

Bike and Pedestrian Safety Commission

Agenda

Monday, March 18, 2013

5:30 p.m. – Hooker Conference Room

- I. INTRODUCTIONS
- II. APPROVAL OF MINUTES – October 15, 2012
- III. PUBLIC COMMENT
- IV. COMMISSION MEMBER’S COMMENTS
- V. DEPARTMENTAL UPDATES
 - A. City Planning
 - 1) 530 N. College Avenue
 - 2) Bloomington Bikes Month
 - 3) Safe and Civil Streets Campaign
 - B. City Engineering
 - 1) 2013 Bloomington Bikeway Implementation Plan Update
 - C. Bloomington Police Department
- VI. NEW BUSINESS
- VII. OLD BUSINESS

NEXT WORK SESSION: Monday, April 1, 2013 in the Hooker Conference Room, City Hall

NEXT MEETING: Monday, April 15, in the Hooker Conference Room at the Showers Building

MINUTES
BIKE AND PEDESTRIAN SAFETY COMMISSION
November 19, 2012

INTRODUCTIONS

MEMBERS

Present: Jim Rosenbarger, Mitch Rice, Mike Gavin, Anne Phillips Holahan

EX OFFICIO

Scott Robinson, Planning Department
Roy Aten - Engineering
Laurel Archer, Public Works Department

**ADVISORY
MEMBERS**

Paul Ash

**PUBLIC
COMMENT**

**APPROVAL OF
MINUTES**

Motion to approve minutes made by Mitch Rice. Motion seconded by Mike Gavin. Minutes from October 15, 2012 approved.

**PUBLIC
COMMENT**

Paul Ash stated it seems strange that now there is going to be an interchange at Tapp Road (I-69) where as he had been told time and time again that this would be too close to Bloomfield Road.

**COMMISSION
MEMBER'S
COMMENTS**

Mike Gavin asked about the bike alignment boxes that are going in. He wonder if this would be put where ever there are bike lanes in the City, and if there was a plan.

Roy Aten explained when that one was put in it was looked at specifically because of a concern about bikes coming down and cars making a right hand turn into the path of bicycles. It was thought this would be a great place to try it out.

Aten asked the members what they thought of the bike box and if it should be one lane or two lanes.

There was discussion with members saying it was a good place to have one. Aten stated he has seen many bikes already using it.

Aten also asked the member their feelings on the buffered lane.

Gore marks have been placed every 30 feet.

Mitch stated he has noticed it, and recalled Jacob felt some additional hash marks might be nice.

Anne stated at first it was confusing to have a narrow two stripes. She felt it might help if it looked more solid.

There was more discussion with Aten about the bike lanes. Aten asked the members if they saw some issues with the bike lanes to bring it to his attention.

Aten stated plans are being made to improve the 3rd & Jordan intersection. Aten also stated he believed the plan was to continue the bike path on down 3rd Street. The plans for Jordan between 3rd and 7th Street are with IU and what they want to do in that area.

A member commented about the bollards on the Cascades Trail being painted black. Consultants have said these bollards are not a good idea and should be avoided. There was discussion about different incidents and close calls between bikers and the bollards. Aten stated staff are looking at the situation and asked for recommendations on what to do to keep cars off the path. The members felt signage might work.

DEPARTMENT UPDATES

Planning Department Scott Robinson explained there is a new proposed project on the southeast corner of 17th & College. They are requesting a site plan approval from the Plan Commission as well as a use various from the Board of Zoning Appeals.

Robinson pointed out parking on the plan. Proposed parking is 41 off street with 18 angled on-street spaced along College Avenue. On 17th Street is to have a side path on the north side of the road where the park is, and a sidewalk on the south side. There is a bike room proposed.

Jim Rosenbarger stated he was happy to see the angled parking. It would be good to attract retail and this will be a gateway building into Bloomington.

Members would like the bike parking to be convenient to the retail and felt at least one parking spot could possibly be

converted to a bike corral.

Aten stated he likes the buffered lane since this was going to be angled parking.

Holahan would like to see the bike parking more in the middle of the retail space.

**Engineering
Department**

No agenda items

BPD

No representative present

**CLOSING
COMMENTS**

Holahan stated she is working on her list of small items. She is looking at curb cuts.

NEW BUSINESS

None

OLD BUSINESS

None

ADJOURNMENT

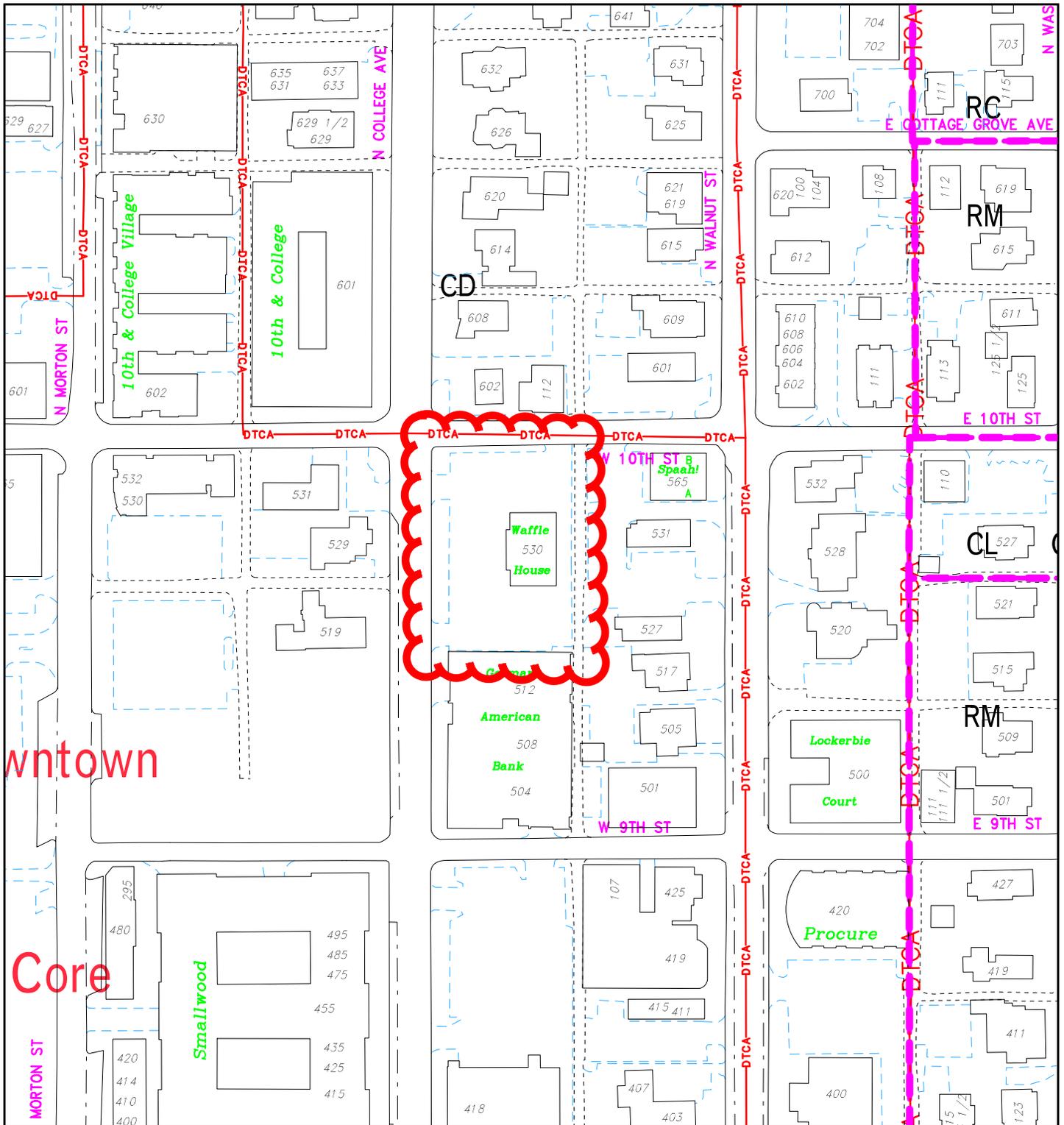
Motion was made to adjourn the meeting and seconded by Anne Holahan. Meeting adjourned at 6:17 p.m.

