



## Harrisonburg and Rockingham County Bike-Walk Summit 2017

### Final Report



This report is a summary of the data collected during the facilitated portions of the 2017 Bike-Walk Summit. The theme of this Summit was:

## "Engaging to Create Walkable and Bikeable Communities"

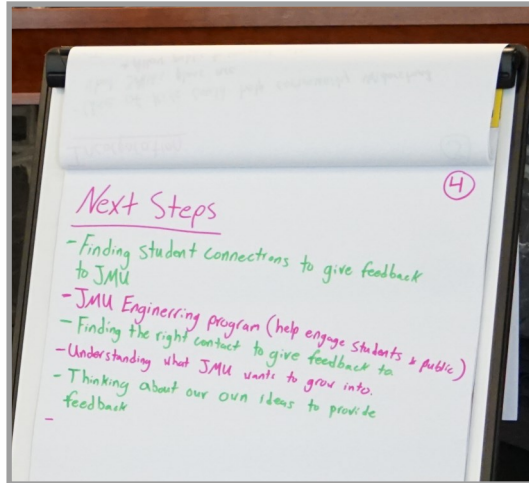
8:00-8:30	Sign-in, Breakfast, and Networking
8:30-8:50	Welcome <ul style="list-style-type: none"><li>• Ann Cundy, HRMPO, Summit Planning Chair</li><li>• Mike Davis, JMU, Special Assistant to the President</li><li>• Rob Alexander, JMU 4C – Campus Community Civic Collaborative Facilitation Team</li></ul>
8:50-9:35	Year in Review: Celebrating the Work of the County, City, JMU, & Community Organizations <ul style="list-style-type: none"><li>• Kyle Lawrence, Shenandoah Valley Bicycle Coalition</li></ul>
9:35-9:45	Break
9:45-10:25	National Trends in Biking and Walking <ul style="list-style-type: none"><li>• Fionnuala Quinn, Founder and Director of The Bureau of Good Roads</li></ul>
10:25-11:15	Learning from Case Studies — Small Group Activity <ul style="list-style-type: none"><li>• Fionnuala Quinn and JMU 4C</li></ul>
11:15-11:45	It Looked Good on Paper! Lessons from Real Life <ul style="list-style-type: none"><li>• Fionnuala Quinn</li></ul>
11:45-12:30	Networking Lunch
12:30-1:30	Hands-On with The Bureau of Good Roads — Small Group Activity <ul style="list-style-type: none"><li>• Fionnuala Quinn and JMU 4C</li></ul>
1:30-2:20	Implications & Ideas for Harrisonburg & Rockingham County—Small Group Activity <ul style="list-style-type: none"><li>• JMU 4C</li></ul>
2:20-2:30	Closing and Evaluation <ul style="list-style-type: none"><li>• Rich Harris</li></ul>
Post-Summit	Social <ul style="list-style-type: none"><li>• Pale Fire Brewing Co. Tap Room in the Ice House at 217 South Liberty Street</li></ul>

Facilitation by Rob Alexander and JMU 4C - Campus Community Civic Collaborative facilitators

Headlined by a welcome from Mike Davis from the Office of the President at JMU and a report of the year in review, discussion at the Summit anchored within the words of **Fionnuala Quinn**, Director of the Bureau of Good Roads.

What follows is a brief summary of the final portion of the Summit—a discussion of active biking and pedestrian projects and a brainstorm of ways to amplify public engagement in those projects—and the results of the Summit evaluation.

