

CITY OF MERCED
Planning Department

TO: Bicycle Advisory Commission
FROM: Kim Nutt, Planning Technician II
DATE: August 22, 2017
SUBJECT: Bicycle Friendly Community Application "Bronze" Gap Assessment Update

BACKGROUND

At the October and December 2016 meetings, Principal Planner Bill King (now retired) had asked the Commission to formulate a work plan for the 2017 calendar year.

At the October meeting, the Commission identified the following as items of particular importance:

1. Interest to improve and increase communication with Engineering staff;
2. Emphasis to engage and partner with schools, as it relates to increasing opportunities for bike safety education (concentrating on Grades 3-5);
3. Interest to expand the City's role in encouraging travel by bicycle;
4. Interest to continue the efforts for the BAC to dialog with City Department heads; and
5. Aim to establish a direct line of communication with the City Council, perhaps with quarterly presentations.

For the December meeting, Mr. King prepared a report that divided the above list into actions, split between Commission-only actions, shared actions with staff and the Commission, and those actions that staff itself would oversee or propose.

With the staff-only action, to expand the City's role in encouraging travel by bicycle, Mr. King reported four commitments of staff, as follows:

- 1) Invite the BAC to set up a table at the annual City employee Health Fair held each October, so that staff, family members, and retirees can be educated on and encouraged to ride to work, to school, or to complete errands instead of using their vehicles;
- 2) Create a \$5000 budget item to support BAC actions used to encourage and educate about bicycle travel;
- 3) Through the Department of Recreation and Parks, support the involvement of the BAC in the process of design and operations development of the future Merced Bike Park, which will be closely connected to the on- and off-street bikeway system; and
- 4) Infuse the BAC's targeted projects and programs toward attainment of the League of American Bicyclists' Bike Friendly Community (BFC) Award into the Active Transportation and Safe Routes to Schools (ATP/SRTS) Plan, by linking the projects of the ATP/SRTS plan with the benchmarks of the BFC award levels.

DISCUSSION

With most of the above four staff action items addressed, today's report attempts to tackle the last item at number four (4), which is, determining which projects and programs should be targeted toward attainment of the BFC Bronze-level award.

The League of American Bicyclists (LAB) has identified several key benchmarks that seem to define the BFC-level award winning applications through the years; although it should also be noted that no two communities are the same and each should capitalize on their own strengths. The average performances in each attainment level, from Bronze to Diamond, are summarized in the infographic at Attachment D.

When the City of Merced submitted applications for Bike Friendly Community in both 2010 and 2011, with each review result, we received valuable feedback *specific to our community* regarding programs and projects that the LAB reviewers felt could advance the City of Merced to the next level (see attachments B and C).

In an effort to integrate the various resources and recommendations into one easy-format working document that the BAC, advocacy groups, and staff can use as a continuous tool to help us focus our efforts, staff has created the “Feedback Summary – Recommended Actions” worksheet at Attachment A. Generally still a work in progress itself, for now, it lists only the “Low-Hanging Fruits” that are short-term, attainable projects or programs that may help us get over that Bronze hurdle faster. Long-term recommendations will be added later.

ACTION

Work that still has to be done with the Feedback Summary-Action worksheet is to fill in what progress we have made and/or what we have accomplished since the 2010 and 2011 LAB reviews, and for staff to include the long-term recommendations from the LAB feedback. Please remember, some items may have progress, but may not necessarily be finished; and, some items may need continuous effort from hereon.

Staff has already begun to add “What’s Been Done” items but it is intentionally left mostly blank, as advocacy groups and individual members may have done some work in some categories, and there may be ideas of how to develop this worksheet further.

As we check off items, or write in progress, the goal is that we should begin to develop and work towards what our benchmark average may be in each category. The “Key Benchmark” averages from the infographic are listed below each “Five E” category’s chart of low-hanging fruit projects/programs (Attachment A).

Staff asks that each Commissioner review the worksheet and fill in any progress we have made, so that we can funnel our efforts in the most efficient directions possible. Finally, as we hone in and focus on those certain programs, those items can be integrated to the ATP/SRTS plan to complete the goal of the BAC’s 2017 Work Plan.

Attachments:

- A. BFC Feedback Summary – Recommended Actions for Merced (worksheet)
- B. 2010 LAB feedback
- C. 2011 LAB feedback
- D. Infographic: “The Building Blocks of a Bicycle Friendly Community”
- E. Attributes of a Bike Friendly Community

BFC Feedback Summary – Recommended Actions for Merced

This summary attempts to combine the League of American Bicyclists’ feedback after our 2010 and 2011 applications and the League’s newer “Building Blocks” action plan format. This is to help us organize our efforts and keep us moving forward.

For now, the LAB’s *long-term* recommendations have been omitted from this list, so that we remain focused on the quicker, more easily obtainable goals first.

As of 2011, here’s what we’ve done right:

Notable steps made in the right direction:	Engineering	<ul style="list-style-type: none"> • We have engineering standards that consider bicyclists. • Beginning to develop a trail network. • Community/transportation planners/civil engineers have received training in bicycle and pedestrian planning and engineering. • Bike parking facilities conform to the currently-recognized standards. • Most public busses are equipped with bike racks. • 20% of roads accommodate bicycles and 1/3 of arterial streets have bike lanes or paved shoulders.
	Education	<ul style="list-style-type: none"> • We are educating motorists and bicyclist on sharing the road safely through a dedicated bike page on the community website and share the road signs (G Street). • Transit operators and school bus drivers are required to take safe driving training.
	Encouragement	<ul style="list-style-type: none"> • We promote National Bike Month through a City proclamation, a community ride, a mayor-led ride, a guide to Bike Month events, a Bike Month website, commuter breakfasts and energizer stations, and a trail construction/ maintenance day. • We celebrate cycling outside Bike Month with community rides and a trail construction/maintenance day.
	Enforcement	<ul style="list-style-type: none"> • Officers have received specific training on the relationship between bicycling and law enforcement. • There are specific penalties for failing to yield to a cyclist when turning and/or it is illegal to park or drive in a bike lane. • There are penalties for motor vehicle users that “door” cyclists. • There is a ban on cell phone use while driving. • There is a ban on texting while driving.
	Evaluation & Planning	<ul style="list-style-type: none"> • Merced is familiar with the needs of cyclists and has a bicycle master plan with dedicated funding. • There is a trip reduction ordinance or program.
	HIGHLIGHT	<ul style="list-style-type: none"> • Wheel Solutions’ homeless bicycle program

We’ve accomplished a lot, but we still have work to do. Now, use the next pages to track what we’ve accomplished since 2011, and what we still need to do to reach Bronze.

