



Vision and Goals Background Memorandum

Introduction

The Iowa City Bicycle Master Plan establishes a strategy to support bicycling as a viable, inclusive mode of transportation. Over the course of the planning process, community residents, businesses, institutions, and other stakeholders have shared their hopes and ideas for bicycling in Iowa City, and these hopes and ideas are encapsulated in the plan vision and goals that will guide the city's actions for bicycling for years to come. The plan vision is aspirational and ambitious, representing the desired future for bicycling. The plan goals are broad, value-based expressions of the community's desires that can guide decision-making and bring the plan vision to life. Goals give direction to the plan as a whole and are concerned with the long-term. As a core foundation of the plan, the League of American Bicyclists' Building Blocks of a Bicycle Friendly Community organizes the goals into a clear and comprehensive "Six E's" framework based on proven elements of great bike plans.

As the planning process progresses, specific objectives will be identified to add measurable actions to each goal. The plan vision, goals, and objectives are firmly rooted in input from community members, guidance from the bicycle advisory committee and technical advisory committee, and detailed analysis of existing conditions.

The Vision

Iowa City is a bicycle-friendly community in which bicycling is a safe, comfortable, convenient, and preferred mode of travel and recreation for people of all ages and abilities. Iowa City residents and leaders value bicycling as a means to support a strong and diverse economy, foster healthy and active lifestyles, promote transportation equity, advance environmental sustainability, and enhance quality of life.

The Goals

Engineering. Implement safe, comfortable, and convenient travel for people of all ages and abilities through an interconnected network of low-stress bicycling facilities.

Education. Provide educational opportunities that teach roadway safety for all roadway users in Iowa City, including practical skills for bicycling, awareness of bicycle facilities and how to use them, and the rules of the road for people driving and bicycling.

Encouragement. Offer diverse and inclusive programs, events, and activities that encourage all Iowa City residents and visitors to enjoy bicycling.

Enforcement. Establish a shared understanding of and respect for bicycling among all road users through enforcement activities that promote responsible travel behavior and help educate the entire community on roadway safety.

Evaluation. Define measurable mobility targets and provide routine evaluation of the state of bicycling in Iowa City to monitor plan implementation progress, identify opportunities for improvement, and address bicycling-related needs and issues as they arise.

Equity. Contribute to a more equitable, affordable, and accessible transportation system in Iowa City by ensuring bicycling is a viable choice for all people throughout the entire city, with special focus on underserved populations, including youth, the elderly, people with disabilities, racial and ethnic minorities, immigrants, and low-income households.

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