



## **Full Report of the 2013 Bike-Walk Summit**

*Prepared by facilitators from the JMU Institute for Constructive Advocacy and Dialogue*

If you were unable to join us for the 2013 Bike-Walk Summit, this report highlights the comments of the speakers and shows you the collaborative process participants used to identify Action Plans and Priorities for the coming year.

### **JMU President Jonathan Alger**

President Jonathan Alger, President, James Madison University welcomed the group. He noted that he and his family are avid walkers. He discussed the University's interest in these issues, "It is important for us to think about health and wellness education as well as environmental sustainability." Alger expressed the desire of JMU contributing to a more livable community, one which is intentional about improving the quality of life. This involves reducing traffic congestion but it is also about providing connections. He discussed JMU connecting with the community, both figuratively and literally, for example, by serving to connect the Northend Greenway and the Bluestone Trail.

He noted that walking and biking can connect people. When walking and biking, people can see people, can stop and interact with people which offers opportunities for "wonderful chance encounters." He said that when we have safe options to bike and walk to dinner, to shopping, etc. people would prefer to have these options. He noted that 40% of all trips from home are within 2 miles, and 90% of them are done currently by car.

Alger also commended the bicycle and pedestrian committees and collaboration in the community and highlighted some of the improvements at JMU that have been undertaken which included: Infrastructure additions of bike lanes extended on Carrier Drive, crosswalks, median on Main Street, pedestrian activated traffic signals, new bike racks and new, and expanded programs such as Cycle Share, Tube and Lube repair stations, and a surplus bicycle program.

### **VA Senator Mark Warner**

Senator Mark Warner addressed the group via a recorded video message from Washington, DC. He commended biking and walking advocates for "pulling together to increase tourism in the valley," which represents an opportunity to increase tourism which is an opportunity for economic growth for the region. "Please count me as a supporter and let my office know how we can help."

### **Bill Nesper, VP of Programs, League of American Bicyclists, ([www.bikeleague.org](http://www.bikeleague.org))**

Bill Nesper's powerpoint presentation is available for download at [www.svbcoalition.org/bike-walk-summit/](http://www.svbcoalition.org/bike-walk-summit/)

On Thursday, before the summit, Nesper met and toured the area on bike with members of the Bike/Pedestrian committees of JMU, EMU, the City of Harrisonburg, and Rockingham County.

*"This area (Harrisonburg-Rockingham County) is really special, it has all the ingredients, to building a great bicycle friendly region. Two universities, IMBA ride center, great road riding,... It is very special to have such a big team making these choices to make a 'great' place."*

The League is national bicycling organization whose goal is to, by 2025, increase the use of bikes for 5% of all trips taken in the US by bike, Currently only about one percent of trips taken are by bike.

At its core, the Bicycle Friendly America program is about making great places to ride which makes communities great places to live. Nesper said bicycling is seen as an icon of freedom and that biking and walking are ingredients of "the good life." He said it is about getting people better choices and more choices in how they get around.

He said the league's statistics show that 1% of communities members are Strong and Fearless cyclers, 6% are Enthused and Confident, but 60% are Interested but Concerned ([www.bikesbelong.org/news/a-new-focus-on-the-interested-but-concerned](http://www.bikesbelong.org/news/a-new-focus-on-the-interested-but-concerned)). The remaining percentage are not interested in or unable to bike. A key to increasing biking and walking is to build safe places for this group to get started, trying to build a kind of place where people of all ages and abilities can get around, by walking or biking.

In communities that he highlighted as successfully increasing ridership, he said it is not often a result of a \$30 million solution, it's the small details like widening a shoulder, improving a dangerous right turn section, and building pieces overtime.

Nesper pointed to data that shows baby boomers want a different retirement from their parents, they still want golf and other amenities, but they want a place where they can walk and bike:

*"The economy is changing, we have the most mobile workforce ever... we are trying to attract job creators, and the millennial and reduce brain drain... biking and walking friendly places are a big part of keeping those people... they want great local food, great coffee, and places to bike and walk."*

Nesper pointed to some economic reasons for communities to support biking and walking infrastructure: protected bicycle lanes in Manhattan increased retail sales in local businesses; in many areas home values increase as their proximity to walking and biking trails and paths decreases.

### **Q&A with Bill Nesper**

In the question and answer session Nesper offered some additional perspectives and ideas to addressing issues in our community.

- **A comparable model for Harrisonburg-Rockingham County:** He pointed to strides made in Missoula, Montana which is similar in density to Harrisonburg and has a rural county surrounding it. Currently in Missoula 6% of all trips are by bike.
- **Promoting both Biking and Walking:** Correlation between bike friendly community and walk friendly, new bike lanes provides more separation from automobile traffic, creates a more welcoming environment for walkers, brings down speed, traffic calming, all mutually beneficial actions.
- **Doing Mobility Education:** When doing bike education, we should do walk education too - mobility education - walking, biking, and transit. Help people identify the places they can get in a 10 minute walk.
- **Preparing and Promoting Biking and Walking with Students:** Stanford is good example. Messaging of bicycle and walk friendly place. A 1-2 hour class, with offering of additional on-road experience, to give students the confidence to ride... offered once a semester.
- **Accommodating bike commuters:** Lack of access to showers can hinder people to bike to work, and bike storage at work places, what are other communities doing? Indiannapolis, IN created a bike hub,

downtown YMCA created a deal with the city to provide a shower for people. Dayton, OH built a bike hub, with bike parking inside, and showers. More businesses and the universities could provide showers and bike storage for staff.

- **Reaching the 60% who are “interested, but concerned”:** Other than engineering, what are other things, other Es that can tap into the 60%? Events. Education, education, education. Integrate education into a short 5 mile ride. Suggested neighborhood ride. Contact Shenandoah Valley Bicycle Coalition and request that the coalition bring a neighborhood ride to you!
- **The Challenge of our Topography:** Challenges of topography all up and down the Shenandoah Valley – offer short rides, experiential learning, short courses to help them do some of the hills. Transit services to help people go up hill, they bike downhill. Promote this.
- **Connecting businesses to work force, particularly manufacturing businesses:** Give out bike lights, education and safety classes at work for biking.
- **Return on Investment (ROI) for bike/walk infrastructure in developments:** What statistics are there showing benefits to new developments and redevelopments, their return on investments for biking and walking? How to communicate that? Need to think about development standards, bike parking requirements, policies, etc. Arlington County, VA examples. Retrofit process, different people getting together to create a transit hub with amenities to provide in a business district
- **How can overall parking strategy be used?** (Parking strategy for automobiles and bikes) A lot of it is context specific. On street parking, deciding whether or not to take it off, need to do studies. A lot of examples, that after a parking study, the neighborhood might have changed. New opportunity. Having minimum parking requirements could be part of that strategy. The best cities have minimums for bike parking, and aren't afraid to study corridors and destinations. Applying Transportation Demand Management principles. TDM group could do a household travel survey. Find out how people are getting to work, and how they want to get to work. Nesper offered to share some questions to start such a survey.
- **Offer incentives not to drive:** Some universities are making parking more expensive. Other places give faculty, staff, and students reward points for not driving - they track ridership through RFID. It could affect your healthcare premium. Businesses are doing this too.
- A list of resources shared by Bill Nesper is included as an Appendix to this report.