Recommendations:		Category:	What's been done so far:	Done!
Key Measures to Take:	<ul style="list-style-type: none"> Expand the City bicycle manager's time focused on bike projects; increase bike program staff time. Fully implement the comprehensive bike plan and continue to close gaps in the cycling network. 	Evaluation		
	<ul style="list-style-type: none"> Increase the amount of bicycle parking at popular destinations (transit stops, schools, recreation/entertainment facilities, retail/office clusters, and churches). 	Engineering, Encouragement	City has installed bike racks in key downtown areas with grant funding.	
	<ul style="list-style-type: none"> Enact regulations requiring bike parking for commercial & multifamily residential 	Engineering	City has incorporated bicycle parking regulations for commercial and multi-family developments into the Zoning Ordinance's Off-Street Parking requirements.	X
	<p><i>Improve efficiency and safety at intersections and multi-use path crossings:</i></p> <ul style="list-style-type: none"> Time traffic lights for bike speeds and incorporate cameras, loop detectors, or bicycle signal heads; Include on-street pavement markings to trigger loop detector signal; Consider installing bike boxes for greater cyclist visibility; Incorporate grade-separated multi-use paths crossings and other treatments for medium and high-traffic roads; Educate path and road users on right-of-way hierarchies. 	Engineering, Education	<ul style="list-style-type: none"> Loop detectors are now being installed at new signaled intersections; City has installed "sharrow" pavement markings at various locations in downtown and South Merced. 	
	<ul style="list-style-type: none"> Make bicycle safety curriculum a routine part of public education; ensure schools and surrounding neighborhoods are safe and convenient; Working with BAC/local advocates, implement a Safe Routes to School program that emphasizes bicycling for all grade levels 	Education		
	<ul style="list-style-type: none"> Continue to expand public education campaigns through public service announcements, a community newsletter article, or a bicycle ambassador program; Enlist the help of local advocates for content and strategy development and manpower. 	Education, Encouragement		

Low-Hanging Fruits - Engineering

Recommendations	What's been done?
<ul style="list-style-type: none"> • Ensure new/improved facilities conform to NACTO Urban Bikeway Design Guide & AASHTO Guide for the Development of Bicycle Facilities & CA Manual on Uniform Traffic Control Devices & California Highway Design Manual, Chapter 1000 	
<ul style="list-style-type: none"> • Consider infrastructure such as colored bike lanes, bicycle tracks, and contra-flow bike lanes. 	
<ul style="list-style-type: none"> • Provide ongoing training for engineering, planning, and law enforcement staff. • Consider a membership to the Association of Pedestrian and Bicycle Professionals for City bicycle and pedestrian staff. 	
<ul style="list-style-type: none"> • Host a Smart Cycling course for City staff to better understand cyclists' needs, behavior, and their right to use city streets & multi-use paths for transportation. 	
<ul style="list-style-type: none"> • Install wayfinding signage at strategic locations. 	
<ul style="list-style-type: none"> • Consider measuring the bicycle level of service (LOS) on roads and intersections, to enable identification of the most appropriate routes for inclusion in the bike network; determine "weak links" in the network & prioritize sites needing improvement; evaluate alternative treatments for improving the bike-friendliness of a roadway or intersection. 	
<ul style="list-style-type: none"> • Consider road diets in appropriate locations to make streets more efficient and safe; use created space for bicycle & pedestrian facilities. 	

Building Block of a BFC "Key Benchmark":

Bike access to public transportation:	Good	Current Level:	
Total bicycle network mileage to total road network mileage:	26%		
Arterial streets with bike lanes:	33%		

Low-Hanging Fruits – Education

Recommendations	What's been done?
<ul style="list-style-type: none"> • Improve the reach of bicycle safety campaigns; use the LAB's "Ride Better Tips" in outreach education and encouragement efforts. 	
<ul style="list-style-type: none"> • Add bicycling and motorist education messages to local activities, such as drivers licensing and testing, or include inserts in utility bills. 	
<ul style="list-style-type: none"> • Start a bicyclist and motorist ticket diversion program (waive violation fees by attending a bicycling education course). 	
<ul style="list-style-type: none"> • Start a motorist education program for professional drivers such as bus and taxi drivers. 	
<ul style="list-style-type: none"> • Integrate Smart Cycling curriculum into motor vehicle violation diversion programs, Safe Routes to Schools, and motorist education classes for City and private sector employees. 	
<ul style="list-style-type: none"> • Host a League Cycling seminar to increase the number of certified League instructors in the community. 	
<ul style="list-style-type: none"> • Offer regular public maintenance classes to residents at public parks, libraries, community centers, and in conjunction with City events. 	
<ul style="list-style-type: none"> • Offer skills classes, Traffic Skills 101, and commuter classes on a frequent basis. 	

Building Block of a BFC “Key Benchmark”:

Public education outreach:	Some	Current Level:	
Annual offering of adult bicycling skills classes:	1		
% of primary & secondary schools offering bicycling education:	33%		

Low-Hanging Fruits - Encouragement

Recommendations	What's been done?
<ul style="list-style-type: none"> Reach additional children through recreational programs, bicycle repair co-ops, family-friendly community bicycle events, and through youth bike clubs. 	
<ul style="list-style-type: none"> Promote/host/sponsor/encourage bike-themed family-friendly community events (bike movie festival, 4th of July bike parade, Thanksgiving appetite ride, dress-like-Santa community rides, kids triathlon, Halloween bike-decorating contest, Bike to the Arts event. 	
<ul style="list-style-type: none"> Pass an ordinance that would require larger employers to provide bicycle parking, shower facilities, and other end-of-trip facilities. 	
<ul style="list-style-type: none"> Encourage local colleges to promote bicycling and seek recognition through the Bike Friendly University program. 	
<ul style="list-style-type: none"> Actively involve the local bicycle community in planning efforts, policy development, and public outreach. 	<ul style="list-style-type: none"> Bike Park Community Design meeting held on 3/2/17 to gather community comments for a feasibility study.
<ul style="list-style-type: none"> Set up and promote celebrations/ribbon-cutting/rides each time the community completes a new bicycle-related project (introduces new users to the improvement). 	
<ul style="list-style-type: none"> Design and publish local bike maps in paper and online, addressing diverse needs and user levels, and also identifying the location of landmarks, greenways, public restrooms, bike routes, scenic routes, bike repair stations, bike parking, and transit stations. 	
<ul style="list-style-type: none"> Offer a "Ciclovía" or "Summer Streets" event, closing off a major corridor to auto traffic and offering the space to cyclists, pedestrians, and group exercise events. 	
<ul style="list-style-type: none"> Partner with a local advocacy group or club to launch a bike buddy or mentorship program for inexperienced riders. 	
<ul style="list-style-type: none"> Ensure that there is a place for visitors and community members to rent bicycles. 	
<ul style="list-style-type: none"> Implement a mechanism that ensures facilities, programs, and encouragement efforts are implemented in traditionally underserved communities. 	

Building Block of a BFC "Key Benchmark":

Active bike clubs & signature events:	Yes	Current Level:	
Bike month & bike-to-work events:	Good		
Active Bicycle Advisory Committee:	Maybe		
Active advocacy group:	Maybe		
Recreational facilities like bike parks & velodromes:	Maybe		

Low-Hanging Fruits - Enforcement

Recommendation	What's been done?
<ul style="list-style-type: none"> • Invite police staff to become an active member of the bicycle advisory committee. 	
<ul style="list-style-type: none"> • Appoint a law enforcement point person to interact with cyclists. 	
<ul style="list-style-type: none"> • Actively facilitate stronger connections between bicycle advocates, the wider bicycling community, and law enforcement. 	
<ul style="list-style-type: none"> • Use targeted information and enforcement to encourage motorists and cyclists to share the road, i.e. with brochures or tip cards explaining each user's rights and responsibilities. 	
<ul style="list-style-type: none"> • Increase the number of police officers patrolling multi-use paths and streets on bike, keeping secluded multi-use paths safe and expanding the officers' understanding of the conditions for cyclists. 	
<ul style="list-style-type: none"> • Repeal local laws that discriminate against cyclists, or restrict their right to travel, or reduce their relative safety. 	

