

Wichita Street Safety Education Initiative  
*League Cycling Instructor (LCI) Candidate Recruitment,  
Site Facilitation, and Community Contacts*

Presented to Scott Wadle, AICP, Wichita-Sedgwick County Planning  
**November, 2015**



# THE WICHITA STREET SAFETY EDUCATION INITIATIVE INTENDS TO PLAN AND IMPLEMENT:

*“...Street safety outreach efforts [that] can be successful and have maximum effect even with limited existing resources and incremental efforts over multiple years.”*

One of the strategies included to accomplish this goal was to train certified League Cycling Instructors (LCI) through the League of American Bicyclists (LAB) Smart Cycling program. The goal was to have a dozen Wichita LCI's to provide Smart Cycling classes, bike rodeos, bike rides and other events to teach children and adults safe cycling skills will help build a culture of street safety for Wichita for years to come.

To accomplish this goal the Alta Planning + Design team contracted with Bike Walk Wichita (BWW), the community's bicycle advocacy organization. The members of BWW facilitated the process by organizing Traffic Skills 101 classes throughout the summer of 2015 to ensure that at least a dozen community members were qualified to attend the 2.5 day League Cycling Instructor Seminar. The members of BWW also served as the site facilitators for the League Cycling Instructor Seminar.

**This memo will outline the steps taken to organize, publicize, implement and complete this task in order to provide a guide for how to sustain the program into the future.**

**“The [LCI] seminar emphasis is on how to teach bicycle safety and skills to new and returning bicyclists and youth.”**

—League of American Bicyclists (LAB),  
[bikeleague.org](http://bikeleague.org)

## **BASIC INFORMATION**

The LAB website provides the following overview of the LCI program:

*League Cycling Instructors (LCIs) are certified to teach the Smart Cycling classes to children as well as adults. Their goal is to help people feel more secure about getting on a bike, to create a mindset that bikes are treated as a vehicle, and to ensure that people on bikes know how to ride safely and legally. LCIs are members of the League and have completed an intense 3-day seminar training. Our certified instructors are active within the bicycling community and are covered by the League's liability insurance.*

The graphic on the following page describes the path to becoming certified to teach bicycle safety education courses through LAB. The infographic was produced by LAB.



## So you want to become a League Cycling Instructor?

League Cycling Instructors (LCIs) are certified to teach the League's Smart Cycling curriculum to help people feel more secure riding a bike, to create a mindset that bikes should be treated as a vehicle, and to ensure bicyclists know how to ride safely and legally. Once certified as an LCI, you're able to teach our curriculum and are covered by an insurance policy that indemnifies you while teaching a class. This infographic helps to explain the requirements and expectations. For more information visit [bikeleague.org/ridesmart](http://bikeleague.org/ridesmart) or email [education@bikeleague.org](mailto:education@bikeleague.org).



### BECOME A MEMBER

To become an League Cycling Instructor you must be a current League member. Valid memberships include Individual, Advocate, Silver Spoke, Life and Family. Join at [bikeleague.org/join](http://bikeleague.org/join).



### PASS THE EXAM

To become an LCI you must first pass an on-bike and written exam. These mandatory tests are administered by LCIs and are part of the Smart Cycling course. Find an instructor or class in your area by using the *Connect Locally* searchbox on our website: [bikeleague.org](http://bikeleague.org).

*You must take TS101 at least one month before your LCI Seminar, so you're able to master the drills and concepts before facilitating them for someone else.*



### REGISTER FOR A SEMINAR



The LCI Seminar is 24 hours — typically one evening and two full days. It focuses on teaching and demonstration techniques used with students both on the road and in the classroom. The Seminar does NOT emphasize the content or specific details of the cycling course curricula. Each candidate will have opportunities during the seminar to practice facilitating parts of the Smart Cycling curriculum, both in the classroom and in the parking lot. Generally, 1/3 of the time is on the bike, so students should be prepared to ride.

- » Find a seminar at [BIKELEAGUE.ORG/RIDESMART](http://BIKELEAGUE.ORG/RIDESMART).
- » Register for the Seminar in the **MEMBER PORTAL**.
- » The **COST** for the seminar is \$300.



### MAINTAIN YOUR LCI STATUS

Attend the seminar and pass the test? Congratulations! Maintain your League membership and pay the annual LCI fee of \$25 to retain your teaching status.