### **Facilitated Action Planning**

Members of the JMU Institute for Constructive Advocacy and Dialogue 4C initiative (Campus Community Civic Collaborative) helped participants brainstorm ideas to further efforts in advocacy for biking and walking in the community. The participants worked through the process in the following steps:

First, participants thought individually and then collectively about how they would answer the following question:

*Given the current context of bike and pedestrian infrastructure, programs, funding, support and participation what do we still need to do (large or small, micro or macro) to be able to claim that Harrisonburg and Rockingham County is the most pedestrian and biking responsive community in the state?*

These ideas were grouped by themes, and the group saw value and natural alignment in using the American League of Bicyclists five E's framework of Evaluation, Engineering, Encouragement, Education, and Enforcement, adapting these titles to capture the full range of ideas.

Then participants circulated among tables and share their interests and expertise to develop these ideas into short and long-term action plans. The groups were also asked to identify some forces enabling efforts and constraining efforts in each area.

*If this is our current situation given each area and this is where we want to be, what has to happen to get us there? What things do we need to push on to move in this direction? What obstacles might we need to remove to allow forward motion?*

Here is the how the process unfolded for each group:

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| <b>Evaluation and Planning</b>  |  |
| <b>Short Term Action List:</b> <ul style="list-style-type: none"> <li>• Make maps — stress maps/bike comfort; facilities <ul style="list-style-type: none"> <li>○ City, JMU, Rockingham County</li> </ul> </li> <li>• Survey population to understand current travel patterns and desired travel</li> <li>• Surveying event participants <ul style="list-style-type: none"> <li>○ Standard surveys for economic impact</li> <li>○ Evaluation of city/county school routes</li> <li>○ Bike/walk to school numbers</li> </ul> </li> <li>• Evaluate feasibility of off-road route connecting Harrisonburg and George Washington National Forest via continues stream buffer/trail easements</li> <li>• Evaluate joint interest of combined stream protection with trail easements</li> </ul>   |  |
| <b>Things enabling progress/action</b> <ul style="list-style-type: none"> <li>• Community demand</li> </ul>   | <b>Obstacles impeding progress to be aware of</b> <ul style="list-style-type: none"> <li>• Land acquisition</li> <li>• Cost of data collection projects</li> </ul> |
| <b><i>Responses to “What do we still need to do to be able to claim that we are the bike and pedestrian responsive community?”</i></b> <ul style="list-style-type: none"> <li>• Understand what the community desires so that funding can be applied most effectively. Conveys a feeling of responsiveness to the broader group.</li> <li>• Data to show that the 60% (those interested in biking - or walking - more in their lives, but concerned, usually unwilling to bike or walk near traffic) will respond to improvements. Will they come?</li> <li>• Graphic representation of existing data</li> <li>• Data collection demand analysis on events and trips</li> <li>• Concerns/benefits of off-road bike/ped facilities. Access to businesses and schools, i.e. vandalism, felonies, etc.</li> <li>• Accessibility – expand current bike lanes or routes to make biking accessible from east-west city limits</li> <li>• Address conflict between encouraging trips and ease of reaching downtown (i.e. pay to park downtown to push more bike trips versus encourage more people coming downtown via any mode)</li> <li>• Measuring successes (Bike/Ped counts, # of event participants, \$ spent by event participants in community)</li> <li>• GIS analysis (tax revenue, property values, etc.) to evaluate economic impacts</li> </ul> |  |
| <b>Education: Goal – To make Biking and Walking a well established part of the culture</b>  |  |
| <ul style="list-style-type: none"> <li>• Short Term Action List: <ul style="list-style-type: none"> <li>○ Each school apply for SRTS quick start mini-grant</li> <li>○ Engage JMU stakeholders about incorporating bike/pedestrian safety into freshman required intro classes</li> <li>○ Re-establish/establish the Bike Safety education in Drivers Education and P.E. classes</li> <li>○ Continue/expand ice cream rides and other incentives geared to families</li> <li>○ Create outreach program to reach non-English speaking neighborhoods using the home-</li> </ul> </li> </ul>   |  |

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| <ul style="list-style-type: none"> <li>school liaison program)</li> <li>○ Develop a media campaign to educate the general public (print, radio, TV, visitor brochures, website)</li> </ul>  |   |
| <p><b>Things enabling progress/action</b></p> <ul style="list-style-type: none"> <li>• Growing interest in cycling for exercise, recreation, community</li> <li>• Zoning and planning changes to more walkable, ride-able community</li> <li>• Organized movement for bike/ped programs</li> <li>• Successful grants/funding, especially recently</li> </ul>  | <p><b>Obstacles impeding progress to be aware of</b></p> <ul style="list-style-type: none"> <li>• Lack of public-political support for bike/ped.</li> <li>• Fundraising needed for infrastructure</li> <li>• Lack of knowledge about cycling/walking as a lifestyle</li> <li>• Competition for time for bike/ped education in curriculum</li> </ul> |
| <p><b><i>Responses to “What do we still need to do to be able to claim that we are the bike and pedestrian responsive community?”</i></b></p> <ul style="list-style-type: none"> <li>• Offer organized classes</li> <li>• Offer one-on-one training</li> <li>• Air PSAs that: <ul style="list-style-type: none"> <li>○ Teach elected officials the economic development benefits</li> <li>○ Teach the general public mutual respect, rules of the road</li> </ul> </li> <li>• Create new rider events to remove intimidation</li> <li>• As mutual respect grows, support for bike/walk infrastructure grows</li> <li>• Have a “Dust it off” campaign that encourages families to find their bikes, clean and repair them, use or donate them</li> <li>• Marketing: Signage on campus and in community about the recognitions we have received.</li> <li>• Create online information center for people to be able to access maps/directions to safely bike around the city, expand it to the county</li> <li>• Teach bike safety in driver’s ed./Institutionalize bike/ped. Safety and skill education on K-12</li> <li>• Focus on early childhood education</li> <li>• Focus on bike helmet, high visibility clothing, lights and other safety education</li> <li>• Increase safe routes to school and have a goal of having more children walk or bike to school than commute in cars. Create culture of this as the norm</li> <li>• Bike/walk education at JMU orientation</li> <li>• Expand educational opportunities at Bridgewater, EMU and JMU. Increase priorities and integrate into the academic curriculum.</li> <li>• Offer faculty/staff incentives at universities, bike share programs and classes</li> <li>• Better education and outreach to non-English speaking citizens, include this population into bike/walk culture.</li> <li>• Create City Destinations Map: include Bike/Ped., Downtown businesses, Parks, City Offices, etc.</li> </ul> |   |