Building Block of a BFC "Key Benchmark":

Law enforcement/bicycling liaison:	Yes	Current Level:	
Bicycle-friendly laws/ordinances in place:	Some		

Low-Hanging Fruits – Evaluation/Planning

Recommendation	What's been done?
<ul style="list-style-type: none"> Expand efforts to evaluate bicycle crash statistics and produce a specific plan to reduce the number of crashes in the community. 	
<ul style="list-style-type: none"> Conduct an economic impact study on bicycling in your community. 	
<ul style="list-style-type: none"> Expand the bicycle manager's time focused on BFC efforts; consider a full-time staff person devoted to acquiring bike/pedestrian grants and making the community bike-friendly. 	

Building Block of a BFC "Key Benchmark":

1 bike program staff person:	Per 77k citizens	Current Level:	
Bike plan is current and being implemented:	Maybe		



Feedback on **Merced's** application to be designated a Bicycle Friendly Community – Fall 2010

The Bicycle Friendly Community review committee was impressed with the potential and growing commitment to make Merced a great place for bicyclists. The Honorable Mention given by the reviewers reflects their view that some of the key building blocks of creating a bicycle friendly community are in place but that some measures remain to be done.

Some of the highlights of the application are strong advocacy support, a ticket diversion program for children, training for transit operators, events for National Bike Month, bicycle repair program for the homeless, long standing hosts of a number of well-known cycling races,

Merced is on the road to being a Bicycle Friendly Community, and these efforts show the ambition to make Merced into a world-class cycling city.

Four significant measures the city should take to improve cycling in the community are:

- Continue to expand public education campaigns to promote the share the road message and the rights and responsibilities of all users. There are some new tools for you to use. See a new motorist education video at <http://bikelib.org/video/index.htm> It is vital to make motorists and cyclists aware of their rights and responsibilities on the road. Also, see the excellent Look Campaign from New York City: http://www.nyc.gov/html/look/html/about/about_us_text.shtml and use the valuable information from the League's Ride Better Tips in your outreach education and encouragement efforts. See the Ride Better Tips pages at <http://www.bikeleague.org/resources/better/index.php>
- Adopt a Complete Streets policy and offer implementation guidance. Every street should accommodate bicyclists, pedestrians, motorists and transit users of all abilities and ages. <http://www.completestreets.org/>
- Ensure that bicycle-safety education is a routine part of public education. Implement a [Safe Routes to School program](#) that emphasizes bicycling and encourage all schools to get involved. In Arlington, Virginia every school in the County was visited by a team with representatives from Department of Public Works, the Police and Schools to assess conditions for walking and biking to each school. A list of problems and solutions was developed measures were identified to address problems. Short-term projects such as painting crosswalks were done right away while larger construction projects are on-going. Funding is available in the federal transportation bill, SAFETEA-LU, among several other sources at both the federal and state levels. See www.saferoutesinfo.org for more information.

- Fully implement the [comprehensive bike plan](#) and continue to close gaps in the cycling network. Also, expand the encouragement, education, and enforcement programs to increase usage. Set an ambitious, attainable target to increase the percentage of trips made by bike in the city.

Engineering

- Expanding the bicycle and pedestrian manager's time focused on these projects would help in scaling up your BFC efforts. Current work of the BPAC and TDM staff could be complemented by a full-time staff person devoted to acquiring bike/ ped grants and making the community bicycle-friendly. See this report on the importance of Bicycle & Pedestrian program staff.
http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf
- Increase the number of arterial streets that have wide shoulders or [bike lanes](#). Continue to expand the bicycle network and increase network connectivity through the use of bike lanes, shared lane arrows and signed routes. On-street improvements coupled with the expansion of the off-street system will continue to increase use and improve safety. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels.
- Ensure that new and improved facilities to accommodate bicyclists conform to current best practices and guidelines – such as the [AASHTO Guide for the Development of Bicycle Facilities](#) and the DOT's own guidelines.
- Provide opportunities for [ongoing training](#) on accommodating bicyclists for engineering, planning staff, and law enforcement. Consider hosting a [Smart Cycling](#) course for city staff to better understand cyclists' needs, behavior, and their right to use city streets as well as multi-use paths for transportation.
- Set up training for city staff and area consultants on bicycle facility design and planning. Consider a membership to the Association of Pedestrian and Bicycle Professionals www.apbp.org for city Bicycle and Pedestrian Staff. Training opportunities and the listserv provided by this organization are excellent resources.
- Increase the amount of [secure bicycle parking](#) throughout the community – in addition implement a regulation that requires bike parking. See bicycle parking ordinances and guidelines for [Madison, Wisconsin](#) and [Santa Cruz, California](#) Bicycle Parking Ordinances and guidelines for choosing racks.
- Work to improve the access to public lands for mountain bicyclists as well as the connectivity of the bicycle network to these open spaces.

- Offer more options for bicycle users of all ages and abilities through a system of bicycle boulevards. This is a great way to reach new cyclists in their neighborhoods. See more on how to do it at <http://www.ibpi.usp.pdx.edu/guidebook.php>
- Increase the amount of way-finding signage around the community. Here are some best practices from the Washington, DC area council of governments: <http://www.mwcog.org/uploads/committee-documents/t1dZW1k20070516090831.pdf>
- Improve the coordination between the city and the state paving and rehabilitation projects and facilities maintenance. Consider offering oversight to state DOT staff and contractors working within municipal boundaries are properly installing facilities and are current on best practices.
- Consider measuring the bicycle level of service on community roads. <http://www.bikelib.org/bike-planning/bicycle-level-of-service/>
- Incorporate innovative ways to improve road conditions and slow traffic. Road diets to calm traffic and lead to a better use of roadway space <http://lcmpoweb.las-cruces.org/Training/Road%20Diet/Road%20Diet%20Supplement.pdf>

Education

- Improve the reach of the community's bicycle safety campaigns. Use valuable information from the League's Ride Better Tips in your outreach education and encouragement efforts. See the Ride Better Tips pages at <http://www.bikeleague.org/resources/better/index.php> , PSA's <http://www.bikeleague.org/programs/bikemonth/psas.php> and the downloadable Bicycle Safety Tips for Adults video at <http://www.bikeleague.org/programs/education/shortversion.wmv>
- Work to get bicycling and motorist education messages added to routine local activities such as tax renewal, drivers licensing and testing, or inserts with utility bills.
- Start a motorist education programs for bus and taxi drivers in the city. See what San Francisco has done <http://www.sfbike.org/?drivertraining> Also, use the materials listed above for this purpose in addition to classes that can be offered by League Cycling Instructors.
- Continue to improve bicycling education opportunities for children and adults. *Smart Cycling* can be integrated into motor vehicle violation diversion programs, Safe Routes to School, as well as motorist education classes for city employees.
- The community should work to increase bicycling education opportunities for children and adults. Host an LCI seminar to train League Cycling Instructors. Contact the League offices or visit <http://www.bikeleague.org/programs/education/> for information on upcoming seminars. Both adult and child classes can be taught by League Cycling Instructors. Having

local instructors will enable the community to expand cycling education, to be cycling ambassadors, to deliver education to motorists, provide cycling education to adults, and have an expert to assist in encouragement programs.

