
Appendix C. Programmatic Support Background

The Appendix provides background information for the programs discussed in Chapter 6, including current initiatives in the city and examples from other communities and programs.

Education

Safety Messaging and Bicycle Ambassadors

Example

The Salt Lake County (SLCo) Bicycle Ambassador Program team provides services to the 17 municipalities and unincorporated areas within Salt Lake County, Utah. The ambassadors are volunteers that are passionate about educating residents, promoting safe bicycle travel, and creating a healthy shared-use culture and mutual respect between all roadway users. They provide a variety of services, including bike mentorship, community cycling workshops, safe cycling rewards, organized rides, commuter pit stops, and bike lane stewardship.¹

Bike Theft Prevention Programs

Example

The Chicago Department of Transportation has a bike parking program that oversees citywide installation of bike racks within the public right-of-way, coordinates with transit providers to ensure there is sufficient bike parking, reviews construction activities to ensure bike racks are replaced if they need to be temporarily removed, and implements citywide bike rack standards. Additionally, the bike parking program manager often coordinates with the City of Chicago's Bike Program to ensure bike racks are available along bikeways. The City of Chicago has a web-based application to allow the public to request a bike racks; the website includes a map with existing bike racks, pending bike rack requests, approved requests, and denied requests with a description explaining why the request was denied.

Education on Proper Locking

Example

The City of Calgary in Alberta, Canada, and Bike Calgary, a local bike advocacy organization, teamed up to launch a bike locking educational program called "Save the Bikes." During a "Save the Bikes" event, volunteers placed stickers on public bike racks; the stickers illustrated three bike locking techniques which were rated from good to best. The event was a low-cost way to share information about bike locking methods, generate awareness, and

Bicycle Registration Program

Example

The City of Vancouver, BC experienced a reduction in bike theft by 35% over the course of twelve months and attributed the decline to their partnership with Project 529, education campaigns, and enforcement efforts. The collaborative relationship between Project 529, the City of Vancouver, law enforcement, bike shops, and the public led to nearly 900 fewer bike being reported stolen in just one year.

¹ More information on SLCo's Ambassador Program can be found at <http://slco.org/active-transportation/bicycle-ambassador-program/>

Anti-Bike Theft Signage

Examples

The Singapore Police Force places letter board signs in areas that are experiencing high rates of bike thefts. Some signs report the total number of thefts in that area during the previous year while others state that a bike theft has occurred at that location. The sign also provides contact information for reporting a stolen bike, techniques to reduce the likelihood of having one's bike stolen, and a graphic illustrating the ineffectiveness of a cable lock²

Newcastle University, in England, installed signs at three study locations with high rates of bicycle theft to evaluate the effects of anti-bike theft signage.³ Bicycle thefts at the three study locations were compared to the reported thefts at locations. For a twelve-month period, reported bike thefts at the locations with signage were reduced by 62 percent when compared to the prior period. At locations without signage, the number of reported bicycle thefts increased by 65 percent. The results suggest that the intervention was effective but may have displaced the offenses to locations that did not have the anti-theft signage. While the use of signage has yet to be widely adopted in the United States, this intervention may be worth considering in "hot spot" locations for bike thefts given the low costs of signage.

Bait Bike Program

Example

The Sacramento Police Department (Sac PD) started deploying bait bikes equipped with GPS tracking equipment in late 2013. There are about 20 bikes in the program that were purchased by business groups who were concerned about local safety. The bikes are placed in locations throughout the city that have high rates of bicycle thefts, vehicle break-ins, or residential burglaries.⁴ Sac PD deployed the bait bikes 168 times in 2015, resulting in 60 arrests; Fifty-nine of those arrested were repeat offenders.⁵

Encouragement

Bike Friendly Businesses

Example

The Active Transportation Alliance (ATA) in Chicago, Illinois received a \$25,000 grant in 2013 from People for Bikes to help launch a new Bike Friendly Business program. The program advertises bike friendly businesses on the ATA's website using an interactive map and provides businesses with signage to promote bikes. The ATA also recruits business champions who can play an important role in advocating for better bike facilities, post petitions, and coordinate with other businesses around bike issues.