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| <p><b><u>Engineering and Political</u></b></p> <p><b>Short Term Action List:</b></p> <ul style="list-style-type: none"> <li>• Adopt Harrisonburg-Rockingham Metropolitan Planning Organization (MPO), Rockingham County, and James Madison University bike and pedestrian Plans (three separate plans) <ul style="list-style-type: none"> <li>○ Involve Rockingham Bicycle Advisory Committee (RBAC) in Board of Supervisors work sessions — enable opportunity for revisions to plans</li> </ul> </li> <li>• Long Term Action List:</li> <li>• Hire city-county bike/pedestrian coordinator</li> <li>• Other ideas</li> <li>• Natural corridors, need plan for retrofitting</li> <li>• Make advocacy and public input into process part of the culture</li> <li>• Connect North-South corridor and East-West connectors paths</li> </ul> |
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| <ul style="list-style-type: none"> <li>• Need a south end connector</li> </ul>   |  |
| <p><b>Things enabling progress/action</b></p> <ul style="list-style-type: none"> <li>• Connectivity and access to work, shopping, etc. improves property value</li> <li>• More bike routes promote more ridership</li> <li>• Coordinator position can be a shared cost between city and county</li> </ul>  | <p><b>Obstacles impeding progress to be aware of</b></p> <ul style="list-style-type: none"> <li>• Who pays for all the paths?</li> <li>• Perception of biking/walking advocates as special interest group</li> </ul> |
| <p><b><i>Responses to “What do we still need to do to be able to claim that we are the bike and pedestrian responsive community?”</i></b></p> <ul style="list-style-type: none"> <li>• Political and public buy-in to bike/ped. Values</li> <li>• Reach out to elected officials: State and Fed. funding disproportionately ties to highway improvements for automobiles.</li> <li>• Expand the multi-use trail systems that connects residential and business areas</li> <li>• Long distance paved trail connecting DC through the Valley</li> <li>• Bike boulevards in residential areas (as connectors to north-south Greenway corridor)</li> <li>• Create east/west multi-use paths from parks, schools, neighborhoods to north-south Greenway corridor</li> <li>• Expand corridor with buffer from traffic</li> <li>• Put strong implementation tools in place – requiring bike/ped facilities on new or redevelopment projects</li> <li>• Retrofit existing communities with bike/ped infrastructure</li> <li>• Strengthen walk-bike-transit connections, design routes, schedules, busses to make it easy to link shorter biking and walking trips</li> <li>• Establish bike lanes on all major arterial and collector streets</li> <li>• Implement obvious low-cost improvement (sharrows, signage)</li> <li>• Create central public bike storage and shower facility downtown for people who bike to work</li> <li>• Off-road connection from downtown to GW National Forest, shared trail with stream buffers, promote healthy stream ecology</li> <li>• Establish a position of a bike/ped. trails coordinator</li> <li>• Collaboration between Rockingham County and Harrisonburg to complete dedicated bike lanes between Bridgewater and Harrisonburg</li> <li>• Uniform system of multi-modal enhancements</li> </ul> |  |

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| <p><b><u>Encouragement</u></b></p> <p><b>Tourism: Goal – Develop and promote a complete tourism package</b></p> <p><b>Increasing ridership: Goal – Defined measures of data collection which would yield info to allow for Responsive Encouragement Plan to Increase Ridership</b></p>   |
| <p><b>Short Term Action List:</b></p> <ul style="list-style-type: none"> <li>• Marketing plan for bicycle tourism</li> <li>• Bike and destination maps for locals and tourists</li> <li>• Info on websites about area events and area routes</li> <li>• Marketing existing facilities and future facilities</li> <li>• Data gathering/surveys to support marketing encouragement programs, shows that more people are riding and promote information</li> <li>• Codifying requirements for developments to include bike and walk facilities/amenities <ul style="list-style-type: none"> <li>○ More bike education at schools</li> <li>○ Bikes at recess and P.E. classes</li> </ul> </li> <li>• More bike events for “non-cyclists,” neighborhood events, ice cream!</li> </ul> |

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| <ul style="list-style-type: none"> <li>• Cyclovia – closing down streets for car free community event</li> <li>• Dignitary led bike/walks — Ride of Influence</li> <li>• Bike/Pedestrian Coordinator – Create paid position</li> </ul>  |  |
| <p><b>Things enabling progress/action</b></p> <ul style="list-style-type: none"> <li>• We have the complete package, biking, outdoors, food, culture, history, universities</li> <li>• We have great bike rides available</li> </ul>  | <p><b>Obstacles impeding progress to be aware of</b></p> <ul style="list-style-type: none"> <li>• Not yet packaging it as an attraction</li> <li>• No mapping or guides</li> </ul> |
| <p><b>Responses to “What do we still need to do to be able to claim that we are the bike and pedestrian responsive community?”</b></p> <ul style="list-style-type: none"> <li>• Community includes biking and walking in their community policies</li> <li>• Community accepts biking and walking as “normal” travel options</li> <li>• Community accepts the “fact” that biking is not dangerous</li> <li>• Change cultural identity to being an active/outdoor community</li> <li>• Offer financial subsidies for biking</li> <li>• Establish a commuter rewards program</li> <li>• Create new opportunities for public engagement, smaller events, social media</li> <li>• Encourage targeted outreach to non-native English speakers</li> <li>• Focused bicycle tourism marketing</li> <li>• Improve wayfinding system to direct both locals and visitors to area where they can recreate and the best routes to get there. Cross platform – web, visitor’s center signage</li> <li>• Focus on increased ridership in the region: Initiative to double or triple trips over next 5 years. Gain a critical mass of riders</li> <li>• Make biking and walking connections to campus and city to be very welcoming to all</li> <li>• Have ‘Bike mentors’ available to take interested people for a ride (through Shenandoah Valley Bicycle Coalition)</li> <li>• Offer groups rides of less than 25 miles, maybe a 10 mile</li> <li>• Encourage more bikes and education and elementary and middle schools, funding available from Safe Routes to School (SRTS) programs</li> <li>• Create an Adventure Cycling type “Tour of the Valley” (300-500 mile tour route)</li> <li>• Hold a Cyclovia Event (planned road closure and community bike walk celebration on the road) each year</li> </ul> |  |