http://www.bikeleague.org/cogs/programs/education/seminar_schedule

- Reach children with bicycling education outside of school in recreation programs, bicycle repair co-ops, Trips for Kids events, and through youth bike clubs. Here is an example from Portland, OR - <http://www.communitycyclingcenter.org/index.php/programs-for-youth>

Encouragement

- Encourage local businesses to promote cycling to the workplace. During Bike to Work Week set up a commuter challenge or bike to work pit stop. For more information on encouragement ideas please visit <http://www.bicyclefriendlycommunity.org/tech.htm> Olympia, Washington holds a Bike Commuter Contest during Bike Month and encourages people to participate in the month-long Contest to see who can ride the most number of days or miles in the month of May. The growth in participation has been stunning. Olympia also offers city employees a \$2 per day incentive for commuting by bike (as well as for walking, riding the bus or carpooling). Each year, approximately 50 to 60 of the City's 600 employees participate in the Bicycle Commuter Contest.
- Consider passing an [ordinance or local code](#) that would require larger employers to provide [bicycle parking](#), shower facilities, and other encouragement tools. The city could be the model employer for the rest of the community.
- Develop a series of short (2-5 mi.) loops rides around the community and provide appropriate way-finding signage. Integrate these rides into local bike map.
- Increase the amount of way-finding signage around the community.
- Set up community celebrations and/or rides each time the community completes a new bicycling related project. This is a great way to show off the city's good efforts and introduces new users to the improvement.
- Post your local bike map online to give bicyclists and potential bicyclists a wide variety of choices from transportation to recreation at various cyclist comfort levels.
- Consider offering a 'Ciclovía' or 'Summer Streets' type event, closing off a major corridor to auto traffic and offering the space to cyclists, pedestrians and group exercise events. <http://cicloviarecreativa.uniandes.edu.co/english/index.html>
- Consider launching a public bike sharing system that is open to the public. See what is being done across the country at <http://streetswiki.wikispaces.com/Public+Bike-Sharing+Programs>

Enforcement

- Make stronger connections between bicycling community and law enforcement. Ensure that police officers are educated on the “Share the Road” message and have general knowledge regarding traffic law as it applies to bicyclists. The city should implement regular training for officers on this like an *Enforcement for Bicycle Safety* seminar. This is a great continuing education opportunity for law enforcement.
http://www.bicyclinginfo.org/bikesafe/case_studies/casestudy.cfm?CS_NUM=801
- Encourage police officers to use targeted enforcement to encourage motorists and cyclists to share the road. This could be in the form of a brochure or tip card explaining each user’s rights and responsibilities.
- Improve and expand the training offered to police officers regarding traffic law as it applies to bicyclists. See the video put out by the National Highway Traffic Safety Administration (NHTSA)<http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.810acae50c651189ca8e410dba046a0/> Here are some Law Enforcement Products
 - [Law Enforcement's Roll Call Video: “Enforcing Law for Bicyclists”](#)
 - [Enhancing Bicycle Safety: Law Enforcement’s Role \(CD-ROM Training\)](#)

Evaluation/Planning

- Evaluate the bicycle usage and crash statistics to produce a specific plan to reduce the number of crashes in the community.
- Work with the [mountain biking community](#) to develop a plan for off-road access and increase opportunities for [single-track](#) riding within the city
- Work to integrate the development of the cycling network into larger land use planning and development projects and plans.
- Conduct research on bicycle usage beyond the U.S. Census’ Journey to Work report and consider implementing a trip reduction program/ordinance. See good examples at <http://bikepeddocumentation.org/> and <http://www.portlandonline.com/transportation/index.cfm?c=43801>
- Consider conducting an economic impact study on bicycling in your community http://www.altaplanning.com/App_Content/files/fp_docs/2008%20Portland%20Bicycle-Related%20Economy%20Report.pdf

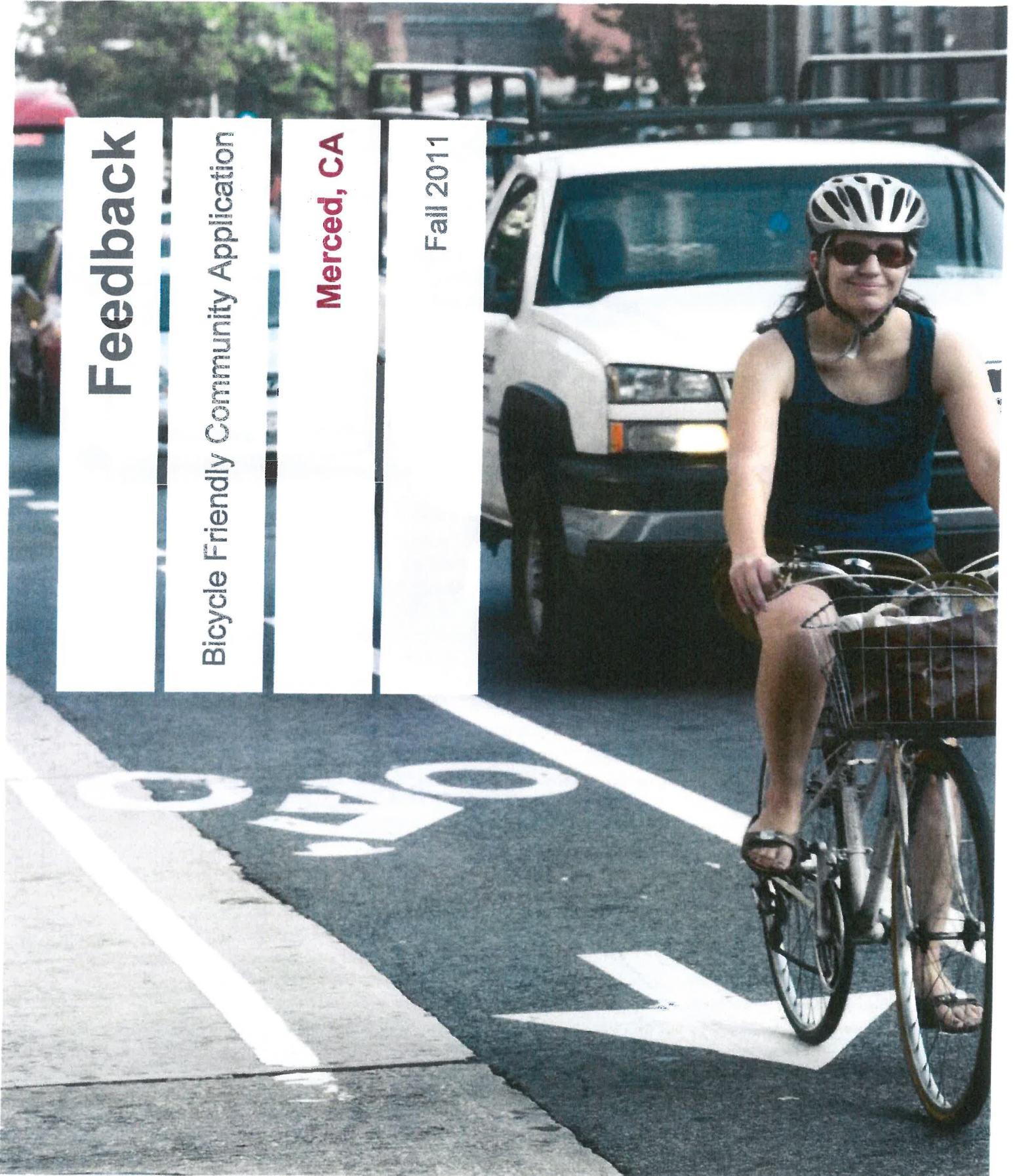
For more ideas and best practices please visit the [Bicycle Friendly Community Resource Page](#)