# JMU Convocation Center Project



## Current Status and Questions

- A traffic study has been completed
  - **Are these results public?**
- A 1500-space parking deck will be built
  - **What will happen to transportation patterns on University Blvd.?**
  - **What will be the Port Republic Rd. impact?**
- The Arboretum trails may be able to connect to any trails around the new complex

## Incorporating Summit Themes

- Use public meeting kits to help community understand what JMU plans are
  - Allow public to suggest alternatives?
- Create a new transportation hub for HDPT
- Create a Park n' Ride
- Push campus parking to boundary lots
- Create dedicated bike lanes to connect areas
- Create safe places for pedestrians to walk to buildings
- Pre-think loading/unloading for large vehicles to avoid safety conflicts
- Ensure controlled access for vehicles

## Next 12 Months

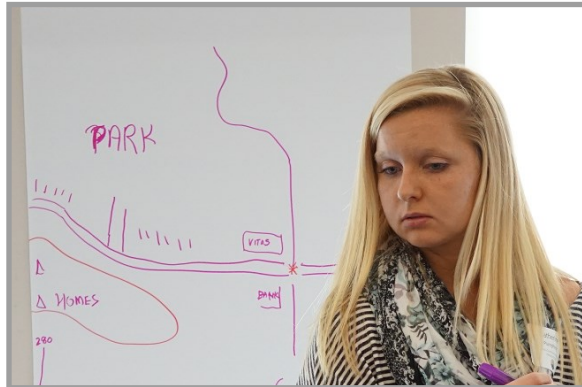
- We will know the results of traffic patterns after construction is complete
- **Request a public forum to learn about and ask question of this project**
- **Request meetings between city staff and JMU Construction to discuss implications for city streets and brainstorm minor design tweaks to mitigate anticipated problems and reduce cost of potential retrofits**

## Next Steps

- **Empower JMU students to be part of the feedback process**
  - **Consider working through existing JMU Engineering Department students**
- **Identify the appropriate contact at JMU for making requests and providing input**
- **Request a public meeting to hear about and understand the longer-range JMU Master Plan**

*Theme of talk: There have been no visible opportunities for the public to provide project input.*

# Rockingham Park at the Crossroads Project



## Current Status

- Park is isolated but off of a busy road that is not safely accessible for bikers or pedestrians
- Houses are on one side of U.S. 33 and the Park is on the other—much like the Fairfax County example

## Next 12 Months

### Incorporating Summit Themes

- We feel that there is still time to shape accessibility to the Park
- Neighborhoods across U.S. 33 should be actively participating
- Keezletown residents should know who to speak with regarding options
- To what extent might the new library being built at Crossroads Farm be incorporated into the efforts to plan for accessibility?

### Exploring accessibility options

- Investigate resources for a handicap-accessible pedestrian bridge
- Investigate resources for a tunnel

## Next Steps

- Educate residents about pedestrian issues via news stories
- Convene residents and other stakeholders across U.S. 33 to assess interest in and/or concern for pedestrian and cycling access to the Park
  - Meet with any HOAs
  - Meet with Cub Run Elementary School leadership
  - Meet with current Park users (Feb 2018 opening)
    - Set up a table at the Park to collect ideas
- Include discussion about linking neighborhoods south of U.S. 33 to each other as well as to the Park
- Ask the Rockingham Bicycle Advisory Committee to discuss the feasibility of a pedestrian crossing

## Dayton/Grace Chapel/Erickson Project



### Incorporating Summit Themes

- Use public meeting kits to engage stakeholders differently
- Bring the kits to the people rather than bring the people to the kits, especially for the Mennonite stakeholders
- Design public meeting process to enable diversity of the voices that are heard

### Current Status

- Has yet to start
- Making left turn for horse and buggy travelers is very difficult

### Next 12 Months

- A public meeting to hear multiple concerns and perspectives
- Construction of buggy and bicycle lanes will commence in the spring



### Next Steps

- **Put this public meeting on the calendar prior to the start of construction**
  - Collaborate with and gain the approval of the Rockingham Bicycle Advisory Committee
  - Ask the Rockingham Bicycle Advisory Committee to help convene stakeholders
- **Plan the public meeting to include engagement techniques discussed today**
- **'Sell' idea of the public meeting to Board of Supervisors**

# Northend Greenway—Bluestone Trail Project



## Current Status

- On south end, plan is to connect Stone Spring Rd. to JMU to Mason St. to MLK Blvd. to Main St.
- For the north end, the plan is to connect Mt. Clinton Pike to Suter St.
  - Funded for construction
  - Includes stream restoration
- Then, Suter St. to the Little Grill
  - No funding yet for design or construction
- A TAP grant exists for Federal St. with design possibly starting October 2018

