

# Becoming a Road Respect Community



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# WHAT IS ROAD RESPECT?

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# Road Respect

A program to encourage respect  
between drivers and bicyclists  
on Utah's roads

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# WHAT IS A ROAD RESPECT COMMUNITY?

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# Road Respect Communities...

*are taking action to support  
the Road Respect message by  
evaluating, planning and developing  
bicycle programs and infrastructure  
that will improve their communities  
and help to build  
a statewide active transportation system*



# BENEFITS OF BECOMING A ROAD RESPECT COMMUNITY

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# BENEFITS OF BECOMING A ROAD RESPECT COMMUNITY



Physical Activity

Reduced Traffic Congestion



Improved Air Quality

Increased Tourism

High Quality of Life



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# ROAD RESPECT COMMUNITY LEVELS AND REQUIREMENTS

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# LEVEL 1- ACTIVATE

## Identify

- Community champion(s)
- Health, community, and economic benefits associated with having a bicycle plan
- Existing bicycle infrastructure conditions and safety issues

## Develop

- A kid's bicycle safety program
- Bicycle planning efforts and identify connectivity gaps
- Evaluation criteria including Health Impact Assessment guidelines

## Collaborate

- With local law enforcement to begin to incorporate bicycle safety and enforcement into their program

# LEVEL 2- ASCEND

## Initiate

- A community bicycle ride
- “Share the road” dialogue between drivers and cyclists
- A formal local law enforcement bicycle safety program
- Involvement of bicycle advocacy groups/individuals in planning efforts

## Develop

- A bicycle plan that identifies potential solutions including filling in system gaps and / or connecting to existing systems

## Evaluate

- The current bicycle plan, using the criteria identified in Level 1 including a Health Impact Assessment

# LEVEL 3- PEAK

## Promote

- The bicycle safety and education program for schools
- Adopt and implement the bicycle plan
- Economic benefits of bicycling and plan bicycle amenities with help from local businesses

## Develop

- **A Road Respect Bicycle Ambassador** program for your community
- A bicycle committee
- A bicycle safety campaign promoting respect between drivers and bicyclists

## Evaluate

- And maintain the bicycle safety enforcement program for local law enforcement
- The bicycle plan using Level 1 criteria and complete the Health Impact Assessment

# BEYOND PEAK LEVEL...

Apply for American League of Bicycle's  
Bicycle Friendly Community Status



# ROAD RESPECT COMMUNITY PLANNING RESOURCES & OPPORTUNITIES

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# Consultation and Planning

*Ongoing consultation with a Road Respect representative to determine RR level and next steps*

- **Assistance in developing a bicycle plan**
  - On-site evaluations
  - Group discussions focusing on improving interactions between bicyclists and drivers
  - Road Respect planning workshop
- **Assistance in developing bicycle programs**
  - Bicycle safety programs
  - Law enforcement programs
  - Bicycle safety campaign

# Promotional Opportunities

- **Featured on the Road Respect Tour**
  - Events
  - Forums
  - Out & back rides
  - State and local publicity
- **Highlighted on UDOT's State Bike Maps**
  - Link to Community Website to promote tourism and bicycle program
  - Opportunity to choose a local bicycle route to be featured on the UDOT Bike Maps



# ROAD RESPECT TOUR 2013

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# SOUTHERN UTAH TOUR

MAY 29 – JUNE 1

- **Wednesday, May 29: IRON COUNTY**
  - Community Forum
  - Out & Back Rides
- **Thursday, May 30: KANAB**
  - Ride from Brian Head to Kanab
  - Community Forum
- **Friday, May 31: WASHINGTON COUNTY**
  - Ride from Springdale to St. George, Community Ride in St. George
  - Springdale Event – Road Respect Community
  - St. George Event – Road Respect Community
- **Saturday, June 1: PARAWON**
  - Ride the GAP Ride – combine with large organized ride.

# WASATCH FRONT TOUR

## JUNE 13 – JUNE 15

- **Thursday, 6/13:** Morning Media Event & Frontrunner Ride to Provo
- **Thursday, 6/13: PROVO**
  - Ride
  - Community celebration
- **Friday, 6/14: SALT LAKE COUNTY / SALT LAKE CITY**
  - Morning ride
  - Commuter rides
  - Law enforcement training
  - Bike Fest
- **Saturday, 6/15: OGDEN / WEBER COUNTY**
  - Rides
  - Event



# ROAD RESPECT SPONSORS

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*SPECIALIZED*



simply real.



**PRO-FORM**



**zero**  
**Fatalities**

*A Goal We Can All Live With*



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# ROAD RESPECT COMMUNITY LEVELS

## Level 1 - Activate

- Identify
  - Community champion(s)
  - Health, community, and economic benefits associated with having a bicycle plan
  - Existing conditions of bicycle infrastructure and safety issues
- Develop
  - A kid's bicycle safety program
  - Bicycle planning efforts and identify connectivity gaps
  - Evaluation criteria including Health Impact Assessment guidelines
- Collaborate
  - With local law enforcement to begin incorporation of bicycle safety and enforcement into their program

## Level 2 – Ascend

- Initiate
  - A community ride
  - “Share the road” dialogue between drivers and cyclists
  - A formal local law enforcement bicycle safety and enforcement program
  - Involvement of bicycle advocacy groups/individual in planning efforts
- Develop
  - A bicycle plan that identifies potential solutions including filling in the gaps and / or completing connections to the existing systems
- Evaluate
  - The current bicycle plan, using the criteria identified in Level 1 including a Health Impact Assessment

## Level 3 – Peak

- Promote
  - The bicycle safety and education program for schools
  - And adopt a bicycle plan and its implementation
  - Economic benefits of biking and plan for bicycle amenities with assistance from local businesses
- Develop
  - A Road Respect bicycle Ambassador program for your community
  - A bicycle committee
  - A bicycle safety campaign promoting respect between drivers and bicyclists
- Evaluate
  - And maintain the bicycle safety enforcement program for local law enforcement
  - The bicycle plan using Level 1 criteria and include a Health Impact Assessment
- Apply for American League of Bicycle's, Bicycle Friendly Community Status