



The mission of the Vermont
Bicycle & Pedestrian Coalition
is to promote bicycling & walk-
ing in Vermont, emphasizing
access, safety and education.

www.vtbikeped.org

VERMONT BICYCLE AND PEDESTRIAN COALITION

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Vermont Trails & Greenways Council

Executive Director

Becka Roof

Mel Adams, Director
Policy & Planning Division
Vermont Agency of Transportation
National Life Building – Drawer 33
Montpelier, VT 05633

August 13, 2004

Project name: Share the Road Public Service Announcement Educational Campaign
FY 2005 Transportation Enhancements Program

Dear Mr. Adams

The Vermont Bicycle & Pedestrian Coalition is very pleased to submit this application for bicyclist & pedestrian safety and education under the FY 2005 round of the Vermont Transportation Enhancements (“TE”) program.

With the input of our membership, the public, and the Vtrans Bicycle & Pedestrian staff, we have focused our “Share the Road” campaign on radio, TV, and print media – along with a targeted outreach component through bicycle shops & clubs.

This campaign reflects the need to promote safety and courtesy on our public roadways – which are the primary bicycle & pedestrian facilities used statewide. Despite the popularity of multi-use paths where they exist, most bicycling in Vermont occurs on roads. Where sidewalks are absent, as on many rural roads and in small villages, pedestrians and runners also share the road with drivers. Speeding and inattention on the part of drivers, along with a lack of knowledge about how to drive safely around bicyclists and pedestrians can produce roadways that are dangerous or uncomfortable for bicycling and walking. This project seeks to increase safety for bicyclists and pedestrians through education of drivers, bicyclists, and pedestrians.

The anticipated public benefits of this project are greater safety on Vermont’s roadways for bicyclists and pedestrians. Education can lead the driving public to be more aware of bicyclists’ and pedestrians’ rights to the roads, as well as bicyclists and pedestrians to be more aware of their responsibilities under the law.

There is good support for this project both in the bicycle & pedestrian community and with the regional planning agencies, statewide. Many letters and comments appear with this application, recognizing the value of safety education to maximize our existing facilities’ potential.

Please contact me if you have any questions about our application.

Sincerely,

Becka Roof
Executive Director