Feedback

Bicycle Friendly Community Application

Merced, CA

Fall 2011





Though **Merced, CA** has not yet reached Bicycle Friendly Community status, the reviewers felt that notable steps are being made in the right direction:

- **Engineering** Merced recently developed a policy to engineer streets with the consideration of bicyclists and is beginning to develop a trail network. Community and transportation planners, and civil engineers receive training in bicycle and pedestrian planning and engineering. Bike parking facilities conform to the currently recognized standards. Most public busses are equipped with bike racks. About twenty percent of roads accommodate bicycles and a third of arterial streets have bike lanes or paved shoulders.
- **Education** Merced has recently educated motorists and bicyclists on sharing the road safely through a dedicated bike page on the community website and share the road signs. Community requires safe driving training for transit operators and school bus operators.
- **Encouragement** Merced promotes National Bike Month through a city proclamation, a community ride, a mayor-led ride, a guide to Bike Month events, a Bike Month website, commuter breakfasts and energizer stations, and a trail construction/maintenance day. Community celebrates cycling outside of Bike Month through community rides and a trail construction/maintenance day.
- **Enforcement** Officers have received specific training on the relationship between bicycling and law enforcement. There are specific penalties for failing to yield to a cyclist when turning and/or it is illegal to park or drive in a bike lane (intersections excepted). There are penalties for motor vehicle users that 'door' cyclists. There is a ban on cell phone use while driving. There is a ban on texting while driving.
- **Evaluation & Planning** Merced is familiar with the needs of cyclists and has a bicycle master plan with dedicated funding. There is a trip reduction ordinance or program.

A particular **highlight** was the homeless' Wheel Solutions program.

The BFC review team expects good things in the future given the good local team.

Below, reviewers provided recommendations to promote bicycling in Merced in the short and long term. Increasing bicycle use can **improve the environment** by reducing the impact on residents of pollution and noise, limiting greenhouse gases, and improving the quality of public spaces; **Reduce congestion** by shifting short trips (the majority of trips in cities) out of cars. This will also make cities more accessible for public transport, walking, essential car travel, emergency services, and deliveries; **Save lives** by creating safer conditions for bicyclists and as a direct consequence improve the safety of all other road users. **Research shows** that increasing the number of bicyclists on the street improves bicycle safety; **Increase opportunities** for residents of all ages to participate socially and economically in the community, regardless of income or ability. Greater choice of travel modes also increases independence, especially among **seniors** and **children**; **Boost the economy** by creating a community that is an attractive destination for new residents, tourists and businesses;



Bicycle Friendly Community

Enhance recreational opportunities, especially for children, and further contribute to the quality of life in the community; **Save city funds** by increasing the efficient use of public space, reducing the need for costly new road infrastructure, preventing crashes, improving the health of the community, and increasing the use of public transport; **Enhance public safety and security** by increasing the number of “eyes on the street” and providing more options for movement in the event of emergencies, natural disasters, and major public events; **Improve the health and well being** of the population by promoting routine physical activity.

The key measures Merced should take to improve cycling in the community are:

- Expanding the bicycle and pedestrian manager’s time focused on bike projects would help in scaling up your BFC efforts. Current work of the BPAC and TDM staff could be complemented by a staff person devoted to acquiring bike/ ped grants and making the community bicycle-friendly. See this report on the importance of Bicycle & Pedestrian program staff.
http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf
- Increase the amount of [secure bicycle parking](#) at popular destinations such as transit stops, schools, recreation and entertainment facilities, retail and office clusters and churches throughout the community. Regulations that require bike parking, e.g. as part of new developments, can secure private funding for bike parking. More and more communities also ensure that multi-family residential developments provide secure and covered bike parking. See [bicycle parking ordinances of Madison, Wisconsin](#) and [Santa Cruz, California](#).
- Accommodate bicycles at intersections and multi-use path crossings to improve efficiency and safety of all road and path users. At intersections, time traffic lights for bicycle speeds and incorporate microwave cameras, loop detectors or bicycle signal heads, and include on-street pavement markings that indicate where cyclists should locate their bicycle to trigger the signal. Consider adding bike boxes to make bicyclists more visible to motorists. Consider incorporating grade separated multi-use path crossings or other high-visibility treatments on medium and high traffic roads. Ensure that both path and road users are clearly informed about who has the right-of-way at every crossing.
- Ensure that bicycle-safety education is a routine part of public education and that schools and the surrounding neighborhoods are particularly safe and convenient for biking. Work with your Bicycle Advisory Committee and local bicycle advocates to develop and implement [Safe Routes to School programs](#) that emphasizes [bicycling for elementary schools, middle schools and high schools](#). Strongly encourage all schools to participate. In Arlington County, Virginia, Department of Public Works, Police and school officials assessed every school regarding its accessibility by bicycle. A list of problems was developed and measures were identified. Short-term projects such as painting crosswalks were implemented immediately, while larger construction projects are on-going. Funding is



available through the federal transportation bill SAFETEA-LU, among several other sources at both the federal and state levels. See www.saferoutesinfo.org for more information.

- It is vital to make motorists and cyclists aware of their rights and responsibilities on the road. Continue to expand public education campaigns to promote the share the road message and the rights and responsibilities of all users, e.g. through public service announcements, a community newsletter article or a bicycle ambassador program. Consider taking advantage of your local bicycle advocates for content and strategy development and manpower. See a motorist education video at <http://www.bikelib.org/safety-education/motorists/driver-education/>. Also, see the excellent Look Campaign from New York City: http://www.nyc.gov/html/look/html/about/about_us_text.shtml.

Reviewers provided the following menu of recommendations to further promote bicycling:

Engineering

Low hanging fruit and fast results:

- Ensure that new and improved bicycle facilities conform to current best practices and guidelines – such as the [NACTO Urban Bikeway Design Guide](#), [AASHTO Guide for the Development of Bicycle Facilities](#) and your DOT’s own guidelines. Consider innovative bicycle infrastructure such as bicycle tracks, contra-flow bike lanes or colorful bike lanes.
- Provide ongoing training opportunities on accommodating bicyclists for engineering, planning staff, and law enforcement. Consider hosting a [Smart Cycling](#) course for city staff to better understand cyclists’ needs, behavior, and their right to use city streets as well as multi-use paths for transportation. Your local bicycle advocacy group are a great resource for this kind of training.
- Install way-finding signage at strategic locations around the community. Here are some best practices from the Washington, DC area Council of Governments: <http://www.mwcog.org/uploads/committee-documents/t1dZW1k20070516090831.pdf>
- Improve the coordination and communication between city departments and state paving and rehabilitation projects and facilities maintenance. Consider offering oversight to state DOT staff and contractors working within municipal boundaries. Ensure that facility design follows current best practice and that they are properly installed.
- Consider measuring the bicycle level of service (LOS) on community roads and at intersections, to be able to identify the most appropriate routes for inclusion in the community bicycle network, determine “weak links” in the network, 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/\(roads\)](http://www.bikelib.org/bike-planning/bicycle-level-of-service/(roads)) and <http://www.bicyclinginfo.org/library/details.cfm?id=4425> (intersections).



