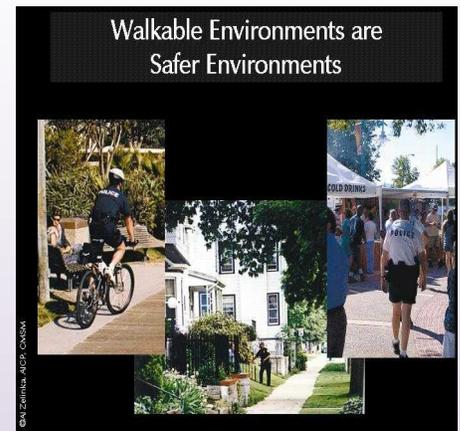


VIII. Encouragement, Education, and Enforcement

Active Living communities are desirable places to live, work, learn, play and visit. Their desirability comes from two factors. They provide daily living goods (housing, service offices, employment, retail) and services (transportation, schools, parks, libraries) that a resident or employee needs on a regular basis within a compact area. Second, active living communities make active transportation possible thus expanding transportation options and creating a streetscape that better serves a range of users; pedestrians, bicyclists, transit riders, and automobiles. To foster active transportation, communities must not only provide active transportation facilities they must also:

- Encourage residents to include active transportation in their daily lives
- Educate the public to appreciate and respect the full range of modes of transportation
- Enforce the laws relating to transportation equally and vigilantly.
- Evaluation through self evaluation and outside recognition as “bicycle friendly” [appendix9a](#) www.bikeleague.com, and “walkable” www.walkscore.com.

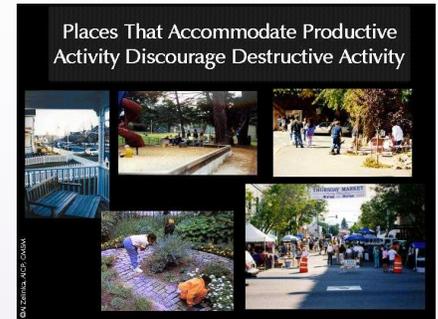
These elements are absolutely essential to the success of the intent of this plan, not only to provide facilities but to change the car-centered mentality and habits of residents and visitors. City Council will need to take a leading role in forging partnerships with other government entities, private organizations and the school system to provide leadership and recognition of programs, policies and events that encourage increased participation in Active Living. With the leadership of City Council and the implementation of the improvement recommendations contained in this Plan the City of Canandaigua will be well on its way to becoming “The Chosen Spot” in all aspects of community living.



Encouragement

No system or network can sustain itself by just being there. The success and growth of any transportation system depends on people using the routes and services. Promoting awareness about the network and providing information about how, when and where to use and connect to the system is important to develop. The following recommendations will implement awareness and usage information, programs campaigns and events locally and regionally.

- Recognize bicycling as a “niche” market important to the City of Canandaigua.
- Create marketing partnerships with other government entities and private organizations.
- Recognize and promote Bike month (May), Bike to School day, Bike to Work day. www.bikeleague.org/programs/bikemonth
- Support the Chamber of Commerce marketing campaigns.
- Develop “Livable Community” marketing campaign in conjunction with the BID to recruit new businesses.
- Create incentives to benefit businesses that participate and encourage Active Transportation.
- Develop online Active Transportation way-finding program. The program should include park amenities, transit conditions and schedules, public amenities (bike racks), and all City destinations.
- Develop a public awareness campaign and events.
- Promote a “close the street” event.
- Develop network and destination map.
- Work with businesses to develop programs that encourage their employees and customers to integrate active transportation into their lifestyle, www.bikeleague.org/resources/commuters.
- Provide bicycle parking facilities at all municipal buildings, parks, and schools and promote bicycle parking facilities at all bicycling destinations.
- Encourage bike racks on all CATS buses.
- Promote Active Transportation Discounts program in the business community.
- Promote “Safe Routes to School “ program

