



Feedback on **Norman's** application to be designated a Bicycle Friendly Community

The Bicycle Friendly Community review committee was impressed with the potential and growing commitment to make Norman a great place for bicyclists. Despite being unable to award the community at this time reviewers believe that some of the key building blocks of creating a bicycle friendly community are in place, but that significant measures remain to be done.

Some of the highlights of the application were bike racks on all city busses, video detection pilot program at key intersections and Safety Town program for Norman youth education.

The most significant measures the city should take to improve cycling in the community are:

- Adopt a Complete Streets policy. Every street should accommodate bicyclists, pedestrians, motorists and transit users of all abilities.
<http://www.completestreets.org/>
- Create and fully implement a new comprehensive bike plan that builds off of unfinished work from the 1996 plan; prioritizes work and sets annual goals; and that covers all of the "5 E's". Consider a local bond measure or adult bike sales excise tax to help defray cost of implementation.

Reviewers provided the following suggestions to further promote bicycling:

Engineering

- Promoting the bicycle and pedestrian coordinator position to full time would greatly increase the amount of work that can get done in the community.
- Continue to expand the bicycle network and increase network connectivity through the use of bike lanes, shared lane arrows, signed routes and improving bicycle access to low-traffic streets. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels.
- Ensure that new and improved facilities to accommodate bicyclists conform to current best practices and guidelines – such as the AASHTO Guide for the Development of Bicycle Facilities and ODOT's own guidelines.
- Provide opportunities for ongoing training on accommodating bicyclists for engineering, planning staff, and law enforcement. Consider hosting a Smart Cycling course for city staff to better understand cyclists' needs, behavior, and their right to use city streets as well as multi-use paths for transportation. Consider

a membership to the Association of Pedestrian and Bicycle Professionals www.apbp.org for city Bicycle and Pedestrian Staff. Training opportunities and the listserv provided by this organization are excellent resources.

- Continue to increase the amount of secure bicycle parking throughout the community – in addition implement a regulation that requires bike parking. See Madison, Wisconsin's Bicycle Parking Ordinance and guidelines for choosing racks at www.cityofmadison.com/trafficEngineering/bicyclingParking.cfm Funding is available -- The Chicago DOT used a federal Congestion Mitigation and Air Quality (CMAQ) grant to provide indoor bike parking in Loop offices and parking garages. For more information on this project see <http://www.chicagoareaplanning.org/cmaq/default.asp>
- Work to improve the access to public lands for mountain bicyclists as well as the connectivity of the bicycle network to these open spaces.

Education

- Continue to expand public education campaigns to promote the share the road message and the rights and responsibilities of all users. There are some new tools for you to use. See a new motorist education video at <http://bikelib.org/video/index.htm> It is vital to make motorists and cyclists aware of their rights and responsibilities on the road. Also, use the valuable information from the League's Ride Better Tips in your outreach education and encouragement efforts. See the Ride Better Tips pages at <http://www.bikeleague.org/resources/better/index.php>.
- Work to get bicycling and motorist education messages added to routine local activities such as tax renewal, drivers licensing and testing, or inserts with utility bills.
- Continue to improve bicycling education opportunities for children and adults. Smart Cycling can be integrated into motor vehicle violation diversion programs, Safe Routes to School, as well as motorist education classes for city employees.
- Implement a Safe Routes to School program that includes bicycling and encourage all schools to get involved. In Arlington, Virginia every school in the County was visited by a team with representatives from Department of Public Works, the Police and Schools to assess conditions for walking and biking to each school. A list of problems and solutions was developed measures were identified to address problems. Short-term projects such as painting crosswalks were done right away while larger construction projects are on-going. Funding is available in the federal transportation bill, SAFETEA-LU, among several other sources at both the federal and state levels. See www.saferoutesinfo.org for more information.

Encouragement

- Expand encouragement efforts during Bike Month. Have the Mayor and/or the City Council proclaim May as Bike Month. Consider hosting a Mayor's

Community Bike Ride during this month to showcase Norman's current bike facilities and routes through town.

- Encourage local businesses to promote cycling to the workplace. During Bike to Work Week set up a commuter challenge or bike to work pit stop. For more information on encouragement ideas please visit <http://www.bicyclefriendlycommunity.org/tech.htm> Olympia, Washington holds a Bike Commuter Contest during Bike Month and encourages people to participate in the month-long Contest to see who can ride the most number of days or miles in the month of May. The growth in participation has been stunning. Olympia also offers city employees a \$2 per day incentive for commuting by bike (as well as for walking, riding the bus or carpooling). Each year, approximately 50 to 60 of the City's 600 employees participate in the Bicycle Commuter Contest.
- Work to create more active involvement of bicycle community. Consider a Bicycle Ambassador program like Chicago's. This could be based out of a Transit or Recreation Center along the bike network. Read this paragraph is from the Transportation Alternatives newsletter:
Mayor Daley's Bicycle Ambassadors
The five summer Ambassadors attend 200 community events a year where they teach the public about bike safety, sharing the road, bike lane and bike path etiquette and how to bike to work and school. They also help novice bicyclists bike more, fit helmets and per-form bike safety checks.
- Finish the Norman Bike Map update under consideration by the BAC. Inclusion of multi-use paths is great, but also consider including suitability conditions or a 'level of service' key allowing users of all abilities to find routes that match their comfort with varying traffic levels.
- Consider passing an ordinance or local code that would require larger employers to provide bicycle parking, shower facilities, and other encouragement tools. The city could be the model employer for the rest of the community.
- Develop a series of short (2-5 mi.) loops rides around the community and provide appropriate way-finding signage. Integrate these rides into local bike map.
- Increase the amount of way-finding signage around the community.
- Set up community celebrations and/or rides each time the community completes a new bicycling related project. This is a great way to show off the city's good efforts and introduces new users to the improvement.

Enforcement

- Ensure that police officers are aware of the Share the Road message and have general knowledge regarding traffic law as it applies to bicyclists. Host Enforcement for Bicycle Safety seminar <http://www.bicyclefriendlycommunity.org/popup/enforcement.htm>. This is a great continuing education opportunity for law enforcement.

- Encourage police officers to use targeted enforcement to encourage motorists and cyclists to share the road. This could be in the form of a brochure or tip card explaining each user's rights and responsibilities.
- See the video put out by the National Highway Traffic Safety Administration (NHTSA) <http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.810acae50c651189ca8e410dba046a0/> Here are some Law Enforcement Products
 - [Law Enforcement's Roll Call Video: "Enforcing Law for Bicyclists"](#)
 - [Enhancing Bicycle Safety: Law Enforcement's Role \(CD-ROM Training\)](#)

Evaluation/Planning

- Work to improve data collection methods on bicycle usage and crash statistics and evaluation of this data.
- Evaluate the bicycle usage and crash statistics to produce a specific plan to reduce the number of crashes in the community.
- Work to integrate the development of the cycling network into larger land use planning and development projects and plans.