If your Coach recommends remediation rather than certification, find a local LCI to help you master your skills.

### WHAT TO BRING TO YOUR SEMINAR:

- » Bike » Helmet » Water » Lunch/Snacks

### PREPARE FOR THE SEMINAR

After your registration, you will be sent an email from the League with study documents and an open-book assessment. Prior to the seminar, you'll turn in your assessment answers to your Seminar Coach. S/he will give you additional assignments, both group and individual, before the Seminar. Set aside time; some are surprised by the workload!



### CHOOSE A SEMINAR THAT'S CONVENIENT FOR YOU.

When choosing a Seminar, please factor in your schedule and location. Plan on attending a Seminar when you have plenty of availability and consistent access to the Internet. To complete the seminar, you will be required to: 1) attend all parts of the Seminar and 2) be in contact with your LCI Coach before the Seminar.

### BE MINDFUL OF REGISTRATION AND CANCELLATION GUIDELINES

Registration closes 21 days before the start of a Seminar — or when registration reaches the capacity of 16 students. The League cannot guarantee registration; sign up is first-come, first-served. To cancel you must notify the League in advance to be eligible for a refund. A full refund will be provided for any Seminar that is canceled due to low enrollment.

**CANCELLATION POLICY**  
 30 days: Full refund minus \$50 fee  
 14 days: 50% refund  
 7 days: No refund

### Access the Original Infographic

The LAB website contains the graphic to the left as a downloadable PDF. The website also contains an expanded FAQ section regarding becoming an LCI:

[http://www.bikeleague.org/sites/default/files/LCI\\_seminar\\_candidate\\_FAQs.pdf](http://www.bikeleague.org/sites/default/files/LCI_seminar_candidate_FAQs.pdf)

# STEP 1

## Traffic Skills 101 Classes

After obtaining LAB membership, potential LCI candidates must complete a Traffic Skills 101 online course. They then complete the Traffic Skills 101 in-person course module.

BWW recruited students and organized four in-person Traffic Skills 101 classes during the summer of 2015. The classes offered were the half-day on-bike skills classes attended by students who had successfully completed the on-line classroom portion of the LAB Traffic Skills 101 (TS101) class. The online TS101 class can be found here: <http://bikeed.org/>

Students had to complete the online class successfully to enroll in the on-bike portion.

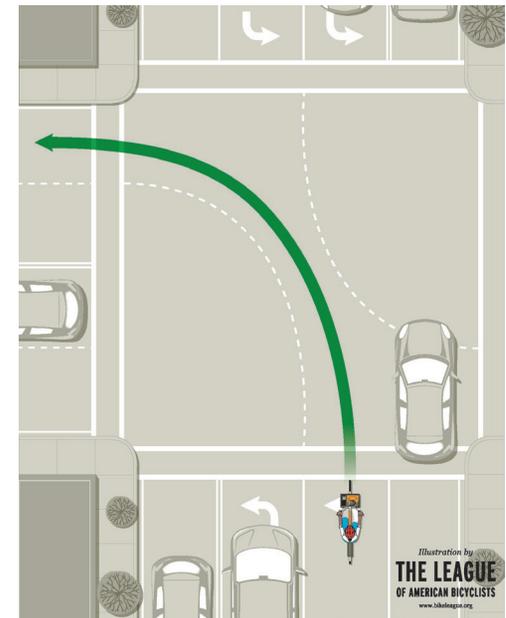
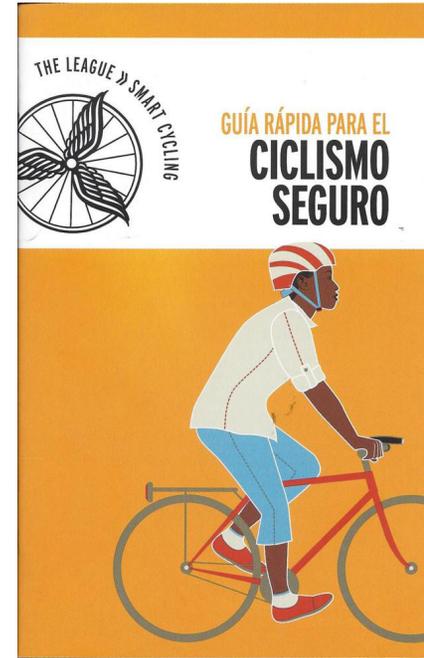
The TS101 On-Bike Classes were held as follows:

