

well as identify new policy directions. DMMC can help inform and shape this dialog by identifying and communicating policy directions that are complementary to the views of members.

6. **Promote public awareness and professional development:** Enhancing active transportation will require greater public awareness as well as professional development of planners and other transportation officials. To improve public awareness, municipalities can celebrate Bike to Work Month (typically celebrated in May or June) and institute a Bike to Work event similar to that of County Chair Dan Cronin's activity where he and others biked from home to the County Government Complex in Wheaton. Similarly municipalities can participate in a larger regional event such as the Bike Commuter Challenge, which, in 2014 had 6,000 participants across 650 institutions. *For more information about the Bike Commuter Challenge, visit <http://bikecommuterchallenge.org>.*

The League of Illinois Bicyclists encourages municipalities to take and promote the Illinois bicycle safety quiz challenge (<http://www.bikesafetyquiz.com>) which was developed by the League in coordination with the Secretary of State. The quiz is an educational tool designed to advance bicycle safety literacy among youth cyclists, adult cyclists and motorists.

The League of American Bicyclists has a Bicycle Friendly Community (BFC) program that both acknowledges and publicizes commitments made by communities to improve conditions for bicycling within their jurisdictions. DuPage communities including the City of Elmhurst, City of Naperville, Village of Schaumburg, City of Warrenville and the Village of Winfield have sought out and received Bicycle Friendly Community designations.

Lastly, as highlighted in a recent DMMC Transportation Policy Committee meeting, municipalities can engage in pedestrian and bicycle counts to better understand non-motorized trip patterns, measure changes in mode share and quantify the demand for active transportation infrastructure. This information is helpful when applying for grants, communicating need and prioritizing projects. DuPage County, for example, installed four counters to estimate activity on the Illinois Prairie Path and Great Western trails. Annual estimates of users at select locations approached 200,000 riders in 2013 and 2014. Visit the County's Bikeways and Trails website for trail reports and maps of the DuPage County trail system (<http://www.dupageco.org/bikeways>).

With over 500 miles of non-motorized paths, increasing interest in Complete Streets and leadership in combining public health and planning, DuPage County and its municipalities are well positioned to become models for active transportation. Taking advantage of the opportunities summarized above will help continue this momentum.

Staff Contact:

C. Scott Smith, Transportation and Planning Manager (ssmith@dmmc-cog.org)