



Summary Report of the 2013 Bike-Walk Summit

Prepared by facilitators from the JMU Institute for Constructive Advocacy and Dialogue (ICAD)

Executive Summary

The 2013 Bike-Walk Summit offered participants an opportunity to hear about the current state and recent accomplishments regarding biking and walking planning, infrastructure, programs, and funding in the Harrisonburg-Rockingham County area. In addition participants were able to gain ideas and inspiration from other communities working to make biking and walking part of community culture shared by Bill Nesper of the American League of Bicyclists the organization that offers the Bike Friendly Community designation.

For all the 2013 Summit Documents, go to: <http://svbcoalition.org/bike-walk-summit/>.

- Summit Agenda/Program
- Summit Executive Summary
- Summit Full Report
- Summit Action Plans and Priorities Google Doc for collaboration
- Year In Review Presentation
- Why Are Biking and Walking Important? presentation By Bill Nesper, VP of Program, League of American Bicyclists

The second half of the day asked participants to identify what still needs to be done to be able to call Harrisonburg and Rockingham County the most pedestrian and biking responsive-community in the state. What follows is a summary of the Action plans collaboratively developed by the participants and a number of short and longer-term overarching goals to guide advocacy efforts in the coming year.

The Action Plans were focused on 5 key areas that the League of American Bicyclists identifies as important areas to address in making a community bicycle and pedestrian friendly:

- Engineering: Creating safe and convenient places to ride, walk and park
- Education: Giving people of all ages and abilities the skills and confidence to ride and walk
- Encouragement: Creating a strong bike and walk culture that welcomes and celebrates bicycling and walking
- Enforcement: Ensuring safe roads for all users
- Evaluation & Planning: Planning for bicycling and walking as a safe and viable transportation option

Collaborative Planning Document These action plans and goals are posted as a collaborative, open-access file which will allow people to sign up to get involved to ensure these plans lead to action. We hope you will take some time and access and bookmark the document and find a place to lend your time and talents to these efforts! Access the collaborative document at <https://docs.google.com/document/d/1lrw7mm9oXsr9CML2sjRQanjTUPKkAJItrBfSSANX7Io/edit?usp=sharing>

Evaluation and Planning:

Goal - To collect data that can be used to support efforts and to develop multi-use maps

<ul style="list-style-type: none">• Make maps — stress maps/bike comfort; facilities
<ul style="list-style-type: none">• Survey population to understand current travel patterns and desired travel
<ul style="list-style-type: none">• Surveying event participants<ul style="list-style-type: none">○ Standard surveys for economic impact
<ul style="list-style-type: none">• Evaluation of city/county school routes<ul style="list-style-type: none">○ Bike/walk to school numbers
<ul style="list-style-type: none">• Evaluate feasibility of off-road route connecting Harrisonburg and George Washington National Forest via continuous stream buffer/trail easements
<ul style="list-style-type: none">• Evaluate joint interest of combined stream protection with trail easements

Engineering and Political:

Goal - To continue coordination across political and institutional entities

<ul style="list-style-type: none">• Adopt Metropolitan Planning Organization (MPO) and Non-MPO bike and pedestrian Plans<ul style="list-style-type: none">○ Involve Rockingham Bicycle Advisory Committee (RBAC) in Board of Supervisors work sessions — enable opportunity for revisions to plans
<ul style="list-style-type: none">• Hire city-county bike/pedestrian coordinator (Study feasibility and how shared position would function)<ul style="list-style-type: none">○ Consider what kind of model, part-time, funding from MPO? Perhaps use Pathfinders for Greenways in Roanoke as a potential model.○ Begin to develop a budget as City and County budget planning starts in January.

