

## Using BikeSafetyQuiz.com in Your Town



Ed Barsotti  
630-978-0583  
ed@rideillinois.org





**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Sharing the Road – Big Education Gap!

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Sharing the Road – Big Education Gap!




Educating cyclists, drivers a big part of “bike-friendly”

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Sharing the Road – Big Education Gap!




Educating cyclists, drivers a big part of “bike-friendly”

**www.BikeSafetyQuiz.com**

**ride**  
ILLINOIS

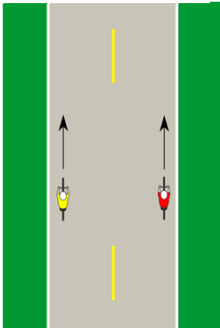
Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Correct side of road

For two-way roads, which is the legal side to bike on? Which is the safest side to bike on?

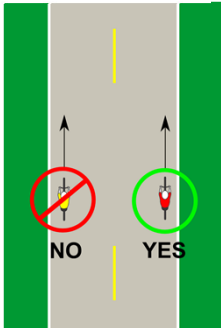
- A) Legal - left. Safest - left.
- B) Legal - right. Safest - right.
- C) Legal - left. Safest - right.
- D) Legal - right. Safest - left.



## Correct side of road

For two-way roads, which is the legal side to bike on? Which is the safest side to bike on?

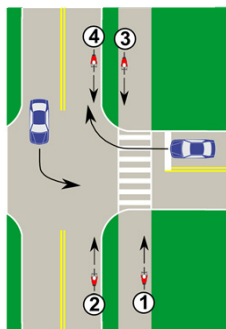
- A) Legal - left. Safest - left.
- B) Legal - right. Safest - right.**
- C) Legal - left. Safest - right.
- D) Legal - right. Safest - left.



### Intersection visibility

Rank how visible these cyclists are to motorists at intersections, from most to least visible.

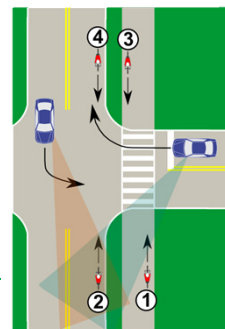
- A) 4 (most visible) - 2 - 3 - 1 (least visible)
- B) 1 (most visible) - 3 - 2 - 4 (least visible)
- C) 2 (most visible) - 4 - 1 - 3 (least visible)
- D) 2 (most visible) - 1 - 4 - 3 (least visible)



### Intersection visibility

Rank how visible these cyclists are to motorists at intersections, from most to least visible.

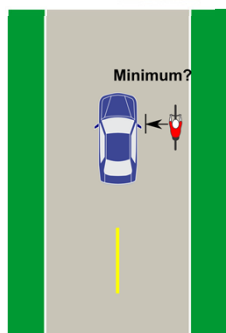
- A) 4 (most visible) - 2 - 3 - 1 (least visible)
- B) 1 (most visible) - 3 - 2 - 4 (least visible)
- C) 2 (most visible) - 4 - 1 - 3 (least visible)
- D) 2 (most visible) - 1 - 4 - 3 (least visible)



### Minimum passing clearance

When a motorist passes a bicyclist, what is the minimum legal distance (clearance) to leave between vehicle and bike?

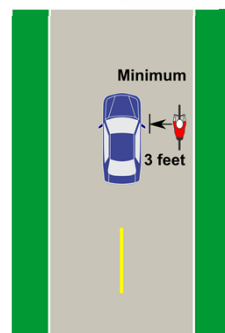
- A) AT LEAST 1 foot (from your side mirror)
- B) AT LEAST 3 feet (from your side mirror)
- C) AT LEAST 10 feet
- D) There is no legal minimum distance defined. Use common sense.



### Minimum passing clearance

When a motorist passes a bicyclist, what is the minimum legal distance (clearance) to leave between vehicle and bike?

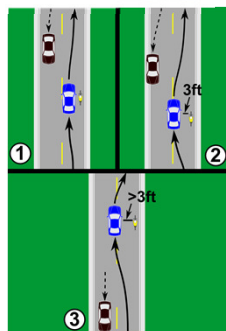
- A) AT LEAST 1 foot (from your side mirror)
- B) AT LEAST 3 feet (from your side mirror)
- C) AT LEAST 10 feet
- D) There is no legal minimum distance defined. Use common sense.



### Passing in narrow lane

What should the blue car's driver do here?

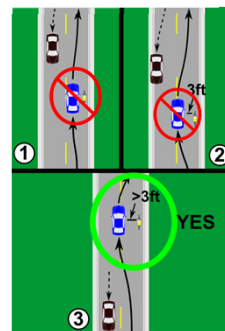
- (1) - Gently tap the horn, and then carefully pass, staying in your lane.
- (2) - Pass by moving slightly over into the oncoming lane, leaving at least 3 feet - and trusting that the oncoming vehicle will move.
- (3) - Wait for the oncoming vehicle to pass, then move at least partially over into the next lane to pass the cyclist by more than 3 feet.



### Passing in narrow lane

What should the blue car's driver do here?

- (1) - Gently tap the horn, and then carefully pass, staying in your lane.
- (2) - Pass by moving slightly over into the oncoming lane, leaving at least 3 feet - and trusting that the oncoming vehicle will move.
- (3) - Wait for the oncoming vehicle to pass, then move at least partially over into the next lane to pass the cyclist by more than 3 feet.