Employer/Employee Incentives (for walking, biking, and taking transit)

Example

Shasta Living Streets works with Healthy Shasta and the Redding Chamber of Commerce to sponsor a Bicycle-Friendly Business Program. The program began as the "Bicycle-Friendly Employer Program" and focuses on encouraging employers to support their employees in bicycling to work. In 2016, the name of

² <https://www.police.gov.sg/~media/spf/images/crimeposter/bicycle%20theft.jpg>

³ <http://journals.plos.org/plosone/article/file?id=10.1371/journal.pone.0051738&type=printable>

⁴ <http://www.sacbee.com/news/local/crime/article73651717.html>

⁵ <http://sacbike.org/south-sac-residents-question-bait-bike-program/>

the program changed to “Bicycle-Friendly Business Program, and the focus of the program expanded to also consider how businesses also support customers, visitors, and a bicycling culture in the community.

Each year, the program offers annual awards to local bicycle-friendly businesses. Any business, organization, public entity or worksite within Shasta County is eligible to be nominated, and the winners are determined by a committee with representatives from several organizations who reference the League of American Bicyclist’s Bicycle Friendly Business criteria. Winners receive recognition through free marketing, are honored at the Bicycle Friendly Business celebration, are awarded a complimentary bicycle rack of their choice and a bicycle friendly banner, and receive a Shasta Living Street Membership.

End of Trip Facilities

Example

The Houston-Galveston Area Council (HGAC), the region’s MPO, developed *End-of-Trip Facilities: A Planning Guide for the Houston-Galveston Region*.⁶ This guide is directed at educating employers to increase the number of employers providing end of trip facilities. The guide outlines the benefits of end of trip facilities and identifies different types of amenities that improve bike parking, showers and changing facilities, and repair tools. For each type of amenity, the guide provides suggested locations, cost estimates, level of security, design considerations, and case studies.

Open Street Events/Community Rides

Example

Shasta Living Streets has hosted open street events since 2011 in the City of Redding. Shasta Living Streets markets the event as a “free-form parade where everyone participates and it’s not just for bicycles!” The event encourages people to view their city from a different perspective and learn about local businesses and attractions they may not have previously known. Cities and areas in Shasta region create similar events to contribute to a fun and inviting culture to encourage people to choose an active mode of transportation.

Wayfinding

Example

The City of Berkeley has a wayfinding system to help residents and visitors navigate their bicycle boulevard network. The system uses seven types of signs to ensure that those using the network know where they are, know what’s nearby, and how to get to their destination. The consistency throughout the network helps to not only inform users about where the network is, but also creates a recognizable brand that users can look for. This branding is an important part of any network, but especially a network that is trying to attract new users. Other examples of bicycle wayfinding in the U.S. can be viewed at <https://nacto.org/treatment/bike-route-way-finding-signage-and-markings-system/>.

Land Use Policies

Example

While Smart Growth policies have been discussed and adopted by a variety of cities over the last decades, there’s limited research that can directly relate the policies to a reduction of VMT or increases in walking and biking. That said, research has shown that residents that would like to walk or bike more will select an area where they can walk or bike more. In other words, the link between travel behavior and

⁶ <https://www.h-gac.com/community/livablecenters/publications/End-of-Trip-Facilities11-02-2015.pdf>

neighborhood type or land use are largely explained by the self-selection of residents with certain attitudes that seek out certain types of land use.⁷

Development Plans

Example

The City of Vancouver developed a flexible parking requirement approach to incentivize developing less parking, while ensuring that the surrounding transportation system and amenities still meet the needs of residents. City staff have created a Sustainable Transportation Credit Program, loosely based on the LEED Green Building rating system, that offers credits for reducing the number of parking stalls, providing parking spaces for carshare vehicles, and providing annual transit passes to building occupants.

