What is Share & Be Aware?

Share & Be Aware is a unique, statewide bicycle and pedestrian safety program that educates not only bicyclists and pedestrians but, more importantly, the general motoring public. In its first year, a team of 6 Ambassadors was trained, education materials were developed, and the Ambassadors worked in more than half of the states counties. A host of media and in-person strategies resulted in over two million media impressions and 11,891 people being individually educated, greatly surpassing our goals. By establishing a strong foundation, Share & Be Aware is laying the groundwork for improved safety for the millions of Wisconsinites that walk and bike.

Goals and Trends

As shown in Table 1, the Share & Be Aware program exceeded its 2011 goals for the following metrics: events, people reached, Newspaper/web stories, counties, child class attendees, and team trainings. Thru the media PSAs, concise and clear safety information was conveyed to almost 2 million viewers/listeners. This data does not include the numbers for the Wheel and Sprocket sponsored billboards in Southeast Wisconsin which have been in high visibility locations for at least 6 weeks. We are awaiting this data from ClearChannel. Thru this robust PSA media campaign we feel that S&BA greatly exceeding the original media goals and has had a positive impact on bicycle and pedestrian safety in Wisconsin. Instead of relying on interviews and earned media to get the messages across, PSAs were designed to be educational and effective. These PSAs made over 1,750,000 impressions and educated people across Wisconsin.

There were 10 separate metrics that were developed during the inception of the program to measure success and impact. One additional media goal was added because we have had a more robust media campaign with billboard, TV, and radio PSAs than initially planned. The professional services to develop these PSAs were donated by Mainly Editing and Mad Max Designs and are valued at $19,975.

By the end of 2012, we anticipate meeting or exceeding all Share & Be Aware program goals. Currently and throughout 2012, the team will focus on TV/Radio Interviews, adult class attendees, and Law Enforcement Trainings. With the short one month program development schedule in 2011, we were not able to develop all of the materials for the

<table>
<thead>
<tr>
<th>Description</th>
<th>Goal</th>
<th>Actual</th>
<th>% Goal</th>
</tr>
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<tbody>
<tr>
<td>Events</td>
<td>200</td>
<td>202</td>
<td>101%</td>
</tr>
<tr>
<td>People reached</td>
<td>20,000</td>
<td>73,968</td>
<td>370%</td>
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<tr>
<td>Media Views</td>
<td>NA</td>
<td>1,750,000</td>
<td>NA</td>
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<tr>
<td>TV/Radio Interviews</td>
<td>20</td>
<td>4</td>
<td>20%</td>
</tr>
<tr>
<td>Newspaper/web stories</td>
<td>20</td>
<td>23</td>
<td>115%</td>
</tr>
<tr>
<td>Counties</td>
<td>36</td>
<td>38</td>
<td>106%</td>
</tr>
<tr>
<td>Classes</td>
<td>132</td>
<td>51</td>
<td>39%</td>
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<td>Adult Class Attendees</td>
<td>2,000</td>
<td>741</td>
<td>37%</td>
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<tr>
<td>Child Class Attendees</td>
<td>325</td>
<td>431</td>
<td>133%</td>
</tr>
<tr>
<td>Police mini-trainings</td>
<td>6</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>All Team Trainings</td>
<td>2</td>
<td>2</td>
<td>100%</td>
</tr>
</tbody>
</table>
law enforcement training in 2011. However, the materials needed to meet these goals have either been created or are in production. While it was difficult to have time for adult classes in the summertime, we are having great luck with classes during the off-season. This winter is already proving to be a great time for Driver’s Ed Classes and hopefully Law Enforcement Trainings as well.

The charts below display the number of contacts and events the Share & Be Aware Ambassadors made or attended in 2011, both month-by-month and cumulatively.

The data in Table 1 and these charts is drawn from an online Event Report Form that each Ambassador fills out after each event and impact reports provided by media sources.

### Share & Be Aware in the Media
Share & Be Aware made a large impact in local and statewide media during 2011. The program was featured in numerous media outlets including:

- Signage on La Crosse Municipal Transit Utility buses
- Television PSAs in the La Crosse region
- Radio PSAs on ClearChannel stations across Wisconsin
Billboards sponsored by Wheel & Sprocket Bike Shop in the Milwaukee region
The Appleton Post Crescent
The Green Bay Press Gazette
The Wisconsin State Journal
The Baraboo News Republic
The Milwaukee Journal Sentinel Off the Couch Blog
Silent Sports Magazine
Radio interviews on WUEC and WMSE
Television interviews on WQOW
PSAs at professional sporting events
Various bicycle club newsletters
Roadside signage at running and cycling events

It is difficult to quantify the total impact of these media placements and interviews. The figure of 1,750,000 media views noted in Table 1 is a very conservative estimate - it is likely that the Share & Be Aware media campaign achieved significantly more views than this.

