

Bike Rodeo

CASE STUDY

North Falmouth

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

North Falmouth Elementary's Parent-Teacher Organization (PTO) reached out to SRTS for assistance in running a weekend bike rodeo. Over the few next months, SRTS, school staff, PTO members, and the Falmouth Bicycle and Pedestrian Committee planned the logistics of the rodeo. Many community stakeholders attended and supported the event, including the bicycle patrol officers from the town police department and the high school mountain bike/BMX team.

Lessons Learned

- ✓ Advertising a specific start time for the event meant that all students received the full safety lesson
- ✓ A BMX demonstration from the high school students was an innovative way of keeping the rodeo attendees engaged
- ✓ Because the students' age range was broad, the safety training content was sometimes too complex for younger students and too simple for older students



Impacts



25 students (a manageable size for teaching bike safety) attended the rodeo



The Cape Cod Commission distributed bike lights to attendees



Enlisting existing SRTS partners and relationships made volunteer recruitment easier