- March 7 at the EMS building- 1015 Stillwell from 8am to 12pm
- March 21 at the EMS building- 1015 Stillwell from 8am to 12pm
- June 21 at Lee's Bike Shop 13303 Maple St #119, from 12 pm until 4 pm
- August 23 at Bicycle X-Change, 908 W Douglas Ave

The TS101 classes were sponsored by BWW and publicized on their website and through their Facebook page.

In addition to being publicized by BWW, the classes were publicized by the bike shops, through the weekly newsletter sent out through the City of Wichita, and in the June issue of the monthly newsletter of The Health Alliance.

The illustrations to the right show educational materials from LAB. The Quick Guide is available in English or Spanish. The Smart Cycling Manual was designed to combine former resources from a variety of bicycling courses into one guidebook. The Smart Cycling Manual is appropriate for beginning, intermediate, and advanced riders.



Top: LAB Smart Cycling Quick Guide, Bottom: Illustration from Smart Cycling Manual

# Smart Cycling

## Traffic Skills 101 Course

A fast-paced course that provides cyclists over the age of 14 with the confidence to ride safely and legally on or off road. Practice bicycle skills and crash avoidance techniques.

Led by Alan Kailer LCI#4342

\*TS101 is a prerequisite for the League-certified Cycling Instructor course (10/2/15)

**Cost: \$20, registration required**

**Register online at [bikewalkwichita.org/bikeskillsclasses](http://bikewalkwichita.org/bikeskillsclasses).**

Contact Alan for more details at [akailer@aol.com](mailto:akailer@aol.com) or 214-208-0267.

**August 23, 2015**

**12pm—5pm**

Space limited

**Hosted by:**

**Bicycle X-Change**

908 W. Douglas



Traffic Skills 101 flyer created by Bike Walk Wichita

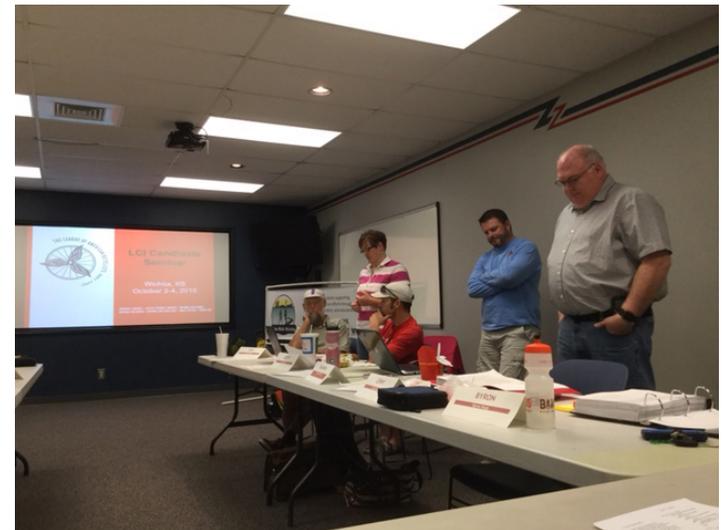
STEP

2

## League Cycling Instructor (LCI) Seminar

The three day (23 hour) League Cycling Instructor Seminar (LCI) was held in Wichita October 2-4 with LCI Coach Preston Tyree leading the seminar. BWW served as the local site facilitator and organized all the logistics for the training. This required the following:

- Communicate and coordinate with the LAB Coach and participants in advance of the training class.
- Plan local on-bike testing route and distribute in advance of training.
- Find LCI assistants to support Coach during training class.
- Locate and book facilities in cooperation with the city:
  - Required: indoor meeting/classroom space, chairs, tables, restrooms etc.
  - Required: Outdoor parking lot or similar space for bike handling drill training.
  - Required: Snacks, coffee, beverages (meals are OYO for candidates)
  - Others, if available: WiFi/ internet access, projector, screen, whiteboard, copying capability as needed.