530 N. College Ave. (Site of current Waffle House Restaurant)
Petitioner: WS Property Group/10 North

The petitioner is seeking site plan approval from the Plan Commission for a 5-story mixed use building with a drive-through bank. A use variance from tis required to allow the drive-through bank.

54 apartments, 74 bedrooms, 3,500 square foot bank with 3 lane drive through interior to building, additional 2,500 square feet of commercial space. 54 parking spaces on 2 level garage. First floor access from College with out-only onto 10th Street. 2nd floor access from alley.

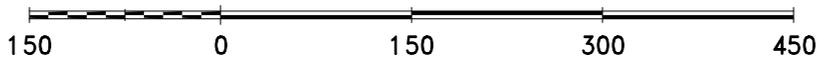
Issues include access management on 17th Street, building height, first floor storefronts, ROW encroachments, alley sight distances.



owntown

Core

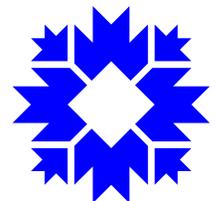
By: roachja
1 Mar 13



For reference only; map information NOT warranted.



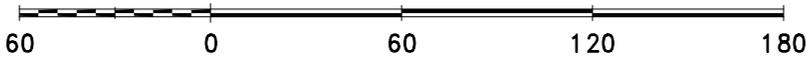
City of Bloomington
Planning



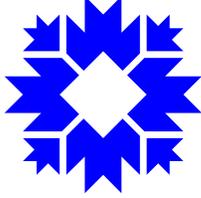
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By: roachja
1 Mar 13



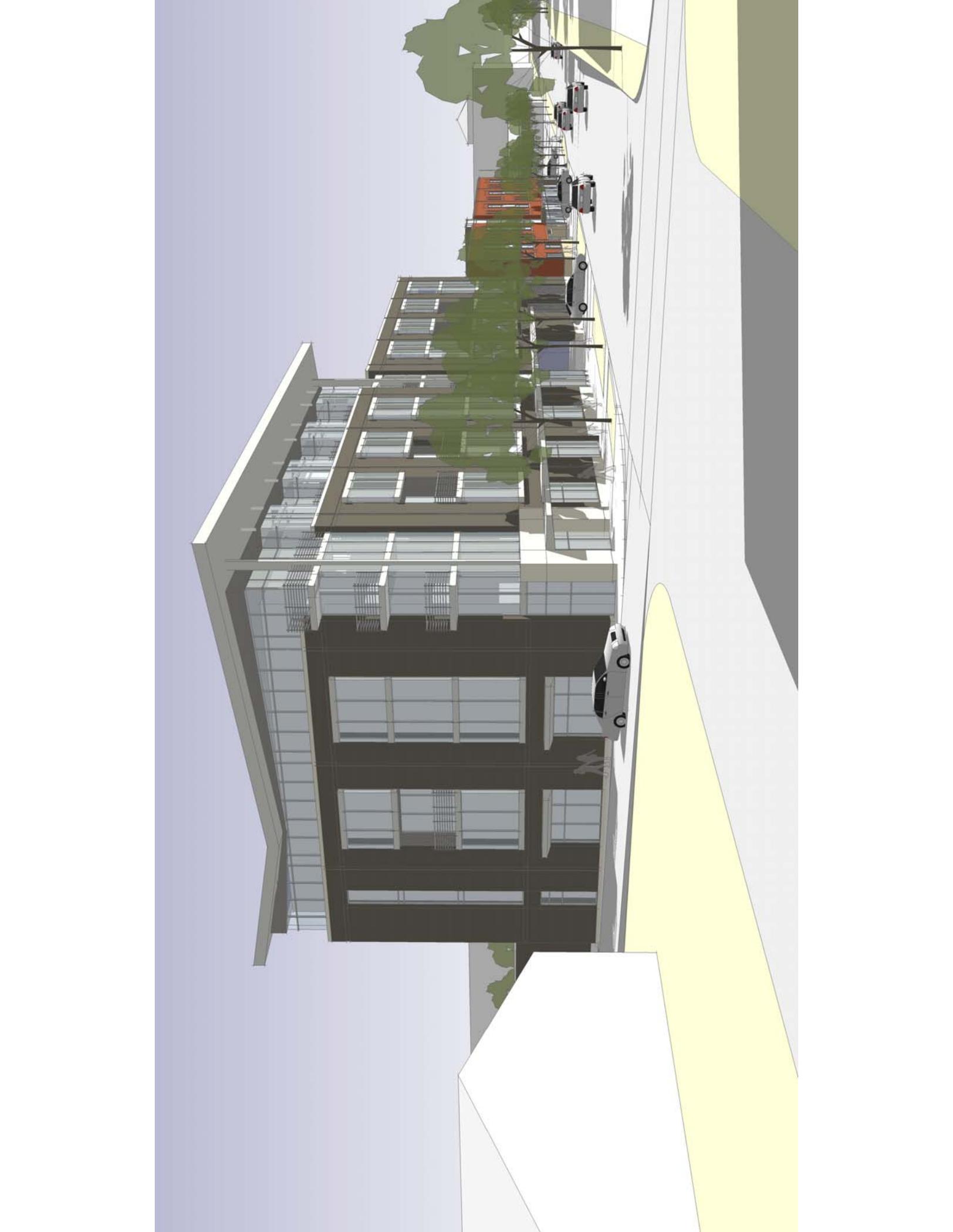
City of Bloomington
Planning



Scale: 1" = 60'

For reference only; map information NOT warranted.













