

Illinois bicycle safety quiz challenge (www.bikesafetyquiz.com)

Background information, motivation, and credits

Welcome to www.bikesafetyquiz.com, an easy-to-use learning resource meant to help fill an educational gap for both bicyclists and motorists. The site was developed by [Ride Illinois](#), a statewide bicycle advocacy organization, seeking to improve biking conditions in Illinois. Our hope is that this resource can increase knowledge, improve safety and compliance with the law, and lessen conflicts and tension between bicyclists and motorists on our roadways. We want to do this in a positive, constructive, balanced way.

Further background on the project comes from an article below, with project credits directly afterwards.

Background Information and Project Motivation

Excerpted from [Ride Illinois](#)' Winter 2013 newsletter:

...

Motivation for the Project

In Illinois and elsewhere, we have a considerable educational gap – for both cyclists and motorists – on how to properly share the road. Motorists make mistakes or act aggressively towards cyclists. Bicyclists make other mistakes or blatantly ignore laws. The result: too many injuries and deaths, too many people afraid to bike, and anger and resentment on both sides.

While lessons for swimming – and other skills arguably less practical than bicycling – are routine in a child's education, most kids and young motorists are not adequately learning about car-bike interactions. Most teachers, Driver's Ed instructors, and parents generally lack the knowledge themselves, beyond basic advice like "wear a helmet" and "watch out for cyclists." Even where expert instruction is available, programs like in-depth training for young cyclists must compete with an overcrowded school curriculum.

Despite being armed with only a relatively superficial level of knowledge, most motorists and current/would-be cyclists do not perceive a need for more training. Many motorists do not realize mistakes they make around bikes, even on the overcautious side. Taking bike safety classes – or even picking up bike safety materials – is not done by enough cyclists.

What We're Doing – "Go for the Gold"

For years, Ride Illinois has made some progress with resources including our driver ed video/curriculum and instructor outreach, kids' safety sheets, Train the Trainer and police "share the road" enforcement seminars, bike law cards, free bike maps (a sneaky way to distribute safety info), and more. Now, we are creating a new, first-of-its-kind tool for easier mainstreaming of cyclist and motorist education.

Sometime in spring, we will launch our online "bike safety quiz challenge" website. Users will learn key safety techniques and relevant state laws in an interactive quiz-based format meant to be more effective and enticing than standard reading comprehension methods. Separate modules are being developed for adult bicyclists, child cyclists, and motorists. The website may eventually serve as a proactive, pseudo-"certification" substitute for formal licensing.

In each module, users will progress through bronze, silver, and gold level sets of multiple-choice questions and accompanying illustrations. Many questions are tough – there will be no shame to

someone missing questions on their first pass. The learning comes from explanations in the question response feedback, with users getting three chances to answer each question correctly. The lessons, while relatively short, contain much valuable information that will whet some appetites for more in-depth training.

The children's module of the website will teach bike safety to fourth and fifth graders, providing schools with a valuable, easy-to-use learning tool without having to invest in curriculum or teacher training. A [teacher administration page](#) will allow teachers and driver education instructors to assign a quiz module as part of course work and to track student results. Children can complete their quiz in class or computer lab, as an at-home assignment or even outside of school in a scout, church or other youth group. Ride Illinois is planning financial incentives – annual prize money funded by Share the Road license plate income – for randomly-selected schools with high participation rates.

Random financial prizes from license plate income will be among the incentives for individual adult cyclists and motorists, as well. Others are being explored, such as using business-card or full size certificates of completion to receive bike shop or organized ride discounts. Ride organizers could improve relations with local officials by asking their riders to complete the quiz before the event. Motorist “traffic school” or defensive driving courses may be another application for the quizzes. Similarly, police could offer the quiz as an educational warning alternative to stronger enforcement.

Thank You! – And How You Can Help

This project would not be possible without you, Ride Illinois' members and supporters. Our lack of success securing public and private grants threatened the project. But, Ride Illinois' board of directors made the decision to proceed, dedicating much staff time and using \$25,000 of our membership income, bike club donations, and other reserves. *[To join Ride Illinois and support our work, go to rideillinois.org.]*

Project Credits

Ride Illinois would like to thank the following people and organizations, for their contributions to this project:

Many of the question concepts came from the League of American Bicyclists, specifically their Traffic Skills 101 course. Others came from John Allen's "Bicycling Street Smarts" books.

We thank our many question reviewers, including several League Certified Instructors (especially Larry Mysz), the Illinois High School and College Driver Education Association, various teachers, and the Illinois Secretary of State Office's Kathleen Widmer.

Certain illustrations in the Child Bicyclist quiz are copyrighted 2013 by WordSpace Press (www.wordspacepress.com) and used here under license.

Ride Illinois thanks the DuPage County Health Department, the FORWARD Coalition, and its funders for the "Get in the Action" grant, used in project development and DuPage school promotion.

Finally, Ride Illinois thanks Promet Solutions for its professional development of the website application and in-kind donation of a portion of the cost.

Ride Illinois, May 2013