Left and Right: Wichita-area LCI candidates during the 2015 LCI Seminar

LAB documents outlining the specific requirements for conducting a LCI Seminar are attached as appendices for future reference and available through the LAB website at: <http://www.bikeleague.org/content/become-instructor>

Alta Planning + Design Project Manager, Cynthia Hoyle, who is a certified League Cycling Instructor assisted with the training over the three days along with BWW member, Alan Kailer, who is the local LCI.

The LCI Seminar had 11 qualified students enrolled for the October 2-4 training. Ten students successfully completed the training seminar and were certified as LCI instructors.

**Wichita now has 11 certified League Cycling Instructors to continue the bicycle education programming into the future.**

BWW has already begun to plan how to facilitate the new LCI's in fulfilling the LCI training program requirement that new LCI's participate in two bicycle education programs before they are fully certified to teach on their own. Alan Kailer will be able to fill the role of the currently certified LCI and assist the new instructors in fulfilling this requirement in the near future.



STEP

3

## Future Bicycle Education Programming

To further facilitate in creating future bicycle education programming the Alta team sent an on-line survey to the students who attended the TS101 classes and the LCI Seminar. The input from the students regarding the classes they attended as well as their thoughts on what types of classes would be best in the future and how to publicize those classes are provided below.

Students who attended the classes indicated that they found out about the classes through a friend (60%) or through a website (40%). Email and Facebook were other sources at 20%. None of the students discovered the classes through a newsletter.

The respondents all indicated that they would recommend the classes to others and that they felt more confident as cyclists as a result of having attended the classes.

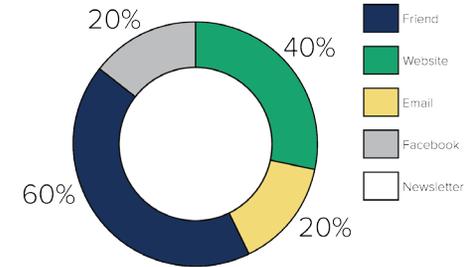
When asked what type of bicycle education classes they felt are most needed in the Wichita area the top options selected were one hour "Lunch 'n Learn" bike classes and bike rodeos for children at 100%. In-depth 3-4 hour classes and TS101 were top priorities for respondents at 83% each. The lowest ranking

option was 1-2 hours in-classroom classes at 16%. Bicycle education programming for children and adults were equally prioritized by respondents indicating a desire to education all age groups in the community.

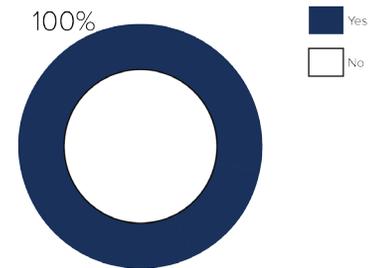
When asked how to best advertise future bicycle education classes the respondents felt that social media and Bike Walk Wichita were the best channels for publicizing classes. The Wichita park and recreation catalog ranked as good channel as well at 83%. Traditional advertising platforms such as television, radio, and bus-boards were not seen as good ways to advertise future programming.

Additional information on messaging and outreach can be seen in the "Wichita Street Safety Education Initiative Outreach Strategy Plan".

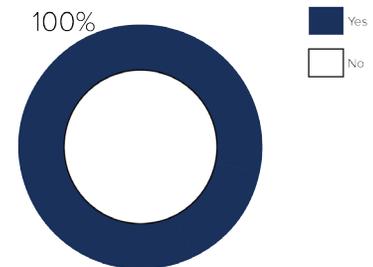
How did you find out about the LCI Seminar?



Do you feel more confident cycling as a result of attending the class?



Would you recommend the class(es) to others who are interested in bicycling more confidently?



# Appendix: Information for Seminar Site Facilitators

*Text and graphic created by the League of American Bicyclists (LAB)*

Certification as a League Cycling Instructor (LCI) requires the meeting of some specific prerequisites and the successful completion of a 23-hour seminar arranged by a Site Facilitator and conducted by a designated League Coach.

Some of the responsibilities listed for the Coach and Site Facilitator may overlap, or require the efforts of both so parts of this document cover both tasks.

Often the first step in the seminar process is an expression of interest from a community.

