

**Platinum Biking Task Force**  
**Summary of Prevailing Ideas (on-going)**  
**Last Updated: 3/10/11**

**Evaluation and Planning**

- East-West connectivity is a problem
- Bicycle Boulevards (priority)
- More sidepaths
- New road construction needs to accommodate non-motorized travel better
- Think through problems before they arise and address them (Task Force's charge)
- Bike Routes often cross busy streets (Hillside) and have good routes to destinations but some routes are hard to follow (wayfinding)
- Bike Routes have a few locations that are less than ideal (highland) and may need modifications or physical improvements for improved safety
- Campus bicycle advisory committee
- Form an alliance of groups to help evaluate bike safety and reduce crashes
- Identify major safety concerns (not just perceived) through data and an action plan to address these (several E's) - Utilize published research to further advance planning (safety in numbers example)
- SR 37/169 non-motorized bridge between Basswood Drive and Liberty is a very high priority for exclusive non-motorized crossing locations (total of 4 have been identified) along the corridor.
- Twin Lakes and Basswood path connection is needed
- Define role of IU and their contributions in making Bloomington Platinum
- Reevaluate City budget priorities to align with PBTF priorities (increased transparency in funding/accountability)
- Bike shops can be a good resource of hard biking data to obtain (crash)
- Consensus - planned network would adequately serve the needs of the community
- Development requirements - showers and other BFB [also Engineering]
- infrastructure gap analysis - bike lanes, parking, BLOS, etc.
- continue/expand intersection and bike rack counts
- conduct intercept surveys of bicyclists to determine route info and preferences
- conduct BLOS/BCI analysis of arterials
- combine counts, surveys, infrastructure inventories into yearly "State of Bicycling in Bloomington" report
- 'Complete Streets' for local projects

## Education

- Accelerate Safe Routes to School education efforts and reduce costs of (bus) transportation with more walking and biking to school (wellness benefits too for kids and parents)
- Create a series of Brown Bag Lunch lectures (business, and schools) on health, nutrition, safety, laws, routes, etc.
- School curriculum on transportation at regular intervals (3<sup>rd</sup>, 6<sup>th</sup>, 9<sup>th</sup> grade)
- Require bicycle awareness test as part of new motor licenses/permit
- Share the Road and Same Road Same Rules
- TV spots, radio, CATS, promotions
  - Use short spots to give tools to bicyclists so they can share their passion with others why they ride (“avoid preaching to the choir”)
  - Use spots to clearly highlight safety issues and their consequences for not following the rules
- Use the Farmers’ Market, Sporting Events, IU/Ivy Tech orientation, other festivals as venues.
- Existing PR and other material is difficult to find - need effective high profile education efforts (rules of the road)
- Responsibility to educate falls on City, County, IU, and bike Clubs
- Advertise on IU Campus Bus/Bloomington Transit (wraps, external and internal signs)
- Diversion program - Share the Road safety class - 2 hr diversion class for 1<sup>st</sup> timers
- Perspective training for truck, bus and bike users
- IU have a focus on research and offer programs/classes (class credit)
- Paid staff as “ambassadors” through partnerships (the Y, sports stores, hospital)
- Bloomington Transit advertising (wraps etc.)
- Use electronic message boards for quick messages and alerts (PSAs)
- Identification - good practice for safety/emergency reasons
- Proper clothes, equipment, and bikes (not a one size fits all)
- bicycle education for all IU undergrads

## Encouragement

- Strong marketing program to highlight economic benefits to car-less (not car-free) lifestyle
- Market/Public Relations - Bloomington is pretty bikeable as is - dispel myths
- Time for very good polished PR campaign where biking is seen as the norm and not a fringe activity for all ages (try more personal methods like parades, facebook, parties, etc.)
- Businesses reward employees to bike, walk, or take transit to help free-up spaces for customers/others
- Capitalize on businesses wellness programs to include biking and Bicycle Friendly Business achievements (more BFBs)

- Build on great bike culture (for IN) to ride intelligently and predicatively
- Create an umbrella organization for all bike/ped aspects - one stop shop (Ann Arbor and Portland).
- Innovative marketing to help people discover alternative transportation
- NPOs need to fill voids of local government efforts (Bicycle Transportation Alliance)
- Market Place - performance roadwear (Rapha) offers style and function
- Market Place - Buy Local and bike helmet discount program
- Market Place - bike rentals
- IU closed to vehicles during certain times (class change)
- Regular organized rides every week
- IU residential assistance for dormitory and off campus living
- Bike Month - Boulder is a good example to emulate - they have 50 events, raised \$70,000, and cast a wide net to capture all ages/abilities/modes.
- Consider all types of events (worst day of the year, bunny on a bike)
- BMX bikes, Mountain Bikes (Brown County) are resources to tap into
- Develop Corporate and NPO partnerships
- Downtown Bike Station
- Bike valet parking for big events
- IU office for service learning (resource)
- 20-minute Neighborhoods concept (Portland) - 2/3 of all trips are not home to work - big potential to capture other short local trips
- Safe Routes to School - golden sneaker and free bike
- Create a centralized internet portal or single web presence for bike/ped
- neighborhood-based individualized social marketing campaign (like Portland's Smart Trips, Aussie's Travel Smart)
- Ciclovía!
- bring city/county leaders on tour of gold or platinum BFC