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- Consider road diets in appropriate locations to make streets more efficient and safe. Use the newly created space for bicycle and pedestrian facilities:
<http://www.walkable.org/assets/downloads/roaddiets.pdf>

Long Term Goals:

- Since arterial and collector roads are the backbone of every transportation network, it is essential to increase the number of wide shoulders or **bike lanes** along these roads to allow bicyclists of all skill levels to reach their destinations quickly and safely.
- Continue to expand the bike network and increase network connectivity through the use of bike lanes, bike tracks, shared lane arrows, signed routes and bicycle cut-throughs. On-street improvements coupled with the expansion of the off-street system will continue to increase use and improve safety. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels.
- Allow access to suitable public lands for mountain bicyclists. Ensure to connect any off-road trails and facilities to the overall bicycle network. Look for ways to bridge the divide between the bike community and equestrian community by creating dedicated trails for each user group and multiuse trails where feasible.
- Develop a system of bicycle boulevards that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. See more on how to do it at <http://www.ibpi.usp.pdx.edu/guidebook.php>

Education

Low hanging fruit and fast results:

- Improve the reach of the community's bicycle safety campaigns. Use valuable information from the League's Ride Better Tips in your outreach education and encouragement efforts. See the Ride Better Tips pages at <http://www.bikeleague.org/resources/better/index.php>, PSA's <http://www.bikeleague.org/programs/bikemonth/psas.php> and the downloadable Bicycle Safety Tips for Adults video at <http://www.bikeleague.org/programs/education/shortversion.wmv>. Again, consider taking advantage of your local bicycle advocates for content and strategy development and manpower.
- Add bicycling and motorist education messages to local routine activities such as drivers licensing and testing, or include inserts in utility bills.



- Start a bicyclist and motorist ticket diversion program. Road users given citation are offered an opportunity to waive fees for violations by attending a bicycling education course. This should include a classroom and on-road component. See what Pima County has done: [http://bikeped.pima.gov/Safety%20\(pdf\)s/April%20-%20May%202011%20Bicycle%20Diversion%20Class%20\(No%20Locations\).pdf](http://bikeped.pima.gov/Safety%20(pdf)s/April%20-%20May%202011%20Bicycle%20Diversion%20Class%20(No%20Locations).pdf)
- Education on bicycling is not only important for bicyclists but for all road users - including motorists. Start a motorist education programs for professional drivers such as bus and taxi drivers in the city. See what San Francisco has done <http://www.sfbike.org/?drivertraining> Classes can be offered by League Cycling Instructors or local bicycle advocates and material is available through the League of American Bicyclists.
- Continue to improve bicycling education opportunities for children and adults. The essential [*Smart Cycling*](#) curriculum can be integrated into motor vehicle violation diversion programs, Safe Routes to School, as well as motorist education classes for city and private sector employees.
- Host a League Cycling Instructor seminar to increase the number of certified League Cycling Instructors in your community, who can teach both adult and child classes. Having local instructors will enable your community to expand cycling education, recruit knowledgeable cycling ambassadors, deliver education to motorists, provide cycling education to adults, and have an expert to assist in encouragement programs. Contact the League office or visit <http://www.bikeleague.org/programs/education/> for information.
- Team with a local advocacy group, bicycle shop, or League Cycling Instructor to offer regular public maintenance classes to residents at public parks, libraries, community centers and in conjunction with city events. A short tutorial on how to change a flat tire can empower a person to ride their bike more often. You can find local instructors and bike shops here: https://members.bikeleague.org/members_online/members/findit.asp
- Offer bicycling skills classes, Traffic Skills 101 classes and commuter classes on a *frequent* basis or encourage a local bicycle advocacy group, club or shop to do so. You could invite a League Cycling Instructor (LCI) to conduct the classes. Ideally the instruction would incorporate a classroom portion as well as on-road training. For examples of educational materials visit: <http://www.bikeleague.org/programs/education/>. To find a local LCI go to: https://members.bikeleague.org/members_online/members/findit.asp

Encouragement

Low hanging fruit and fast results:

- Reach children with bicycling education outside of school through recreation programs, bicycle repair co-ops, family-friendly community bicycle events and through youth bike



Bicycle Friendly Community

clubs. Here is an example from Portland, OR -

<http://www.communitycyclingcenter.org/index.php/programs-for-youth>

- Promote, host, sponsor and/or encourage a variety of bicycle-themed, fun and family-friendly community events year-round, such as a bike movie festival, a 4th of July bike parade, an “increase-your-appetite” Thanksgiving community ride, a dress-like-Santa community ride before Christmas, a kids triathlon, a bicycle fashion show, a Halloween bike decoration competition, a bike to the arts event, etc. Work closely with local bicycle advocacy groups, bike clubs, bike shops, bike teams and schools. Provide appropriate safety measures such as road closures or police escorts.
- Encourage local businesses to promote cycling to the workplace and to seek recognition through the *Bicycle Friendly Business* program. Businesses will profit from a **healthier, happier and more productive workforce** while the community would potentially profit from some bicycle-active businesses as well: increasing the bicycle mode share, less commuter traffic, better air quality, public bike parking in prime locations provided by businesses, new and powerful partners in advocating for bike infrastructure and programs on the local, state and federal level, and public bike events, skills and maintenance classes hosted or sponsored by businesses. The city should be the model employer for the rest of the community. For more information about the free program please visit <http://www.bikeleague.org/programs/bicyclefriendlyamerica/bicyclefriendlybusiness/>.
- Consider passing an **ordinance or local code** that would require larger employers to provide **bicycle parking**, shower facilities, and other end-of-trip amenities.
- Encourage local institutions of higher education to promote cycling and to seek recognition through the **Bicycle Friendly University** program. College and university campuses are unique environments for their high density, stimulating atmosphere and defined boundaries. These factors make them ideal environments to incorporate bikes. Many colleges and universities have built upon these good conditions and embraced the enthusiasm for more bicycle-friendly campuses by incorporating bike share programs, bike co-ops, clubs, bicycling education classes and policies to promote bicycling as a preferred means of transportation. The community could potentially profit as well: Communities near a BFU such as Stanford or University of California at Davis have a very high number of regular bicyclists (as many students bike to campus, shops and restaurants), less congestion around campus, safer streets and university-hosted public bicycle events, programs and classes.” See what Stanford University is doing for cyclists: http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/bfc_stanford_university.php
- Actively involve the local bicycle community in community planning efforts, policy development and public outreach.