## **Setting the date – 90 days in advance**

After making initial contact with the League, the Site Facilitator coordinates with potential applicants, sets a date and arranges a site. The Site Facilitator then submits the Memorandum of Understanding (MOU), found at the end of this document, to the League at Education@bikeleague.org. For the seminar to be posted on the League's web site, the MOU must contain the location (address with zip code) of the seminar site and contact information for the Site Facilitator. The dates proposed for the seminar must be at least 90 days after submittal of the MOU – confirmation on the

date will come from the League staff (currently either Ariell Heacox or Alissa Simcox).

Requests for a seminar Coach are taken into consideration; however, dates and location are factors in the Coach assignment.

The Site Facilitator will seek qualified individuals and encourage them to register, online, for the seminar. The Site Facilitator will further assist them in the application process and help them keep to the timeline.

After specific dates are confirmed by the League and placed on the calendar, the Site Facilitator will coordinate with the Coach in fulfilling such needs as classroom space, audio/visual equipment, and parking lot or other on-bike drill space. A diagram of typical classroom space is attached to this memorandum.

The Site Facilitator will also research and plan a ride route that best meets the needs of the Coach's time allotment and the road test criteria.

The Site Facilitator may develop home stay accommodations for the Coach and out-of-town candidates, but it is not required.

The Coach, upon assignment, will inform the Site Facilitator of the agenda to allow a better opportunity to schedule the facilities and the candidates to plan their accommodations.

Most seminars will start on a Friday, usually in the afternoon or evening, and continue through a very full day on Saturday and most of the day Sunday.

Each seminar includes a night ride so candidates should be told to bring headlights and rear lights or legal rear reflectors (and any other conspicuity gear they wish to use or discuss).

Objectives of your seminar (pass on to all applicants). The seminar will be at least 23 hours in length and will focus on facilitation at the end of the seminar, candidates will be able to:

- Demonstrate competence in principles and skills of the Smart Cycling program, including vehicular bicycling, bicycle equipment, bike maintenance, and specialized handling maneuvers.
- Understand basic teaching principles and techniques as they apply to both



# How to Host a League Cycling Instructor Seminar

Certification as a League Cycling Instructor (LCI) requires the meeting of specific prerequisites and the successful completion of a 23-hour seminar arranged by a Site Facilitator and conducted by a designated League Coach. The first step in the seminar process is an expression of interest from a community — and then the planning begins! This infographic is a primer on the roles and responsibilities in putting on a successful Seminar. For more information visit [www.bikeleague.org/ridesmart](http://www.bikeleague.org/ridesmart) or contact [education@bikeleague.org](mailto:education@bikeleague.org).

**SITE FACILITATOR:** The Site Facilitator organizes logistics, promotes the Seminar, and collaborates with the Coach. This person should be a self-starter, passionate about biking, and want to spread education throughout her/his community.

The Site Facilitator cannot be an LCI candidate who is also enrolled in the seminar



**LOCATION:** The Site Facilitator is in charge of finding a location for the training that has a classroom and parking lot. During the seminar, the Site Facilitator is also the point of contact for the building, and maintains a daily "sign in" sheet for participants.

Most seminars start on Friday afternoon or evening, and continue through most of Sunday Sunday.



**PROMOTION:** An essential duty of the Site Facilitator is to use her/his networks to recruit and encourage qualified students to attend the Seminar. The League includes the Seminar on our website, but many students register because of local word-of-mouth.



**COLLABORATION:** There are a number of points in which the Site Facilitator will coordinate with the seminar Coach. Communication is essential since the Coach is usually not available on site until the seminar and is often unfamiliar with the site city.

**TIP:** Get the training agenda from the Coach in advance of the seminar so you're informed and better prepared for logistics



Many coaches find it helpful for the Site Facilitator to compile a list of

- » food options / restaurants
- » lodging / hotels / hostels
- » medical facilities

## REQUIREMENTS

- » The Site Facilitator must submit a signed Memorandum of Understanding with the League 90 days before the seminar.
- » The seminar requires a minimum of 8 paid and qualified candidates and a maximum of 16. No seminar will be held with fewer than 8 candidates who are qualified and registered 21 days before the seminar date.
- » During the seminar, the Site Facilitator will maintain a roster of candidates with emergency contact information and maintain a daily sign-in sheet.
- » At the conclusion of the seminar, the Site Facilitator and Coach will hold an interview with each candidate to certify him or her as an LCI or recommend additional training.
- » The Site Facilitator will collect and forward Seminar Feedback forms to the League



**TIP:** Find a location that allow bikes in the building, or bring extra bike racks to lock them outside

The CLASSROOM should be able to seat at least 13 people, ideally a minimum of 30 by 22 feet in size. Please explore the technological and presentation materials available to the room.



