

Bike Rodeo

CASE STUDY

Canton

EDUCATION ENCOURAGEMENT ENGAGEMENT EVALUATION ENGINEERING EQUITY | URBAN RURAL **SUBURBAN**

Background

MassDOT's Safe Routes to School (SRTS) Program offers bike rodeos designed to fit the specific needs of a school or community. We provide support throughout the rodeo planning process, instructors to teach students rules of the road and safe cycling skills, and our Bike Rodeo Kit with cones, cardboard road signs, and spray chalk to create an interactive loop course.

Overview

The Canton Farmers Market hosted a summer Bike Rodeo, building on two years of bike safety days at the market. They partnered with bike-centric groups and community partners, including Canton's Walk, Bike, Hike Committee, the Canton Police Department, the Southeastern Massachusetts Chapter of the New England Mountain Biking Association, the Cub Scouts, and the Canton Public Library. SRTS coordinated the education portion with partner MassBike. The Canton Farmers Market and community partners promoted the event and encouraged pre-registration.

Lessons Learned

- ✓ Attendance for this summer event was a challenge because students did not have access to their school's communication network
- ✓ Some attendees were too young to grasp the biking skills being taught, so age groups or specific timed sessions could aid instruction
- ✓ Balance the number of volunteers with the number of registrations
- ✓ Establish roles and expectations with volunteers to best engage their skills and experience for the benefit of students



Impacts



Assembling this group of bike-friendly stakeholders set the foundation for future Bike Rodeos



Bike/Pedestrian volunteers built a stronger community for active transportation advocacy