

City of Madison, Wisconsin, Platinum Cycling Committee Report, Progress Update July 22, 2014

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
			INFRASTRUCTURE					
1	17	Infra	Adopt and implement a Complete Streets Resolution.	Complete Streets are defined in the Themes section of this report. While paths are useful, especially for recreation, paths can only be safely located in certain areas. Streets must also form the core of the bikeway system. The resolution should state that all new arterials, collectors and select commercial streets shall have bike lanes. Reconstruction of existing streets (such as East Washington) will likewise be updated to meet Complete Street criteria. Place design and construction of bicycle facilities (street and path) at the same level as other modes.	Common Council with input from Engineering, Traffic Engineering, and Madison Metro	A written resolution is developed, approved and implemented.	Staff Time	Resolution adopted 12/15/2009 Reaffirming the City's commitment to Complete Streets and directing staff of various agencies including but not limited to Planning & Development, City Engineering, Traffic Engineering and Metro to follow to the extent possible Complete Streets concepts See Legistar File # 16250 https://madison.legistar.com/LegislationDetail.aspx?ID=1068354&GUID=0D8D388F-1566-453A-8933-429A95FB294C&Options=ID Text Search=16250
2	17	Infra	Identify an arterial bicycle network and incorporate into the Bicycle Transportation Plan and other appropriate plans.	Conduct a public input process to identify an arterial bicycle network and incorporate into the Bicycle Transportation Plan and other appropriate plans, including the comprehensive plan.	Metropolitan Planning Organization (MPO) with input from Traffic Engineering and Engineering.	A timeline and path/route hierarchy are developed and implemented. Funding is set aside in the city budget. Neighborhood plans reflect the arterial path system.	Staff Time	This is included as a task in the Sustainable Transportation Master Plan currently being developed. See http://www.cityofmadison.com/dpced/planning/transportationmasterplan/ Also part of the MPO's Bicycle Transportation Plan update currently underway.
3	18	Infra	Develop a public 6-year Bicycle Improvement Program (BIP) to include a project selection process for bicycle facilities.	In order to encourage public participation, and in order to best take advantage of available opportunities, the city should develop a project selection process for new paths, new bridges, parking, on-street facilities, reconstruction, rehabilitation, resurface, repair and retrofit projects. This process would mirror a similar process for automobile facilities called the Transportation Improvement Program (TIP). Project selection should include consideration of destinations such as schools, colleges, shopping centers, and other trip generators. Included in project selection should be periodic review and upgrades to existing facilities. The BIP should be written by city staff. A public input process should be part of BIP development. The 6 year BIP will be reviewed and updated annually. Three distinct areas could be: Path / Bridge, On-Street Retrofit and Rehabilitation / Reconstruction. The BIP will be presented to the PBMVC and passed on to the full city council and Mayor with comments.	Traffic Engineering will propose with input from Engineering, Planning, Parks, MPO, and PBMVC	A written policy is developed, implemented, and updated on a regular basis.	Staff Time	Part of the TIP. Engineering staff makes annual presentations on the BIP to PBMVC
4	19	Infra	Construct Bike Boxes at select and appropriate signalized intersections.	A Bike Box is an advance stop bar for bicycles. It provides a safe area for bicyclists to wait at traffic controls/signals that allows them to get an advance start on motor vehicle traffic, which stages at a stop bar behind the bicyclist. Often, the pavement within a Bike Box is painted. Potential locations are inbound Williamson Street at John Nolen/Blair and westbound State Street at Henry/ W. Johnson Streets.	Engineering and Traffic Engineering	Bike boxes installed	Staff time and pavement marking materials	Several Bike Boxes installed. Bike Boxes are a regular part of Traffic Engineering's toolbox for bicycle facilities. Locations include (* = colored): Williamson/Wilson* at Blair/John Nolen Dr.; Dayton at Park*; State at Henry (westbound only); First at Johnson;