13' 11 7/8"

10' 8"

10' 8"

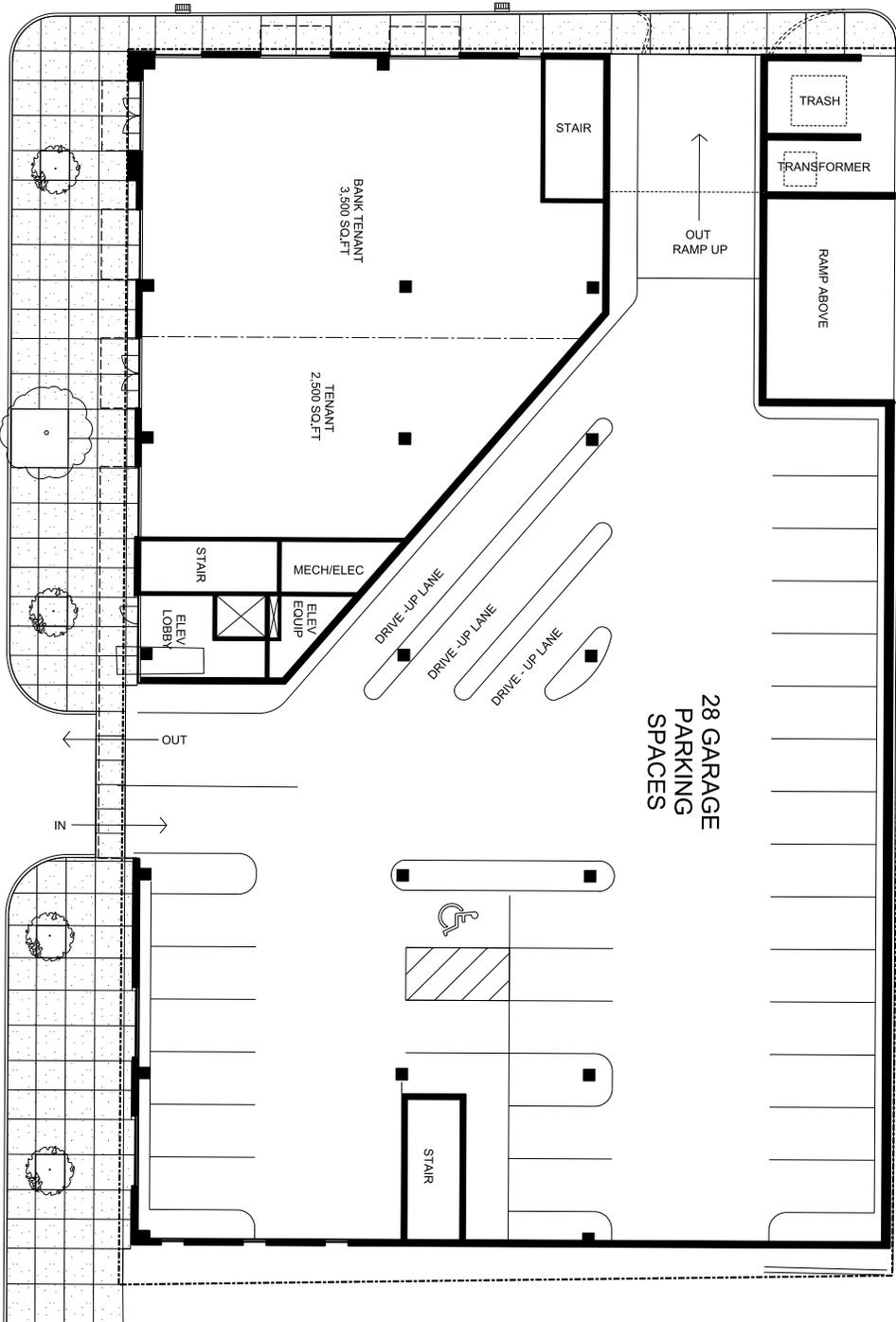
10' 8"

15'

10 STREET

SITE PLAN
SCALE: 1"=10'

