

# CHAPTER 4

## STRATEGIES & ACTIONS



Below are the strategies and action steps recommended to realize the objectives, goals, and Plan vision. The actions identify the entity responsible for taking the lead on the action, the supporting entity required to assist in the realization of the action, the estimated time to complete the action, and the estimated frequency of each action. The definitions for these terms are below. Several strategies are identified as implementation actions for other strategies, they are highlighted with an asterisk.

**Lead:** the organization that should be responsible for leading the implementation of the action.

**Support:** the organization engaged by the lead organization for assistance and expanded perspectives as needed. In some cases, supporting partners will provide ongoing assistance to the lead organization; in others, they may be consulted on an occasional basis.

**Priority Rank:** this is the priority rank for the action on three-level scale, with first priority actions deserving attention immediately.

**Frequency:** this is the frequency that the action should be undertaken. Some actions are one-time events, others are ongoing or reoccurring.

# STRATEGY 1

**Provide on- street and off-street bicycle facilities where recommended.**

**Rationale:** On-street and off-street bicycle facilities should complement one another to form an interconnected network that supports bicycling as a viable transportation mode by providing convenient access to activity centers and destinations. In addition to providing direct access to where people want to go, the bicycle network must be safe and include a range of facility types that attract bicyclists of all skill and confidence levels.

Action		Lead	Support	Priority Rank	Frequency
1.	Implement the recommended on- and off-street bikeways in the rights-of-way as shown on the bicycle network map	Public Works	Planning	First priority	Ongoing
2.	Implement the recommended shared-use paths outside of the rights-of-way as shown on the bicycle network map	Park and Recreation	Planning	First priority	Ongoing
3.*	Prioritize stand-alone bicycle projects recognizing the need to provide a level of comfort that attracts bicyclists of all skill and confidence levels (Strategy 24)	See Strategy	See Strategy	See Strategy	See Strategy
4.*	Adopt a Routine Accommodation Policy to implement (Strategy 20)	See Strategy	See Strategy	See Strategy	See Strategy

\* Strategies that are implementation actions for other strategies

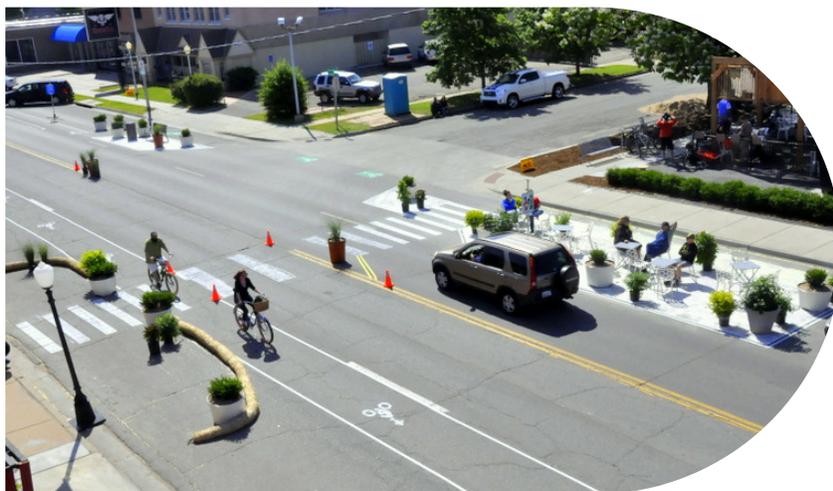
# STRATEGY 2

## Install a Signed Bicycle Route Wayfinding System.

**Rationale:** An interconnected bicycle network should be seamless and accessible. A fully developed wayfinding signage system will visually connect the bicycle network, allowing bicyclists to reach their destination with minimal or no use of a map. Signing can increase safety by directing bicyclists to preferred facilities and can increase awareness of off-street paths that otherwise may not be easily visible from a roadway.

Action		Lead	Support	Priority Rank	Frequency
1.	Adopt a wayfinding protocol (see Appendix D)	Public Works	Planning	First priority	Once
2.	Based on protocol, create signed Bicycle Route System plan (include map)	Planning	Public Works, Park and Recreation	First priority	Once
3.	Prioritize segments and spot locations within bicycle network where wayfinding signage is to be installed; recognize the need to provide a level of comfort that attracts bicyclists of all skill and confidence levels	Planning	Public Works, Park and Recreation	First priority	Annually
4.*	Apply for funding through CIP, annual programs and grants to implement (Strategy 25)	See Strategy	See Strategy	See Strategy	See Strategy
5.	Install the signed bicycle wayfinding system	Public Works	Park and Recreation, Planning	First Priority	Once

\* Strategies that are implementation actions for other strategies



# STRATEGY 3

## Improve bicycle safety and access at arterial roadway crossings.

**Rationale:** Crashes involving bicyclists and motor vehicles typically occur at intersections. Intersections can be barriers that create breaks in an otherwise connected bicycle network. Making improvements at intersections improves both safety and accessibility. In fact, making intersection improvements can be one of the single best ways to reduce bicycle/motor vehicle crashes while encouraging more bicycle trips.

