of motor vehicles around bicyclists with special audiences such as transit operators, police, public agency staff, teenagers, or driving students. The City has expressed interest in receiving this kind of training for transit operators in Santa Fe.

Another strategy to educate motorists about safe driving around bicyclists is to include bicycle education in drivers’ education curricula and to include questions about bicycles in the tests that new drivers must take in order to receive their license. Local advocates and BTAC members worked with the State Motor Vehicle Division (MVD) in the past year to get more questions about bicycles in the MVD’s standard tests and to add more information into training materials. As a result, the June 2011 revision of MVD’s “New Mexico Driver Manual,” now includes a page and a half dedicated to information on sharing the road with bicyclists.



This “lawn sign” initiative relates closely to Bike Santa Fe’s efforts to pass bike-friendly laws at the state and local levels in 2011. A five-foot passing law was adopted by City Council as part of Santa Fe’s new bicycle code.



Ghost Bikes, such as this one placed on the median of NM599 for David Sciera, are memorials to bicyclists who have died on our roadways. Ghost bikes are intended to raise awareness of the need for motorists and bicyclists to safely share the road.



Members of the Duke City Wheelmen, Bicycle Coalition of NM, local law enforcement, and friends and family of Amy Marie Jobe gather in Cuyamungue in March 2011 to dedicate a ghost bike for the teenager who was struck trying to cross US84/285 just south of here in 1999.

³² See Bicycle Times, Issue 9 (Feb. 2011), “Ghosts Bikes: Fallen Riders Remembered,” pp. 66-72.

4. Safe Routes to School

Efforts in the area of educating and encouraging children to bike or walk to school are supported in New Mexico by federal and state-level “Safe Routes to School” (SRTS) programs, which also provide limited funding for related engineering improvements. While Santa Fe-area schools have yet to take advantage of SRTS resources, several have expressed interest and several more are already undertaking significant education and encouragement activities on their own, including participation in the annual Walk and Roll to School Day promoted each October by the New Mexico Safe Routes to School (NMSRTS) program.



“Walk and Roll to School Day” is an annual event that is celebrated by various Santa Fe area schools. Walking or bicycling to school on a regular basis is a healthy activity that also serves to reduce motor vehicle traffic congestion around schools.

SRTS advocates at Chaparral Elementary School have made efforts to create an “SRTS Action Plan.” These plans typically include data on the number of children walking and bicycling to school, information on educational and promotional efforts, analysis of walking and cycling conditions on campus and in the surrounding neighborhood, and proposed improvements. A completed SRTS Action Plan is required by the NMSRTS program in order to apply for “Phase 2” funding for infrastructure improvements.

B. Bicycle Law, Enforcement, and Legislative Activities

1. State Law. As throughout the United States, bicyclists have for the most part the same rights and responsibilities as motorists on streets and highways in the Santa Fe MPO area. Most traffic law relating to bicycling in our area comes from the Uniform Vehicle Code as adopted by the State of New Mexico, with some specific state revisions that can be reviewed in the NMDOT’s latest “BPE Advisory Plan.”³³ Bike Santa Fe and other groups have recently endeavored to revise or establish new state laws relating to bicycling, including five-feet-to-pass, the “Idaho stop” law (permitting cyclists to roll through STOP signs), and increased penalties for



Signage on the US84/285 frontage road in Tesuque Pueblo cites specific state law affirming bicyclists’ legal responsibilities on roadways.

³³ Specific state law relating to bicycling can be reviewed in the NMDOT’s BPE Advisory Plan (April 2009), pp. 66-68. Additional state laws and administrative code relating to bicyclists, pedestrians, and equestrians can be found in the BPE Program’s “Applicable State Laws (2008).”

distracted driving. Of these three initiatives, just the five-foot-to-pass bill passed the NM House and Senate but was vetoed by Gov. Martinez in early 2011.

Under the state Child Helmet Safety Law, children and youth under 18 years of age are required to wear a helmet when using bicycles, tricycles, skateboards, scooters, or skates on public property.

2. Local Law. Advocates working through the City’s Bicycle and Trails Advisory Committee (BTAC) recently examined city code with respect to traffic and other laws relating to bicyclists, reviewed models elsewhere in the country, and proposed revisions to the City’s Uniform Traffic Ordinance. These revisions were passed into law by the City Council in June 2011 under Ordinance 2011-23. Among the new provisions were a “five-foot-to-pass” law (see text box), prohibition of driving a motor vehicle on a bike lane or path except under certain conditions, prohibition of harassment of bicyclists by motorists, inclusion of helmet-mounted lights to satisfy lighting requirements, a provision permitting the use of the right hand to signal a right turn, and prohibition of altering serial numbers on bike frames. Also included were clarifications of bicyclists’ rights and responsibilities with regard to positioning within a bike lane or on a roadway with no bike lane. The new code eliminated an antiquated requirement to register bicycles with the city, though City of Santa Fe police still encourage registration of bicycles in order to aid in recovery of stolen property.

