

To: Kent Ralston, City of Iowa City, Iowa
From: Cynthia Hoyle, Alta Planning + Design
CC: Sarah Walz, City of Iowa City, Iowa
Date: May 23, 2017

Re: Policy and Program Recommendations Memo

Introduction

Iowa City's status as a Bicycle Friendly Community is a sign of the community's commitment to bicycling and rests as much on local agencies' and organizations' effective programs and policies as it does the growing network of trails and bikeways. To further support Iowa City and its many community partners (identified in greater detail in the Existing Conditions Chapter) in building a culture of bicycling, this plan identifies a range of new policies and programs that build on and diversify current offerings. The programs and policies listed in the table below, and described in greater detail in this chapter, reflect the needs and values of the community residents and address service gaps identified in the League of American Bicyclists' Bicycle Friendly Community feedback provided in 2013. The table shows the applicable Six E's of a Bikeable Community for each program, and also identifies if a program addresses a specific recommendation in the LAB's BFC feedback.

With more than 20 specific programmatic and policy recommendations included in this chapter, it will be essential for the city to coordinate with its many local partners to identify appropriate program sponsors according to mission, capacity, funding, target audience, and other related factors.

Table 1: Recommended Programs and Policies

Program/Policy	Education	Encouragement	Enforcement	Engineering	Evaluation and Planning	Equity	BFC Recommendation
Bicycle Coordinator Position	X	X	X	X	X	X	
Standing Bicycle Advisory Committee	X	X	X	X	X	X	X
Annual Implementation Agenda	X	X	X	X	X	X	

Program/Policy	Education	Encouragement	Enforcement	Engineering	Evaluation and Planning	Equity	BFC Recommendation
Adopt NACTO Bikeway Design Guide				X			X
Zoning Code and Subdivision Regulations Updates				X			X
Complete Streets Implementation Plan	X			X		X	
Youth Bicycle Training Classes	X	X				X	X
Earn-A-Bike Program	X	X				X	
Public Education Campaigns	X	X	X			X	X
Bike Light Campaign	X	X	X			X	
Themed & Targeted Bicycle Rides	X	X				X	X
Create a Commuter Program	X	X				X	
Bike Mentor Program	X	X				X	
Bike Month/Bike to Work Events	X	X				X	
Targeted Law Enforcement Activities	X		X				X
Speed Message Board Deployment	X		X				
Specialized	X		X				

Program/Policy	Education	Encouragement	Enforcement	Engineering	Evaluation and Planning	Equity	BFC Recommendation
Bicycle-Focused Training for Law Enforcement Officers							
Publicize and Enforce “No Bikes on Sidewalks” and Dismount Zones	X		X				
Bicycle Facilities Fact Sheets	X			X			
Project Outreach	X	X	X	X		X	
Pop-Up Demonstration/ Pilot Projects	X	X				X	
Annual Report Card	X	X	X	X	X	X	X
Expanded Bicycle Count Program					X		
Crash Monitoring and Evaluation				X	X		X
Economic Impact of Bicycling Study	X	X			X		X
Bicycle Master Plan Updates	X	X	X	X	X	X	X
Apply for Gold-Level Bicycle Friendly Community Status					X		

Program and Policy Descriptions

Bicycle Coordinator Position

To enhance interdepartmental coordination, support interagency coordination, and streamline communications with community residents, stakeholders, and media, Iowa City should establish a Bicycle Coordinator position responsible for overseeing the city's diverse range of bicycling activities. This staff person's job include the following responsibilities:

- Monitor facility planning, design, and construction of bicycle and bicycle-related projects
- Coordinate the implementation of recommended projects and programs in this Plan with city staff and external agencies
- Provide regular updates to the City Council related to bicycle initiatives and projects
- Lead annual evaluation programs like bicycle counts, annual reporting, and crash evaluation
- Identify new projects and programs to improve the bicycling environment
- Pursue funding sources for project and program development
- Research and oversee policy development
- Represent the City of Iowa City for matters related to bicycle infrastructure projects and supporting programs

It is common for a bicycle coordinator to also oversee matters related to pedestrian mobility or active transportation in general. The title of Active Transportation Coordinator may reflect the broader scope and responsibilities of the position if the city should choose to consolidate bicycle and pedestrian matters under a single person.