COLLEGE AVENUE



28 GARAGE
PARKING
SPACES

ALLEY

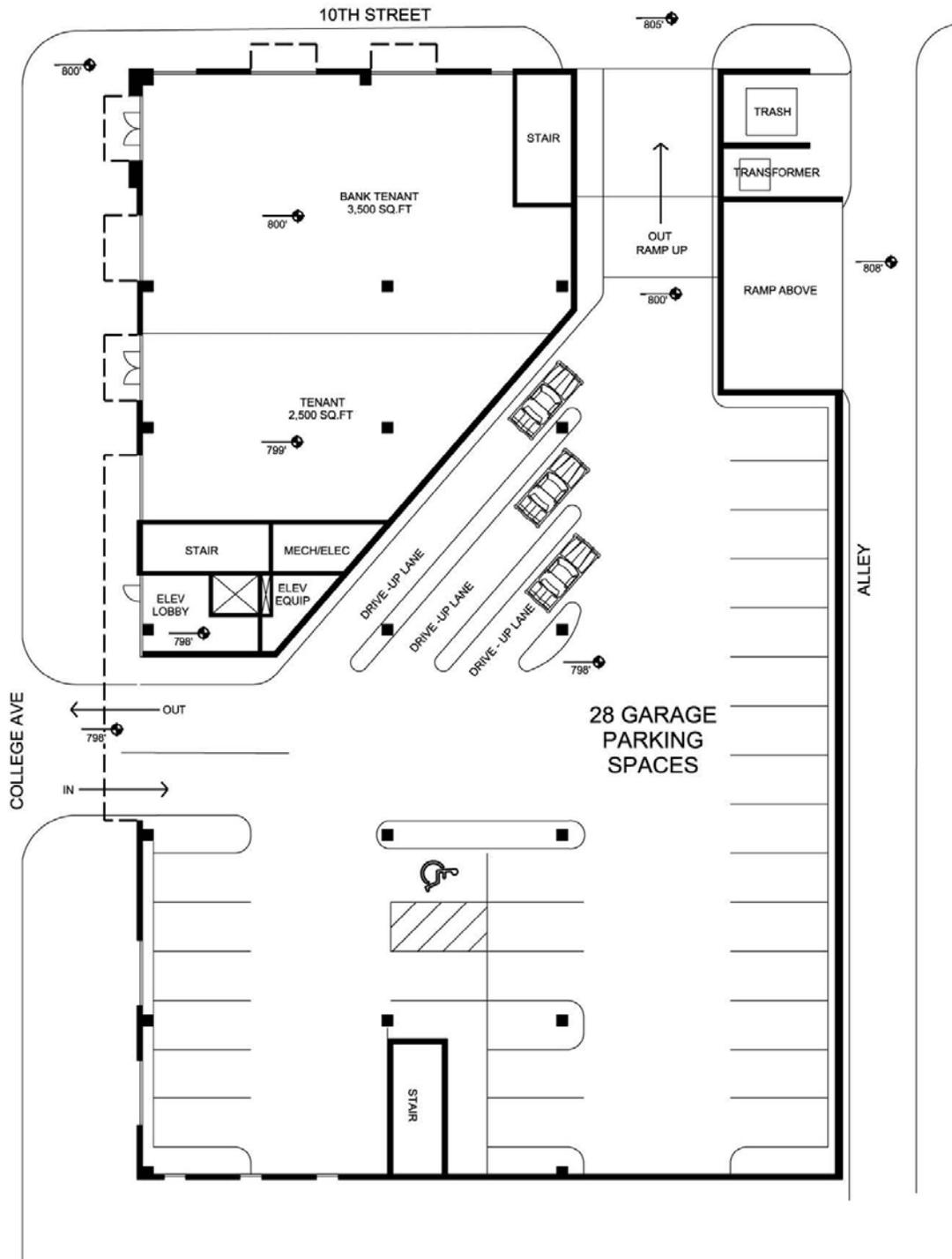


C 301

SHEET NO.
DATE: 02/27/13

WSP
PROPERTY GROUP

10 NORTH
530 N. COLLEGE AVENUE
BLOOMINGTON, INDIANA 47401

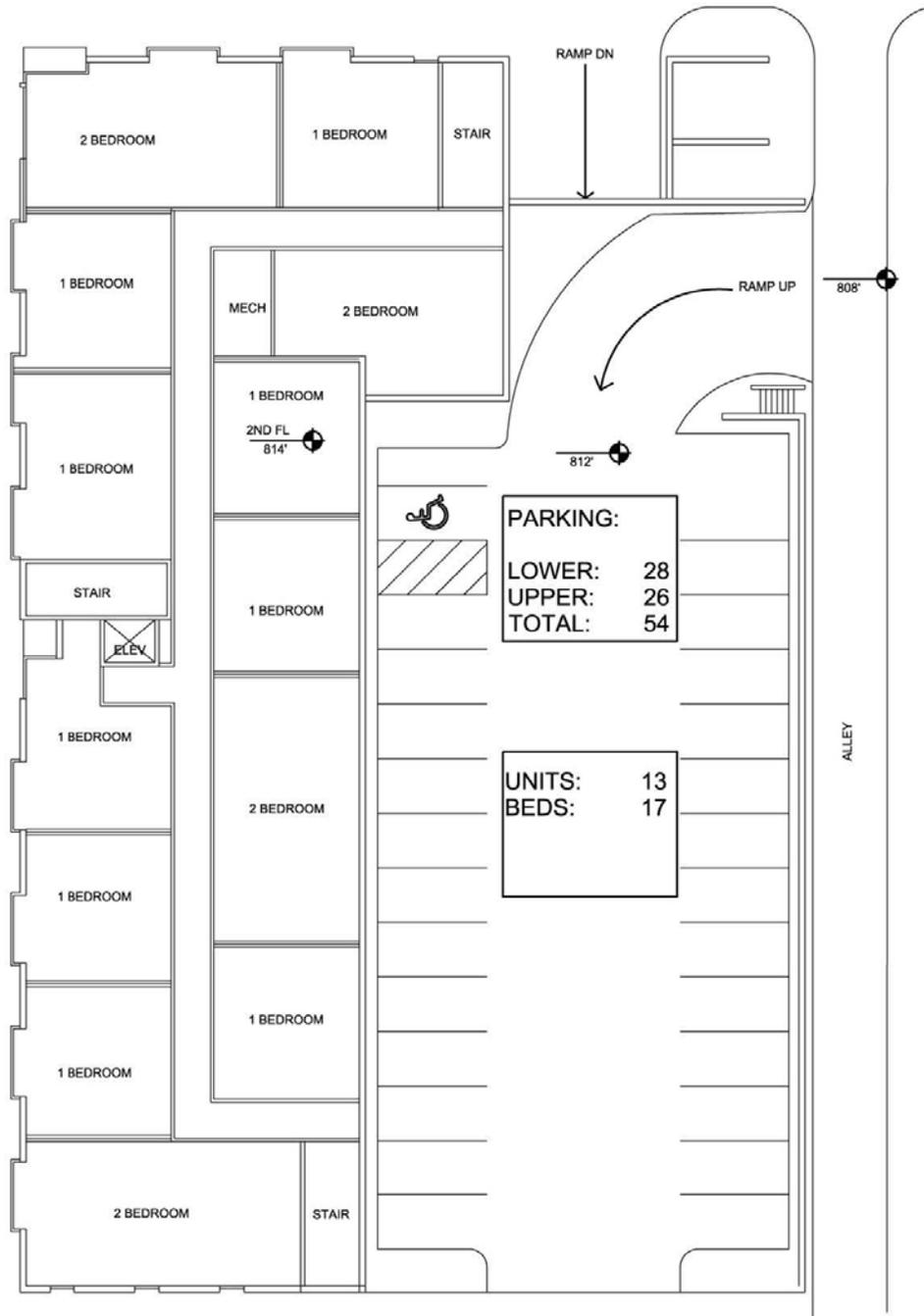


FIRST LEVEL

10 NORTH MIXED USE

WS PROPERTY GROUP

FEBRUARY 25, 2013

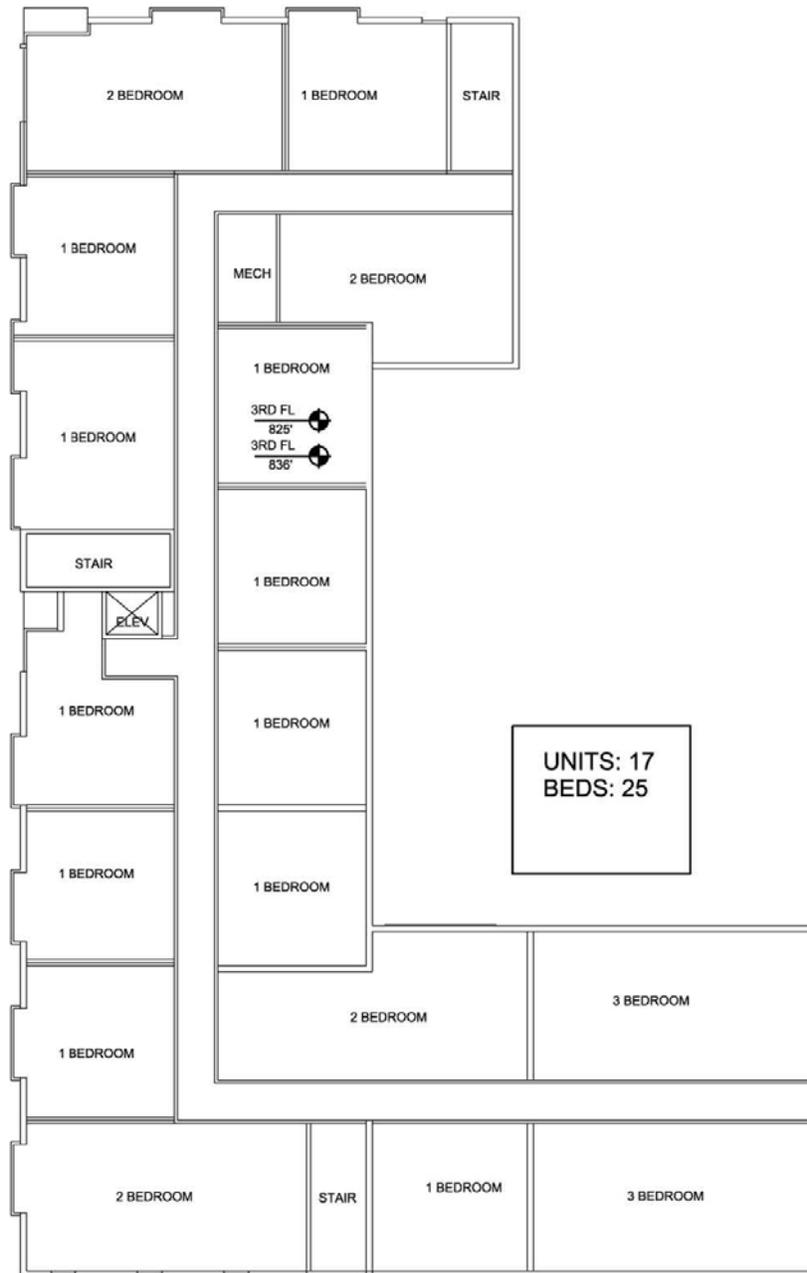


SECOND LEVEL

10 NORTH MIXED USE

WS PROPERTY GROUP

FEBRUARY 25, 2013

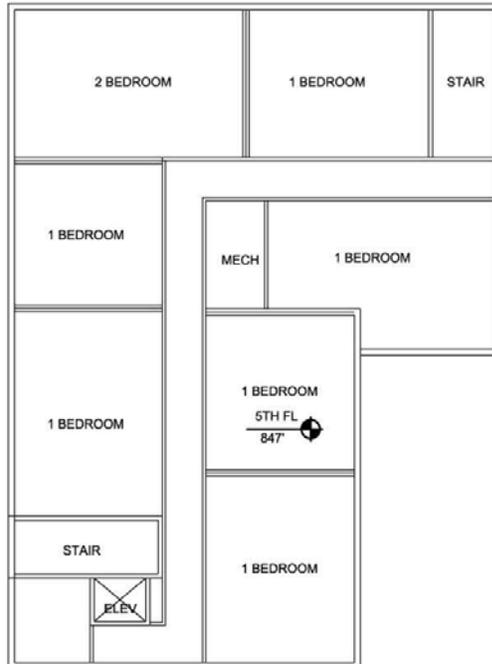


THIRD & FOURTH LEVEL

10 NORTH MIXED USE

WS PROPERTY GROUP

FEBRUARY 25, 2013



FIFTH LEVEL

10 NORTH MIXED USE

WS PROPERTY GROUP

FEBRUARY 25, 2013

Bloomington Bikes Month 2013



Celebrate Bloomington Bikes month in May with several events that will get you rolling.

[Visit the Biking Events in Bloomington Web page.](#)

Learn to Ride for Adults

Want to learn how to ride a bike, or gain confidence in your riding? Our friendly and supportive instructors will lead you through a two-hour class designed to get mature teenagers and adults comfortable pedaling, steering, and starting/stopping a bicycle. Bicycle and helmet required. For ages 15 yrs. and up.

Tu · 5/7 · 5:30-7:30 p.m.

[Bryan Park Pool](#), parking lot

\$10/in-city, \$12/non-city — [Register by 5/5](#) - *registration for this class opens April 10*

Midnight Mosey

Decorate your bike as bright as you can and light up the night with fellow cyclists as we mosey around Bloomington. We will make stops all along the route to explore and admire some of Bloomington's glowing sites. Each bicycle must have, at minimum, white front lights and red rear lights to participate. Reflective clothing and helmets are encouraged for all riders. For ages 18 yrs. and up.

Sa · 5/11 · 9 p.m.

Monroe County Courthouse, south side

Participation is free - registration is not required.

Bike Rodeo