In addition to these revisions proposed by advocates, the amendment also provided for the possible prohibition of bicycle traffic on some roadways, including roadways along which cyclists are required to ride on sidewalks or sidepaths.³⁴ There are currently no cases of specific prohibition of bicycles on any public roadway in the Santa Fe area, nor is there any case of a “side path” where cyclists are required to ride rather than on the roadway. There is no support for such prohibitions under New Mexico state law or model laws elsewhere in the country. Historic mandatory “side path” laws have been repealed in states throughout the country in recognition of the inappropriateness of requiring bicyclists to behave like pedestrians rather than operators of vehicles on public roadways.



Under state law, bicyclists are required to ride “as far to the right as practicable,” but contrary to this sign erected on the US84/285 frontage road, cyclists are permitted to ride two abreast.

City of Santa Fe’s New “Five-foot-to-pass” law (12-6.2.7F):
“When approaching or passing a bicyclist, every person operating a motor vehicle shall proceed with caution and shall pass such bicyclist at a reasonable speed and keep a safe distance from him. In no event shall a distance of less than five feet be considered a safe distance within the meaning of this Section. To comply with the requirements of this paragraph, a person operating a motor vehicle may be required to drive at a slower rate of speed...”

³⁴ 12-8-11 RIDING ON PROHIBITED STREETS OR CONTROLLED ACCESS, 12-8-15 RIDING ON SIDEWALKS, Section B.

C. Recommended Policies, Programs, and Activities for Education, Encouragement, and Enforcement

Goal: Santa Feans and their guests are able to confidently, safely, and effectively ride bicycles within a shared transportation network where cyclists' rights and responsibilities are understood, respected, and enforced.

Recommendation 2.1: Support Bicycle Education for Children and Adults

This Plan recommends that the MPO, the City and County of Santa Fe, the State of New Mexico, Santa Fe Public Schools, public health and safety advocates, and the local cycling community work together to:

- Establish formal programs for pedestrian and bicycle education for children and adults.
- Use the services of local certified League Cycling Instructors (LCIs), other local groups active in bicycle education, City Recreation Dept. resources, and statewide resources available through NMDOT and the Bicycle Coalition of New Mexico (BCNM).
- Provide bicycle education through the LCIs and others to target audiences such as local government staff, elected officials and committee members, law enforcement, and others who plan for bikes, design for bikes, enforce bicycle laws, and/or use bicycles in their work.
- Participate in BCNM's annual Bike Education Summit.
- Link bicycle education with recreational activities, events, and other opportunities.
- Provide guidance on trail etiquette, particularly how to be safe and courteous in sharing trails with other users.
- Promote helmet use among children, per the New Mexico Child Helmet Law, as well as adults; work with the NM Helmets for Kids Coalition (www.nmchildhelmetlaw.com) and local partners to ensure that helmets are available for children and youths whose families cannot afford a helmet.



In Nov. 2011, the New Mexico Bike Education Summit organized by BCNM in Albuquerque drew seven participants from Santa Fe, including several newly certified League Cycling Instructors.

Recommendation 2.2: Educate Motorists about Safe Operating Behavior around Bicyclists

This Plan recommends that the MPO work with local and state government and the local cycling community in order to:

- Integrate bicycle awareness into driver education curricula, including those produced by the Vehicle Division (MVD), private driving schools, and defensive driving classes offered by public agencies and private entities.
- Pursue partnerships with LCIs, bicycle-mounted police, and others to create a speakers resource to speak with high school students and other young audiences.
- Provide training for special groups such as Santa Fe Trails, RTD, and NM Park and Ride bus drivers.
- Partner with the MVD and the legal system to offer bicycle education to motorists who have lost their driver's licenses.
- Consider use of mass media, public transit advertising space (on-board, on busses, and at bus stops) and other means to encourage bicycle-friendly driving in the Santa Fe area.

Recommendation 2.3: Enforce Traffic Laws Relating to Bicycling

This Plan proposes that the MPO work with local governments, the cycling community, and law enforcement in order to:

- Support training of law enforcement in City's new Bicycle Code.
- Support training of Santa Fe County Sheriff's Office and NM State Police in bicycle laws in effect outside of the City of Santa Fe.