Standing Bicycle Advisory Committee

During the Bicycle Master Planning process, Iowa City convened two committees to provide oversight and guidance for the planning team. The Bicycle Advisory Committee consisted of community partners and residents whose knowledge, experience, insight, and involvement were critical to the creation of the Plan. The Technical Advisory Committee consisted of Iowa City department representatives and key staff from other agencies whose technical expertise and understanding of department procedures, planned projects, and other information provided a framework for plan recommendations and implementation considerations. As Iowa City transitions from planning into implementation, it will be critical that these partners and department representatives remain involved with implementation decision-making and provide leadership and/or support to carry out projects, programs, and other actions pertinent to their focus areas. Iowa City should continue to have regular Bicycle Advisory Committee meetings and include department staff to join meetings on an as-needed basis. Membership should be reevaluated periodically to include representatives from relevant agencies, organizations, and community groups. Similar to the expansion of responsibilities of a bicycle coordinator to see all active transportation matters, it may be necessary to combine bicycling and pedestrian issues under a single Active Transportation Committee to reduce committee fatigue. The mission of this committee will be to implement this plan, as well as provide information to the City in an advisory capacity regarding pedestrian issues.

Annual Implementation Agenda

In partnership with the Bicycle Advisory Committee/Active Transportation Committee and representatives of Iowa City departments, Iowa City should develop an annual implementation agenda and budget that identifies specific projects, programs, and targets for executing the Bicycle Master Plan. The annual agenda and budget should be based upon available staff capacity, funding resources, and similar considerations.

Adoption of Best Practice Design Guides

Design guidelines are critical to the development of a safe, consistent bicycle network. In order to support local agencies in developing bicycle facilities based on sound planning and engineering principles and best practices from around the country, NACTO created the Urban Bikeway Design Guide. From Seattle, Washington to Washington, D.C. to Des Moines, Iowa, over fifty progressive cities have adopted the guide to inform city staff and consultants during project design and development. The guide expands upon basic facility guidance and standards included in the AASHTO Guide for the Development of Bicycle Facilities, 4th Edition (2012) and the FHWA's Manual for Uniform Traffic Control Devices (MUTCD), both of which are regularly used to for local bikeway projects, along with guidance from state design standards in the SUDAS. In 2013, the FHWA signed a memorandum expressing support for the Urban Bikeway Design Guide as a valuable resource to "help communities plan and design safe and convenient facilities" for bicyclists and actively encourages agencies to use the guide to go beyond minimum requirements and design facilities that "foster increased use by bicyclists... of all ages and abilities."¹

The Federal Highway Administration has developed a number of new resources in recent years to support bikeway planning and development as well. In 2016, the agency released Small Town and Rural Multimodal Networks (STAR guide) to support transportation practitioners by applying national design guidelines to the unique settings found in small towns and rural communities. The guide encourages innovation within the bounds of MUTCD and AASHTO compliance by providing unique engineering solutions and design treatments that address small town and rural needs.

Iowa City should adopt by resolution the NACTO Bikeway Design Guide and the FHWA STAR guide as a supplemental resources to implement the recommendations included in this plan.

Resources

NACTO Urban Bike Design Guide: <http://nacto.org/publication/urban-bikeway-design-guide/>

Sample Endorsement Letters:

Des Moines, IA: <http://nacto.org/wp-content/uploads/2016/05/Des-Moines-Endorsement-all-Guides.pdf>

Minneapolis, MN: http://nacto.org/wp-content/uploads/2015/06/Minneapolis_Urban-Bikeway-Design-Guide-endorsement-letter_08.24.11.pdf

Zoning Code and Land Subdivision Regulations Updates

Land use patterns have significant impact on how people travel in and around Iowa City. Bicycling and walking are disproportionally impacted by land use patterns when compared to other travel modes, as travel distances, street connectivity, and other environmental factors can restrict or deter altogether bicycling and walking activity. Zoning ordinances, subdivision regulations, building codes, and other policies create the framework for physical development. Zoning ordinances and subdivision regulations in particular focus on environmental design considerations, including aesthetics and safety, street connectivity, development scale and density, building setbacks, and mixture (or separation) of land uses. As a result, these regulations can change the way individuals relate to the people and places around them by affecting travel distances, streetscape character, presence of sidewalks and bicycling facilities, and even trees and landscaping.

¹ U.S. Department of Transportation. Federal Highway Administration. "Guidance: Bicycle and Pedestrian Facility Design Flexibility." August 13, 2013.