The PARKING LOT should be unused during the weekend, not have obstacles, and be big enough for multiple drill areas.

**TIP:** If the seminar is held when there's potential for adverse weather, ensure there's a parking garage nearby.



**TIP:** Be clear about the cancellation policy for registrants...

- 30 days: Full refund minus \$50 fee
- 14 days: 50% refund
- 7 days: No refund

### Qualified participants must:

- » Have completed Traffic Skills 101
- » Be a member of the League
- » Pay a \$300 registration fee
- » Have access to a bike, helmet and lights

Registrants will receive a packet from the League including a written assessment that must be submitted 14 days before the training. Registrants must score at least 85% to be admitted as an LCI candidate. The Coach will make the final determination of candidates qualifications for admission.



The Site Facilitator will help research and plan a ride route for on-bike testing that best meets the needs of the Coach's time allotment & test criteria.



**TIP:** Send ride route to participants in advance so everyone is prepared for where the rides will be — especially those from out of town!



The Site Facilitator will help find LCI assistants, who provide crucial support to the Coach during the Seminar, including grading on-bike testing.

**TIP:** Send the grading sheet to the LCI assistants in advance so they know what to expect.

<b>TIMELINE to Organizing a Seminar</b>	<b>90 days</b> Designate a Site Facilitator » Turn in MOU to League » Secure a suitable facility for the seminar » Start recruiting qualified students	<b>60 days</b> Spread the word! » Focus on recruitment! » Contact local advocacy organizations, bike clubs and other groups	<b>7 weeks</b> Contact the League for Coach information » Begin dialogue with Coach about shared responsibilities » Continue recruitment	<b>6 weeks</b> Just 3 weeks left for registration! » Work with Coach on logistics	<b>4 weeks</b> Cancellation policy now in effect » Any registrant who cancels must notify Coach and League for refund	<b>3 weeks</b> Registration closes » Any late registrant pays \$75 additional fee
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This graphic, produced by LAB, describes the process for organizing an LCI Seminar.

children and adults, and demonstrate them through practice teaching during the seminar

- Be familiar with specific Smart Cycling materials and existing courses and how riders will benefit from Smart Cycling classes
- Develop an understanding of the “need to know” principles and how they can be incorporated in customized presentations
- Be able to evaluate the skills of others and to offer constructive criticism;
- Possess an understanding of the organization, structure and mission of the League of American Bicyclists
- Be able to plan and organize classes, including required equipment and supplies, audio-visual aids, course marking and the logistics of ordering materials and insurance
- Know how to market classes, including using partners and marketing materials

### **90 days prior to the seminar:**

League staff agrees to a potential site city for a seminar and confirms the dates.

Site Facilitator is selected, they cannot be a candidate in this LCI Seminar. The Site Facilitator is always someone local who is willing to make the seminar happen. Communication between the Coach and Site Facilitator is essential since the Coach is usually not available on site until the seminar and is often unfamiliar with the site city.

League Education staff will post the seminar details on the Website and will send notification to other potential candidates around the country who have expressed an interest in attending a seminar or who previously attended a seminar, but did not receive certification.

The Site Facilitator will begin promotion of the seminar and screening for qualified applicants.

Potential LCIs must be experienced and knowledgeable cyclists with credibility within their local bicycling community. Before attending the LCI Seminar, applicants must become member of the League (\$40) and must have completed a Traffic Skills 101 course with a score of 85% or better on the written and 90% on the road test.

Site Facilitators with questions about prerequisite experience and knowledge should contact the assigned Coach or League Education staff.

It is the Site Facilitator’s responsibility to check frequently with applicants and the Coach to ensure that applications are submitted in a timely manner. Please send direct potential registrants to the FAQ portion of the website: <http://bikeleague.org/content/become-instructor>

The seminar requires a minimum of 8 paid and qualified candidates and a maximum of 16. No seminar will be held with fewer than 8 candidates who are qualified and registered 21 days before the seminar date except by special authorization from League Education staff. For a successful seminar, the Site Facilitator should:

- 1) Begin screening early and obtain commitment from more than 8 potential candidates;
- 2) Keep candidates ahead of the registration deadline.

