

**CITY OF MERCED**  
**Planning Department**

TO: Bicycle Advisory Commission  
FROM: Jose Palma, Transportation Planning Intern  
DATE: August 25, 2015  
SUBJECT: Bicycle Education and Safety

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**BACKGROUND**

My name is Jose Palma and I am a graduate student at California Polytechnic State University, San Luis Obispo. I am pursuing my masters in both City and Regional Planning and Transportation Engineering. I am interning with the City of Merced's Planning Department for about five weeks (August 13 – September 18). I have been tasked to develop ideas to strengthen bicycle education, training etiquette (cycling), and familiarity with new markings (i.e.sharrows). I am communicating with various organizations (local and statewide) to develop ideas that can help improve safety and encourage bicycle usage as a preferred choice of transportation.

**DISCUSSION/IDEAS/ RECOMMENDATIONS**

The following ideas have been developed with the collaboration between various organizations and they include the following:

- Improving Sharrow flyers and aesthetic presentation
- Bike Safety Film Competition (encouraging creativity and safety awareness among locals)
- Creating programs (collaboration between multiple non-profits) to empower and educate the cyclist who are on the streets
- Merced Bicycle Coalition presence downtown (bike fixing station and bike valet parking program) through the Farmers Market and/or other events
- Creating a “#” hashtag campaign that promotes use of bikeways and streets, not sidewalks

**ACTION**

None: Information and Discussion item only.