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- Set up and promote bicycle-themed community celebrations and/or rides each time the community completes a new bicycle related project. This is a great way to show off the city's good efforts and introduces new users to the improvement.
- Design and publish several local bike maps in paper and online, addressing diverse needs and skill levels (commuter, visitor, sport cyclist, mountain biker etc). Each map should outline the existing on and/or off road bicycle network by infrastructure type and skill level (if applicable). In addition, maps could identify the location of landmarks, greenways, low-traffic streets, public restrooms, bike routes, designated scenic routes, bike stations, bike repair stations, bike parking and transit stations. See Portland, Oregon's commuter bike map: <http://www.portlandonline.com/transportation/index.cfm?c=39402&a=322407>
- Consider offering a 'Ciclovia' or 'Summer Streets' type event, closing off a major corridor to auto traffic and offering the space to cyclists, pedestrians and group exercise events. <http://cicloviarecreativa.uniandes.edu.co/english/index.html>
- Consider partnering with a local bicycle advocacy group or bike club to launch a bike buddy or bicyclist mentorship program for inexperienced riders. A bike mentorship program that teams experienced cyclists with newcomers is a great way to encourage and educate novice commuters. See what Spokane, Wash. and Charlotte, N.C. are doing <http://groups.google.com/group/bikementor>, <http://www.spokanebicycleclub.org/bikebuddy.htm>
- Ensure that there is a place for visitors and community members to rent bicycles.
- Implement a mechanism that ensures that facilities, programs and encouragement efforts are implemented in traditionally underserved communities.

Long Term Goals

- Develop a series of short (2-5 mi.) (themed) loop rides around the community and provide appropriate way-finding signage. Integrate these rides into local bike maps.
- Consider launching a bike sharing system that is open to the public. A bike share system is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike. See what is being done across the country at <http://streetswiki.wikispaces.com/Public+Bike-Sharing+Programs>
- Recreational bicycling can be promoted through facilities and programs like mountain bike parks, velodromes, cyclocross course or similar bicycle amenities. Ensure that the facilities are accessible by bicycle, so that there is no need to drive to ride.



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Enforcement

Low hanging fruit and fast results:

- Invite a police officer to become an active member of the bicycle advisory committee. Appoint a law-enforcement point person to interact with cyclists.
- Actively facilitate stronger connections between bicycle advocates, the wider bicycling community and law enforcement. Ask police officers to use targeted information and enforcement to encourage motorists *and* cyclists to share the road. This could be in the form of a brochure or tip card explaining each user's rights and responsibilities. Have information material available in Spanish, if applicable. Also increase the number of police officers patrolling multi-use paths *and* streets on bike, as it gives officers a better understanding of the conditions for cyclists and keeps secluded multi-use paths safe.
- Local laws that discriminate against cyclists, or restrict their right to travel, or reduce their relative safety, should be repealed.

Evaluation/Planning

Low hanging fruit and fast results:

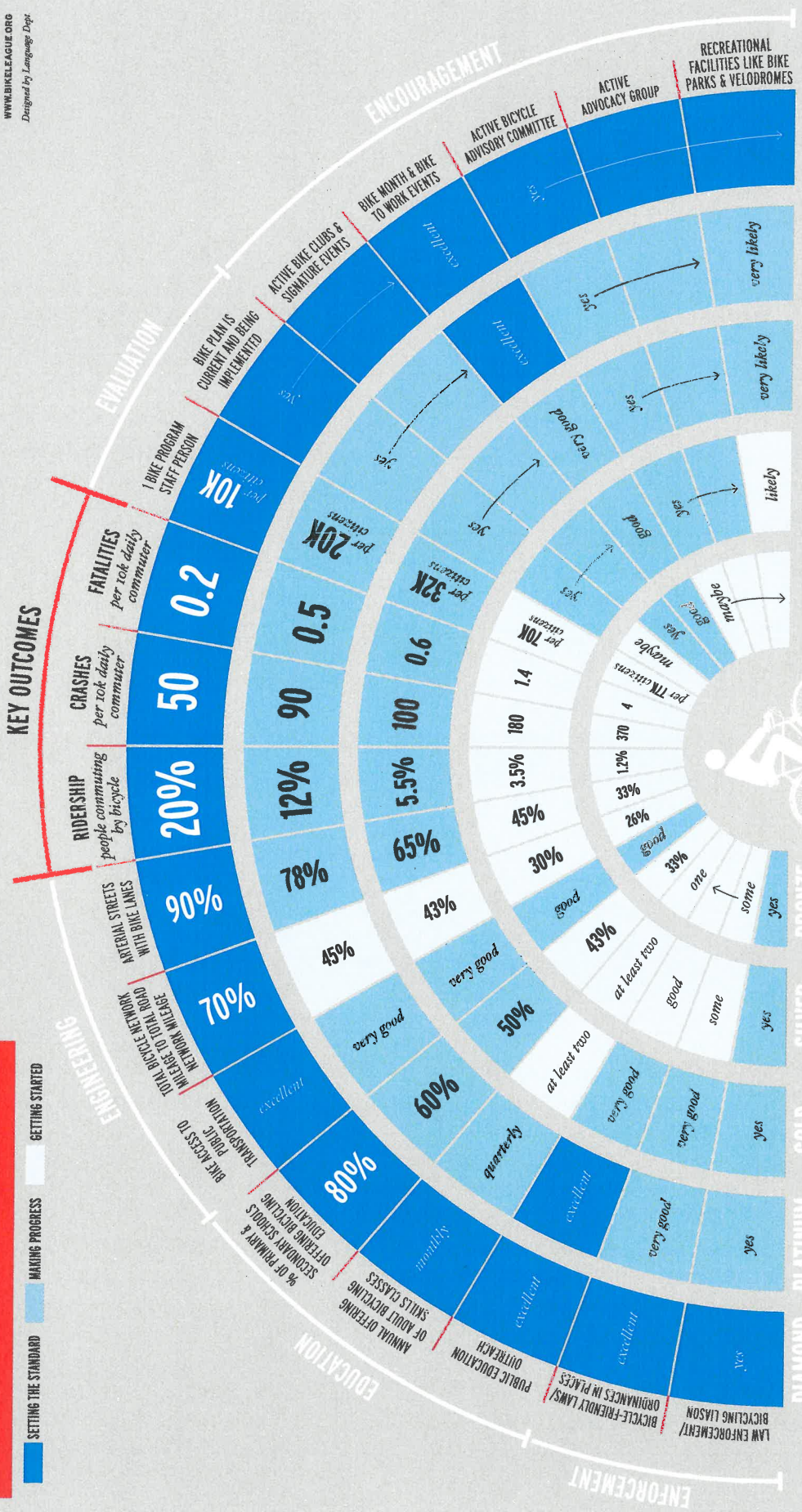
- Expand efforts to evaluate bicycle crash statistics and produce a specific plan to reduce the number of crashes in the community. Available tools include *Intersection Magic*: <http://www.pdmagic.com/im/and> *PBCAT*. See the report [*Bicyclist Fatalities and Serious Injuries in New York City 1996-2005*](#)
- Consider conducting an economic impact study on bicycling in your community. See what Portland, OR has done: http://www.altaplanning.com/App_Content/files/fp_docs/2008%20Portland%20Bicycle-Related%20Economy%20Report.pdf

Long Term Goals

- Integrate the implementation of the bike plan into the master plan, all land use plans, zoning ordinances and larger development projects.
- Allow and encourage a mix of uses, a well connected street network and compact development patterns throughout the community to shorten the distances people need to bike.
- Work with the [mountain biking community](#) to develop a plan for off-road access and increase opportunities for [single-track](#) riding within the city.