The Bike Rodeo is a free, family-oriented event that both entertains and educates children on cycling safety and the importance of wearing bike helmets. Participants can bike through an obstacle course, enjoy healthy snacks, and learn something new! Helmets are provided for riders who need them. Bring your own bike. A few bikes will be available for use in the Rodeo. For ages 4 - 12 yrs. w/parent. Sponsored by IU Health Bloomington and SAFE Routes to School.

Tu · 5/14 · 4:30-6:30 p.m.

Childs Elementary School, 2210 S. High St.

Participation is free - registration is not required.

Learn to Ride for Kids

Beginners: Spend the entire summer cruising on your bicycle after this Bloomington Bikes Week class. Participants learn how to confidently and safely ride their bikes through individual instruction, and also learn about bike maintenance, road safety, and proper bike and helmet fittings. Each participant receives a free bike helmet and must bring a bicycle without training wheels. Parents are encouraged to participate, and must remain on site. Class will be rescheduled in case of inclement weather. For ages 5 - 9 years w/parent. Instructors: Vince Caristo and Will Rose

Tu, W, Th · 5/14-5/16 · 4:30-5:30 p.m.

[Bryan Park Pool](#), parking lot

\$35/in-city, \$40/non-city — [Register by 5/10](#) - registration for this class opens April 10

Tu, W, Th · 5/21-5/23 · 4:30-5:30 p.m.

[Bryan Park Pool](#), parking lot

\$35/in-city, \$40/non-city — [Register by 5/17](#) - registration for this class opens April 10

National Bike to Work Day

The City of Bloomington celebrates National Bike to Work Day as part of Bloomington Bikes Month. Stay active, save money, and reduce your carbon footprint—all on your way to work! Registered riders will be entered into a drawing to win healthy food and fun prizes. Register online at bloomington.in.gov/biketoworkday beginning April 10. For ages 16 yrs. and up.

