

Bike Rodeo

CASE STUDY

Harwich & Chatham

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 towns of Harwich and Chatham each have one public elementary school. For the past few years, they have organized a joint bike rodeo on a spring Saturday. The event is held in the Harwich Elementary School parking lot and is part of a larger Safety Fair. Many community groups also attend, including the police and fire departments, libraries, recreation groups, and local bike shops. The event has become very popular, thanks to promotion by the school staff.

Lessons Learned

- ✓ Well-attended bike rodeos can make it harder to teach bike safety effectively, especially when student ages vary
- ✓ Use pre-registration to help ensure adequate volunteers are available
- ✓ Stagger safety skill sessions, organize by age/grade, and limit to 10-15 students per session



Impacts



Event is held annually so families know what to expect and bring their bikes and helmets



Tune-up station is supported by nearby bike shop (an SRTS Alliance Partner!)



70+ students participated in 2022



Helmets donated by local fire departments and SRTS Alliance Partner Breakstone, White and Gluck