For more ideas and best practices please visit the [Bicycle Friendly Community Resource Page](#).

THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

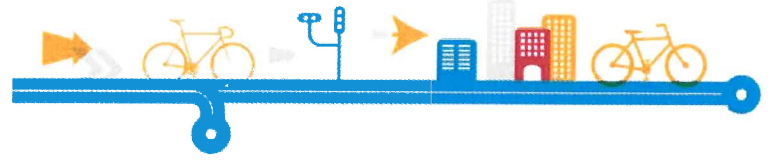


There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no two communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.



ATTRIBUTES OF A BICYCLE FRIENDLY COMMUNITY

bikeleague.org/content/communities



ENGINEERING

There's a local [Complete Streets policy](#) with implementation guidance, staff training, policy checklist, compliance procedure, and compliance performance measures.

There are standards for bicycle facility design and implementation that meet or exceed the [AASHTO Guide for the Development of Bicycle Facilities](#) and [NACTO Urban Bikeway Design Guide](#), as well as regular training opportunities on best practices and [funding bicycle projects](#) for engineering and planning staff.

There are various types of on- and off-street bicycle facilities that best fit the context of density, automobile speeds and congestion, to improve safety and encourage more people of all ages and abilities to bicycle.

The on- and off-street bicycle network is well-maintained to ensure usability and safety.

There are convenient ways for the public to comment on maintenance, safety and other issues impeding bicycle accessibility.

High-speed and/or high-volume streets have designated bicycle facilities such as [bike lanes](#), [buffered bike lanes](#) and [cycle tracks](#) to enable bicyclists of various skill levels to reach their destinations quickly and safely.

Non-arterial and collector streets have a speed limit of 25 miles per hour or lower.

The street network is well [connected](#).

Intersections are [safe and convenient for bicyclists](#).

There is an [ordinance](#) ensuring [high-quality](#), safe and convenient bike parking options at destinations throughout the community.

People can easily combine [bike and public transit trips](#).

There is a Smart Growth land use policy that encourages bicycling, pedestrian and transit trips.

There is access to suitable public lands for off-road bicyclists.

The bicycling network is enhanced by a network of [bicycle boulevards](#), a [bicycle wayfinding system](#), and solutions to improve accessibility across barriers like highways, bodies of water and [disconnected streets](#).

EDUCATION

There is a local [Safe Routes to School program](#). Bicycle-safety education is a routine part of primary and secondary school education and the surrounding neighborhoods are safe and convenient for biking.

There are bicycle education opportunities for children and youth outside of school through bike rodeos, youth recreation programs, helmet fit seminars or a [Safety Town](#) program.

There is a [public awareness campaign](#) using [Public Service Announcements](#) and other media to make both motorists and cyclists aware of their rights and responsibilities.

There are [regular opportunities](#) for adults to develop their bicycling skills, from [videos for self-teaching](#) to in-depth training like the League's [Traffic Skills 101](#), and local League Cycling Instructors are available for training.

There's a motorist education program [for professional drivers](#).

ENCOURAGEMENT

There is an active, engaged bicycle advocacy group representing the interests of bicyclists and potential bicyclists.

[Bike Month](#), [Bike to Work Day](#), and [Bike to School Day](#) are promoted in partnership with local bicycle advocacy groups.

[Individualized marketing](#) and [bike challenges](#) promote bicycling.

The mayor and/or local council host or participate in bike rides, and support community bicycling events.

There's a bike club, and the community hosts a variety of regular bicycling rides and events that appeal to cyclists of all ages and abilities.

There is a Ciclovía or [Open Streets](#) type event, closing off a major corridor to auto traffic and offering the space to cyclists, pedestrians and group exercise events.

There are bicycle-themed community celebrations or social rides each time a new bicycle-related project is completed, showing off the community's good efforts and introducing new users to the improvements.

The tourism board or local chamber of commerce promotes bicycling in the area to [boost the local economy](#).

Residents and visitors have access to rental bikes and automated [public bike sharing systems in larger communities](#).

Local public agencies, businesses and organizations promote bicycling to work and seek recognition through the League's free [Bicycle Friendly Business program](#).

Local colleges and universities promote bicycling and seek recognition through the League's [Bicycle Friendly University program](#).

There are numerous bike shops offering a variety of bikes and accessories, a co-op or community bike shop, and opportunities to rent or loan a bike in the community.

There are empowering youth bicycling programs such as [Earn a Bike programs](#).

There is a local [bike map](#) printed and online that addresses diverse needs and skill levels.

Recreational bicycling is promoted through amenities like a mountain bike skills parks, cyclocross courses, or BMX parks.

There are short [themed-loop routes](#) around the community with appropriate way-finding signage.

ENFORCEMENT

There's a law requiring a [safe passing distance](#) of at least three feet.

There are increased penalties for harassing, injuring or killing [vulnerable road users](#), including cyclists.

Speed limits can be 20 mph or lower in some neighborhoods and near schools.

Bicyclists are [not required to use a sidepath or bike lane](#) and have discretion on [where to ride on the road](#).

It's illegal for drivers to [drive distracted](#), [use a handheld cell phone](#) or [text while driving](#).

Data is collected — and publicly available — on traffic citations issued, prosecutions, and convictions of incidents related to bicycles.

There's a police bike patrol, and designated law-enforcement point person who interacts with the bike community.

Law enforcement officers are offered [regular education](#) on the rights and responsibilities of bicyclists and traffic law as it applies to bicyclists and motorists.

Law enforcement officers distribute helmets, bike lights and bike locks (or coupons to local bike shop) to encourage cyclists to ride more safely and discourage bike theft.

Law enforcement officers use targeted enforcement and information-sharing to encourage motorists and cyclists to share the road safely.

Law enforcement officers report cyclist crash data and potential hazards to the public works department, traffic engineers and transportation planners.

Most streets and key shared-use paths are well lit at night.

Volunteer trail patrols ensure safety of remote trails.

EVALUATION/PLANNING

There's a [Bicycle Advisory Committee](#) or Bicycle & Pedestrian Advisory Committee that meets at least several times a year to make [policy and program](#) recommendations and ensure the bicycle program is held accountable to citizens.

In larger communities, designated [agency staff members](#) lead and coordinate the community bicycle program in close cooperation with the Bicycle Advisory Committee.

There is a current, comprehensive bike master plan with dedicated funding, specific targets for ridership and safety, and tools for [evaluation and monitoring progress](#).

Bicycle use is researched [beyond](#) the U.S. Census' [American Community Survey](#) report (i.e. through participation in the [National Bicycle and Pedestrian Documentation Project](#)) to more efficiently distribute resources according to demand.

Bicycle [crashes are studied](#) and a plan is in place to reduce the number of crashes in the community.

There is a mechanism that ensures that bicycle facilities and programs serve the entire community equitably.

And, of course, lots of people are riding bikes!