F · 5/17

Free — [Register by 5/15](#) - registration for this event opens April 10

Cycle to Service

Cycle to Service weekend is an opportunity to commute to your place of worship by bicycle. Set a good example, reduce congestion, and leave parking spaces open for those who need them. Biking is a fun and healthy way to take care of yourself and the planet! For all ages.

F-Su · 5/17-19

Participation is free - registration is not required.

Bike to Market

What better way to pick up locally grown produce than by pedal power? Double the fun on your weekly trip to the Farmers' Market by getting there by bike! Located right off the B-Line Trail at Seventh Street, the Farmers' Market is a convenient biking destination for the whole family. Bike racks are located at the south end of the Market, so your bike can take a break while you shop. For all ages.

Sa · 5/18 · 8 a.m. - 1 p.m.

[Bloomington Community Farmers' Market](#)

Participation is free - registration is not required.

2013 Bike Commuter Survey Summary of Findings

Participation:

339 participants (89.2%) of the 380 people who started taking the survey finished the survey to completion. 306 participants to complete the survey took place the week of February 7- 14th. This overwhelming percentage indicates the press release/ social media campaign (implemented on Feb 7th) was the most effective means of recruiting participants. Directed individualized campaigning accounted for the high prevalence of feedback from IU Health, Monroe County Library, and Upland Brewery.

Business/ Organization:

The Bloomington Organization with the greatest participation rate for the 2013 Bike Commuter Survey includes: Indiana University (36.5%; n=85), Monroe County Public Library (18.9%, n= 44), City of Bloomington (14.6%, n=34), IU Health (9.0%, n= 21). Bloomingfoods, Upland Brewing Company. Organizations represented by < n=3 responses include 46 companies within the Bloomington area. These companies include

Finche's Braissire	Ivy Tech (3)	Naval Surface Crane
Author Solutions (2)	Jackson Hewitt Tax Svcs.	Dept. of Child Services
Ballweather Manuftg	Dept of Defense	Campus View Childcare
Salvation Army	WFHB	EnVisage Technologies
Gates Insurance (2)	Federal Government	Title Plus
Première Catering	Sumpner's Building Svcs.	Dermatology Clinic of S.I.
United Commerce Bank	Fed Ex	St. Charles School
Option 6	SIAC	Monroe Hospital
Mitchell Community Schools	Bicycle Doctor	1 st Pres. Church
IU Foundation	NSWC Crane	SCCAP
Community Kitchen	Irish Lion	MHC
Cornerstone	Janko's Little Zagreb	BABS
OTIS (2)	Conversation Law Center	United Commerce Bank
Senior Service Agency	9round Kickboxing	Primere Healthcare
Habitat for Humanity	First United Church	

Gender:

Distribution between Male/Female responses are roughly equitable. Males comprised 48.9% (n=183) of survey responses, females 50.3% (n=188). Transgendered individuals comprised .8% (n = 3) of the responses, and 8 participants skipped the question.

Functioning Bicycle:

88.5% (n= 338) of responses indicated they had access to a functioning bicycle, and 11.5% of responses indicated that they did not have access to a functioning bicycle. Zero responses skipped this question.

Distance of Commute:

33.4% (n= 111) of survey participants reported their commute distance was 'Over 5 miles).
27.9% (n = 90) of participants reported their commute was 'over one mile to under 3 miles',
24.5% (n = 79) reported their commute was '3 miles to under 5 miles,'
'1/4 mile to less than 1 mile' was reported by 11.8% (n= 38)
The least reported response indicated that 1.5% (n= 5) live less than 1/4 from where they work.

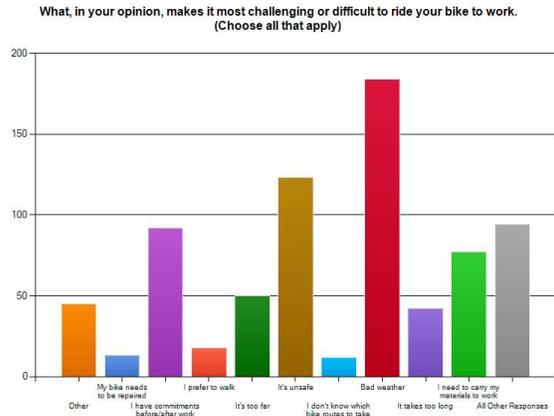
59 Responses elected to skip the question

Stages of Change:

34.7 % (n= 112) of survey responses reported they 'ride their bike to work frequently (more than once a week)'
28.2 % (n= 91) of survey responses reported they 'are not even thinking of taking their bike to work'
14.2 % (n = 46) of survey responses reported they ' sometimes ride their bike to work (less than once a week)'
10.8 % (n = 35) of survey responses reported they 'are thinking about riding to work/ not ready to try'
7.4% (n= 24) of survey responses reported they 'tried riding their bike but only once/twice'
4.6% (n = 15) of survey responses reported they are 'getting ready to ride their bike to work but have not done it yet'

59 Responses elected to skip the question

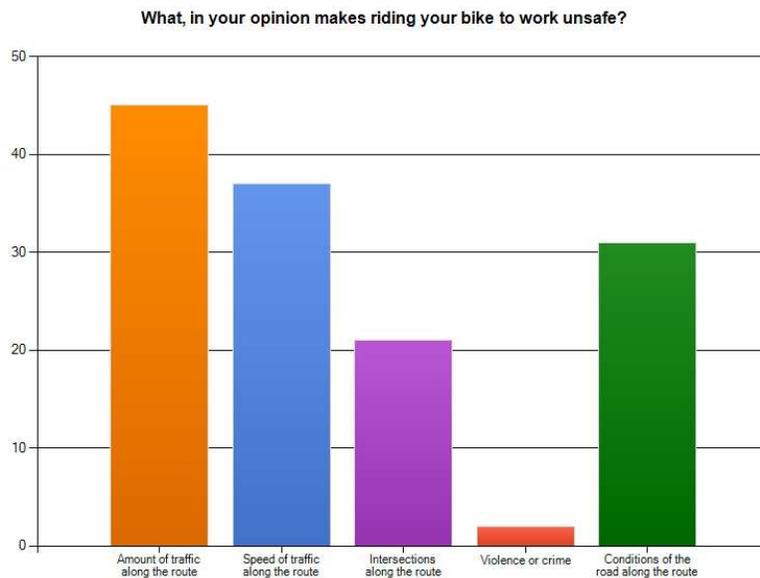
Barriers/ Challenges



1. Bad Weather (57% n= 184)
2. It's Unsafe (38.1% n= 123)
3. Commitments Before/After (28.5% n= 95)
4. Materials (23.8% n= 77)
5. No Place to Change/ Shower (20.7% n=67)
6. Distance "Too Far" (15.5% n= 50)
7. Other (13.9% n=45)
8. Time (13% n=42)
9. Prefer to walk (5.6% n= 18)
10. Bike in need of repair (4% n=13)
11. Unaware of how to get there (3.7% n=12))

