

Arthur Ross, the Bicycle/Pedestrian Coordinator for the City of Madison, has developed a table which sets up an ongoing program of traffic safety starting at the youngest ages and progressing through driver's education. This table identifies developmental ability groups and what each needs to hear, see, and practice. It can be very helpful to police officers when asked to present or evaluate bicycle safety programs (see attached).

Target Audience	Secondary Audience	Educational Goals
Kids 0-4 (preschool)	Parents Day Care Providers Preschool Teachers Motorists Police Officers	Directed at parents: How to safely bike with children in a child seat or bike trailer. Riding toy safety (big wheels, etc.); driveway and sidewalk issues; stay out of street (boundaries); helmets.
Kids 5-7 (Grades K-2)	Parents Preschool Teachers Teachers Motorists Police Officers	General focus on pedestrian safety. How to cross a street safely; mid-block crossing; curb/edge of road as boundary. Look left-right-left for traffic. Visibility issues (e.g., parked car as a visual screen); make own decision when it is safe to cross, do not just follow the leader. Note: These lessons apply to bicycle safety as well.
Kids 8-10 (Grades 3-5)	Parents Teachers After School Programs Motorists Police Officers	Beginning bicycling on the street; how to enter the street safely (reemphasis of previous age group lessons); which side of the road to ride on; checking for traffic from behind before turning or changing roadway position; stop signs; hazard awareness and avoidance; communicating with other road users; helmets. Learning should take place on-bike as much as possible.
Kids 11-14 (Grades 6-9)	Parents Teachers Motorists Police Officers	Continuation of previous age group skills and move on to more advanced skills: emergency stop; rock dodge; instant turn; lane position in traffic when turning; multi-gear bikes (cadence); route selection; bike and helmet selection, fit, and adjustment; how to fix a flat tire; nutrition for bicycling (eating and drinking); teaching bicycling as a life-long activity.

Kids 15-18 (Grades 10-12)	Parents Teachers Driver's Ed Instructors Motorists Police Officers	There are two tracks to follow at this age group: continuation of advanced bicycling skills (operating a bicycle in traffic as a vehicle) and, in driver's education, teaching how motorists safely interact with bicyclists (and pedestrians) in traffic.
Adult Bicyclists	Motorists Police Officers	Operating a bicycle as a vehicle in traffic; everything listed above.
Motorists	Police Officers	How to safely share the road with bicyclists. Bicyclists' and motorists' rights and responsibilities vis-à-vis each other.
Parents	Day Care Providers Preschool Teachers After School Programs Youth Group Leaders Police Officers	Proper bike and helmet size, fit, and adjustment; encourage parents to ride with their children, observe their abilities, and grant independence/responsibility as each child is ready. Most parents will need all the information listed above for adult bicyclists as well as the specific information for their children's age groups.
Police Officers		All of the above as well as the importance of enforcement (of both bicycle and motorist violations) as part of the overall traffic safety program.