The Site Facilitator will reserve a suitable classroom facility, a parking lot or similar secure space for drills and one or more ride routes mapped out for on-bike testing during the seminar. The Site Facilitator should check with the property owner to discuss liability

issues and have proof of insurance coverage issued by the League's insurance agent if required. The locations should be secured as early as possible and the ride routes sent to the Coach for examination and approval.

**At least 21 days before the seminar date:**

Applicants must become members of the League of American Bicyclists, register, and pay the seminar fee (\$300) for the seminar by this date. If another entity is paying the registration fee for them, that entity must make other arrangements with the League by this date.

Postpone or cancel: At this time, League staff will approve, postpone or cancel the seminar based on the meeting of all requirements, particularly the "8-candidate minimum" requirement. If the seminar is postponed or cancelled, paid candidates may attend any subsequent seminar for no additional charge or may help the Site Facilitator reschedule the seminar for that location.

**At least 14 days before the seminar date:**

Upon receipt of paid registration, the League Education staff will send the registrants access to the seminar materials electronically using Google Documents.

Each registrant will use these materials to complete the exam and send the results to the Coach to arrive no later than 14 days before the seminar start date.

The Coach will grade the exam (a passing score is 85% but a Coach has the option of asking for additional review if the score is less than 85%) and use the results along with bio information from the application form to determine the applicant's readiness to attend the seminar. The Coach will contact an applicant by phone or email to supply feedback and/or obtain further information.

It is the Coach's responsibility to make the final assessment and determination of applicant's qualification before the start of the seminar.

**During the week before the seminar start date**

Prior to the seminar, candidates will receive from the Coach a final seminar schedule outlining the times and subject matter for each day.

The Site Facilitator will remind candidates that they are responsible for bringing their own bicycles, tools, helmets (required) and accessories (including lights).

**During the seminar**

The Site Facilitator will maintain a roster of the seminar candidates with emergency contact information and will also pass around a daily "sign in" sheet.

**At the end of the seminar**

All candidates will also be asked to fill out a "Seminar Feedback" form which should be returned to the Site Facilitator for forwarding to the League office.

The Coach and Site Facilitator should hold an interview with each candidate. Candidates who do not receive certification, will be given options that may include the opportunity to attend another seminar at no additional charge and, at the Coach's discretion, may include a remedial tutoring option with the Coach or a designated LCI.

Successful candidates will receive their LCI numbers and certificates from League staff within thirty days.

**If an organization is sponsoring candidates  
(new as of 10/2014):**

- Organization must provide the number of people they will be sponsoring and the names of those sponsored
- Each registrant will be responsible for obtaining his/her own membership and registration via discount codes. Registrants that fail to register by the deadline may subject the sponsoring organization to a late fee or registration fee without refund.
- Organization representative can check with the Site Facilitator to see who has registered from the organization. Weekly reports are sent Fridays.
- Organization will be invoiced once registration is closed. Please note our cancellation policy and that failure to follow this may cause late fees to be assessed or registration fee without refund.



Wichita LCI candidates during the 2015 course.

**Memorandum of Understanding**

**Site Facilitator**

**League Cycling Instructor Seminars**

I have read "Information for Seminar Site Facilitators" including the list of objectives above. I understand and agree to perform the responsibilities as Site Facilitator for the LCI Seminar scheduled to be held at \_\_\_\_\_  
\_\_\_\_\_ (Venue Name, Address, City, State, Zip) on \_\_\_\_\_ (dates, inclusive) must be  
90 + days in advance.

Is registration open or closed? [To be closed, your organization is sponsoring at least 8 registrants]

\_\_\_\_\_

Additionally, I understand that Site Facilitators are not paid by the League, but that certain pre-approved expenses may be reimbursed.

Name:

Signed: \_\_\_\_\_ on \_\_\_\_\_

Preferred contact modes

Telephone work: \_\_\_\_\_

Telephone home: \_\_\_\_\_

Telephone cell: \_\_\_\_\_

Email address: \_\_\_\_\_

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