Access to Transit

Example

Atlanta, GA has worked to target investments towards efforts that connect people to transit. With finite resources devoted to bicycle and pedestrian infrastructure, the city has focused on transit as their primary active transportation “destination.” Their Cycle Atlanta Study 1.0 prioritized corridors that linked to multimodal transit hubs within the BeltLine, and Cycle Atlanta 2.0 will focus on connectivity to transit stations outside of the BeltLine.

Enforcement

Drivers Failing to Yield the Right-of-Way

Example

St. Paul, Minnesota developed the “Stop for Me” campaign which is aimed at reducing pedestrian crashes by issuing citations to motorists who fail to yield to pedestrians at marked and unmarked crosswalks. During the campaign, volunteers attempted to cross at crosswalks throughout St. Paul; 34 crosswalks were included in the campaign. If motorists did not stop within 193 feet, the required distance for motorists to safely stop at 40 mph, the motorist was issued a ticket.

Speed

Examples

The Shasta County Sheriff’s Office has a speed-monitoring awareness radar tool, called a “smart trailer,” which is used to control chronic speeding problems without the need of a law enforcement officer to be present. The smart trailer shows a motorist’s speed on an oversized display and is placed at locations with high rates of speed limit infractions, or upon request and availability.

Traffic Control Compliance

Example

The Chicago Department of Transportation’s Bicycle Ambassadors work with the Police Department to host enforcement campaigns at high-crash locations. The purpose of these campaigns is to target dangerous behaviors, often at intersections with stop signs or traffic signals. Warnings are issued all who fail to obey the traffic control devices. In 2016, the Bicycle Ambassadors conducted 66 campaigns,

⁷ Handy, Susan (2005). *Smart growth and the transportation-land use connection: What does the research tell us?* International Regional Science Review, Vol 28, No. 2, pp. 146-167.

issued 850 warnings to bicyclists, and 700 warnings to motorists. After the campaign, the Police Department continues to issue citations to those who do not comply with traffic control regulations.

More locally, the Injury Prevention Coalition of Shasta County is currently working with high schools to provide events and education around discouraging distracted driving and driving under the influence.

Rewarding Good Behavior

Example

The Naperville, Illinois, Police Department hosts an annual campaign during which police officers issue “ice cream” citations to children who are demonstrating safe bicycle riding behaviors. These “ice cream” citations are coupons that can be redeemed for a free ice cream cone from McDonald’s. From 2015 to 2017, the Naperville Police Department has issued between 1,000 and 4,000 citations each year.

Similar “re-enforcement” campaigns were conducted by the Seattle Department of Transportation (SDOT) who partnered with volunteers from the Cascade Bicycle Club. At a new two-way protected bike lane in downtown Seattle, SDOT staff and volunteers “issued” Starbucks’ gift cards to motorists and bicyclists who obeyed the new bicycle traffic signals and who parked, loaded, and unloaded goods correctly.

Enforcement Methods

Example

In Three Rivers Park, Minnesota, a trail patrol was created by the Police Department after crashes (between motorists and bicyclists/pedestrians, and between bicyclists and pedestrians) occurred at many trail and roadway intersections throughout the trail system and a rise in petty crime had occurred.⁸ The Trail Patrol focuses on education and awareness campaigns and law enforcement. Two fulltime sworn officers and three non-sworn park service officers patrol the trails. The team attends bike and pedestrian-related events to share information about their team and to and develop a relationship with the community.

Evaluation

Example

The Seattle Department of Transportation (SDOT) has 12 permanent automated bicycle counters on neighborhood greenways, multi-use trails, and several bridges. The counters provide data that are compared to 2014 baseline counts to assess past performance and evaluate progress towards the City’s goal of quadrupling ridership by 2030. Three of the counters automatically upload data once a day, and updates SDOT’s website display with the results in daily, weekly, monthly, and annual totals. The other counters upload data once a month.

⁸ <http://ipmba.org/blog/comments/trail-patrol-a-proactive-approach-to-public-safety>