Tales from the Ambassadors

What was your best teaching moment?

- My favorite moment was in a Drivers Education Class at Zimmerman Driving School in La Crosse when the students were more interested in talking about their bicycling rights than their driving rights.
- One of my favorite teaching moments occurred at Musky Fest in Hayward, WI when a gentleman was expressing his opposition to cyclists using the roads. After venting his frustrations with cyclists performing incomplete stops, I explained the goal of our program is educate all road users of the laws. I then confessed that while traveling to the event I caught myself driving above the posted speed limit and asked the gentleman if he ever found himself in a similar situation. He sheepishly acknowledged the point I was trying to make and said “I guess we all have room for improvement”.

What was the best compliment or feedback you received?

- The organizer of a series of Bicycle Commuting Classes for the Trane Company told me I held my ground as a group of engineers fired questions at me during a Rules of Road Class for Bicycling commuters.
- “Eau Claire needs more people like you”

How did you help improve pedestrian safety?

- A Driver’s Education student commented that she now realizes that most drivers pull too far into the intersection rather than stopping before the crosswalk.
- One of my favorite moments occurred while biking to an outdoor music event. I was riding a busy street and approaching a well marked pedestrian crossing where a family was waiting to cross; I signaled and merged into traffic, taking the lane and stopping before the crosswalk. Motorists caught on quickly and followed my example while the family crossed. At the event the family spoke with me and learned their rights as pedestrians; they were particularly surprised to learn they have the right of way at all crosswalks (even unmarked ones).

What was the best thing about Share & Be Aware for your community?

- The community is starting to recognize there are resources available for education and advocacy and they are more people bicycling and walking places.
- The best thing about Share & Be Aware for any community is that the Bicycle Federation of Wisconsin is now truly a statewide cycle advocacy organization. The more people we encourage to choose walking and biking over driving the better our world will be.
What do Bicycle Ambassadors do?

The Ambassadors are bicycle and pedestrian safety experts that educate people on driving, biking, and pedestrian safety. They were trained by a League Cycling Instructor on bicycle safety and laws and received pedestrian training from Tom Huber for a total of 20 hours. They participated in weekly conference calls to offer ongoing support and training. These trainings allowed the Ambassadors to do outreach at community events, teach classes, lead rides or walks, do media interviews, and become leaders in their communities.

During 2011 Share & Be Aware season, the Ambassadors taught 51 classes to 1,169 people throughout Wisconsin. Classes that the Ambassadors taught include:

- Share & Be Aware Driver’s Ed Class
- Road Safety for All
- Bike Commuting for Adults
- Child Bike Safety Presentation
- Adult Bike Skills (on-bike)
- Child Bike Skills (on-bike)

In 2011, the Ambassadors attended 202 events and reached 73,968 people with the Share & Be Aware message. The Ambassadors directly talked to and educated 11,891 people. Each of these people gained knowledge about the safety of people biking or walking. A suite of fliers and safety materials helped the Ambassadors educate the public on various safety topics and practices.

La Crosse area Ambassador Carolyn Dvorak has taught Share & Be Aware Driver’s Ed Class to 64 students. Her students showed an average increase in sharing the road knowledge of 18.26%.

Share & Be Aware Staff Bios

**Matt Andrews - Ambassador**

Based in: Eau Claire

Matt spread the bike love in and around Eau Claire through the Share & Be Aware campaign. Besides working for the Bike Fed, he holds a job with the University of Wisconsin Eau Claire as their Bicycle Program Specialist and lead mechanic through the University’s Environmental Adventure Center.

**Favorite bike:** 2011 Specialized Tricross, my 1st new/modern bike.

**Great memory of biking in Wisconsin:** Riding the Scenic Shore 150 benefiting the Leukemia & Lymphoma Society.

**Jessica Binder - Education Director**

Based in: Milwaukee

Jessica created and runs Bike Fed’s statewide Safe Routes to School Programs, Bike Camps, and adult bicyclist and motorist education programs.

**Favorite bike:** 1985 pink Peugeot that was found on a river bank.

**Great memory of biking in Wisconsin:** Camping and riding tandem to historic breweries and buildings in the southwest part of the state.