An expanding body of scientific research points to the direct link between land use policies like zoning ordinances and subdivision regulations, and active transportation. Zoning regulations can impact the percentage of population making trips on foot or by bicycle instead of car.² Zoning regulations and supportive land use policies and infrastructure improvements can increase bicycling trips and the percentage of the population riding bicycles.³ In recent years, Iowa City has been proactive in updating zoning and development regulations to ensure that new development and redevelopment incorporate bicycling considerations and support active transportation. As bicycling continues to grow as valued transportation mode in Iowa City, it will be important to integrate and codify this value to ensure it is reflected in future developments. The following amendments to Iowa City Zoning Code and Land Subdivision regulations should be considered to increase bicycle safety, connectivity, and accessibility:

- **Increase minimum sidewalk widths.** (City Code, Chapter 15 Section 3 Subsection 3 Paragraphs B-D) The 8-foot wide sidewalks adjacent to many roadways throughout Iowa City function as an extension of the trail system and are intended to serve bicycle traffic. In addition, many local sidewalks are used by children, young adults, and adults less comfortable bicycling on the roadways. Iowa City should consider increasing minimum width for wide arterial sidewalks from 8 feet to 10 feet, and increasing minimum width for sidewalks along collectors from 5 feet to 6 feet to more comfortably accommodate all sidewalk users and increase overtaking and bi-directional passing safety.
- **Incorporate bike lanes into all collectors and arterials.** (City Code, 15-3-2, Table 15-1) The current standards for street rights-of-way and pavement width differentiate between roads with and without bike lanes. This differentiation increases the difficulty of retroactively adding bike lanes due to pavement width constraints. Iowa City should consider standardizing bike lanes (or separated bike lanes) as a required element of all collectors and arterials. This policy amendment will help fulfill the League of American Bicyclists' metric examining presence of bike lanes on arterial roads and will also ensure bicycle network growth is commensurate with future land development and surface transportation system growth.
- **Differentiate between long-term and short-term parking requirements.** (City Code, 14-5A) Bicycling is an important element of the current off-street parking requirements of the city's zoning code, specifying the quantity, type, and site location of bicycle parking facilities for developments. The lack of differentiation between short-term parking and long-term parking does not provide adequate storage for long-term parking, which includes bicycle lockers, indoor secure parking areas, and covered, weather-protected parking areas, and may discourage daily bicycle commuting. The City should consider updating bicycle parking requirements to differentiate between these types of bicycle parking and associated requirements for each.

Resources

Zoning Regulations for Land Use Policy, Roadmaps to Health, Robert Wood Johnson Foundation:

<http://www.countyhealthrankings.org/policies/zoning-regulations-land-use-policy>

² Brownson RC, Haire-Joshu D, Luke DA. "Shaping the context of health: A review of environmental and policy approaches in the prevention of chronic diseases." *Annual Review of Public Health*. 2006; 27: 341–70.

³ Yang, Lin, et al. "Interventions to promote cycling: systematic review." *Bmj* 341 (2010): c5293.

Pucher J, Dill J, Handy S. "Infrastructure, programs, and policies to increase bicycling: an international review." *Preventive Medicine*. 2010;50(Suppl 1):S106-25.

Bicycle Parking Zoning Modifications, City of Cambridge, MA

<http://www.cambridgema.gov/CDD/Projects/Planning/bicycleparkingzoning>

Complete Streets Implementation

Iowa City has an adopted and very good Complete Streets policy that will contribute to the implementation of facility recommendations included in this plan, as well as the general bikeability of streets and public rights-of-way throughout Iowa City. To ensure implementation of the policy and the bicycle master plan, it is recommended that representatives across City departments work together to review existing plans, processes, and procedures related to the transportation system and establish goals and targets for complete streets implementation. Suggestions for how to best proceed with creating such a process and recommendations for key elements are provided below.

Create an Implementation Plan Process

- a) Objective: Create a Complete Streets Committee that includes representatives from all city departments/divisions and relevant city boards/committees, as well as members of the public, that will be charged with development of an implementation plan and schedule that will review and revise all procedures, plans, regulations, and processes of implementation and will perform an annual review. If there is considerable overlap in duties and responsibilities with other existing committees, consider assigning these responsibilities to an existing committee.
- b) Objective: secure training for pertinent city staff and decision-makers on the technical aspects of Complete Streets principles and best practices, as well as providing for community engagement and education on Complete Streets.
- c) Objective: Identify and recommend land use patterns, parking requirements, and development policies that increase overall mobility, which improve and support compact, mixed-use, bikeable and walkable development and connections to rural routes and areas, and that support local economic development.

Establish Design Criteria Utilizing Up-To-Date Standards, Innovative Design Guidance, and Current Best Practices

The City will utilize the latest design guidance, standards, and recommendations available to implement the Complete Streets Policy.