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| <p><b><u>Enforcement/Safety</u></b></p> <ul style="list-style-type: none"> <li>• Short Term Action List: <ul style="list-style-type: none"> <li>○ Develop/draft operating procedure for a positive enforcement program, including education and encouragement, and share with Police command staff (HPD, Rockingham City Sherriff’s Office and State Police to collaborate on this)</li> <li>○ Develop priority list of problems and locations for enforcement</li> <li>○ Targeted enforcement for distracted driving</li> <li>○ Public Service Announcements regarding motorist/cyclist safety</li> </ul> </li> <li>• Continue with education programs, both officers and public</li> <li>• Long Term Action List: <ul style="list-style-type: none"> <li>○ Track crash history to understand trends. Make data available to broader audience</li> <li>○ Lobby for traffic/speed cameras</li> </ul> </li> </ul> |   |
| <p><b>Things enabling progress/action</b></p> <ul style="list-style-type: none"> <li>• Public concerns about texting, speeding, student drivers</li> <li>• Desire for livable communities where we feel safe to walk, bike, drive</li> <li>• Regional cooperation</li> <li>• PSAs regarding motorist/cyclist safety</li> <li>• Ticket diversion program</li> </ul>   | <p><b>Obstacles impeding progress to be aware of</b></p> <ul style="list-style-type: none"> <li>• Motorists angst about bikers</li> <li>• Lack of respect of different users</li> <li>• Shared rules of the road are not well known</li> <li>• This is something new that takes time to develop</li> <li>• State law regulation and public opinion</li> </ul> |

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| <ul style="list-style-type: none"> <li>• Biker/ped training class as a penalty</li> </ul>  | <ul style="list-style-type: none"> <li>• are impeding the use of traffic cameras</li> <li>• Misunderstanding enforcement rules</li> </ul> |
| <p><b><i>Responses to “What do we still need to do to be able to claim that we are the bike and pedestrian responsive community?”</i></b></p> <ul style="list-style-type: none"> <li>• Positive enforcement/reinforcement for all users (bike, ped., motor vehicles)</li> <li>• Determine a good way to enforce not riding against traffic, on sidewalks where prohibited, etc.</li> <li>• Coordinated bike/walk education and enforcement</li> <li>• Brainstorm safety issues for children off-road and on-road biking and walking</li> <li>• Developing “rules of the road” and enforcing them</li> <li>• Deal with speed and distracted driving</li> <li>• Brainstorm: <ul style="list-style-type: none"> <li>○ Patrolling of trail facilities (random police, parent patrol during school arrival/dismissal, etc.)</li> <li>○ Walking and biking school buses/trains</li> <li>○ Positive reinforcement of good behavior, e.g. biking with traffic, using crosswalks, etc. Ice cream coupon rewards, etc. <ul style="list-style-type: none"> <li>▪ Penalize with community service to maintain shared use paths, rather than fines</li> <li>▪ Local bike group (i.e. RBAC, SVBC) be a source of community service projects</li> </ul> </li> <li>○ Elementary school safe biking program and groups to teach it (Police department, bike clubs)</li> <li>○ Enforcement messaging on biking/walking publications</li> </ul> </li> </ul> |   |

In a final wrap up after groups presented their Action Plans, the group as a whole wrestled with the following questions as they tried to identify priorities and ways to coordinate ongoing efforts:

- *What mechanisms need to be in place to support this work and achieving these goals this year?*
- *What kind of communication mechanisms would best help you share information, ideas and progress?*
- *What will help you stay motivated to achieve these goals?*
- *What connections between organizations or institutions need to be made or strengthened to ensure these goals can be met?*

## **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 using this Collaborative Planning open-access document available at

<https://docs.google.com/document/d/1lrw7mm9oXsr9CML2sjRQanjTUPKkAJItrBfSSANX7Io/edit?usp=sharing>

| <b>Short-term (One Year Priorities)</b>  | <b>Longer Term (Get started!) Priorities</b>   |
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| Actively support the adoption of the Rockingham County and JMU bicycle and pedestrian plans                                      | Work on Mapping<br>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  |

#### **Coordinating Ongoing Action**

- Use existing organizations and networks to advance this work (not create new, additional groups)
- Set up a wiki or google document (collaboratively editable document) of the Action Plans and have regular meetings to review our wiki updates. (The scheduled meetings would serve to encourage regular updating of the Wiki).
- Form subcommittees that are project based rather than concept based. Using largest common membership group in area tack on to their regularly scheduled meetings a quarterly update meeting of the Summit committees.
- Continue efforts to identify and bring in new advocates to committees/projects. Figure out best ways to do this.

## **Appendix (Resources from Bill Nesper)**



### **CREATING BICYCLE FRIENDLY COMMUNITIES OUTSIDE OF THE URBAN CONTEXT II: TOOLS FOR RURAL AREAS AND SMALL TOWNS**

A Bicycle Friendly Community welcomes people to ride bikes by providing amenities like bike lanes, good bike parking, trails, maps, share the road campaigns, organized rides, Bike to Work Day events, Safe Routes to School programs, and so much more. This toolkit aims to provide bike coordinators, planners, mayors, bicycle advisory committees and bicycle advocates in small towns and rural areas with tested tools to transform their communities into bicycle-friendly places.

Small towns and rural communities can face several challenges in regards to geography, layout, infrastructure, political organization, staff time and budget that most urban counterparts do not. Small towns and rural communities may have lower levels of traffic, pastoral landscapes and a well-connected street network, but sometimes require longer trip distances to far away centers of employment, retail or entertainment facilities. Especially rural areas may also have no street lighting and an abundance of narrow, often winding country roads with limited sight lines and high speeds that require extra safety measures for bike trips.

Bicycle friendly communities come in all shapes and sizes, each with its own benefits and challenges. But there are essential elements across five categories known as the five E's that are consistent in creating great bicycling communities: engineering, encouragement, education, enforcement and evaluation/planning. The following tools are a collection of particularly useful bicycle friendly guides, programs, policies and resources for small towns and rural communities. This toolkit also includes case studies of two small town and two rural communities that have been very successful in promoting cycling for transportation and recreation, as well as a section for advocates.

