

MEMO

To: Members of the Pedestrian Bicycle Motor Vehicle Committee
From: Amanda White, Bicycle Federation of Wisconsin
Re: 2012 Bicycle Priorities
Date: 5/22/2012

On behalf of the members of the Bicycle Federation of Wisconsin and the Greater Madison Bicycling Council, I ask you to support the following 2013 Bicycle Priorities. I have listed our requests in order of priority and I've provided greater detail below. Thank you for your leadership in making Madison a premier city for those who wish to live a healthy, active, car-lite lifestyle.

2012 Bicycle Priorities:

1. Maintain current level of funding in the Bicycle & Pedestrian Capital Budget
2. Create a strategic Bicycle Plan and Vision
3. Conduct marketing study of downtown bike parking need
4. Market our bicycling investment
5. Create a network of bicycle-accessible park & rides
6. Increase the number of police bicycles and on-bike police patrolling

Priority Details:

1. ***Maintain current level of funding in the Bicycle & Pedestrian Capital Budget*** - We understand that Madison, along with the rest of the state, is experiencing difficult budget times. We ask that bicycling and pedestrian funding be treated as a major priority of the city for improving our economic circumstances and quality of life. Investing in bicycling infrastructure is a proven model for getting Madisonians to bike and exercise more. We've built great momentum for increasing bicycling over the last few years. A cut to the Bicycle and Pedestrian Capital budget would negatively affect the City's progress.
2. ***Create a strategic Bicycle Plan*** – While the Bike Fed fully supports the City's great work in producing a Transportation Plan, this will not fill the vital need for a specific Bicycle Plan. A robust Bicycle Plan will enable the City to better plan for bicycle connections and improvements over the next 5 – 10 years. City staff from Traffic Engineering, Engineering, and Planning would have a more unified vision for how they move efficiently and effectively forward on bicycling improvements.
3. ***Conduct marketing study of downtown bike parking need*** – One of the biggest complaints we hear at the Bike Fed's Madison office is the lack of bike parking downtown. The downtown needs a bike parking study that will assess the variety of needs for bike parking in the central city. Before the City can create an effective

implementation plan for more bike parking, the City must understand the diverse bike parking need including short-term and long-term parking demand. The Bike Fed requested this Study in 2011 and progress was made in implementing elements of the study. However, it would seem that the study has not yet been completed. We request that the study be completed and the Bike Parking Implementation Plan begun in 2013.

4. **Market our bicycling investment** - *The city has invested millions of dollars to build a robust bicycle system and it has paid off. Thousands of residents utilize our paths and bikeways every day. We could leverage our investment in this system to an even greater extent by simply marketing bicycling to our residents. There are two key ways that the city could significantly increase the number of people who utilize our bikeways.*
 - a. *Plan/strategy/design for bicycling way-finding signage – Way finding signage is a key element for getting more people to bike in Madison. By making a fairly minimal investment in way-finding signage, the City will encourage many more people to go by bike and utilize the fantastic bicycling investment that the City of Madison has made.*
 - b. *Develop a Smart Trips program - Smart Trips in an individualized marketing program that was started in Portland, OR eight years ago and has since expanded to other US cities. Smart Trips targets a different neighborhood each year and heavily promotes all forms of alternative transportation to those neighborhood residents. Portland has seen remarkable results from Smart Trips. Over the course of 7 years, Portland has experienced a 9% decrease in single occupancy car trips every year in the neighborhoods where Smart Trips has been implemented. This change in transportation choice was made without any infrastructure enhancements. The power of marketing is strong and we ask the City to create a program to market our investment in alternative transportation.*
5. **Create a network of bicycle-accessible park & rides** - The 2011 DMI downtown bicycle commuter survey in addition to feedback from business commuter tips presentations signifies the great need for more bicycle-accessible park & rides throughout Madison. We ask the Mayor to work with the MPO, DOT – SW Region Office, and Dane County to create a plan for a bicycle-accessible park & ride system.
6. **Increase the number of police bicycles and on-bike police patrolling** - There is a significant grassroots effort led by officers within the Madison Police Department to greatly increase police officers' positive presence in the community through on-bike police patrolling. These officers were recipients of the Trek police bikes and are witnessing first-hand the amazing benefits of getting more officers using bicycles. On-bike patrolling offers police officers the chance to better connect with their district residents as well as save significant dollars on gas and police car maintenance. Currently, these officers are working on a recommendation for the City to increase the number of police bikes available to officers. We ask the Mayor to support their effort.