### **Enforcement**

- More (increase visibility) police bicycle patrols (officers on bikes)
- Laws should reflect the notion that bicycling is efficient yet bicyclists are the most vulnerable on the road.
- Enforce rules of the road, increase fines, and have 1<sup>st</sup> time diversion program for offenders (diversion programs under education)
- Make traffic laws a higher priority of enforcement for all modes (speed reader signs, photo radar, cross walks, problem areas such as intersections)
- IPMBA 48 hour training required (ten are currently certified)
- Target most common violations/warnings: riding on sidewalks, without lights, wrong way on one way, and failure to stop - use special details to target these enforcement objectives

- Likewise target most common motorized vehicle violations with same special details
- Use crash and near-miss reports for special details
- Use regular roll-call announcements/training for officers
- Heinrich's Safety Triangle is a good metric to identify problems and avoid accidents
- Unify and simplify the laws - jurisdictions, infractions (motor vehicle code), and local ordinances are confusing, inconsistent, have different levels of effect (fines and deterrent), and applicability
- B-line/Trail crosswalks and right of way inconsistencies- creates confusion and perception problems (walking speed is acceptable for bikes)
- Diversion program and/or community service related work for bicycle related education and community outreach
- City Court - to effectively process city ordinance violations,
- Use fines used to support/augment enforcement activities (IPMBA training, equipment, bike lights, special details) - example by animal shelter
- Manage impounded and abandoned bikes (like IU - bike auctions)
- Implement a ban on texting (all), headphones (bikes)
- Mandatory sidepath law (need to clarify intent - to build or required to use - generally seen as a hindrance to cyclists)
- Share the road campaigns with enforcement (possible IN 3' passing law)
- Focus enforcement on safety (use data to target locations)
- Community Policing Agreement (Portland example)
- Bicycle Liaison with the Police Department
- Reduced fines for bikes running stop signs
- Road Rage Law - protect bicyclists and pedestrians
- evaluate/update crash reporting form (ie it may be the case that only crashes with injuries or > \$700 damage are reported)
- specific training for bicycle crash investigations

## Engineering

- Reduce speed limits throughout the city to 22 MPH or 19MPH
- Design Bicycle Boulevards to combine other community values along with cycling and provide good cost comparisons of choices
- SR 45/46 bypass 7<sup>th</sup> street underpass - need to time local improvements to maximize the underpass
- Need more funding and clear priorities for infrastructure
- Regular, frequent, and on-going maintenance is important
- Most storm drains pose significant hazards to bicyclists (grate design and elevation in relation to pavement)
- Share the Road - more warning and regulatory signs, traffic calming, target conflict areas - legitimating bikers rights - comprehensive

- Reduce barriers at key conflict points along busy arterials (hillside, 2<sup>nd</sup>, 3<sup>rd</sup>, College Mall, 6<sup>th</sup>/Washington, Grimes/Patterson)
- SR 37/169 crates a significant barrier to bicycle and pedestrian users (letter to INDOT - Tier II EIS)
- Buffered bike lanes, contra flow, bike boxes, and other emergent treatments
- Bicycle signals as official traffic control devices
- Explore the role of NACTO and innovative treatments
- Level of redundancy in facilities (extremes: all roads vs. only trails)
- Frequency of snow and debris removal, set priorities, and/or set policy (establish a clear policy and priorities)
- Maintenance hotline - to report and make requests with timeframe to respond
- Provide construction cost breakouts, all phases, to help detail respective costs
- Use of data/policy in proactive decisions vs. reactive decisions in project selection
- Prioritize (safe) connections to existing infrastructure along with improvements (transitions and intersections) along key routes
- Maximize network efficiency before maximizing network total miles
- Define priorities for suburban and outlying areas
- Signage and wayfinding are very important
- East-West connectivity is poor/inadequate especially to the Eastside and Westside
- Buffered bike lanes are needed (College, Walnut, 3<sup>rd</sup> Street) Is traffic volume alone a good metric or traffic speed (e.g. 50 MPH)?
- More IU bike parking and bike lockers
- Road Diets used to implement bike and ped infrastructure
- add clear merge area to all "disappearing" bike lanes at intersections
- widespread Lane Diet implementation wherever feasible
- add destinations, distance, and time to wayfinding

### **Economics (new E?)**

- Change school bus practices - current practice creates sprawl, a disincentive to walk or bike, requires significant resources (natural and fiscal)
- Economic study to highlight trade-offs with urban vs. rural living vs. sustainable choices
- Reduce the indirect costs of free parking to further encourage wise transportation choices - use IU as a good model
- Smart Trips - transparency on funding and goals and demonstrate how much is spent and the results
- Clear, transparent, and predictable funding commitments