



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

While Morgantown was not selected as a Bicycle Friendly Community this year, reviewers hope that this marks a commitment that is surfacing in the community to make improvements in the future. Highlights of the application included the Morgantown Municipal Bicycle Board, bike racks on buses, the network of low-traffic roads, the BMX park, community bicycling events, and the growing educational opportunities.

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

- Develop and fully implement a comprehensive bike plan and continue to expand encouragement, education, enforcement, and engineering programs to increase usage.
- Adopt a Complete Streets policy. Every street should accommodate bicyclists, pedestrians, motorists and transit users of all abilities.
<http://www.completestreets.org/>

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

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Engineering

- Hiring a full-time bicycle and pedestrian coordinator would greatly increase the amount of work that can get done in the community to become bicycle-friendly.
- Increase the number of streets that have wide shoulder, shared lane markings or bike lanes. These on-road facilities should link to the existing multi-use paths to offer an integrated route network.
- 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.
- Set up additional trainings for city staff and area consultants on bicycle facility design and planning. 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.

- 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

- 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>
- 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.
- 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. BikeEd 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. For example, 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.
- 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> For example, 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. 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.
- 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.
- Help promote cycling at the University

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.
- Make connections between bicycling community and law 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. The city should consider hosting an *Enforcement for Bicycle Safety* seminar. This is a great continuing education opportunity for law enforcement.

<http://www.bicyclefriendlycommunity.org/popup/enforcement.htm>.

- 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 \(CD-ROM Training\)](#)
- Create a local bike map that gives bicyclists and potential bicyclists a wide variety of choices from transportation to recreation at various cyclist comfort levels.

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.