## Incorporating Summit Themes

- Create temporary paths to experiment with alternatives in a low cost way
- Strengthen ties between community advocates and city staff to share the workload
- **Host a design charrette to generate ideas and public buy-in for Federal St. to Farmers Market TAP grant**
- **Convene an update meeting with a 'pitfall map' to understand where current road-blocks exist**
- **Convene property owners holding out on easements to understand interests and concerns**

## Next 12 Months

- **Prioritizing which segments to work on next**
- **Generating resources and commitments for next phase**
- **Calibrate expectations for timeline between City and stakeholders**

## Next Steps

- **Convene a public meeting/design charrette that discusses the TAP grant and uses streetscape kits to generate creative public ideas and inputs**
- **Convene a meeting of key stakeholders (esp. city and advocacy groups) to share project information, calibrate expectations, become more on the same page for ongoing collaboration**

## Summit Evaluation Summary

Ave Score	Evaluative Statement
4.35	The theme of this year's Summit is relevant to the work of my agency or organization.
3.96	This year's Summit exposed me to ways of thinking about my work that I had not considered before.
4.58	The speaker at this year's Summit was engaging and interesting.
4.32	I will discuss ideas from this year's Summit with my colleagues who did not attend.
3.52	I have a concrete set of ideas for actions to take related to this year's Summit theme.
3.88	I expanded my professional network by attending this year's Summit.

N = 27

1—Strongly Disagree

5—Strongly Agree



## *What future Summit topics would you like to see?*

- 1. Bike tourism is booming in Valley - something tourism related? Also, connecting bike/walk infrastructure (particularly greenways) to water quality improvements (i.e. runoff, meeting TMDL requirements, aesthetics)**
- 2. Complete streets policies?**
- 3. Engaging minority communities**
- 4. Getting the plan off the shelf - implementation. Also, coordinating and repairing relationships in bike/ped planning for and between city/county.**
- 5. How to ensure that future public and private development in harrisonburg/Rockingham serve all people whether or not they use cars.**
- 6. How to increase resources to put Bike/Ped infrastructure on the ground i.e. 1) get a bike/ped coordinator 2) increase staff time for public works 3) where to find funding 4) how to best engage citizens who want to get these projects done**
- 7. I don't know details about current city branding project - depending on results maybe something related again to branding? Summit did cover this a little when Pete Eschelman was here.**
- 8. Look at incorporating the term 'jogging.' Lots of joggers in Hburg with JMU. 'Walk' implies also jogging, but jogging suggests a lifestyle issue and quality of place.**
- 9. More pedestrian focus.**
- 10. The economics of bike/walk infrastructures on communities. Attracting new businesses and citizens.**
- 11. Trail advocacy and tourism**



As someone mostly described as a user, rather than a designer or policy implementer, it was interesting to hear and think about how to be more involved • Great event – thanks • To increase diversity of participants, particularly in terms of ethnic representation from diverse populations in the city, ask city schools how to effectively communicate and get buy-in from those groups • Great location and I was glad so many people attended • I enjoyed the Summit. It was interesting to learn about recent projects. Sorry I had to leave early and miss the part where we applied things locally to current/future projects • **Maybe consider moving ideas for Harrisonburg and County to right before lunch?** • More bike parking! • **Possible to keep it short and sweet? Morning session only?** • Thank you for the wireless internet connection and for the snacks/food! Snacks/food keep guests fueled and I know some people had a bit of work to do on their laptops and the wireless connection kept them at the Summit. Perhaps coffee in the afternoon? • **Work on getting JMU facilities staff to stay longer/all day.** Great job! • Thanks for putting this together. The presentations and information were very interesting. • Nice to discuss how these greater ideas can apply to our communities. • This was very informational. Thank you! • **Try switching the schedule next year: working groups in the AM to solve local problems, and final wrap up as an overview of 2017 accomplishments. See if it changes AM vs. PM attendance patterns.**