#### **Engineering Tools: Creating safe and convenient places to ride and park**

##### *Complete Streets Policy*

As a first step, a community should adopt a [Complete Streets policy](#), which formalizes a community's intent to plan, design, and maintain streets so they are safe for all users of all ages and abilities. Policies direct transportation planners and engineers to consistently design and construct the right-of-way to accommodate all anticipated users, including pedestrians, bicyclists, public transportation users, motorists, and freight vehicles.

##### *National Design Standards for Bicycle Infrastructure*

The [NACTO Urban Bikeway Design Guide](#), the [AASHTO Guide to the Development of Bicycle Facilities](#), and the [Manual of Uniform Traffic Control Devices](#) are the best resources for bicycle facility design standards and guidelines. We recommend that bicycle parking standards should follow the [guidelines](#) of the Association of Pedestrian and Bicycle Professionals.

##### *Model Design Manual for Living Streets*

The [Model Design Manual for Living Streets](#) is a great resource for communities who would like to ensure that more people use the new cycling facilities. Like a Complete Streets policy, the manual focuses on all users and all modes, seeking to achieve balanced street design that accommodates cars while ensuring that pedestrians, cyclists

and transit users can travel safely and comfortably. But the manual goes beyond the Complete Streets approach by incorporating features to make streets lively, beautiful, economically vibrant as well as environmentally sustainable. Communities may use the manual in any way that helps them update their current practices, including adopting the entire manual, adopting certain chapters in full or part, or modifying or customizing chapters to suit each community's needs.

#### *Washington County's Bicycle Facility Design Toolkit*

Washington County, OR developed its own [Bicycle Facility Design Toolkit](#), which is a great model for similar areas. Most importantly, the toolkit provides a policy process and a menu of treatment options that are reasonable, practicable, context sensitive and safe in a small town or rural community.

#### *Urban Design and Land Use Guide*

The above models provide valuable solutions to street and network design problems, but do not address the issue of the long distances people in rural areas and small towns have to overcome to access places of employment, retail stores, and cultural and social amenities. Encouraging a mix of land uses and increasing density in selected areas is key to reducing travel distances. The Congress of New Urbanism's [Designing Walkable Urban Thoroughfares](#) guide addresses the transportation-land use connection, and the principles it discusses are applicable in a small town and rural contexts as well.

#### *Funding Bicycle Infrastructure and Programs*

Bicycling projects can be built using local funds and federal funds intended for safety, congestion mitigation and air quality, and general transportation purposes. The presentation [Moving Ahead for Progress](#) by the League and Alta Planning + Design provides an overview of how federal funding for bicycle projects has changed under the new transportation law and provides information on how communities can take advantage of the full range of transportation programs and additional funds. For more information on funding bicycle infrastructure, please visit [advocacyadvance.org/MAP21](http://advocacyadvance.org/MAP21).

#### *Guide to Economic Benefits of Bicycle Infrastructure Investments*

Today the national bicycling industry contributes an estimated \$133 billion a year to the U.S. economy. It supports nearly 1.1 million jobs and generates \$17.7 billion in federal, state, and local taxes. Another \$46.9 billion is spent on meals, transportation, lodging, gifts and entertainment during bike trips and tours. The Advocacy Advance report on [The Economic Benefits of Bicycle Infrastructure Investments](#) highlights the impact the bicycle industry and bicycle tourism can have on state and local economies, describes the need for bicycle facilities, discusses the cost effectiveness of investments, points out the benefits of bike facilities for business districts and neighborhoods, and identifies the cost savings associated with a mode shift from car to bicycle.

#### **Encouragement Tools: Creating a strong bike culture that welcomes and celebrates bicycling**

##### *Bicycle Tourism Development*

Investing in bicycle tourism is a great way to improve the economy of rural communities and small towns, to celebrate and protect local heritage, and to take advantage of scenic landscapes. A study of the North Carolina Department of Transportation titled [The Economic Impact of Investments in Bicycle Facilities: A Case Study of the Northern Outer Banks](#) found that the economic impact of bicycling visitors is significant. A conservative estimate of annual economic impact is \$60 million, with 1400 jobs created/supported per year. This compares favorably to the

estimated \$6.7 million of federal, state and local funds used to construct the bicycle facilities in the area. The Schuylkill River Heritage Area's [Heritage Towns & Tours Toolkit](#) aims to assist communities in attracting trail users to downtowns, restaurants, shops, historic sites and other attractions. The toolkit focuses on building successful public and private partnerships at local and regional levels; promoting community revitalization and the improvement of local economies through heritage preservation and tourism; defining a community's distinct heritage preservation and tourism program to achieve short-term and long-term heritage-related goals and objectives; and initiating a sustainable long-term process for heritage tourism. Adventure Cycling also published a report on [Bicycle Tourism as a Rural Economic Development Vehicle](#) that provides an overview of the economic benefits of bicycle tourism in rural and small town communities along with assessment strategies and examples to help communities identify bicycle tourism potential.

### *Bicycle Event Planning*

Bicycle events are fun and energizing. Large-scale events usually attract a large amount of visitors and can get a whole community excited about cycling. Small and inclusive events such as a family-friendly Thanksgiving ride or social ride to a local sporting event, a Halloween bike decorating competition for kids, a bike-themed movie night or a 4th of July bicycle parade create a vibrant local bicycle culture. The [Guide for Organizing a Bicycle Event](#) by the League of Michigan Bicyclists provides a useful blueprint on how to organize a successful bicycle event. Make sure to expand efforts during National Bike Month in May (or a month with mild and dry weather). Host, sponsor and encourage Bike Month-themed community events, campaigns and programs. Celebrate Bike to Work Day and Bike to School Day. Ensure to widely advertise all bicycle-themed community events and programs. For ideas and more information, visit <http://www.bikeleague.org/content/national-bike-month>.

### *National Bike Challenge*

Each May the annual National Bike Challenge encourages new cyclists to start riding, current bicyclists to ride more and showcases the tremendous health and financial benefits of bicycling. The friendly online competition creates a vibrant, virtual community of thousands of cyclists who inspire and encourage each other on a daily basis to lose weight, leave the car in the driveway and reach their individual goals. Communities can encourage participation in the challenge through promotional materials that are available on the [National Bike Challenge website](#).

### *Bicycle Friendly Business Program*

Local businesses are important partners in creating bicycle friendly communities. Not only can they provide financial and in kind support at bike events, and give cyclists a strong voice in local politics, they are also the destination of commuters, customers and visitors. Businesses can provide amenities such as secure bike parking and shower facilities, encourage employees and patrons with incentives to arrive by bike, get people riding on company bike rides, and provide a fleet of bicycles for business and personal errands. Businesses benefit as well. Studies have shown that employees that regularly commute by bike are more productive, healthier and happier. The League's [Bicycle Friendly Business program](#) is a great way to recognize businesses that are already promoting cycling and to encourage other businesses to do more. The city or county government should consider being the local model and apply for the BFB designation as well.