- a) Objective: The City will utilize the National Association of City Transportation Officials (NACTO) Street and Bikeway Design guides as the formal guidance for the development of city roadway and development projects.
- b) Objective: The City will utilize the current version of the Manual of Uniform Traffic Control Devices (MUTCD), for signal, signing and striping operations.
- c) Objective: The City will utilize the current version of the American Association of State Highway and Transportation Officials (AASHTO) Bicycle and Pedestrian guides for the development of bicycle and pedestrian projects.
- d) Objective: Use design to enhance and support expansion of services for active modes of transportation including, but not limited to transit, walking and bicycling, through increased funding and cooperative regional planning.
- e) Objective: Ensure the design of projects promotes the health and enhances the economic benefits of walking and bicycling as practical modes of transportation.
- f) Objective: Design projects so that they assure the protection of local and regional investments in transportation and assure proper maintenance and improvements of the facilities over time.

- g) Objective: Establish a detailed set of design guidelines for transportation system safety, user comfort, and maintenance.
- h) Objective: Include pedestrian lighting, connections through parking lots, short-term and long-term bicycle parking located near building entrances, and consideration of strong aesthetics in core or high-activity areas of town.
- i) Objective: In addition to infrastructure recommendations, provide programmatic elements such as wayfinding, kiosks, public art, and events such as open streets, and along sidewalks such as walking tours, street festivals, and public markets.

Youth Bicycle Safety Classes

Instilling a love for bicycling in children and young adults can support long-term gains in cultural acceptance of and support for bicycling activity. While many children learn bicycling at a young age, it is not a part of physical education curriculums in most schools in Iowa City and across the country, partially due to the lack of access to resources. Some school districts, however, have begun to incorporate basic bicycling safety and skills into physical education curriculums with great success, often partnering with local police departments, non-profits, and certified bicycling instructors to provide bicycles for students and offer effective instructions to encourage safe riding practices and a basic understanding of rules and responsibilities when riding around motor vehicle traffic. Iowa City should coordinate with the Iowa City Community School District to explore opportunities to teach basic bicycling skills to younger students.

Resources

SHAPE America (Society of Health and Physical Educators) Bicycle Safety Curriculum:

http://www.shapeamerica.org/publications/resources/teachingtools/qualitytype/bicycle_curriculum.cfm

League of American Bicyclists Bicycling Skills 123 Youth and Safe Routes to Schools courses:

<http://www.bikeleague.org/content/find-take-class>

Safe Routes to School National Partnership Traffic Safety Training Resources:

<http://www.saferoutespartnership.org/state/bestpractices/curriculum>

Earn-A-Bike and Create-A-Commuter Programs

Many children and adults in Iowa City lack access to quality bicycles and bicycle maintenance training and tools. In order to address this lack of access, the City and its community partners should develop Earn-A-Bike and Create-A-Commuter programs for children and adults, respectively. In June 2017, an Earn-A-Bike pilot program called Free Wheels targeting local youth will get under way. This collaborative effort between the Iowa City Police Department, Neighborhood and Development Services, the Parks and Recreation Department, World of Bikes, and the Bike Library will teach junior high age students basic bike maintenance and bicycling skills as well as route selection and mapping. Students who complete the program will receive a refurbished bike along with a helmet, bike lock, and bike lights. The initial program, which attracted applications from 26 children, is limited to just 15 students. If successful, the City should determine capacity and resources needed and available to expand the program to a wider audience.

Similar in concept to the Earn-A-Bike program, Create-A-Commuter programs provide low-income adults with limited access to transportation choices a functioning bicycle, as well as bicycle maintenance and skills training. The program was first developed in Portland Oregon by the Community Cycling Center using federal Job Access and

Reserve Commute (JARC) funding. Bicycles are outfitted with fenders, cargo racks, lights, and other equipment essential to safe bicycle commuting.

Resources

Earn-A-Bike Program, St Louis Bicycle Works (St Louis, MO): <http://www.bworks.org/bikeworks/earn-a-bike/>

Create-A-Commuter Program, Community Cycling Center (Portland, OR):
http://web1.ctaa.org/webmodules/webarticles/articlefiles/Portland_TriMet.pdf
<http://www.communitycyclingcenter.org/?s=create+a+commuter>

Public Education and Awareness Campaigns

A broad public outreach and education campaign can help normalize bicycling as an accepted and welcomed way for people to travel in Iowa City through compelling graphics and messages targeted to motorists, pedestrians and bicyclists. These campaigns utilize a variety of media to share their messages, from buses and bus stop shelters to websites, online ads, and social media outlets. Common topics for media campaigns include safety and awareness; sharing the road and travel etiquette; light and helmet use; and even humanization of bicyclists as fathers, mothers, sons, and daughters. Iowa City should develop a public education and awareness campaign to further establish bicycling as a valued mode of travel for all community residents.