12. Other Barriers Listed

- a. Bike Theft
- b. "Giant hill" (2)
- c. In need of "lock or light" (2)
- d. Necessitates Planning in advance
- e. Uniform/fashion related
- f. "too dark"
- g. "too early"
- h. "many errands during the day"
- i. "don't feel like it/ too tired"
- j. "medical conditions"
- k. "busses are unsafe"
- l. "standing puddles"
- m. "transportation of children/pets"



Benefits of Biking:

- 1-Health Benefits (51.2%) (23.4%)(13.2%)(6.8%)(3.1%)(1.0%)(1.4%)
- 2- Saving Costs on Fuel and Vehicle Costs (18.6%) (32.2%) (25.8%)(15.3)(5.4%)(1.7%)(1.0%)
- 3- Environmental Benefits (18.3%) (28.1%) (27.8%)(11.5%)(6.1%)(5.4%)(2.7%)
- 4- Reducing Traffic Congestion (2.0%)(3.1%)(15.9%) (36.6%)(23.3%)(44.5%)(13.1%)
- 5- Convenience (7.1%) (7.1%) (10.8%) (14.9%)(31.5%)(18.3%) (10.2%)
- 6- Spend Time with Friends/ Family (1.1%)(2.8%)(4.6%)(10.6%)(23.3%)(45.%) (13.1%)
- 7- I like to Race (1.8%)(3.5%)(2.1%)(4.9%)(8.5%)(15.2%)(64.0%)

Implications for Bike to Work Advocacy:

Population of Interest: Women

Women were more likely to respond that they do not have a functioning bicycle (13.9% vs. 7.69%)

Roughly the same proportion of responses indicated that they live over 5 miles from the workplace they travel to most frequently.

Women were more likely to live closer to their places of work than the men participating in the study

Women were more likely to fall into the category of ‘not even thinking about adopting bike commuting behavior’ than men (33.97% vs 21.74%)

Women were less likely to fall into the category of ‘regular bikers (ride to work more than once a week)’ (26.92% vs 42.24%)

Women reported the barriers of:

- “Bad Weather” (50.62%)
- “Unsafe” (38.61%)
- “Commitments” (25.32%)
- “Materials” (21.52%)

In order to encourage women to adopt the bike commuting behavior stressing ‘the option of bike commuting’ to women so as to incorporate more physical activity at times that may be conducive to the schedule/ weather to address this behavior in the population.

Population of Interest: Those who fall into the ‘not even thinking about adopting this behavior’ but live under 5 miles from their places of work :

100% of those surveyed DO have a functioning bicycle

Barriers listed:

- Carrying Materials
- Perceived Safety—too much traffic
- Weather- environmental determinant

To access this population of interest it may be beneficial to stress ‘biking to work’ can be an option. Furthermore, increased initiatives to promote safety, advocacy and enforcement initiatives near popular bicycle/pedestrian infrastructure.

Comments/ Rants:

If I was allowed to ride ---carefully--- on sidewalks, I would ride my book. Otherwise, riding on High street is dangerous. There aren't many other good routes

The trail system needs to extend outside the city. When the B-line makes it across Hwy 37 towards Ellettsville I will likely try biking to work.

I do not commute with my bike, so my bottom 4 don't really apply to me

It does NOT reduce traffic congestion.

Thanks!

Getting to and from meetings might cause a problem.

I ride my bike starting in March through October in warmer weather and not in the rain. Have been doing this 5 to 6 years.

Drivers need to better observe stop signs all around. Even when they think they're being courteous while waving me on- if they have right of way it confuses other drivers at the intersection. Everyone should know how to proceed at a four way intersection including cyclists. This is a problem for me as a driver in a car as well, and is not limited to interactions between drivers and cyclists.

I rank all of these, other than health, as a 5. Biking increases traffic congestion, as bikers don't obey traffic laws, or common courtesy. It's much harder to get to work, especially when it is raining and when there is snow on the ground (hello - this is not sunny Florida!). The streets (and sidewalks) are no place for bikers to race. Bloomington & Monroe County waste too much taxpayer funds on bike trails while our roads are in disrepair - roads which the overwhelming majority need to commute to work, school and shopping for necessities - ever try to carry multiple sacks of groceries on your bike?

All of these responses only apply to IU. I never ride my bike to One World. Too far.

It is traffic congestion that poses the greatest risk to me as a cyclist. Backed-up cars are more like to make blind turns in front of me or pop open their door.

I love the bike paths in the city and county, and think that further expansion and connectivity between the various trails should be a huge priority for future years, not only for commuting and recreation, but also for economic development (creating a community where people want to live) and tourism.

It doesn't effect me, but not having to worry about parking is another benefit to consider.

i do not like to race! another benefit is that my partner and I share the car, so if i am not using it, he can to take our child to a music lesson, run an errand across town, etc. mostly, my partner walks or rides his bike everywhere though. more so than me.

Ridng a bike is fun and good for the planet. BIke paths, like on the east side of town parallel to the train tracks (and 10th st) need to be plowed after snowfalls. IN countries with large numbers of bike commuters, bikes routes are given priority over cars. Here in Bloomington you have to look out for the cars and the pedestrians. We really have to change things to make it easier for bikers.

Bloomington is anti vehicle. I will NOT ride a bike to work and I see VERY FEW people riding bikes as I drive around town. And the ones I do see, disobey every traffic law especially stopping at stop signs.

I live in Brown County but work in Bloomington. I feel that drivers in Bloomington do not like bicyclists. I feel unsafe riding in town and, especially, during the multiple street crossings on the B-Line. There are way*too*many traffic/bike intersections on the B-Line. That, and the areas that feel unsafe have caused me to not bring my bike with me to ride after work. And I won't buy a shirt that says, 'Bike the B-Line,' because I don't want to promote it. I was so excited for that bike path to be completed and now I don't feel as though I can use it. What*a*shame! :-)

Beyond 2 they do not apply to me. My primary reason is that Bloomington's streets are too narrow (and the city persists in narrowing more easily navigable streets) and poorly maintained. I refuse to ride on sidewalks (very common around campus), which is dangerous to pedestrians. I base this on two incidents of students who were pedestrians, on sidewalks, victims of hit-and-runs where a cyclist smashed into them and, after the collision, hopped on their bikes and sped off. One was a student in my class whose jaw was shattered. If you're going to promote cycling in town, the city needs to punish cyclists for breaking the law.