### *Bicycle Friendly University Program*

If your community has a prominent institution of higher education, encouraging them to promote cycling and to seek recognition through the [Bicycle Friendly University program](#) can increase bicycling on and off campus, which optimizes limited space, saves the university and the community money on parking and road maintenance, and provides affordable transportation options for students and staff. Colleges and universities can embrace and fuel the growing enthusiasm for more bicycle-friendly campuses by offering secure bike parking, a bike share program, bicycling education classes, and bike-themed events.

## **Education Tools: Giving people of all ages and abilities the skills and confidence to ride**

### *Safe Routes to School Program*

Fewer than 15 percent of all school trips are made by walking or bicycling, one-quarter are made on a school bus, and over half of all children arrive at school in private automobiles. In 1969, 48 percent of children 5 to 14 years of age usually walked or biked to school. [This decline](#) in walking and bicycling has had an adverse effect on traffic congestion and air quality around schools, as well as pedestrian and bicycle safety. In addition, a growing body of evidence has shown that children who lead sedentary lifestyles are at risk for a variety of health problems such as obesity, diabetes, and cardiovascular disease. Safety issues are a big concern for parents, who consistently cite traffic danger as a reason why their children are unable to bicycle or walk to school. The [Safe Routes to School program](#) (SRTS) empowers communities to make walking and bicycling to school a safe and routine activity once again. The Program makes funding available for a wide variety of programs and projects, from building safer street crossings to establishing programs that encourage children and their parents to walk and bicycle safely to school. See [this webinar](#) on Safe Routes to School in rural communities. For more information, visit <http://safety.fhwa.dot.gov/saferoutes/>, the National Highway Traffic Safety Administration's [Safe Routes To School Toolkit](#) or visit [www.saferoutesinfo.org](http://www.saferoutesinfo.org). In addition, HumPAL is working in conjunction with the California SRTS Technical Assistance Resource Center to develop content for [a resource guide](#) that rural communities and small town can use to develop and implement successful SRTS programs given local constraints.

### *Adult Bicycle Education*

Having options for people to get the confidence to ride through bicycling skills training is key to building a strong bicycle friendly community. Having instructors available is essential to offering bike skill classes. Hosting [League Cycling Instructor \(LCI\) seminars](#) increases the number of certified bicycle experts in your community. Having local instructors will enable a community to expand cycling education, recruit knowledgeable cycling ambassadors, deliver education to motorists, provide cycling education to adults and kids, and have experts available to assist in encouragement programs. Visit <http://www.bikeleague.org/content/ride-smart-0> for more information.

## **Enforcement Tools: Ensuring safe roads for all users**

### *Police Officer Training*

Police officers who are initially and repeatedly educated on the “Share the Road” message and traffic law as it applies to bicyclists and motorists, are better able to target both motorist and cyclist infractions to ensure that laws are being followed by all road users. Police officers particularly in rural areas should focus on enforcing traffic speeds. Training is offered by the International Police Mountain Bike Association, the Law Enforcement Bicycle Association and the National Highway Traffic Safety Administration. Some recommended law enforcement products include a Bicycle Safety [seminar](#); a National Highway Traffic Safety Administration [video](#); Law Enforcement's [Roll Call Video: “Enforcing Law for Bicyclists”](#), and [Enhancing Bicycle Safety: Law Enforcement’s Role](#) (CD-ROM Training).

### *Legal Protection*

If it is in your community’s power to do so, pass more laws that protect cyclists, e.g. implement specific penalties for motorists for failing to yield to a cyclist when turning, make it illegal to park or drive in a bike lane (intersections excepted), implement penalties for motor vehicle users that ‘door’ cyclists, ban cell phone use and texting while driving, specifically protect all vulnerable road users, formalize a legal passing distance of 3 feet, and make it illegal to harass a cyclist.

## **Evaluation & Planning Tools: Planning for bicycling as a safe and viable transportation option**

### *Bicycle Advisory Committee*

Having an official Bicycle Advisory Committee (BAC) that meets frequently is critical to building public support for bicycle improvements as it ensures that the bicycle program is held accountable to citizens. BACs are usually staffed with appointed volunteers and create a systematic method for ongoing citizen input into the development of important policies, plans, and projects. BACs should be involved in developing relevant policy and planning documents, setting priorities, reviewing annual bicycle program work plans, and reviewing major public and private projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community. See [Your Guide to Forming a Bicycle Advisory Committee](#) by MassBike.

### *Bicycle & Pedestrian Coordinator*

Small communities profit from appointing a staff member Bicycle & Pedestrian Coordinator or from creating a new position if budget allows. The position could also be filled by a suitable volunteer as long as the local government backs them in their efforts. A Bicycle & Pedestrian Coordinator usually works with advocates, state and local elected officials, business leaders, media, law enforcement, public health officials, transit providers and the general public to build partnerships providing leadership and vision so these groups may embrace and implement facilities and programs that increase the number of residents that are safely bicycling and walking. This staff person should also work closely with the Bicycle Advisory Committee, review development proposals to ensure that local bicycle/pedestrian requirements are incorporated and to assess bicycling and walking impacts, develop and implement educational and promotional programs, write grant proposals, serve as the public contact for bicycling/walking inquiries and complaints, educate other staff about state and federal facilities standards and guidelines, and coordinate with neighboring cities, transit agencies and other departments to implement policies and projects. See the League's report [Why Communities & States Need Bicycle and Pedestrian Staff](#).

### *Bicycle Master Plan*

Planning ensures thoughtful decision making that anticipates future needs and informs decision makers on the best options in solving a particular issue. Planning also prioritizes projects and provides recommendations for adequate funding, therefore reducing wasteful spending, lack of funding for priority projects and undesired outcomes. Furthermore, the planning process brings all stakeholders to the table, therefore building strong partnerships for plan implementation, evaluation and the determination of future needs. Local bicycle plans establish a vision and specific targets such as a certain level of bicycle ridership, define the desired bicycle network and facility types, and lay out needed updates to zoning ordinances, regulations and design guidelines. Ideally, infrastructure planning is being complemented by encouragement, education, and enforcement programs and efforts to increase facility usage. For more information on how to develop and implement a bicycle plan, please visit <http://www.bicyclinginfo.org/develop/index.cfm> or see Peter Lagerwey's [Creating a RoadMap for Producing & Implementing a Bicycle Master Plan](#).