Resources

We're All Drivers, Bike Cleveland (Cleveland, OH): <http://www.bikecleveland.org/our-work/bike-safety-awareness/>

Drive with Care, Bike PGH (Pittsburgh, OH): <http://www.bikepgh.org/care/>

Every Lane Is a Bike Lane, Los Angeles County Metropolitan Transportation Authority (Los Angeles, CA):
<http://thesource.metro.net/2013/04/11/every-lane-is-a-bike-lane/>

Every Day Is a Bike Day, Los Angeles County Metropolitan Transportation Authority (Los Angeles, CA):
<http://thesource.metro.net/2014/04/30/l-a-metro-launches-new-bike-ad-campaign-in-time-for-bike-week-l-a-may-12-18/>

A Metre Matters and It's a Two-Way Street, Cycle Safe Communities, Amy Gillett Foundation (Australia):
<http://cyclesafe.gofundraise.com.au/cms/home>

Bike Light Campaign

Bicycling at night without proper front and rear bike lights is dangerous, yet many people bicycling in Iowa City lack the proper lighting to stay safe and visible at night. In order to increase bicycling safety and overcome cost barriers that prohibit many individuals from purchasing bike lights, Iowa City should coordinate with community partners to create a bike light giveaway campaign. Community organizations with a public health focus may be effective partners and see a need to sponsor such a program. Similar programs across the country combine catchy names like "Get Lit" or "Light Up" to garner public and media attention. The City should consider scheduling the program to coincide with back to school events for college students or the end of daylight savings.

This would differ from the "Light the Night" campaign organized by the Iowa City Police Department and Think Bicycles, in which bicyclists who were issued citations for lack of proper lights could purchase bike lights and have their citation fee waived. In contrast, this new program would reduce or eliminate the cost altogether and therefore have a greater positive impact for low-income individuals.

Resources

How to Do a Successful Bike Light Giveaway, League of American Bicyclists:

<http://www.bikeleague.org/content/how-do-successful-bike-light-giveaway>

Get Lit, Community Cycling Center (Portland, OR): <http://www.communitycyclingcenter.org/get-lit/>

Pop-Up Bike Light Giveaway, BikePGH (Pittsburgh, PA): <http://www.bikepgh.org/2013/09/30/pop-up-bike-light-giveaway/>

Themed & Targeted Bicycle Rides

Organized bicycle rides offer people a comfortable and fun way to explore Iowa City's bicycle routes and trails in a group setting. For many, these types of events build participants' confidence and knowledge of the bicycle network, giving them the tools necessary to choose bicycling for short daily trips. Target audiences for these organized bicycle rides should reflect the diversity of the community and include children, seniors, low-income residents, minority residents, immigrants, and college-age young adults.

Smaller group rides with capped attendance can capitalize on cultural assets and amenities like historic monuments and buildings, city parks, business districts, and other unique locations. In St Louis, Missouri, Trailnet's free weekly Community Rides center around the city's history and culture, with themes ranging from museums, breweries, jazz, prohibition, greenways, and the Underground Railroad. Many of these rides are organized and led by local historians and civic enthusiasts.

Larger group rides called cruiser rides that offer family-friendly environment have become mainstays in communities across the country. The Denver Cruiser Ride, the Slow Roll in Detroit, and Freewheel in Memphis attract hundreds to thousands of participants, move at a leisurely pace, and welcome people of all ages and abilities.

The City should coordinate with local advocacy organizations and other community partners to explore opportunities to diversify and strengthen organized bicycle ride offerings as an essential tool to encourage bicycling activity in Iowa City.

Resources

Trailnet (St Louis, MO) Community Rides: <http://trailnet.org/tag/community-rides/>

Slow Roll (Detroit, MI): <http://slowroll.bike/>

Denver Cruiser Ride: <http://denvercruiserride.com/>

People for Bikes, How to Start a Cruiser Ride: <http://pfb.peopleforbikes.org/take-a-brake/how-to-start-a-cruiser-ride/>

Bike Mentor Program

For many Iowa City residents, bicycling to work or school can be a daunting challenge. Timing, route planning, selecting the right clothing for both work and the ride itself, and dozens of other considerations can overwhelm potential commuters, even if it's only a short ride from home to work. A bike mentor program addresses this need by matching new commuters with experienced commuters who can assist with route planning, commute preparation, and other nuances of commuting by bike. The City of Iowa City should coordinate with community partners to establish a network of bike mentors to share their experiences, assist new commuters with helpful tips and resources, and even ride to and from work destinations together. Bike mentor programs can even be established internally by major employers. These opportunities should be explored as well.

