Programs are essential to improve comfort, support a bicycle- and walking-friendly culture, and encourage more people to walk & bike.

Many programs can be categorized according to the “Four E’s”.

**Existing Programs**

- **Education**
  - Equipping people with the knowledge, skills and confidence to bike and walk
  - Safe Routes to School: In-Class Education & Bicycle Rodeos
- **Encouragement**
  - Promoting bicycling and walking as fun and efficient modes of transportation
  - Safe Routes to School: Walk & Bike to School Days
  - Bike to Work Day
  - Free Ride Trip Reduction Incentive Program
  - Bicycle Friendly Community
- **Enforcement**
  - Building safe and responsible behaviors on the road and building respect among all road users
  - Targeted Police Enforcement
  - Speed Feedback Signs
  - Traffic Citation Diversion Program
  - Crossing Guard Program
- **Evaluation**
  - Monitoring efforts to increase active transportation and planning for the future
  - Annual Crash Data Review
  - Bicycle and Pedestrian Community Survey
  - Bicycle and Pedestrian Counts