## Summary of **BikeSafetyQuiz.com**

- “Some to Lots” approach – meant to better mainstream basic bike safety info
- Convenient, online **lessons in a quiz format** – **not** a test of prior knowledge!
- Relevant state laws, skills (LAB Traffic Skills 101 material) – IL Sec. of State-approved



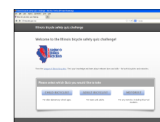
**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Summary of **BikeSafetyQuiz.com**

- Quizzes for three audiences: Adult Bicyclists, Motorists, Child Bicyclists
- Each quiz has Bronze, Silver, Gold levels – 25-33 questions total
- Individuals, schools/youth, drivers education programs



**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Quiz highlights so far

- June 2013 launch with state officials
- 30,000 site uses in Illinois – and beyond
- Growing partnerships, promotion to reach various target audiences



**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Expanding quiz usage

More effective than promoting quiz remotely is...

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Expanding quiz usage

More effective than promoting quiz remotely is...

- **Help from a local advocate!**
- **Networks, in-person contacts...**

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Expanding quiz usage

How **you** can help...

- 1) Get acquainted with quiz, its uses with target audiences
- 2) Introduce the quiz to someone locally
- 3) Send them our way for the details and set up!

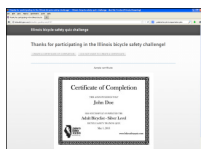
**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Local BikeSafetyQuiz Reps

- Ride Illinois program debuted spring 2015 – to be continued?
- 15 reps; 40 hours total each – funded by Share the Road specialty license plates
- Meet target audiences locally



**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Target audiences: Driver Ed Classes



- 60 high schools using Motorist quiz
- Ready-made computer lab or homework assignment; no teacher bike safety training needed
- Ride Illinois can set up teacher account, class code for easy use
- Endorsed by Illinois driver ed instructor association

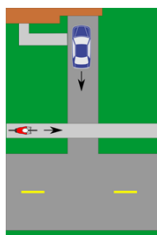
**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Target audiences: Elementary Schools

- “Child Bicyclist” quiz for elementary school – parents help younger kids
- Plug-and-play computer lab lesson or homework; meets learning standard
- PE class or regular class
- Ride Illinois can set up teacher account, class code for easy use



**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Target audiences: School PTA/PTOs

- Conduct a contest between classes, grades, or schools for highest quiz completion participation rate
- Or, Family Night online activity
- IL PTA partnership – “Program to Go”
- 1 or 2 volunteers could do this



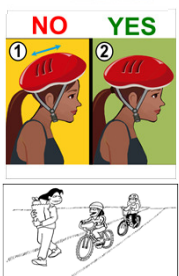
**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Target audiences: Scouts

- “Child Bicyclist” quiz for younger scouts, “Adult Bicyclist” for older
- Stand-alone safety activity helpful for Cycling merit badge
- Prerequisite before a group ride
- Ride Illinois can set up the quiz for a scout leader



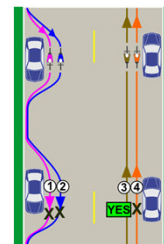
**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

## Target audiences: Bike shops

- Reach many more bike riders
- Hand out quiz promo cards with new bikes, repairs, literature area; window clings promote quiz
- Offer discounts for certificates of completion?

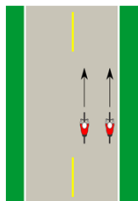


**ride**  
ILLINOIS

Working Statewide for Better Bicycling

www.rideillinois.org  
info@rideillinois.org

### Target audiences: Bike clubs, other rides



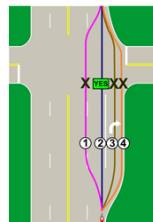
- All members take quiz
- Public invitational rides: include quiz in ride promotions
- Offer ride discounts or raffle, with certificate of completion
- Reach out to others (local groups, charities) conducting public rides

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

[www.rideillinois.org](http://www.rideillinois.org)  
[info@rideillinois.org](mailto:info@rideillinois.org)

### Target audiences: Police departments



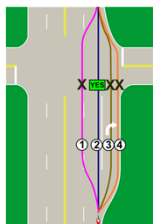
- Partner with police to improve safety, sharing of road
- Police chief magazine article
- Police training tool – Motorist, Adult Bicyclist quiz for continuing education
- School outreach – police hand out cards, or help w/ participation contest

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

[www.rideillinois.org](http://www.rideillinois.org)  
[info@rideillinois.org](mailto:info@rideillinois.org)

### Target audiences: Police departments



- Bicyclist ticket diversion program: complete quiz, email certificate = ticket removed from record
- Targeted enforcement campaigns (stings) against motorists, bicyclists – quiz used with warning tickets

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

[www.rideillinois.org](http://www.rideillinois.org)  
[info@rideillinois.org](mailto:info@rideillinois.org)

### Target audiences: Municipal outreach, mayors



- Short quiz article available for city newsletters, websites
- Mayor's Bike Safety Challenge: Proclaim bike safety week, take quiz and encourage residents to do so
- Incentivize with token prizes or raffles with local businesses?

**ride**  
ILLINOIS

Working Statewide for Better Bicycling

[www.rideillinois.org](http://www.rideillinois.org)  
[info@rideillinois.org](mailto:info@rideillinois.org)

### Expanding quiz usage

#### Can you help?

- Introduce the quiz to target audience(s) locally
- Send them our way for the details and set up!

**ride**  
ILLINOIS

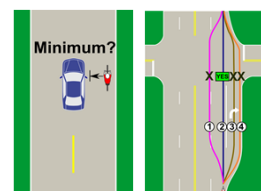
Working Statewide for Better Bicycling

[www.rideillinois.org](http://www.rideillinois.org)  
[info@rideillinois.org](mailto:info@rideillinois.org)

### Questions?



Ed Barsotti  
630-978-0583  
[ed@rideillinois.org](mailto:ed@rideillinois.org)



**ride**  
ILLINOIS

Working Statewide for Better Bicycling

[www.rideillinois.org](http://www.rideillinois.org)  
[info@rideillinois.org](mailto:info@rideillinois.org)