



The Lebanon Valley Drive with Care Campaign

engaged motorists to recognize that bicyclists are real people who depend on motorists' sharing the roads with them safely.

This project was the result of much cooperation by other organizations, state and local governments and businesses.

By featuring Lebanon Valley residents who bike, the Campaign brought authenticity to this bicyclist/motorist awareness campaign. The models included a vice president of a local business, a Deputy Sheriff, Lebanon Valley College professor, a 14 year old Annville Cleona school student, a director of services at a hospital and a physician. These Lebanon County residents made this Campaign possible, and their time involved was great.

This type of campaign has been used in other locales including the City of Pittsburgh and in Florida where the focus was safe passing a bicyclist.

The Need for this Campaign:

In 2017, on a rural road, a motorist struck at several cyclists for no apparent reason. One of the cyclists suffered life changing injuries as the driver sped away. Shortly after this hit and run incident, a local motorist pursued bicyclists and made negative, frightening comments which were captured on video and shown by the media.

The intentional hit and run crash and negative commentary were well publicized and resulted in Lebanon County's being viewed as an unsafe place to bike. The directors of a very large bike fundraiser ride that was to be held the following month were worried about their participants' safety. Visit Lebanon Valley, the tourism DMO, and LVBC have worked together to promote the County as a great place to tour by bike. The *Lebanon County Scenic Bike Rides* map was reproduced with financial assistance from the County Commissioners. Several large groups had stayed for several days to enjoy the County by using the LVBC bicycle loops to design their rides. There is a significant economic advantage to the local hospitality industry to have cycling tourists. All of this could be lost.

The Lebanon Valley Bicycle Coalition Board recognizes that most motorists are respectful of bicyclists as they drive together on the same roads. However, the risks are considerable that the motorists who don't respect bicyclists as legitimate users of the roads will cause crashes with resulting injuries and possibly worse. We wanted to show them that bicyclists have families and friends who need and love them. They might even be their neighbors or colleagues.

Distracted drivers are also a great risk to bicyclists and being alert drivers is critical.

The LVBC Board committed \$10,000 towards the *Drive with Care* Campaign.

The Coalition's past expenditures have included buying and installing bike parking at libraries, municipal buildings, YMCA, HAAC and other nonprofit locations. Other significant funds were spent to contract with a traffic engineering firm to recommend bike facilities on SR 422 which

were accepted by the municipalities and Penn DOT. The Coalition provided considerable funds to purchase materials for Penn DOT to fix a safety risk for bicyclists on their state road.

The Board determined that this is a critical time to spend our financial resources on educating motorists.

Bachleda Advertising designed and delivered materials and developed social media.

PennDOT was consulted and invited to provide input. We worked with staff to use the digital screen at Lebanon County's PennDOT licensing center by posting either the billboards or posters for individuals to view and read while waiting their turns for services. The messaging reached motorists and those who want to be licensed or renew their licenses.

Commuter Services of PA promoted the Campaign in their communications.

This Campaign was intended to bring to the attention of all motorists how important it is to drive safely and carefully when near bicyclists.

WHEN: The initial campaign was May, June, July – mid August, 2018. In 2019, several elements of the Campaign were funded.

INITIATING: The Campaign was initiated at a Lebanon County Commissioners' meeting on May 3. All sponsors, individuals who worked on the campaign, their employers, LVBC members and others engaged in this effort attended. The sponsoring partners for this Campaign included

Lebanon County Hotel Tax Grant	\$5,000	(Visit Lebanon Valley)
LEBCO MPO (Lebanon County)	\$3,000	
AAA Central Penn -	\$2,000	
Jonestown Bank & Trust -	\$2,000	
APR Supply, Inc.	\$1,000	
E&E Metal Fab., Inc -	\$1,000	

Additional financial sponsorships were sought. Some provided in kind services and smaller financial contributions.

Lupine Lighting, N.A.	\$200
Traffic Planning and Design, Inc.	\$200
Arthur Funk & Sons, Inc. Construction Services	\$200

There were six billboards located in Lebanon County and posters that depicted the local bicyclists.

Three bill boards were located on SR 422, two bill boards on SR 72. and one on SR 322. LAMAR provided the digital billboard in Palmyra for all 6 at no cost.



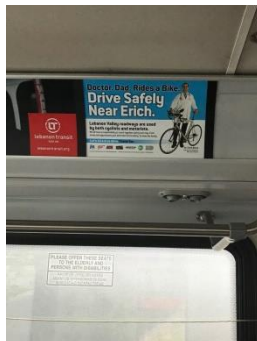
Posters were displayed at places of employment, AAA Central Penn Lebanon office, municipal buildings and other appropriate locations.



Display at *The SUN* news office



Lebanon Transit installed posters in their buses.



LVBC crafted radio PSAs. These PSAs focus on both bicyclists and motorists' behavior and the traffic laws. They aired at WLBR/WQIC and were sponsored by both Lebanon County and LVBC (Bike Lebanon).

LVBC and Lebanon County sponsored signs for display at yards and other venues. Volunteers installed the signs and removed them in the Fall. These were used for two years and still "crop up" because of volunteer efforts.



In addition to the Campaign focus on motorists' education, the LVBC Board recognizes that bicyclists need to be educated as to how to bike on roads legally and safely. The worst violations include riding on the wrong side of the road, not obeying traffic control devices and not signaling their intentions. Bicycling predictably enables motorists to drive with them more carefully.

LVBC paid for a video production on bicycling safely by the South Londonderry Township Police Department. This video is available at the Township's website.

We recognized that this Campaign was just a "start".

There is a *Better Together Lebanon County* campaign that focuses on the health of Lebanon County residents. This campaign is due to the high percentage of obese residents with related illnesses. LVBC initiated the first meeting in March, 2016, of organizations including medical and health organizations, YMCA, employers, PA Department of Health, and others. The result of this meeting was a consensus that a campaign should be developed and it continues.

<http://bettertogetherlebanon.com/>

The *Physically Active Focus* of this initiative works well with bicycling. Bicycling is a lifelong activity that can be used to help people lose weight and remain fit and healthy.

If *Drive with Care* was successful, people can bike with a greater assurance that more motorists will be alert and caring when driving near them.

If Drive with Care was successful, more people will bike legally and safely.

We will all arrive alive.