Resources

Hartford County, MD Bike Mentor Program: <http://www.harfordcountymd.gov/763/Bike-Mentor-Program>

Bike New York's Gear Femmes: <http://www.bike.nyc/education/programs/gearfemmes/>

National Institute for Health Ride Mentors: <http://www.nihbike.com/home/ride-mentors>

Bike Month and Bike to Work Events

Local agencies and organizations have developed a robust slate of Bike Month activities and events in recent years, having grown out of the shorter Bike to Work Week period, usually the third week of May. A full calendar of activities during the month of May is kept up to date on Bike Iowa and Think Bicycles of Johnson County websites, and local partners and residents can submit events to the calendar. This participatory approach to creating a full calendar of events is modeled after the Pedalpalooza in Portland, which compiles over 100 events during the month of June to encourage bicycling across the city.

In Iowa City and neighboring municipalities in Johnson County, over 30 events were held in Bike Month 2017, including bike rodeos, party rides, slow rolls, farmer's market rides, trail rides, and repair clinics. The City of Iowa City should continue to support its local partners to increase Bike Month's visibility and impact within the community, and also explore opportunities to expand Bike Month's reach to traditionally underserved communities. For bicycling to become accepted and enjoyed by all, it must be accessible to all as well. Bike Month presents a prime opportunity to create inclusive events that serve a diverse audience and build shared support for bicycling.

Iowa City Resources

Think Bicycles Bike Month: <http://www.thinkbicycles.org/bike-month.html>

Bike Month Iowa City Facebook Page: <https://www.facebook.com/bikemonthiowacity/>

Bike Iowa Events Calendar: <http://www.bikeiowa.com/Events>

Specialized Bicycle-Focused Training for Law Enforcement Officers

Law enforcement officers receive considerable training annually to effectively enforce local and state laws, but little of that training focuses specifically on bicycle laws and safety. To address this gap in education, the Iowa City Police Department should invest in training opportunities targeting bicycle (and pedestrian) laws, law enforcement, travel behavior, and education tactics in order to better support active transportation. Funding support from local agencies, state departments of transportation, state highway patrols, and non-profit advocacy organizations have helped to bring valuable training and resources to law enforcement agencies across the country.

Resources

Bike Cleveland Enforcement Education (Cleveland, OH): <http://www.bikecleveland.org/enforcement/>

Continuum of Training. We Bike, etc: <http://www.webike.org/services/enforcement/continuum-of-training>

Targeted Law Enforcement Activity

Targeted enforcement is an effective way of encouraging lawful travel behavior and instilling respect for other road users. Enforcement activities may include deployment of speed reader boards, police "sting" operations at high crash intersections, wrong-way riding enforcement, bike light enforcement, and even distribution of safety literature along corridors with high volumes of bicycle activity. In the City of Chicago, police officers partner with the City's Bicycling Ambassadors educate road users.

The Iowa City Police Department should explore opportunities for regularly-scheduled enforcement activities at strategic locations around the community to support bicycling activity and create safer environments for all road users.

Resources

City of Chicago Targeted Enforcement (Chicago, IL):

<http://chicagocompletestreets.org/safety/targetedenforcement/>

Publicize and Enforce “No Bikes on Sidewalks” and Dismount Zones

Bicycling activity on busy sidewalks can be dangerous and obstructive for bicyclists, pedestrians, and even motor vehicles. Bicycling is prohibited on Iowa City's Downtown sidewalks and pedestrian malls and the area in some areas within the adjacent University of Iowa campus. Bicyclists are also required to dismount and walk their bicycles on a numerous pedestrian bridges that lack sufficient width for multi-use activity. In order to create safe spaces for all road users, Iowa City Police Department and University Police should combine targeted public messaging and visible enforcement of bicycling prohibitions on sidewalks in these designated areas. The resources below highlight efforts from other cities across North America.

Resources

Sidewalks are for Pedestrians, City of Toronto, Canada:

<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=94230995bbbc1410VgnVCM10000071d60f89RCRD>

Iowa City Bicycle Program Web Presence

The City of Iowa City's website provides a platform for the distribution of educational materials, project updates, upcoming events, public meetings, and other relevant information to inform, educate, and encourage residents to travel by bicycle. Iowa City should consolidate and organize bicycle-related information on the City's website to provide a single point of entry for website users to access bicycle information. While the primary focus should be on city-driven initiatives, it should also include resources from and/or links to community partners websites and highlight the importance of these community partners in creating a bicycle friendly community.