Action	Lead	Support	Priority Rank	Frequency
1.*	See Strategy	See Strategy	See Strategy	See Strategy
2.	Public Works	Planning	First priority	Ongoing
3.*	See Strategy	See Strategy	See Strategy	See Strategy
4.*	See Strategy	See Strategy	See Strategy	See Strategy
5.*	See Strategy	See Strategy	See Strategy	See Strategy
6.*	See Strategy	See Strategy	See Strategy	See Strategy

\* Strategies that are implementation actions for other strategies



# STRATEGY 4

## Improve bicycle access to transit stops and stations.

**Rationale:** Bicyclists need to be able to access transit stops and stations. Providing bicycle access to transit stations allow bicyclists, including those who do not travel long distances, to expand their range and make different types of trips by combining bicycling with transit. Better bicycle access to transit also increases transit ridership. Example spot improvements include extending paths to transit facilities, and providing bicycle signage to and from major transit connections.

Action		Lead	Support	Priority Rank	Frequency
1.	Using the facilities map from this plan, identify spot improvements necessary to improve bicycle access to transit stops, stations, and transfer points	Planning	Wichita Transit, Public Works	First priority	Part of annual work plan
2.*	Adopt a Routine Accommodation policy to implement (Strategy 20)	See Strategy	See Strategy	See Strategy	See Strategy
3.*	Adopt a Complete Streets policy to implement (Strategy 20)	See Strategy	See Strategy	See Strategy	See Strategy
4.*	Update the Unified Zoning Code to implement (Strategy 21)	See Strategy	See Strategy	See Strategy	See Strategy
5.*	Update the Subdivision Regulations to implement (Strategy 20)	See Strategy	See Strategy	See Strategy	See Strategy
6.*	Apply for funding through CIP, annual programs and grants to implement (Strategy 25)	See Strategy	See Strategy	See Strategy	See Strategy
7.	Partner with Wichita Transit, and where applicable, private property owners to secure easements, fund, and implement spot improvements not in city right-of-way	Public Works,	Planning, Wichita Transit	First priority	Ongoing

\* Strategies that are implementation actions for other strategies



# STRATEGY 5

## Increase the availability of bicycle parking throughout Wichita.

**Rationale:** Providing bicycle parking is a relatively low-cost way to increase the number of bicycle trips. Lack of bicycle parking can be a barrier to bicycling. Providing short-term bicycle parking encourages shopping at local stores, thus contributing to the vitality of neighborhood businesses. Long-term bicycle parking encourages bicycle commuting to work and school. Providing bicycle storage facilities at transit stations allow bicyclists, including those who do not travel long distances, to expand their range and make different types of trips by combining bicycling with transit. Bicycle storage facilities can also increase transit ridership.

Action		Lead	Support	Priority Rank	Frequency
1.	Prioritize locations for installing bicycle parking racks in the public ROW (e.g. commercial areas, parks, libraries, public housing complexes etc.)	Planning	Public Works	Second priority	Ongoing
2.	Create annual program to install new bicycle parking racks each year in the public ROW	Public Works	Planning	First priority	Part of annual work plan
3.	Develop a match fund program to encourage existing businesses to install bicycle racks by subsidizing a portion of the cost	Public Works	Planning	Second priority	Ongoing
4.*	Update the Unified Zoning Code to implement (Strategy 21)	See Strategy	See Strategy	See Strategy	See Strategy
5.	Develop and adopt protocols and best practices for prioritizing and installing storage facilities at transit stops and the transit station	Wichita Transit	Planning	Second priority	Once
6.*	Apply for funding through CIP, annual programs and grants to implement (Strategy 25)	See Strategy	See Strategy	See Strategy	See Strategy
7.	Prioritize locations and install bicycle storage facilities	Wichita Transit	Planning, Public Works	Second priority	Part of annual work plan

\* Strategies that are implementation actions for other strategies

# STRATEGY 6

Determine if a bike share program would be good for Wichita.

**Rationale:** Bike share programs have the potential to significantly increase the number of bicycle trips. However, they can require substantial investment and can be economically challenging to sustain if not set up properly from the beginning. Consequently, completing a feasibility study to select the right plan is critical.

Action	Lead	Support	Priority Rank	Frequency
1. Secure funding and undertake a bike share Feasibility Study to determine: a) the best model for Wichita, b) cost to implement, c) plan to sustain over time	Planning	Public Works, Transit	First priority	Once



Smart Ride Bike Share Program in Saint Paul, MN

# STRATEGY 7

## Prioritize and fund bicycle facility maintenance.

**Rationale:** The City of Wichita has made a substantial investment in many off- and on-street bicycle facilities. These existing facilities require maintenance, and in some cases upgrading to meet the latest standards and best practices. As new facilities are installed they too will need to be maintained overtime. Prioritizing maintenance activities will ensure that investments in maintenance lead to improved safety, use, and increases in the life-cycle of bicycle facilities. Appendix C has a calculator for estimating planning level annual and major maintenance costs. This should be used to develop an annual maintenance budget.

