



Feedback on **Cleveland'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 Cleveland a great place for bicyclists. The Honorable Mention given by the reviewers reflects their view 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 the recent installation of 500 bike racks throughout the city; offering Road 1 to city engineers and various other educational efforts including the exceptional efforts of the Ohio City Bicycle Co-op. Also notable were the completion of the Morgana Run Trail, the Treadway Connector, and the Steelyard Commons section of the Ohio and Erie Canal Towpath Trail Cleveland; and promotion efforts such as the Cleveland Bicycle Week celebration, Ray's Indoor Bike Park and the Ohio City Bicycle Co-op all of which demonstrates a growing bicycling culture in the city. Cleveland is on the road to being a Bicycle Friendly Community, and these efforts show the ambition to do so.

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/>
- Increase the number of arterial streets that have wide shoulder or bike lanes. Expand the bicycle network and increase network connectivity through the use of bike lanes, shared lane arrows and signed routes. On-street improvements coupled with the expansion of the off-street system will continue to increase use and improve safety. 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.
- Set an ambitious, attainable target to increase the percentage of trips made by bike in the community. Currently that number is .47% of trips to work are done by bike. This number should be increased significantly in order to demonstrate bicycle friendliness.
- Continue efforts to expand motorist education and enforcement in an effort to reduce the number of bicycle/motor vehicle crashes in the region. Improve upon the good efforts to coordinate with law enforcement. Ensure that the rights and responsibilities of all users are promoted and maintained as a high priority.

- 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.
- Expand and 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](http://www.saferoutesinfo.org) for more information.

Reviewers provided the following suggestions to further promote bicycling in each of the categories known as the Five E's:

### **Engineering**

- Ensure a regular maintenance schedule for all bicycling facilities and provide a forum for cyclists to inform the city of problem areas.
- Continue to improve access and convenience for cyclists through intersection improvements such as signage and bicycle detection devices at signals.
- Continue to provide opportunities for ongoing training on accommodating bicyclists for engineering, planning staff, and law enforcement. Consider a membership to the Association of Pedestrian and Bicycle Professionals [www.apbp.org](http://www.apbp.org) for city Bicycle and Pedestrian Staff. Training opportunities and the listserv provided by this organization are excellent resources.
- Fully implement the comprehensive bike plan and continue to close gaps in the cycling network. Also, expand the encouragement, education, and enforcement programs to increase usage. Set an ambitious, attainable target to increase the percentage of trips made by bike in the city.
- 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 Cleveland's own facility guide.
- Continue to increase the amount of secure bicycle parking throughout the community – in addition implement a regulation that requires bike parking. 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.
- Make the Euclid Street bike lanes and the Franklin and West 56<sup>th</sup> streets sharrows be the start of an aggressive on-road facility installation.

## **Education**

- Improve the reach of the community's bicycle safety campaigns. Use 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> , PSA's <http://www.bikeleague.org/programs/bikemonth/psas.php> and the downloadable Bicycle Safety Tips for Adults video at <http://www.bikeleague.org/programs/education/shortversion.wmv>
- Start a motorist education programs for bus and taxi drivers in the city. See what San Francisco has done <http://www.sfbike.org/?drivertraining> Also, use the materials listed above for this purpose in addition to classes that can be offered by League Cycling Instructors.
- Continue to improve bicycling education opportunities for children and adults. BikeEd principles and courses should be integrated into motor vehicle violation diversion programs, Safe Routes to School, as well as motorist education classes for city employees.

## **Encouragement**

- Expand encouragement efforts during Bike Month. Have the Mayor and/or the City Council proclaim May as Bike Month.
- Work with Cleveland Bikes and other advocates to foster a more active advocacy effort with broad membership and deep roots that will act as hub for all cycling advocacy in the region.
- 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

Bikestation. 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 perform bike safety checks.

<http://www.chibikefed.org/ambassador>

- 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.

### **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 with mountain biking community to develop a plan for off-road access and increase opportunities for single-track riding within the city
- Work to integrate the development of the cycling network into larger land use planning and development projects and plans.