## **Additional Feedback**

# Appendix

**The following pages present ideas from the 2016 Summit regarding future Summits. This information should be considered alongside the ideas from the 2017 Summit.**

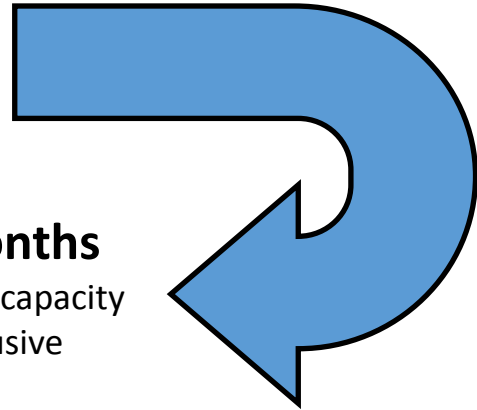
# Who is missing?

**Who is not biking or walking? Who is not part of planning and decision-making around biking and walking infrastructure?**

1. Old Order/Conservative Mennonites
2. Spokespeople and gatekeepers for specific sub-groups
3. Kids/youth
4. Seniors and retired people
5. Disabled and those who need assistance
6. Ethnic groups
7. Income stratified groups
8. Neighborhood associations
9. Poultry plant employees
10. Law enforcement
11. Retirement communities
12. LGBTQ
13. Students
14. Limited mobility or individuals with disabilities
15. Parents with their kids
16. Large parcel land owners
17. People who are primarily pedestrians, rather than cyclists
18. People who dislike cyclists
19. People who travel via horse and buggy in the area.
20. Economic developers
21. Non-English speakers
22. Homeless
23. Motorists/non-bike riders
24. Those living in very rural spaces away from infrastructure and destinations
25. Public transit system employees
26. Unemployed
27. Women in general/ women of varying cultural backgrounds/ minority women

Current gaps that need addressing include:

- ⊗ **Implementation follow-up to 'good ideas'**
- ⊗ Leadership capacity for integrating biking and walking needs into other decisions
- ⊗ Diversifying the public input received but not knowing who to include
- ⊗ Funding and staffing limitations
- ⊗ Lack of a mandate for inclusion and equity in transportation planning



## Action Steps for the Next 12 Months

- ⊗ Continue this discussion through training and capacity building workshops with local experts on inclusive outreach
- ⊗ Implement bike/walk plans
- ⊗ Try out one public meeting in a 'nontraditional' space
- ⊗ Collaborate with one new group on a public outreach project
- ⊗ Improve data collection surveys by integrating questions about inclusiveness and diversity
- ⊗ Coordinate an online community biking and walking calendar
- ⊗ Enhance the MPO's role as a bridging agency
- ⊗ Form a cross-sector committee about multi-modal transit that integrates city and county officials
- ⊗ Sponsor a bike ride or walk with elected officials where the mode is biking or walking but the business is whatever comes to mind
- ⊗ Establish an ambassador program with designated walking and riding leaders
- ⊗ Support a full-time Safe Routes coordinator
- ⊗ Hold a public input meeting at a retirement community
- ⊗ Saturate with PSAs in local media
- ⊗ Create meaningful service-learning opportunities for college students that help accomplish our goals



## Ideas for a 2017 Summit . . . . .

- Have 'mobile' break-out groups who are walking or biking while they discuss and collaborate.
- Include more representatives from previously identified "missing" groups
- Hold Mini-Summits throughout the year
- Create hyper-local plans: survey specific, underserved areas and come up with action plans for that exact area
- Hold a Community Summit at 'pop-up' sites to experiment with and learn from alternate ways to engage
- Convene the Summit in a larger, community-based space at a time accessible to a different set of interested people
- Establish goals and charge participants to meet them
- Focus on data collection about barriers in neighborhood-based surveys during the year—then, frame Summit around findings
- Create an opportunity to practice intentional relationship-building with new groups
- Identify new questions we want to ask and answer
- Review and recap all prior Summits
- Encourage Summit participants to take pictures and post to social media while the Summit is happening