Action		Lead	Support	Priority Rank	Frequency
1.	Establish prioritization criteria and frequency for annual maintenance of existing facilities	Public Works	Planning	First priority	Once
2.	Annual maintenance: Create prioritized plan for maintaining and funding on- and off-road facilities (e.g. sweeping bike lanes; fixing pot holes etc.)	Public Works	Planning	First priority	Annually as part of annual work plan
3.	Major maintenance: Integrate high priority projects into CIP and annual programs	Public Works	Planning	Second priority	Ongoing
4.	New Facilities: Create life-cycle based maintenance plan for new facilities	Public Works	Planning	As needed for new facilities	As needed
5.	Establish an annual maintenance budget for bicycle facilities based on the annual maintenance plan	Public Works, Planning	Planning	First priority	Annually
6.	Fix spot maintenance problems on existing city streets and on-street bicycle facilities (based on annual work plan and public requests)	Public Works		First priority	Ongoing
7.	Maintain bicycle facilities as part of other maintenance programs (e.g. ensure that all on-street bicycle facilities are included in regular street sweeping activities)	Public Works		First priority	Ongoing
8.	Establish and manage an "Adopt a Path Program" to help with litter pick-up and vegetation management along shared use paths (not side paths)	Parks	Planning	Second priority	Ongoing
9.	Establish and implement detour protocols for bicycle facilities that are closed for maintenance or other work (e.g. side path closed for underground utility work)	Public Works	Planning	Second priority	Ongoing

## STRATEGY 8

**Incorporate the facility recommendations from this plan into the WAMPO Metropolitan Transportation Plan and other related plans.**

**Rationale:** Bicyclists’ demand for continuous and connected travel does not end at jurisdictional boundaries. The planning and implementation of bicycle facilities in neighboring towns, cities, and within unincorporated areas needs to be coordinated. The coordination helps to facilitate safe and direct bicycle access between residential areas, activity centers, and other destinations.

Action	Lead	Support	Priority Rank	Frequency
1. Identify timeline for next update of the WAMPO Metropolitan Transportation Plan	Planning		TBD	Once
2. Incorporate facility recommendations (maps) from this plan into WAMPO MTP	Planning		TBD	Once
3. Apply to have facility recommendations (maps) from this plan incorporated into the Wichita-Sedgwick County Comprehensive Plan	Planning		TBD	Once
4. Apply to have facility recommendations (maps) from this plan incorporated into the Wichita Parks Recreation and Open Space Master Plan	Planning	Park and Recreation	TBD	Once



# STRATEGY 9

**Provide printed, online, and mobile device bicycling guides.**

**Rationale:** Bicycling guides can help provide accessible and accurate information about the bicycle network. This information can help users easily identify the most direct and suitable route. In addition to printed bicycling guide maps, the public is increasingly looking to on-line sources for wayfinding information that can be accessed using mobile devices. Once established, on-line resources can reduce the need to produce paper products and can be easier to update. Online applications should be explored as the bicycle network is further developed, including a tool that would allow a user to get additional route profile information (e.g. topography, network distance, level of vehicle traffic, etc.).

Action	Lead	Support	Priority Rank	Frequency
1. Determine the data, scale, layout, style, and other content, e.g. photographs and non-graphical information	Planning		First priority	Once
2. Post bicycling guide map online in an easily downloadable format, e.g. by quadrant	Planning		First priority	Once
3. Print map and distribute	Planning	Park and Recreation	First priority	Ongoing
4. Identify existing data sources for mobile device wayfinding	Planning		Second priority	Ongoing
5. Identify existing or develop new web functionality platform; wayfinding program becomes operational	Planning		Third priority	Once



# STRATEGY 10

**Educate Wichita transportation system professionals and users about new bicycle facility types, planning, design and bicycle-related issues that may arise.**

**Rationale:** As the bicycle network grows, it is important that new facilities be designed to reflect the latest design guidelines and practices. The new AASHTO Guide for the development of bicycle facilities is one example of new guidance that provides innovative and creative ways to design facilities that are safer and more inviting. Nationally available courses and workshops provide an opportunity for planners, designers and engineers to take advantage of the latest thinking in bicycle transportation planning, design and practice.

Action		Lead	Support	Priority Rank	Frequency
1.	Identify education programs for planners and engineers, including webinars, and courses offered through APBP, PBIC, APA, ITE, and other organizations)	Planning	Public Works	First priority	Ongoing
2.	Convene a bicycle summit to provide a public venue in which to discuss issues related to bicycling	Planning	Public Works, Park and Recreation	Second priority	Every two years
3.	Staff a table/display with information about bicycling in Wichita at relevant community events	Planning	Public Works, Park and Recreation	Second priority	Ongoing



# STRATEGY 11

**Promote bicycle education and encouragement in Wichita through partnerships with community organizations and businesses.**

**Rationale:** Like facilities for other transportation modes, the bicycle network must be used appropriately to be effective. It is not acceptable for bicyclists or motorists to disregard traffic rules. Breaking these laws puts bicyclists and other roadway users at risk and is inconsistent with the Plan’s goal of increasing safety for bicyclists. Efforts must be made to encourage, among motorists and bicyclists alike, a culture of respect and shared usage that welcomes new riders to the City’s roads and paths.