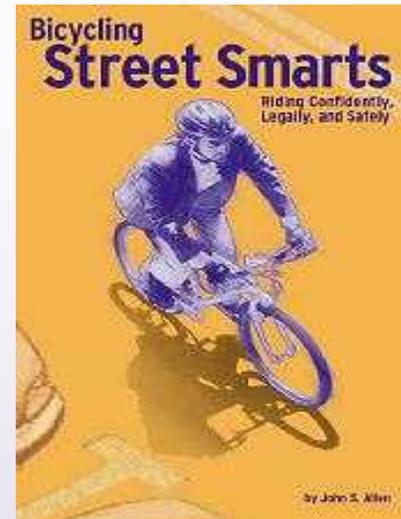


Education

The Action Transportation Plan will provide the City of Canandaigua a safe, convenient and accessible network for people to reach destinations, commute, recreate and connect to other regional systems. The Plan's success depends on users utilizing the network safely, appropriately and frequently. To assist in creating an effective and safe network an education program must be initiated with the cooperation and participation of the school system and interested organizations. The objectives of this program are:

- Improve Safety for Bicyclist, Pedestrians and Motorists
- Promote awareness and usage of the Action Transportation System.
- Increase community partnerships in providing skills training for bicyclists, especially children
- Develop and increase awareness and respect for and between all network users.
- Increase community partnerships in providing resources for usage and maintenance of the system.
- Develop resources to increase awareness, appreciation, necessity and participation in the active lifestyle.

When promoting or developing different programs, campaigns or informational elements through interested organizations, each user group must be addressed in multiple and suitable ways.



Enforcement

Action Transportation user safety is the primary goal of this plan. Facilities are important, laws are important, programs are important, but the most important and primary focus of this plan is the safety of all network users.

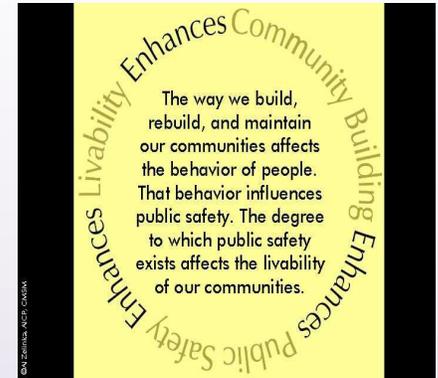
Active transportation facilities are designed with the assumption that bicyclists follow traffic laws by stopping at red lights and will ride in the same direction on streets as motorists. The design also assumes pedestrians will cross the street at designated crosswalks and walk against the traffic when traveling on the street. Designs assume motorists will yield to bicyclists or pedestrians when turning, will not drive or park in designated bicycle lanes and will give the right of way to pedestrians in designated crosswalks. Realistically, to maintain a safe system, these assumptions must not be made.

To ensure a safe network for all users the City of Canandaigua must:

- Develop new information and implement programs to educate bicyclists, pedestrians and motorists about how to co-exist safely in the roadway and on the shared-use paths.
- City Council must promote and create policies that insure equal treatment under the law for all network users.
- The City of Canandaigua Police Department, Ontario County Sherriff Department and the New York State Police must enforce traffic and pedestrian laws equally and diligently.
- The City of Canandaigua Courts must treat all traffic matters before it with equal weight.

Recommended specific actions are but not limited to the following:

- Police officers would reward good behavior through a “good behavior” discount coupons sponsored by local businesses. For example: if they see a pedestrian using the crosswalk they can award a free ice cream cone coupon from the local ice cream shop.



- Police officers would present a lollipop to a child bicyclist wearing a helmet or riding on the correct side of the road.
- Police Department will create, promote and train a volunteer network watch group. This group would act as a neighborhood watch group for the shared-use paths network and disseminate Active Transportation information and traffic law information. The DPW could also participate in this program also.
- Police officers must be diligent in ticketing all users; pedestrians, bicyclist and motorists for traffic violations. This would include jaywalking.
- The City Court must adopt a no fine reduction policy regarding traffic violations.

Neighborliness Contributes to Crime Reduction

Declining Social Capital Trends over the last 25 years

Attending Club Meetings -15%

Family dinners -20%

Having friends over -10%

Surprising Facts

Joining one group cuts in half your odds of being victimized

Two minutes of community reduces social capital by 10%

Robert Putnam, *Bowling Alone*

- Social networks (who people know) have value
- Through social networks, people do things for one another
- This cooperation drives many community activities – including self-policing
- Smart Growth nurtures the social capital of communities – which nurtures crime prevention

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