Resources

Honolulu Bicycle Program Webpage (Honolulu, HI): <https://www.honolulu.gov/bicycle>

Bicycling in Minneapolis Webpage (Minneapolis, MN): <http://www.ci.minneapolis.mn.us/bicycles/>

Seattle DOT Bicycle Program (Seattle, WA): <http://www.seattle.gov/transportation/bikeprogram.htm>

Project Outreach

Iowa City has used multi-pronged outreach efforts for many capital projects in order to actively engage and educate residents about changes to public infrastructure. As bicycle facility projects are developed and installed, it will be important to continue these outreach efforts and inform residents along project corridors about how to interact with these new bicycle facilities and the likely increase in bicycle activity that will result. By using online videos (e.g. work with City Channel), temporary signs, updates through NextDoor, neighborhood meetings, and other outlets, Iowa City can build awareness and support for these new facilities as important elements of the transportation system. Examples of project outreach via community meetings and an online presence are listed below.

Resources

Seattle DOT Bicycle Program Projects (Seattle, WA): <http://www.seattle.gov/transportation/bikeprojects.htm>

Cincinnati Bicycle Transportation Plan Current Projects (Cincinnati, OH): <http://www.cincinnati-oh.gov/bikes/bike-projects/>

Denver City and County Current Projects (Denver, CO):

<https://www.denvergov.org/content/denvergov/en/bicycling-in-denver/infrastructure.html>

Pop-Up Demonstration/Pilot Projects

Many bicycle facility types recommended in this Plan are new to Iowa City residents. Many bicyclists and motor vehicle drivers will be unfamiliar with how to operate their vehicles on, adjacent to, or across these new bikeways. By developing day-long or weekend-long pop-up demonstration projects, Iowa City can introduce these new bikeways to the community in a low-cost and effective way. Pop-up demonstrations and pilot projects have proven effective in building support for new bicycle facilities, gaining acceptance among skeptical residents, and generating community interest in the City's efforts to build a more bicycle friendly Iowa City. Public health students at the University of Iowa conducted a bicycle boulevard demonstration project in 2015 in collaboration with more than a dozen local partners, generating considerable press and positive feedback from community members. The City should work with community partners and neighborhood groups to use pop-up demonstration and pilot projects to introduce new bikeways to the community and to build support for safe, comfortable, low-stress bicycle facilities as an accepted part of the street network.

Resources

WALC Institute Pop-Up Demonstration Toolkit: <http://www.walklive.org/popup-demonstration-tool-kit/>

Iowa City Bike Boulevard Demonstration Project: <https://sustainability.uiowa.edu/news/student-group-tests-iowa-city-bike-boulevard/>

<https://www.facebook.com/iowacitybikeboulevard>

Annual Report Card/Bicycle Account

An annual report card that tracks implementation progress is an effective way to communicate the community's efforts to integrate bicycling into the fabric of the community. A report card captures plan successes and highlights the importance of collaboration to achieve shared goals and objectives. The document can be posted on the City's website, shared via social media, and printed for dissemination at public facilities and community events.

Depending on the volume of actions completed and the capacity of available staff, the report card can range in size and scope from a brief one-page information sheet to a more detailed report, which can include resident surveys, economic impact analyses, and other tools to communicate the value and benefits of bicycling.

Resources

Gateway Bike Plan Report Card, Great Rivers Greenway (St Louis, MO):

<http://greatrivergreenway.org/about-us/projects-in-partnership/gateway-bike-plan/>

Bicycle Account Guidelines, League of American Bicyclists:

<http://www.bikeleague.org/content/bicycle-account-guideline-provides-tools-monitor-biking-your-community>

Auckland, New Zealand Cycling Account:

<https://at.govt.nz/cycling-walking/cycling-walking-monitoring/auckland-cycling-account/>

Expanded Bicycle Count Program

Bicycle count programs are valuable mechanisms for tracking bicycle facility usage over time and evaluating the success of infrastructure projects for their ability to increase ridership. MPOJC currently conducts annual counts of trail users using infrared automated counters. Count locations are chosen based on requests from MPO entities and included seven locations in Iowa City in 2015.

The City should investigate expansion of the annual bicycle and pedestrian count program to include on-street locations along key corridors throughout the city. The same locations should be counted in the same manner annually to help assess the growth of bicycle ridership and pedestrian usage of facilities and provide a dataset to accompany grant applications. The City should consider additional counts along corridors slated for future bikeway development, like Clinton Street and Madison Street, to evaluate before and after conditions. The installation of several permanent counters can also be used to calibrate annual extrapolations at other count locations to increase data reliability. The National Bicycle and Pedestrian Documentation Project has developed recommended methodology, survey and count forms, and reporting forms for local agency count programs.