Action		Lead	Support	Priority Rank	Frequency
1.	Lend support to community organizations involved in promoting bicycling. Support may include providing a venue for events, recruiting volunteers and posting events on the city’s events calendar and Facebook page	Planning	Park and Recreation	First priority	Ongoing – as opportunities present themselves
2.	Lend support to certifying more instructors through the League of American Bicyclist’s League Cycling Instructor program	Planning	Police	First priority	Part of annual work plan
3.	Partner with bicycle shops and bicycle related organizations to disseminate education and encouragement information and sponsor education and encouragement events	Planning	Police	First priority	Ongoing
4.	Explore partnerships to provide web-based bicycle education programs for citizens	Planning	Police	Third priority	Ongoing



## STRATEGY 12

### Support efforts to obtain funding for bicycle education and enforcement programs.

**Rationale:** Funding can help implement bicycle education and enforcement programs and is best done in partnership with others such as school districts and law enforcement officials. It is necessary to familiarize law enforcement officers with new bicycle facility types as well as the rights, responsibilities, and operational characteristics of bicyclists. This will help officers to better understand what behaviors they should be targeting from an enforcement point of view.

Action		Lead	Support	Priority Rank	Frequency
1.	Partner and lend support to the school district and/or individual schools interested in pursuing Safe Routes to School funding.	Planning	Public Works, Police	First priority	Ongoing
2.	Pursue public-private partnerships with private organizations as a way to leverage funding, as appropriate.	Planning		First priority	Ongoing
3.	Apply for grants (state, public health etc.) to fund education and enforcement programs	Police	Planning	First priority	Ongoing



# STRATEGY 13

**Increase enforcement of bicyclist and motorist behavior to reduce bicycle and motor vehicle crashes.**

**Rationale:** Reducing bicycle-related crashes hinges upon addressing the behavioral causes. Educating both motorists and bicyclists about state and local laws should be the primary method for encouraging appropriate behavior. However, enforcement that targets certain behaviors of each road user group is also important for establishing correct behaviors. Behaviors that should be targeted include the following listed below.

## Motorist Behaviors

- turning left and right in front of bicyclists
- passing too close to bicyclists
- parking in bicycle lanes
- opening doors of parked vehicles in front of bicyclists
- rolling through stop signs or disobeying traffic signals
- harassment or assault of bicyclists.

## Bicyclist Behaviors

- ignoring traffic control (particularly traffic signals)
- riding the wrong way on a street
- riding without lights at night

Action		Lead	Support	Priority Rank	Frequency
1.	Adopt a progressive ticketing program that can be applied to both motorists and bicyclists	Police	Planning	Second priority	Once
2.	Identify behaviors of motorists and bicyclists that lead to crashes; focus tickets on changing behaviors that cause crashes	Police	Planning, Bi-cycle Advisory Board	Second priority	Ongoing
3.	Compile and review statistics on where and why citations are issued to assess enforcement consistency and focus	Police	Planning	First priority	Annually
4.	Explore partnerships with KDOT, Sedgwick County Health Department, and others to identify bicycle related crash "hot spots" for enforcement efforts.	Planning	Police	First priority	Ongoing

# STRATEGY 14

**Work with school districts to develop collaborative partnerships to encourage children to bike to school.**

**Rationale:** Safe walking and biking behaviors that are instilled at a young age are carried forth through adulthood, which ultimately results in safer roadways and fewer injuries and fatalities. Likewise, encouraging biking and walking at a young age establishes lifelong habits of being physically active and thinking of biking and walking as normal, viable transportation modes. The Safe Routes to Schools (SRTS) program is nationally renowned for its effectiveness at educating kids about biking and walking safety and encouraging them (and their parents) to walk and bike to school.

Action		Lead	Support	Priority Rank	Frequency
1.	Lend support to, and actively participate in, individual school Safe Routes to School efforts by supporting funding applications, participating in meetings, and implementing infrastructure improvements that encourage more walking and biking to school	Planning	Public Works, Police	First priority	Part of annual work program;
2.	Participate in outreach activities such as bicycle rodeos and school assemblies. Officers could be certified by the League of American Bicyclists to provide bicycle safety education such as seminars and experiential rodeos	Police		First priority	Ongoing



# STRATEGY 15

## Coordinate increased participation in bicycling events.

**Rationale:** Special events such as community rides, races, expos, open streets, bike to work day, etc are opportunities to disseminate information about bicycling and expose people to the fun and enjoyment of bicycling. Events also raise the visibility of bicycles in the broader community and help to build acceptance that bicycles belong and happen to be a popular form of transportation and recreation among a growing group of people. The City can be an active partner with bicycle organizations to organize special events that promote bicycling.

Action		Lead	Support	Priority Rank	Frequency
1.	Encourage local bicycle groups to reach out to all relevant organizations and identify existing events that promote bicycling	Planning		First priority	As needed
2.	Utilize existing social and professional networks, e.g. email distribution, Facebook, Twitter, websites, to promote City sponsored bicycling events	Planning	Park and Recreation	First priority	As needed



# STRATEGY 16

**Achieve the League of American Bicyclists’ Bicycle Friendly Community bronze and then silver status designation.**

**Rationale:** The League of American Bicyclists’ Bicycle Friendly Community Program (BFC) provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling. A Bicycle Friendly Community welcomes bicyclists by providing safe accommodation for bicycling and encouraging people to bike for transportation and recreation. Over 150 communities throughout the nation have become Bicycle Friendly Communities.