Encouragement

Tourism: Goal - Develop and promote a complete tourism package

Increasing frequency of biking and walking : Goal - Defined measures of data collection which would yield info to allow for Responsive Encouragement Plan to increase biking and walking trips

<ul style="list-style-type: none">• Marketing plan for bicycle tourism
<ul style="list-style-type: none">• Bike and destination maps for locals and tourists
<ul style="list-style-type: none">• Info on websites about area events and area routes
<ul style="list-style-type: none">• Marketing existing facilities and future facilities
<ul style="list-style-type: none">• Data gathering/surveys to support marketing encouragement programs, show that more people are riding and promote information
<ul style="list-style-type: none">• Codifying requirements for developments to include bike and walk facilities/amenities
<ul style="list-style-type: none">• More bike education at schools<ul style="list-style-type: none">○ Bikes at recess and P.E. classes
<ul style="list-style-type: none">• More bike events for “non-cyclists,” neighborhood events, ice cream!
<ul style="list-style-type: none">• Cyclovia - closing down streets for car free community event
<ul style="list-style-type: none">• Dignitary-led bike/walks — Ride of Influence
<ul style="list-style-type: none">• Bike/Pedestrian Coordinator - Create paid position

Education:

Goal – To make Biking and Walking a well-established part of the culture of the community.

• Short Term Action List:

• Each school apply for SRTS quick start mini-grant
• Engage JMU stakeholders about incorporating bike/pedestrian safety into freshman-required intro classes
• Re-establish/establish the Bike Safety education in Drivers Education and P.E. classes
• Continue/expand ice cream rides and other incentives geared to families
• Create outreach program to reach non-English speaking neighborhoods using the home-school liaison program
• Develop a media campaign to educate the general public (print, radio, TV, visitor brochures, website)

Enforcement/Safety:

Goal_– To promote safety through pro-active education and enforcement

• Short Term Action List:

• Develop/draft operating procedure for a positive enforcement program (includes education and encouragement) and share with enforcement agencies (HPW, HPD, Rockingham County Sherriff's Office and State Police to collaborate on this)
• Develop priority list of problems and locations for enforcement
• Targeted enforcement for distracted driving
• Public Service Announcements regarding motorist/cyclist safety
• Continue with education programs for both officers and public

Setting Priorities

In discussing these Action Plans as a group, the group identified some driving, or central ideas in each of these areas:

Driving Ideas

- **Enforcement and Safety:** enforce, educate, and encourage positive behaviors without alienating people and establish consistent enforcement across contexts (city, county, universities, etc.)
- **Engineering and Political Connections:** continue to support the adoption of the county and the JMU bike and pedestrian plans and encourage coordination of these plans and coordinated mapping to promote usage of these facilities (including sidewalks, shared use paths, bike lanes, shared lane markings, etc.)
- **Evaluation and Planning:** Conduct and design standardized tourism and economic impact surveys to be used across groups and events to be able to better capture overall impact of these events on the area.
- **Encouragement:** Create events to attract new and non-cyclists, and set a target for increasing ridership.
- **Education:** Encourage more schools to apply for Safe Rides to School quick start mini grants and extend bike and walk safety into existing curriculum (school and university)

From the discussions, the following priorities emerged for the coming year. The short-term goals are ones we hope to accomplish in a year with your help, while we hope to make steps towards accomplishment of the longer-term goals. Sign up and connect with others on the wiki page! <http://svbcoalition.org/bike-walk-summit/>.

Short-term (One Year Priorities)	Longer Term (Get started!) Priorities
Actively support the adoption of the Rockingham County and JMU bicycle and pedestrian plans	<p style="text-align: center;">Work on Mapping</p> Develop paper and online maps that show city, county and university connected routes for visitors and citizens. Offer information on topography/difficulty level of routes.
Encourage all schools and work with them to apply for Safe Rides to School Quick Start Mini Grants	Create a Tourism Package that include routes and all of the local attractions and amenities that can be reached by these routes
Plan and promote a "Ride and Walk of Influence" involving local community leaders encouraging citizens to participate	Collect data on citizen transportation modes and trends and set a goal to increase ridership and walking by sponsoring new events that reach those interested in biking and walking more, but who are concerned or needing motivation and support
Standardize event surveys and develop a way to collect and assess the data to show economic impacts of biking and walking events	Secure enforce agency involvement and commitment to appropriate enforcement

For the full report of the 2012-2013 Bike-Walk Summit including information and resources from the American League of Bicyclists, click here.

<http://svbcoalition.org/bike-walk-summit/>.