Recommendation 2.4: Establish a District-Wide Safe Routes to School Program

This plan recommends that the MPO work with local governments, the cycling community, and Santa Fe Public Schools to:

- Secure active involvement of Santa Fe Public School (SFPS) District.
- Pursue district-wide involvement in annual Walk-and-Roll-to-School Day and other promotional opportunities.
- Pursue SFPS policies that favor walking and bicycling to school.
- Pursue support of NMSRTS program, public health community (e.g., through NMDOH’s Healthier Weight Coalition and the NM Helmets for Kids Coalition), and private foundations for development of local SRTS activities.
- Pursue, build, and promote promising trail alignments as components of broader SRTS programs that would also have significant impact on the bikeway system. Examples of bikeway improvements prioritized elsewhere in this Plan that connect K-8 schools with residential areas that they serve are presented in the following table:



A dozen bicycles crowd the rack at Gonzales Community School.

LAB’s Feedback on Santa Fe’s Bicycle-Friendly Community Application, Fall 2011

- Ensure that bicycle-safety education is a routine part of public education and that schools and the surrounding neighborhoods are particularly safe and convenient for biking.
- Work with your Bicycle Advisory Committee, local bicycle advocates and the Santa Fe MPO to integrate the Safe Routes to School program into local elementary schools, middle schools and high schools.
- Strongly encourage all schools to participate. Funding is currently still available through the federal transportation bill SAFETEA-LU, among several other sources at both the federal and state levels. See www.saferoutesinfo.org as well as www.nmsaferoutes.com for more information.

**Santa Fe MPO - Bikeways Mapping Prioritization Project: Rankings as of June 2011
for Top Trail Segments with Significance as Safe Routes to School**

Rank*	Category	SCORE (IMPACT + FEASIBILITY)	K-8 School(s) Served: (1) = immediate vicinity, (2) = more distant
4	RIVER TRAIL: Connection to La Madera St. via Alto Park	31	(1) Aspen, (2) Gonzales (also Desert Acad., Dragonfly)
13	TIERRA CONTENTA (N. Arroyo Chamisos): Buffalo Grass Rd. to S. Meadows	28	(1) Sweeney E.S., Ortiz M.S. (also Capital HS)
13	CSF ROADBED along E. Boundary Ditch	28	(1) De Vargas M.S. (also SFHS)
13	ARROYO CHAPPARAL TRAIL: from Ragle Park to Zia Station via Candelero Park	28	(1) Chaparral E.S., (2) Capshaw MS, St. Michael's
13	NM CENTRAL / KENNEDY LINE: Pinon ES to Pueblos del Sol trails	28	(1) Pinon E.S.
20	ARROYO EN MEDIO TRAIL: completing route from Zia to Sawmill	27	(2) Capshaw M.S., St. Michael's
14	RAIL TRAIL CONNECTION: Calle Sombra	27	(2) De Vargas M.S.
21	ARROYO CHAMISO TRAIL: Zia to Zia Connection ("Gail Ryba Trail")	26	(1) Capshaw M.S., (2) St. Michael's
21	PUEBLOS DEL SOL: N-S Connector across Gov. Miles (& related improvement)	26	(2) Pinon E.S.
21	ARROYO CHAPPARAL TRAIL: from Arroyo Chamiso Trail to Ragle Park or Chapparal E.S.	26	(2) Chaparral E.S.
30	TIERRA CONTENTA (N. Arroyo Chamiso): To Camino Entrada, via S. Meadows, School Crossing	25	(1) Sweeney E.S., Ortiz M.S.
39	ACEQUIA TRAIL: Atajo to Rufina		(1) Ramirez Thomas E.S.
39	ACEQUIA TRAIL: S Meadows Open Space to San Felipe	25	(2) Ramirez Thomas E.S.
30	ARROYO DE LOS PINOS TRAIL: Through Herb Martinez Park and west to Richards Ave. Extension Trail	25	(1) Kearney E.S.

* - All scores and rankings reflect overall trail considerations - NOT specific to SRTS

Recommendation 2.5: Continue to Promote and Celebrate Bicycles and Bicycle Transportation in the Santa Fe Area

This plan recommends that the MPO, partner agencies, and the local cycling community:

- Continue to support promotional activities such as Bike-to-Work Week and community bicycle rides.
- Promote bicycling as active transportation in collaboration with public health partners and through recreational bicycling events and other public events. Use bike valet service or bike corrals at large outdoor events both to facilitate and to visibly promote bicycling.
- Distribute and post the Santa Fe Bikeways and Trails Map as discussed under Chapter IV on “wayfinding.”
- Develop useful Bike Route guidance signage, as discussed under Chapter IV; establish an ongoing program to provide guidance for bicyclists and pedestrians.
- Develop electronic wayfinding resources, e.g. “apps” with local bikeway information.
- Promote Bike Tourism in and through Santa Fe:
 - Work with the Visitor’s Center and Convention Bureau, the private sector, and regional and national organizations such as Adventure Cycling Association to market Santa Fe as an “active vacation destination.”
 - Develop special maps and other marketing materials to showcase Santa Fe’s bicycling resources to visitors.
 - Promote long-term development of longer-range on-road and off-road facilities such as State Bike Route 9, State or US Bike Route 66, and the Rio Grande Trail.