Much/most 'prefer' a car... or to drive, the bus stinks, thou VERY helpful!

Law enforcement needs to do a better job of enforcing the traffic laws on BOTH cars and bikes, this would make it much safer to travel by bike.

I don't own a car and don't want to ever.

more paved in-city trails and curb-separated bike lanes would be best to solve the problems I face in commuting by bike in Bloomington

Bike racks on buses help so much!

I know that I fall into the Monroe County area for the first part of my ride (the hard/problematic part). The planned someday side path along Rohrer/Gordon Pike can't come soon enough, in my opinion.

Police need to enforce traffic laws on cyclists (confiscate bikes, fines, etc). Irresponsible cyclists are hurting the effort.

I never consider rankings listed in 5, 6, 7

I have no interest in bicycling anywhere

none of them are important to me. terrible ratings scale

The exhilaration of feeling the sun and wind on my face and breathing fresh air, solo meditative time/time to think, being an inspiration for others who want to "ditch the drive" (especially women who may be more hesitant), increasing bicyclist presence in our town, being more connected to my surroundings are all huge pluses for me. Racing doesn't even make my top ten.

Race? No thanks, but I do enjoy riding itself, so if you put Enjoyment as a choice it would be near the top.

I would consider riding my bike if I didn't live so far away from my work, i.e. I work in Indy.

Also, because IU has so many parking issues, it is easier to just ride the bike to work. I love getting in a little workout on the way to work. However, snow is the last impediment to biking to work. If I knew the roads would be clear in the gutters, I would bike more consistently in the winter.

Really everything below #2 is the at the same level. Just no way to mark it that way.

Thank you for this survey. I hope it helps make Bloomington an even better place to ride a bike!

It is not easier to get to work by bike out at Cook!!

great exercise. traffic sucks. people less friendly due to towns rep for inconsiderate bike riders.

I use all modes -- bike, bus, walk, car, carpool. I like walking the best, but the bicycle is more convenient than walking, bus, or car.

Work with businesses to create incentives for employees to ride to work.

I don't own a car and have no problem with that.

I like to ride my bike for fun and exercise.

Number 8 is very confusing to answer.

I love to bike but I abhor that Btown is so liberal especially concerning bikers AND the homeless.

I don't have to pay taxes on my bicycle and I can do what ever I want to. The laws don't apply to me.

All of these bicycles that are on our roads are hazardous. And you are promoting putting more of them on the roads. They do not follow the laws of the roads. The city has put in special bike lanes and I can't recall ever seeing one bicycle on one of these bike lanes, a huge waste of money.

stupid question. Without health insurance - no way will I ride my bike 11 miles to work.

Biking across SR 37 on Tapp Rd at rush hour is suicidal!

I rated 1-4 on question 7. the other answers arranged themselves. I did not rank 5-7.

More important than these: it's more relaxing

The B-Line is great! It is the distance from the B-Line to my house that is the scary part. There are too few bike lanes and connected routes.

Could not arrange numbers in my preference.

The last three (easier; racing; time w/friends) do not apply at all.

I live and work close to B Line Trail

Fun, relaxation, satisfaction, pride

I would sometimes Bike to work if there was a better way to cross Tapp at 37.

The most important reason is that it's fun!

Because I live 1 mile from where I work, I walk every day. On occasion I ride my bike.

also to be outside and get fresh air. Best way to travel. I've been biking to work since I've been 21 but in Bloomington since 1993. Drivers need more education especially when they are making right turns. Been hit once (in New Orleans by a drunk hit and run driver), and almost hit in B-town about 30 times, generally drivers hurrying to turn right immediately in front of you. Impatient drivers!! I try to follow all laws, but some drivers hate bicyclists on the road. More education for all would be good. And sweeping up salt and glass in the bikelanes even better. New tunnel under Bypass has one unfinished part on the west side of the tunnel. And bike paths are not always cleared from snow. Thanks, keep promoting bikes; we need to--the planet's climate is screwed. I think we need to promote this much more than we are doing, and even creating whole roads for bikers as they do in Holland and other countries. I am in my 60s and most of my friends think biking is too dangerous; if we could change the culture so many people do it on separate lanes or roads--we could see many more doing it. You can bike throughout the year here with the exception of a few days.

My employer offers \$1/day for biking which seems like small potatoes but is actually a nice system.

Safe and Civil Streets Bloomington Campaign - Whitepaper

Goals:

- 1 to reduce unsafe behaviors of bicyclists, pedestrians, and motorists.
- 2 to reduce frustrations that result from unsafe and unpredictable behaviors.
- 3 to reduce the incidence of crashes leading to injury or death.

Target Behaviors:

Audience	Target Behavior	Legally restricted?
motorists	speeding	yes
motorists	texting/cell phone use	yes
motorists	rolling through stop signs	yes
motorists	opening door into bike lane	no
bicyclists	no bicycle lights at night	yes
bicyclists	no bicycle bell installed	yes
bicyclists	sidewalk riding (adults)	yes
bicyclists	riding against traffic	yes
bicyclists	wearing headphones while riding	yes
bicyclists	zipping through stop signs	yes
bicyclists	texting while riding	yes
bicyclists	no helmet	no
bicyclists	not yielding to pedestrians	yes
pedestrians	crossing not at an intersection or crosswalk	yes
pedestrians	jumping out in front	yes
pedestrians	texting while crossing	no

Target Areas:

- 1 IU Campus and vicinity
- 2 Core Downtown

3 E 3rd St Corridor

Strategies

1 Outreach/marketing

- Sidewalk tags/drawings
- Bicycle hang-cards
- Bike rack displays
- Flyers
- Bus wraps
- Banner ads
- Website
- YouTube Videos
- Car window decals (look! for bicyclists)
- Earned media (newspaper)
- group presentations
- stickers
- pamphlets
- exhibit Lotus Art Bikes around downtown to build awareness
- A bike - related fashion show - ten ways to look fabulous while riding a bike - how to avoid helmet head, etc.
- Work with WonderLab/MCCSC on some bike safety activity - “How to teach your parents to ride safely”
- Perhaps add some component to the project that publicly acknowledges those that exhibit safe behavior - something that cyclists can display - button, t-shirt, etc...

2. Enforcement

- Targeted enforcement areas
- Speed Reader signs
- Bike Light warnings
- Bike or Foot police at intersections

Measures

The following measures can tested periodically to evaluate success in meeting the program goals:

- 1 Observation of specific behaviors in the target area. (Goal 1)
- 2 Community survey of attitudes and perceptions regarding street safety. (Goal 2)
- 3 Crashes reported to state police database. (Goal 3)

Partners

- City of Bloomington; IU Office of Sustainability

Timing

- **Begin April 2013**
- **Yearly, April and September**