### *Bicycle Level of Service*

Measuring the Bicycle Level of Service (BLOS) on community roads and at intersections allows communities to identify the most appropriate routes for inclusion in the community bicycle network, determine weak links and hazards, prioritize sites needing improvement, and evaluate alternate treatments for improving bike-friendliness of a roadway or intersection: <http://www.bikelib.org/bike-planning/bicycle-level-of-service/> (roads) and <http://www.bicyclinginfo.org/library/details.cfm?id=4425> (intersections).

## **Rural Case Studies**

*Breckenridge, CO Gold BFC – Pop: 4,540*

Breckenridge has demonstrated a long term commitment to providing resources for bicyclists of all types and abilities. The small community boasts bike lanes and sharrows on most streets and over 100 miles of mountain biking trails - all nestled in the beautiful environment with the scenic backdrop of the Rocky Mountains. In addition to the physical environment, bicycling education is offered in every school and classes are available for adults as well. Bicycling is clearly a part of the Town's cultural identity. It is the focus of the July 4th parade, integral to summer time tourism and events, imbedded in the Town's sustainability goals and part of encouraging a thriving walkable/bikeable community. Even with its many strengths, the Town of Breckenridge continues to seek ways to improve itself as a bicycle friendly community. Improved signage, expanded bicycle facilities, a multi-day bicycling stage race, Breck Bike Week indicate the support that the Town offers and will continue to offer to bicycling-based recreation and transportation. Bicycling improvements are funded through two sources, a dedicated Open Space and Trails Fund and the Town's Capital Improvements Fund. The Open Space Fund budget is generated through a voter initiated referendum that added an additional 0.5% to the Town's sales tax. The Capital Improvements Fund is funded through a 1% real estate transfer tax. Please visit <http://www.townofbreckenridge.com/index.aspx?page=983> for more information.

*Town of Jackson & Teton County, WY Gold BFC – Pop: 18,647*

Teton County's network of off-road pathways provides safe bicycling opportunities for recreation and transportation throughout the entire valley, including a connection to Grand Teton National Park, and is becoming recognized as a world-class bicycling destination. The system is rapidly approaching completion, with 55 miles already on the ground and a planned total of almost 100 miles at system completion (including 40 miles in Grand Teton National Park). An additional 13 miles of pathways are already funded and in planning or design. The long-awaited connection from the Town of Jackson to Grand Teton National Park was completed in 2011. In addition, the extensive network of front-country single-track trails in close proximity to the three major population centers in the area provide outstanding recreational opportunities for locals and visitors. The trail system is increasingly becoming a major draw for visitors to the region, and has seen substantial improvements to the network in both the quantity and quality of trails. A combined \$1 million investment for single-track trails through grants and matching funds has helped construct more than 25 miles of high-quality mountain bike trails in the last 5 years and additional attractions like the mountain bike park at the Teton Village, which has created interest for new riders. Grand Teton National Park closes the inner loop road (20+ miles) to vehicles each spring and fall, but keeps the road open for non-motorized uses. This provides a "Sunday Parkway" opportunity for 3-4 weeks each spring and fall, and draws thousands of riders, walkers, and other non-motorized recreation users each year. The Town and County have expanded the amount of plowing of pathways, and have been promoting the additional opportunities for walking and biking in the newspaper (articles and ads) and through social media. Pathway use is monitored with trail counters. Every May, the Town/County partners with the local non-profit advocacy group, Friends of Pathways (FOP), to promote Bike to Work Day with ads in the paper, PSAs on the radio, and social media outreach. The event offers free breakfast and bike repairs at three locations throughout the valley. The Bike to Work Day is very popular and also highlights the first in-street bike corral in downtown Jackson. FOP also manages the summer-long Commuter Choice Challenge and the Go By Bike School Challenge during the school year. These programs provide commuters with incentives and prizes in various categories (most miles, most days, employer-based teams), and allow riders to track their miles on a web-based application. Please visit <http://www.nps.gov/grte/planyourvisit/bike.htm> for more information.

*Sisters, OR Silver BFC – Pop: 2,038*

Sisters is a small rural community with progressive planning policies that encourage cycling. Support and input from the community (public meetings, workshops, and citizen advisory committees) helped to shape these policies and to give residents a voice in how the community will look in 20 years. The City of Sisters has recently completed a number of bicycle infrastructure projects. They have constructed a multi-use path that connects the high school

and middle school campuses to the city core. The city also striped bike lanes and crosswalks, and completed sidewalk infill on routes to the elementary, middle and high schools. Sisters Trails Alliance volunteers built 20 miles of the Peterson Ridge mountain bike trail system. Sisters places a strong emphasis on educating their youth about proper bike safety, as exemplified by the Safe Routes to School program at all schools. The schools participate in Walk + Bike to School Day, as well as the Walk + Bike Challenge Month. These programs compute a bicycle mode share for students of 13.6% in 2010. The community also hosts a number of bike-related events throughout the year. For example, the Sisters Mountain Bike Festival is held annually in September and offers guided and unguided rides for novice and experienced mountain bikers. Public Works and Planning Departments have been aggressive in pursuing funding to build infrastructure that makes cycling a safe and convenient way to get around town. In addition, city code requires certain bicycle infrastructure improvements when approving new construction, development and remodels within the Urban Growth Boundary. These may include parking, bike lanes and paths, and connectivity between neighborhoods. The Deschutes County Bicycle and Pedestrian Committee gave the City of Sisters its Big Chainring Award in 2010 for its contribution to better cycling and walking conditions in Central Oregon. Learn more at <http://www.sistersoregonguide.com/recreation-cycling.html>.