LAB’s Feedback on Santa Fe’s Bicycle-Friendly Community Application, Fall 2011

- *Promote, host, sponsor and/or encourage a variety of bicycle-themed, fun and family-friendly community events year-round, such as a bike movie festival, a 4th of July bike parade, an “increase-your-appetite” Thanksgiving community ride, a dress-like-Santa community ride before Christmas, a kids triathlon, a bicycle fashion show, a Halloween bike decoration competition, a bike to the arts event, etc.*
- *Work closely with local bicycle advocacy groups, bike clubs, bike shops, bike teams and schools.*
- *Provide appropriate safety measures such as road closures or police escorts.*

Recommendation 2.6: Establish a Bike-Sharing Program as an Extension of Public Transit Services

This Plan recommends that the MPO, the City, and partners continue to explore opportunities to establish organized bike sharing in the Santa Fe area through a viable number of standard kiosks, closely linked to and offered as an extension of other transit services. Given a professional market analysis, bike sharing based on established models can be attempted in Santa Fe as a pilot project, focusing on a specific area (downtown) or a specific market group (e.g., city, county and state workers). Opportunities should be explored to broaden the market of potential users, including establishment of a regional bikeshare program to include the Albuquerque metropolitan area, through a regional transit agency such as Rio Metro, operator of the NM Rail Runner.



“Capital Bikeshare” is operated by the Washington Metropolitan Area Transit Authority in Washington D.C. and Northern Virginia.

A modern “bikeshare” system in Santa Fe might be considered including the following initial or phased-in points of availability, most of which would have apparent demand as well as potential public space available:

- Santa Fe Depot / Guadalupe St.
 - Railyard Park
 - S. Capital Station / S. Capital Complex
 - Baca St. / West Railyard / NMDOT
 - Sheridan Transit Center / City Hall / Plaza area
 - Roundhouse
 - Canyon Rd. / PERA Building
 - Ft. Marcy Park Recreation Center
 - Museum Hill
 - St. John's College
 - Christus/St. Vincent Hospital/Med. Ctr.
 - Future Zia RR Station / Plaza Entrada
 - Salvador Perez Pool / Cordova St.
 - 2nd St. near the Rail Trail
 - College of Santa Fe / St. Michael's Dr.
 - Alto Park / Solana Shopping Center
 - DeVargas Mall
 - Genoveva Chavez Community Center
- Phase in:
- Santa Fe Place Transit Center / Mall
 - Southside Library
 - NM599 Rail Station
 - Santa Fe Community College
 - Rancho Viejo Plaza

Recommendation 2.7: Encourage and facilitate the use of bicycles by public agency staff and in the private sector

This Plan recommends that the MPO work with public agencies and other partners to:

- Promote increased official use of bicycles by law enforcement, emergency responders, parking enforcement, parks maintenance staff, building inspectors, and others.
- Promote use of bike share systems by staff of public agencies and large private employers.
- Provide incentives, or remove disincentives, to private businesses that use bicycles, including but not limited to delivery and security services.
- Restrict use of public agency or contractor motor vehicles on multi-use trails.



LAB's Feedback on Santa Fe's Bicycle-Friendly Community Application, Fall 2011

- Actively facilitate stronger connections between bicycle advocates, the wider bicycling community and law enforcement. Increase the number of police officers patrolling multi-use paths and streets on bike, as it gives officers a better understanding of the conditions for cyclists and keeps secluded multi-use paths safe.

Recommendation 2.8: Create Incentives / Remove Barriers to Travel by Bike

This Plan recommends that the MPO and partner agencies coordinate efforts to:

- Work with public and private employers to create services and incentives for staff that commute by bicycle, including providing employees with lockers, showers, and protected parking, and offering to reimburse costs of commuting by bicycle at least on par with support for commuting by other means.³⁵
- Develop programs to help private entities to establish formal bicycle parking. Consider a partnership with programs promoting art in public spaces.
- Permit new developments to substitute provisions for bicycles, including lanes, trails, and/or parking, in place of some provisions otherwise required for motor vehicle parking.
- Require provision of bicycle parking at outdoor events such as Zozobra, the Folk Art Fiesta, events at the plaza, baseball games, and other athletic events.³⁶

³⁵ Employers may provide such reimbursements tax-free under the Bicycle Commuter Act of 2008. For more information, see www.bikewalk.org/bca.php.

³⁶ An example of such a requirement by the City of San Francisco, CA, can be seen at <http://www.sfmta.com/cms/vclos/13487.html>.