**Barbara Connolly-Blick - Ambassador**

Based in: Milwaukee

Barb is the SE Share & Be Aware Ambassador. She has also been a Safe Routes to School instructor for the Bike Fed for the past five summers in Milwaukee. She learned to ride a two-wheeler when she was four and hasn’t stopped since. She commutes year round.
Lessons Learned
The inaugural season of the Bicycle Ambassadors was a success, but as with any new program, there were many lessons learned and ideas for improvement in 2012.

- High quality dedicated staff is key
- Media program was more successful than anticipated
- Teaching classes in beginning of season is difficult as Ambassadors are still learning the content
- General outreach work can grow tiresome by the end of the season
- There is a tendency to focus on biking as that is where people’s passions lie
- Finding an audience for pedestrian training is very difficult
- Dedicated Ambassadors can do high level work, get media coverage, testify in front of city councils, and recruit their own events.

Keys to Success in 2012
- Retain experienced staff
- Redesign handouts
- Focus on Media placement of PSAs
- Respond to every cyclist and pedestrian death with educational materials.
- Develop a pedestrian outreach plan (seniors, AAA, etc.)
- Continue to focus on Driver’s Ed classes and other ways to teach motorists
- Finalize and launch Law Enforcement Training

Carolyn Dvorak - Ambassador
Based in: La Crosse
Carolyn grew up in a family of bicyclists in Glendale, WI where weekends were spent on local tours and family bike rides. She earned a Bachelor’s Degree and a Master’s Degree in Education at UWM and spent ten years teaching elementary school for Milwaukee Public Schools.

She has spent the last fifteen years in the La Crosse community nurturing her family, supporting the educational system, touring the beautiful driftless region, and developing her commuting skills.

Favorite bike: An Old Italian Bonita passed on to me from some friends. It is put together with a combination of mismatched parts and a sturdy steel frame. It is my comfortable, around town bike.

Great memory of biking in Wisconsin: The summer that I was eleven, my parents took our family of seven, on Amtrak to La Crosse, and we rode our bicycles home to Milwaukee.

Matt Gissibl - Ambassador Scheduler
Based in: Milwaukee
As the Development Coordinator, Matt helps businesses and organizations that are interested in supporting bicycling in Wisconsin. Whether wrecking at the Mountain Bike World Championships, shredding mountain bike trails or selling advertisements for Wisconsin Bicycling, cycling is Matt’s hobby, career and passion.
Conclusion

The inaugural year of Share & Be Aware was quite successful. On the key metrics of talking to people and PSA viewership, we greatly exceeded expectations. Many great education materials and presentations are continually developed to meet the needs of the community. The Driver’s Ed Curriculum is a great example. We launched this program in October and have already trained over 60 driver’s ed instructors. Mike Lane of Just Drive Wisconsin Driving School enjoyed the training and wrote “Thanks for sending the DOT your information for distribution to driving schools like mine. I look forward to implementing your presentation into my curriculum.”

We look forward to another year of outreach, classes, media work, and law enforcement training to improve safety for those walking and biking in Wisconsin.

Favorite bike: My unicycle. It’s like floating on air.

Great memory of biking in Wisconsin: Riding with my son to the top of Timm’s Hill, in Price County – the tallest point in Wisconsin.

Scott Reilly - Ambassador
Based in: Appleton

Scott is working with individuals, businesses, and community members to spread the Share & Be Aware message and teach confident cycling in the Fox Valley and Northeast Wisconsin.

Favorite bike: It has to be my first “grown-up” bike, a Specialized Stump Jumper.

Great memory of biking in Wisconsin: Yet to come, but thinking and dreaming about an extended camping trip along the Lake Superior shoreline.

Justin Sonnentag - Ambassador
Based in: Stevens Point

Justin works to build a strong bicycle community in the Stevens Point area through our Share & Be Aware campaign. As a Geographer, he enjoys working with fellow bicycle enthusiasts and Urban Planners studying the spatial and temporal variables associated with making communities bicycle friendly.

Favorite bike: One with big tires ideally 650b, full fenders, racks, drum brakes, a generator hub, NO derailleurs and of course it has to be lugged steel.

Great memory of biking in Wisconsin: A spontaneous bike ride with no destination, no map, no phone and no front derailleur. I chased the sun all day, stumbled upon “The Driftless Area”, then the Mississippi River. I fell asleep in the woods on an island and rode home the next day.

Events like the Sparta Butterfest allow Share & Be Aware Ambassadors to reach many people who would not typically consider themselves “cyclists.”