Action		Lead	Support	Priority Rank	Frequency
1.	Complete the “quick scorecard” found on the League of American Bicyclists’ website to objectively evaluate where the City is strong and weak in terms of fulfilling the Bicycle Friendly Community criteria.	Planning		First priority. Complete once Master Plan is finalized and adopted	Once
2.	Gather letters of support from any and all organizations and decision makers inclined to support better bicycling in Wichita	Planning		Second priority	As needed
3.	Submit Bicycle Friendly Community application to the League of American Bicyclists	Planning		Second priority	As needed



# STRATEGY 17

**Work with area businesses and colleges to engage them in the League of American Bicyclists’ recognition program.**

**Rationale:** Increasing the number of employees biking to work can help reduce roadway congestion and costs associated with providing employee parking. Biking to work can also improve health and physical fitness among employees, thus reducing employer health plan costs. The League of American Bicyclists (LAB), Bicycle Friendly Business (BFB) program recognizes employers’ efforts to encourage a more bicycle friendly atmosphere for employees and customers. The program honors innovative bike-friendly efforts and provides technical assistance and information to help companies and organizations become even better for bicyclists.

Increasing the number of students, staff and visitors bicycling to and from college campuses reduces the costs associated with providing parking and congestion around campuses. The LAB’s Bicycle Friendly University (BFU) program recognizes institutions of higher education for promoting and providing a more bicycle-friendly campus for students, staff and visitors. The BFU program provides the road map and technical assistance to create great campuses for cycling.

Action	Lead	Support	Priority Rank	Frequency
1. Identify, contact, and provide information to businesses and universities/colleges that are likely to be interested in pursuing recognition from the League of American Bicyclist’s Bicycle Friendly America program	Planning		First priority	Annually
2. Follow-up with businesses and universities/colleges to check status of their applications	Planning		First priority	As needed
3. Engage the Wichita Chamber of Commerce (and others) in promoting the BFB program	Planning		First priority	Ongoing
4. Thank/publicize businesses and colleges that are recognized by LAB	City Council	Bicycle and Pedestrian Advisory Board	First priority	Annually

# STRATEGY 18

## Enlist opinion leaders in promoting bicycling.

**Rationale:** Portraying bicycling as a fun, healthy, and culturally acceptable is an important message that can be used to encourage the curious, yet hesitant individual to try bicycling. The message should reflect our community, in a way that is equally fun and culturally relevant. Some recommended methods for promoting bicycling in our community are to share quotes from opinion leaders and to have events where local or regionally recognized opinion leaders present on bicycling.

Action		Lead	Support	Priority Rank	Frequency
1.	Collect quotes form opinion leaders (business leaders, elected officials etc.) that can be posted (with permission) on City web sites, posters, plans, etc.	Planning		First priority	Ongoing
2.	Establish speakers bureau of local people (at least 6) willing to speak on bicycling	Planning		First priority	Ongoing



# STRATEGY 19

## Engage area businesses in using bicycles in their advertising and other promotions.

**Rationale:** Businesses often use bicycles in their advertising and other promotions. For example, a bicycle may be used as a backdrop in a department store display window. A television ad for a health product may show people bicycling, associating bicycling with their product. This kind of advertising helps change the “culture” of bicycling, making it a mainstream activity that is associated with a healthy life style. Businesses should be encouraged and rewarded for these kinds of promotions.

Action		Lead	Support	Priority Rank	Frequency
1.	Recognize local businesses that use bicycles in their advertising (e.g. window of store; newspaper ad etc.	Bicycle Advisory Board; City Council		First priority	On-going



## STRATEGY 20

### Adopt policies to ensure that the City’s project planning and review processes account for bicycle facilities.

**Rationale:** Policies for the City are important because they help ensure consistent action. Consistent consideration of bicycle facilities in the City’s project planning and review process will help to ensure that they are incorporated into projects where recommended by this Plan. Three different types of policies are recommended as part of this strategy: updates to Wichita’s arterial designs, routine accommodation, and Complete Streets. Each of these policies would change the City’s project planning and review process in different ways. Below is a brief summary of the policies:

**Arterial Street Design Standards:** This policy change would update the Wichita-Sedgwick County Subdivision Regulations so that the arterial street designs accommodate bicycle lanes or paved shoulders; and/or side paths. The new arterial designs with the appropriate bicycle facilities should be used where bicycle facilities are called for in this Plan. Updating the arterial street designs will help to ensure that there are appropriate bicycle facility connections to and from new developments/subdivisions, because the City of Wichita is responsible for widening and paving the arterial streets to accommodate new growth.