Resources

National Bicycle & Pedestrian Documentation Project: <http://bikepeddocumentation.org/>

Innovations in Bicycle and Pedestrian Counts: A Review of Emerging Technologies:

<http://altapanning.com/resources/innovative-counting-technologies/>

The National Cooperative Highway Research Program (NCHRP) Guidebook on Pedestrian and Bicycle Volume Data Collection: <http://www.trb.org/Publications/Blurbs/171973.aspx>

Oregon Metro, Portland, OR Count Program: <http://www.oregonmetro.gov/how-metro-works/volunteer-opportunities/trail-counts>

Crash Monitoring and Evaluation

Crash reports from collisions involving bicyclists can be an invaluable resource for learning about the behavior or motorists, bicyclists, and pedestrians, as well as roadway conditions and characteristics that may lead to collisions. Regular monitoring and evaluation of crash locations can help to identify high-risk areas and develop solutions to minimize crash risk. While total crash volumes each year in Iowa City are relatively low, a 5-year sample size can help identify trends with regard to crash time, contributing factors, crash type, location, and other key details. Iowa City should look at conducting a more detailed analysis of reported bicycle crashes, including a review of individual crash report narratives, every two years. In addition, an online tool on the City's website can allow those biking to report concerns that are not necessarily crashes that can help identify a problem before a crash occurs.

Resources

Denver Bicycle Crash Analysis: Understanding and Reducing Bicycle & Motor Vehicle Crashes (Denver, CO):

https://www.denvergov.org/content/dam/denvergov/Portals/705/documents/denver-bicycle-motor-vehicle-crash-analysis_2016.pdf

University of North Carolina Highway Safety Research Center Pedestrian and Bicycle Crash Analysis Tool (PBCAT):

http://www.pedbikeinfo.org/pbcats_us/

Cambridge Bicycle Crash Fact Sheet (Cambridge, MA):

https://www.cambridgema.gov/~media/Files/CDD/Transportation/Bike/Bicycle-Safety-Facts_FINAL_20140609.pdf

Economic Impact of Bicycling Study

Bicycling is more than just a way to get around Iowa City; it's an important part of the local economy. Trail and recreational tourism, annual events that draw thousands of visitors to the area, and permanent jobs are dependent upon the bicycling activity that the community has cultivated over the years. In addition, bicycling also impacts insurance savings, healthcare cost savings, transportation cost savings, and other economic factors. The City of Iowa City and its regional partners should conduct an economic impact study to quantify the value of bicycling on the local economy and to serve as a catalyst for continued investments in bicycle facilities, programs, and events. More than a dozen states have conducted economic analyses of bicycling activity or the bicycling industry, and numerous regions and municipalities have done the same, including the Pikes Peak Region, New York City, the Capital Regional District (Victoria, British Columbia), and Portland, Oregon.

Resources

The Economic Impact of Cycling in the Pikes Peak Region, Pikes Peak Area Council of Governments, Trails and Open Space Coalition (Colorado Springs, CO): <http://www.trailsandopenspaces.org/wp-content/uploads/2015/04/Economic-Impact-of-Cycling.pdf>

The Economic Impact of the Bicycle Industry in Portland, Portland Bureau of Planning and Sustainability (Portland, OR): <https://www.portlandoregon.gov/bps/article/555482>

Bikeonomics: A Primer on the Economic Impact of Cycling in the Capital Region, Capital Region District (Victoria, B.C.): https://www.crd.bc.ca/docs/default-source/regional-planning-pdf/Pedestrian-Cycling-Master-Plan/crd_bikesed-booklet-version.pdf?sfvrsn=2

Apply for Gold-Level Bicycle Friendly Community Status

In its Strategic Plan, the City Council has made clear its commitment to improving bicycling conditions in Iowa City and has targeted application for Gold-Level Bicycle Friendly Community designation from the League of American Bicyclists in 2017. The achievement of this designation in 2017 would be largely dependent on activities conducted and projects completed prior to the adoption of this Bicycle Master Plan. The current Silver-Level Bicycle Friendly Community Designation is due to expire in 2017, and the City must therefore reapply in August of 2017 regardless.

Bicycle Master Plan Updates

Like all plans, this Bicycle Master Plan will lose its efficacy and relevance as the bike network grows, physical development occurs, travel patterns change, and community needs and values evolve. Iowa City should revisit the plan every five years for a comprehensive update, at which point implementation progress can be measured, new goals and targets can be established, and bike network and support systems can be evaluated and updated to reflect current conditions and opportunities. The City should also establish a process whereby changes to the bike network itself can be made to reflect newly identified fatal flaws in project recommendations or route changes that capitalize on unforeseen opportunities during initial plan development.