### **Small Town Case Studies**

#### *Burlington, VT Silver BFC – Pop: 42, 417*

Burlington is the hub for a large and vibrant regional biking community. There is an underlying focus on bicycling in nearly every aspect of the city: a wide variety of city plans recognize the importance of bicycling, local entrepreneurs have developed bicycle-specific businesses, community events have a bicycle focus, and Burlington has a very strong advocacy movement that works collaboratively to improve all aspects of bicycling. There also is tremendous volunteer citizen support for bicycle advocacy and events. Volunteers staff valet bike parking at events, work at Bike Recycle Vermont to repair/rehabilitate bicycles for low-income residents, respond to advocacy calls to contact City council members and City staff to improve biking facilities, and attend public meetings to ensure bike accommodations are included in the design of new projects and in corridor studies. The Way to Go! program promotes modes of alternative transportation, such as biking, in an effort to reduce carbon pollution through a competition that offers incentives and benefits to participants. It also makes resources available that outline alternative routes and modes that can help commuters reach their destination. The Bicycle Benefits program allows Burlington citizens to purchase a sticker for \$5 that affixes to one's bicycle helmet, and then makes the wearer eligible to receive discounts at over 50 local businesses. Trailfinder.info is a website powered by the advocacy group Local Motion that helps locate bicycle trails throughout the state of Vermont and plan biking routes. Travel Talk Series is lead by Local Motion members and presented at The Spot Restaurant. These lectures attempt to educate the public about the joys and benefits of traveling throughout the world by bicycle. The Green Mountain Bicycle Club offers day tours on weekends for anyone that is interested. The club also promotes bicycle safety, proper behavior, and guides to sharing the road through links on their website and information in their newsletters. The Safe Streets Collaborative publishes information on bike safety, provides coupons for discounts on bike safety gear, and conducts intersection actions to inform cyclists, pedestrians and drivers of safe conduct. Safe Kids Vermont makes affordable bicycle helmets available to schools, doctor's offices, and rescue stations and encourages them to distribute the helmets to children. This program also works with local schools to educate students on safe ways to walk and bike to and from school, as well as safe travel on Halloween night. The Burlington Police Department participates in the Safe Streets Collaborative "Intersection Actions." These outreach events at a high-traffic intersections involve community volunteers and local police to educate motorists, cyclists, and pedestrians about the rules of the road. The Collaborative also has a reflective leg band giveaway, and gives cyclist education fliers and coupons to local bicycling stores for discounts on bicycle safety gear. The city is funding its bicycle investments by allocating 2% of the street capital budget for the bicycle program. Please visit <http://www.burlingtonvt.gov/DPW/Transportation/Bicycling-and-Walking/Walk---Bike-In-Burlington/> for more information.



*Charlottesville, VA Silver BFC – Pop: 40,315*

The number of motivated, dedicated, driven people working to improve biking infrastructure and get more people out there riding in Charlottesville create a great community. Government officials are educated, motivated and responsive to cyclists. While working on a comprehensive master plan, funding for on-street bicycle related improvements was increased 400% in the last 4 years - from 25K to 100K. Charlottesville continues to be dedicated to being on the forefront of implementing innovative approaches to increase bicycle use and safety. Over the last few years the City has installed two pilot sharrows on its narrow historic roads, has been developing a bicycle "app" to gather data on how cyclists move through the transportation system, and has been creating an online route mapping service that uses crowd mapping technology, and has hired former Portland, Oregon bicycle coordinator Mia Birk to train City Staff and the Bicycle Safety Committee. The Bicycle and Pedestrian Master Plan was adopted in May 2003 and is being funded by a mix of private and public funds. To celebrate Bike Week, Bike Charlottesville, Charlottesville Community Bikes, Alliance for Community Choice in Transportation, and UVA Parking & Transportation team up with local sponsors to offer a bevy of free events for cyclists of all ages and abilities. Fliers and news releases are available for download and participants are encouraged to help spread the word about the event by posting fliers at work, school, gym, coffee shop, sandwich shop, etc. The City of Charlottesville's Police Department posts bicycle safety tips and information on their website. In May 2010, ACCT and Bike Charlottesville hosted a community Bike Summit to identify the most important projects that would make it safer and easier to bicycle in the Charlottesville area. The Community Bike Shop is also a great place to learn about bike maintenance. For more information, visit <http://www.charlottesville.org/Index.aspx?page=2703>.

### **Advocacy Tools**

The movement for biking in rural areas and small towns is led by passionate advocates and dedicated individuals. [Advocacy Advance](#) is dedicated to support those critical efforts by providing tools, funding and expertise. To date, Advocacy Advance has awarded \$780,000 in direct grants and scholarships to build the movement and jumpstart new campaigns across the nation. The League's [Bicycle Advocacy Tips](#) provide useful guidance on forming and sustaining an advocacy organization, choosing what issues to take on, and how to work with community leaders and the local media. The [Guide for Reviewing Public Road Design and Bicycling Accommodations for Virginia Bicycling Advocates](#) by the Fairfax Advocates for Better Bicycling outlines ways bicycling proponents can get involved in the process of designing, approving, building, and retrofitting roads to ensure that bicycling accommodations are integrated into the plans where needed.

### **Additional Tools**

*BFA Resource Library*

Our [BFA Resource Library](#) offers a collection of best practices, case studies, articles, research publications and relevant websites for all five Es.

*Bike Policy Toolkit*

One of the most powerful ways to increase the amount of bicycle travel is the adoption of bicycle friendly laws and policies. Policies can remove obstacles to bicycling, create incentives for bicycling infrastructure, and make it easier and safer to bicycle. [Getting the Wheels Rolling: A Guide to Using Policy to Create Bicycle Friendly Communities](#) helps policymakers figure out where to start, and spells out how to effectively use policy to promote bicycling.

Growth in Bike Commuting infographic, <http://www.bikeleague.org/content/advocacy-infographics>

Reaching the Interested but Concerned: <http://www.bikesbelong.org/news/a-new-focus-on-the-interested-but-concerned>

How bikes can save rural economics (video online), pathlesspedaled.com,  
<http://pathlesspedaled.com/2012/10/how-bicycles-can-save-small-town-america/>

PSA for general audience: <http://vimeo.com/60585187>

Washington County facilities toolkit -  
[http://www.co.washington.or.us/LUT/Divisions/CPM/upload/WaCo\\_Toolkit\\_Dec2012.pdf](http://www.co.washington.or.us/LUT/Divisions/CPM/upload/WaCo_Toolkit_Dec2012.pdf)

UC Davis education program - <https://secure.taps.ucdavis.edu/beep/>

Ticketing: <http://www.theaggie.org/2013/01/24/bicycle-traffic-school-becomes-popular-choice-for-bike-violations/>

Positive ticketing: [http://www.huffingtonpost.ca/2013/03/02/ward-clapham-positive-tickets-police\\_n\\_2797522.html](http://www.huffingtonpost.ca/2013/03/02/ward-clapham-positive-tickets-police_n_2797522.html)  
- <http://www.opp.ca/ecms/index.php?id=510>

Austin, TX Diversion program: <https://www.biketexas.org/en/news/community/884-defensive-cycling-class-for-ticket-dismissal-debuts>

Bike education videos: <http://www.bikeleague.org/ridesmartvideos>

League Rider tips: <http://www.bikeleague.org/content/ride-better-tips>

Group Riding Classes can be taught by LCIs

Ride leader training at Tulsa Bike Club:  
[http://www.tulsabicycleclub.com/content.aspx?page\\_id=22&club\\_id=539195&module\\_id=114757](http://www.tulsabicycleclub.com/content.aspx?page_id=22&club_id=539195&module_id=114757)