**Routine Accommodation:** Another policy change is to adopt a “routine accommodation” policy. This policy will ensure that as routine road projects such as resurfacing and striping are executed, bicycle facilities are incorporated according to the Plan’s recommendations, where feasible. So called “routine accommodation” of bicycle facilities is often the most cost effective implementation strategy. Planned bicycle facilities should also be required or otherwise coordinated with City, when new road overlays or sections are required for new development.

**Complete Streets:** A third policy change is for the City to adopt a “complete streets” policy. A “complete streets” policy helps to ensure that roadway improvements are designed to increase safety, improve accessibility of all users of the transportation network, and to achieve other community objectives such as enhancing aesthetics and neighborhood livability.

Action		Lead	Support	Priority Rank	Frequency
1.	Develop and submit a routine accommodation policy to Wichita City Council (WCC) for adoption	Planning	Public Works	First priority	Once
2.	Develop and submit a Complete Streets policy to WCC for adoption	Planning	Public Works	Second priority	Once
3.	Review current standard arterial cross sections and identify needed changes	Public Works	Planning	First priority	Once
4.	Change standard arterial cross sections; adopt	Public Works	Planning	First priority	Once

# STRATEGY 21

**Update the Unified Zoning Code to provide encouragement for both office and retail developments/redevelopments to provide secure and conveniently located bicycle parking.**

**Rationale:** In order to increase bicycle ridership in the City, end of trip facilities such as bicycle parking can be just as critical as having a complete and continuous bicycle network. If a bicyclist has no place to lock up their bike once they arrive at their intended destination, they are less likely to make that trip by bicycle again. Thus, it is critical that all new development be encouraged to provide end of trip facilities for bicyclists and that there are provisions in place to encourage existing developments to do so as well. In addition to bicycle parking, end of trip facilities can also include showers and changing areas.

Action		Lead	Support	Priority Rank	Frequency
1.	Apply to MAPC for change	Planning		Second priority	Once
2.	Develop policy	Planning		Second priority	Once
3.	Submit to MAPC for endorsement	Planning		Second priority	Once
4.	Submit to WCC and County Commission for adoption	Planning		Second priority	Once



# STRATEGY 22

## Create a policy for installing bicycle facilities that are isolated segments.

**Rationale:** Development of the bicycle network will be incremental. It will depend on a number of factors including funding, the implementation of larger roadway projects, and achieving continuity. Depending on when the factors for bicycling network development are available, the new bicycle facilities may be installed as isolated segments without connections to existing bicycle facilities. A policy will help guide the City on when and where it is appropriate to create isolated segments.

Action		Lead	Support	Priority Rank	Frequency
1.	Develop draft policy regarding installation of facilities which may create missing gaps (e.g. when and where appropriate or inappropriate)	Public Works	Planning	First priority	Once
2.	Adopt policy	Public Works	Planning	First priority	Once

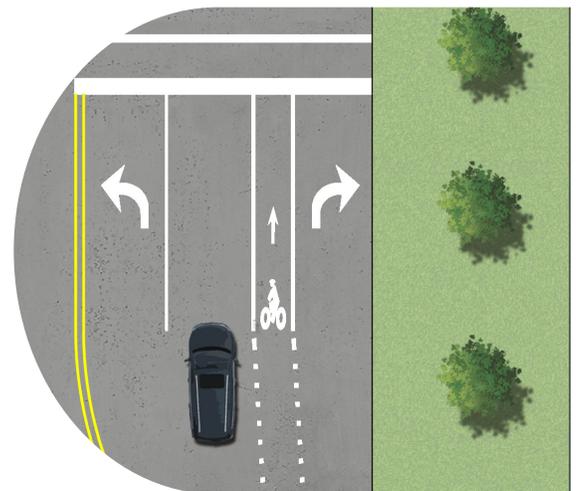
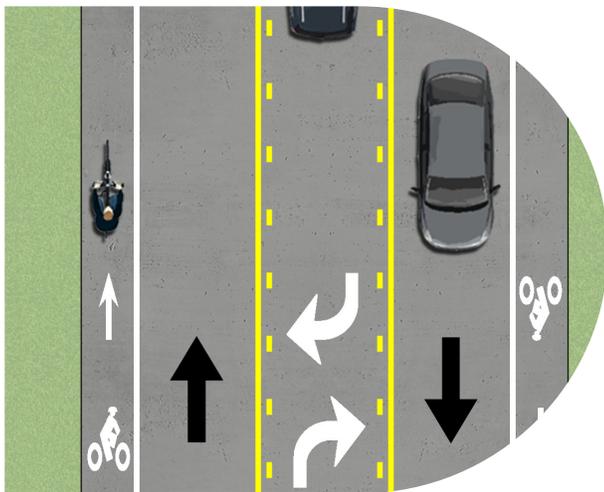


# STRATEGY 23

Create a policy for reserving space for future bicycle facilities (e.g. space for bike lane that is added later).

**Rationale:** There will be times when there is an opportunity to create a new bicycle facility in conjunction with a roadway repaving or widening project, but there is concern about lack of connectivity to the rest of the network. In those cases, space should be preserved for easy installation at a later date. A good example is a bicycle lane where the space is created and the lane markings are added at a later date.

Action		Lead	Support	Priority Rank	Frequency
1.	Develop draft policy for reserving space for future bicycle facilities (e.g. future bike lane that is initially a wide curb lane).	Planning	Public Works	First priority	Once
2.	Adopt policy	Public Works	Planning	First priority	Once

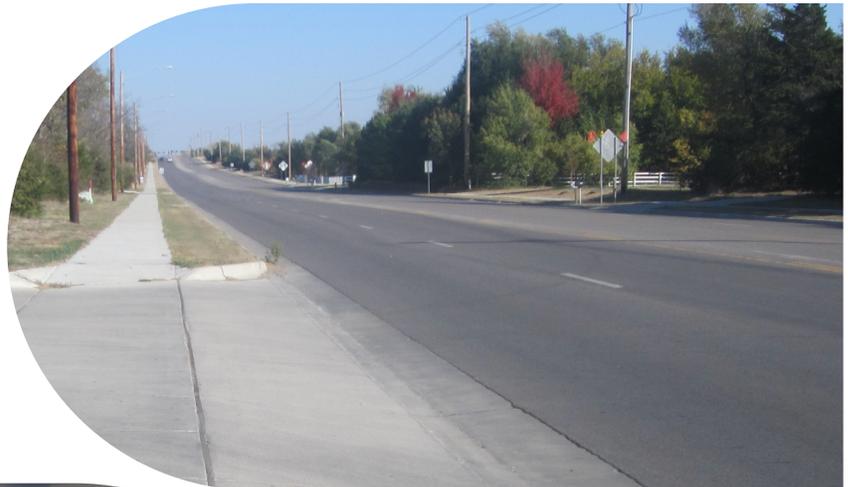


# STRATEGY 24

**Prioritize funding to complete gaps (missing links) in the bikeway network).**

**Rationale:** Policies that provide a framework for prioritizing and allocating funds can be important to ensure that the missing gaps are completed and that there are no missed opportunities for implementing planned bicycle facilities. Such a policy could be used to prioritize roadway and path related projects that can help complete missing gaps in the bikeway network.

Action		Lead	Support	Priority Rank	Frequency
1.	Develop draft policy	Public Works	Planning	First priority	Once
2.	Adopt policy	Public Works		First priority	Once
3.	Create prioritized list of related projects that can complete missing gaps in the bikeway network	Public Works	Planning	First priority	Part of annual work plan
4.	Apply for CIP funding	Public Works	Planning	First priority	Part of annual work plan

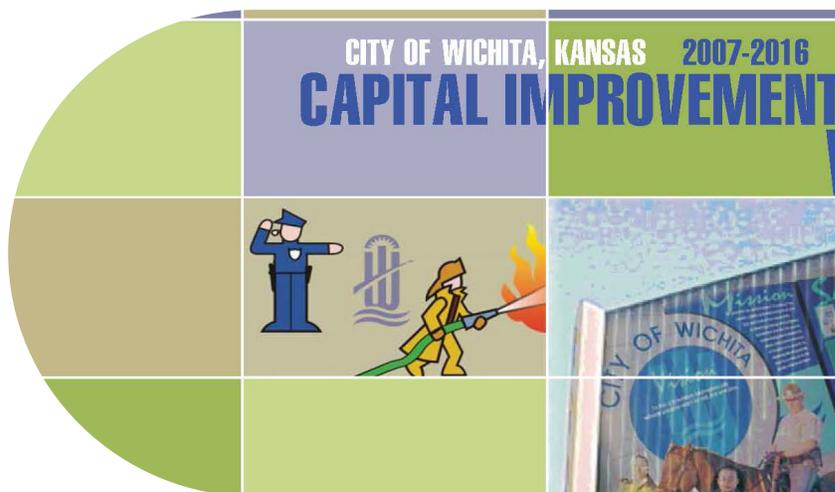


# STRATEGY 25

**Fund projects through the Capital Improvement Program (CIP), annual programs and grants.**

**Rationale:** There are segments within the planned bicycle network that serve as critical links between major destinations, and therefore are priorities in terms of developing a foundational network that will begin to build ridership. It will be important to fund these projects as stand-alone projects rather than depending on the routine accommodation of these facilities as part of larger roadway projects that may have longer implementation time frames.

Action		Lead	Support	Priority Rank	Frequency
1.	Apply for at least one high-priority stand-alone on-street or side path project to be funded every year in the CIP	Public Works	Planning, Park and Recreation	First priority	Part of annual work plan
2.	Apply for at least one high-priority stand-alone shared-use path project to be funded every three years in the CIP	Park and Recreation	Public Works, Planning	First priority	Part of annual work plan
3.	Apply for STP, Transportation Alternatives and other funding sources as they become available	Public Works	Planning, Park and Recreation	First priority	Part of annual work plan
4.	Modify repaving schedule based upon bicycle network recommendations. Those roadways scheduled for repaving, which have recommended bicycle facilities, and that can largely be implemented by merely adding pavement markings, should be moved to the top of the schedule	Public Works	Planning	First priority	Part of annual work plan



## STRATEGY 26

Allocate staffing to implement this plan.

**Rationale:** Cities and towns that have had the most success in implementing bicycle plans are those with full time staff in their planning and public works departments. Full time staff brings expertise, knowledge, awareness and focus to implementation of the plan. Implementing this strategy is pivotal to the success of this Plan. The level of staff resources allocated (new hire or re-assignment of existing staff) to implement the Plan will affect the pace of implementation.

Action		Lead	Support	Priority Rank	Frequency
1.	Develop job description for staff resources in Planning	Planning	Public Works	First priority	Once
2.	Develop job description for staff resources in Public Works	Public Works	Planning	First priority	Once
3.	Approve and allocate resources/ fill positions	City Manager	Public Works, Planning	First priority	As needed



Mural by Jonathan Clarke



# STRATEGY 27

## Create a bicycle and pedestrian advisory board.

**Rationale:** It is important to monitor the implementation of the planned bicycle network, as well as supporting policies and programs, in order to understand what progress is being made and where there is need for more attention and improvement. A bicycle and pedestrian advisory board creates on-going accountability and public support for implementing the plan. A bicycle and pedestrian advisory board can also play a key role in reviewing public projects and identifying opportunities for making bicycle facility improvements.

Action		Lead	Support	Priority Rank	Frequency
1.	Officially create a bicycle and pedestrian advisory board	City Council	Planning	First priority	Once
2.	Recruit advisory board members from advocacy groups, the business community, the school district, colleges/universities, and the community at-large	Planning		First priority	As needed
3.	Convene bicycle and pedestrian advisory board	Planning		First priority	Monthly
4.	Have bicycle and pedestrian advisory board issue an annual or bi-annual report card grading the city on its implementation efforts using established performance measures and public feedback	Bicycle and Pedestrian Advisory Board		First priority	Annually

“Thank you for finally thinking of bikes as transportation.”  
Charli Lauer

# STRATEGY 28

## Update the bicycle master plan on a regular basis.

**Rationale:** Bicycle plans need to be updated on a regular basis as projects are completed and new opportunities present themselves. There may be new funding sources, new public or private projects that provide “piggybacking” opportunities, and new approaches for designing and installing facilities. Typically, plans are updated every five years, ideally ever three years.

Action		Lead	Support	Priority Rank	Frequency
1.	Assess Master Plan and make minor updates where necessary based upon performance measures, latest state of the practice and public input	Planning	Bicycle Advisory Board	First priority	Annually
2.	Revise and update Plan	Planning	Public Works, Park and Recreation Bicycle Advisory Board	Second priority	Every 4 years

“I appreciate the efforts that are being used to enhance safety of the bicycling public.”

Jay Wright

# STRATEGY 29

## Publish an annual implementation work plan.

**Rationale:** An annual work plan ensures year to year progress toward implementing the Plan. It provides measurable objectives that create accountability and demonstrate progress. It focuses attention on looking for opportunities to take advantage of public and private projects. It also provides an annual opportunity to step back and reflect on when, where and how resources are being allocated.

Action	Lead	Support	Priority Rank	Frequency
1. Identify on-street bicycle facilities that can be designed and constructed as part of other transportation projects in the CIP	Public Works	Planning	First priority	Part of annual work plan
2. Identify and apply for funding for top priority stand-alone on-street bicycle facilities for design and/or development	Public Works	Planning	First priority	part of annual work plan
3. Identify and apply for funding for top priority stand-alone off-street bicycle facilities for design and/or development	Park and Recreation	Planning	First priority	Part of annual work plan
4. Identify and apply for funding for annual education and enforcement programs	Planning	Police	First priority	Part of annual work plan
5. Seek internal review of annual work plan; intent is to improve internal coordination and efficiency, and involve other departments/divisions/sections as appropriate	Planning	Police, Public Works, Park and Recreation	First priority	Annually
6. Seek approval for annual work plan from bicycle advisory board	Planning	Public Works	First priority	Part of annual work plan

“Thank you for the continued forward momentum in regards to bike trails, bike safety, finding and expanding partnerships.”

Teresa Cook

## STRATEGY 30

**Establish performance measures to monitor progress.**

**Rationale:** Performance measures allow for regular assessment of the progress being made on accomplishing the strategies as outlined in the Plan. It is a way of creating an annual “report card” and making adjustments to the Plan as needed. It is also a way of reporting progress to decision makers and the public who will want to make sure that public dollars are creating the desired results. Chapter 6 is devoted entirely to identifying and monitoring performance measures.

Action		Lead	Support	Priority Rank	Frequency
1.	Collect baseline data as articulated for each goal	Planning	Public Works	First priority	Once
2.	Develop or update the plan for counting bicyclists on an annual basis using automatic counters and every two years with volunteers	Planning	Public Works	First priority	Annually
3.	Adopt the plan for counting bicyclists on an annual basis using automatic counters and every two years with volunteers	Public Works	Planning	First priority	Once
4.	Assemble and analysis crash data on an annual basis; use to measure overall progress on reducing crashes and to set priorities in annual work plan (note: pedestrian crash data should be public information)	Planning	Police, Public Works	First priority	Annually
5.	Compare performance measure results	Planning		First priority	Annually