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
5	20	Infra	Study and determine a location for two to three bike boulevards. Construct one and evaluate.	A bicycle boulevard is a corridor where bicycles have preferential status. No through motorized traffic is allowed. Only local motorized traffic is allowed (for instance, to residences). A combination of signs and traffic calming devices are used to limit automobile traffic. Typically, a bicycle boulevard would have few traffic signals or signs causing the bicyclists to have to stop. Bicycles are thus provided a long linear stretch for quick and efficient travel. Bicycle boulevards tend to work best on grid street systems, where alternative parallel routes exist for motorized traffic. Examples include East Mifflin Street and Kendall/Bluff Streets. If successful, expand.	Engineering and Traffic Engineering	Potential locations are proposed and one bike boulevard is built	Staff time and construction costs.	E Wilson, Ingersoll to Dickinson E Mifflin / Dayton, Thornton to Cap Sq W Main, Fairchild to Proudfit Kendall, Franklin to Prospect
6	21	Infra	Update, improve, and implement a written street, path, bridge/tunnel and bicycle parking maintenance policy.	The policy should include two distinct parts. A. General or Routine: Policy should include surface and joint repair, glass & debris pickup, frequency of service, and maintenance of bicycle racks and removal of abandoned bicycles and bicycle parts, maintenance of signs and markings, and trimming of trees. B. Winter: Policy should include timeliness, level of service for bike lanes, paths, and select local street bike routes (such as Kendall Street, Olin-Turville Park and East Wilson Street) and snow removal at all public bicycle racks. The detail for plowing should be published in map format on the city's website so that the public knows what to expect for trip planning and requests for changes. There should also be a "one-stop" phone number for all city related issues that is published on the city web site (that would correspond to "report a problem" on the website) and signed at select locations so that bicyclists may immediately report problems.	PBMVC with input from Engineering, Parks, Streets, Police, Madison Metro	A written policy is developed and implemented and posted on website.	Staff Time	Snow removal policies have been presented to and discussed by PBMVC
7	22	Infra	Complete a public bicycle parking needs study for the central city area.	May include need for covered parking, signing, rental bicycle lockers, on demand bicycle lockers, and/or a bike station (bike stations should be located in central employment areas). Investigate installation of a bicycle station and/or bicycle cages and/or electronic on-demand bicycle lockers. See examples of on-demand lockers at: http://www.bikelink.org/	Traffic Engineering and Planning with assistance from Bicycle Federation of Wisconsin or outside consultant	A parking study is completed	Cost of study	Toole Design Group has been hired to do this.
8	23	Infra	Institute a program of city-provided public bicycle parking racks.	The City would provide bicycle racks (usually a two bike rack such as a U rack, post, or ring) to be placed in the public right-of-way at the request of businesses or citizens. Also consider using a limited number of on-street automobile parking spots as locations for public multi-bicycle racks. Best practices occur in Chicago, Seattle, and Milwaukee.	Traffic Engineering and Parking	The city institutes a program and begins installing racks	Staff time and the cost of racks and installation. An allocation for the purchase of the first portion of these racks in the city budget has been approved by the City Council.	Done. See http://www.cityofmadison.com/bikeMadison/documents/bikeParkingProgram.pdf
9	23	Infra	Accelerate development of bicycle routes, lanes, and paths.	See 2000 Bicycle Transportation Plan, the Regional Transportation Plan 2030 and subsequent updates, and all other adopted plans.	Mayor, Traffic Engineering, Engineering, Parks, Metropolitan Planning Organization (MPO), Planning	Accelerate progress towards fulfillment of recommended facilities	Depends on project. Will require a regular and increased commitment of local, state, and federal funding to bicycle projects.	Traffic Engineering and City Engineering take every opportunity to add bicycle facilities, and upgrade existing facilities, when new streets / neighborhoods are being developed, existing streets / neighborhoods are being reconstructed / redeveloped, and opportunities for bicycle facilities in independent rights-of-way arise.
10	23	Infra	Convert existing wide streets to two or three lane roads with bike lanes.	Examples are Old University Avenue and Odana Road.	Traffic Engineering and Engineering	Additional converted roads	Depends on project	Watts Rd., Schroeder Rd., (old) University Ave., N Sherman Ave.

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
11	24	Infra	Develop, implement, and enforce a written bicycle access policy through and around public and private construction projects.	Streets, Paths, bridges/tunnels and sidewalks should be included in the policy. Elements should include (but not be limited to) signage, detour routes, duration of detour, closures, etc. The same care and concern should be used for bicycles as for motor vehicles.	Engineering, Traffic Engineering, Parks, Planning, Building Inspection	A written policy is developed and implemented	Staff Time	See Standard Detail Drawing 6.30, Supplemental Traffic Control for Bikeway Closures http://www.cityofmadison.com/business/pw/documents/StdSpecs/2014/Drawings/6_30.pdf
12	24	Infra	Review the impact on commuting bicycles of the Rush Hour Parking Policy that converts parking lanes to motor vehicle lanes.	Investigate solutions to current conditions. Many excellent streets for bicycling (such as Monroe Street, Williamson Street Regent Street and segments of Park Street) become virtually impassable for bicycles during the rush hour. Solutions may include improved alternate routes and signing.	Engineering and Traffic Engineering	Meeting held and list of recommendations developed	Staff Time	Occurring on a case by case basis as streets with these conditions are reconstructed. Williamson St reconstructed 2011, decision made not to change
13	25	Infra	Create a Bicycle Level of Service Analysis.	Develop a tool that can be used for planning and designing on- and off-street bicycle facilities. Elements may include path and bicycle lane widths. In order to evaluate paths, significant data must be collected.	Engineering, Traffic Engineering, MPO	Analysis developed and completed.	Staff time and/or consultant.	This is included as a task in the Sustainable Transportation Master Plan currently being developed. Also part of MPO's update of the Bicycle Transportation Plan.
14	25	Infra	Complete a comprehensive review of physical barriers and missing links to biking routes.	Collect information for use as a tool for making recommendations for the 6-year improvement program. These can be manmade barriers such as freeways, interchanges, incomplete street grid, "missing links," railroads and railroad crossing or natural barriers such as streams or steep topography	Engineering, Traffic Engineering, MPO	Tool developed and implemented	Staff time.	This is included as a task in the Sustainable Transportation Master Plan currently being developed. Also part of MPO's update of the Bicycle Transportation Plan.
15	25	Infra	Create a training, peer review, on-the-job training and mentoring program for bicycle facility concept, design and construction.	Bicycle planning and engineering is often a skill learned on-the-job rather than in school. Madison has a wealth of institutional knowledge and skilled and experienced bicycle planners and engineers. Their expertise should not be lost when they retire, but passed along to the next group of staff.	Engineering and Traffic Engineering, Planning, Police	Program developed and implemented	Staff Time	This is on-going as staff work closely together on projects, attend conferences and webinars. Madison has been a leader nationally in "institutionalizing" bicycle and pedestrian planning and design.
16	26	Infra	Revise the Standard Detail Drawings and construction standards to address several bicycle-related elements.	A. Bicycle lane marking at signalized and unsignalized intersections. B. Path entering a street. Path entering a street design at a minimum should address smoothness of ride and turning movements. C. Path crossing a street at an elevated smooth level (speed table for motor vehicle). Path crossing a street design should also address the potential for motor vehicles stopping at the path. D. On-street left turn lanes for bicycles where a path crosses a street with a median to make the turn onto the path safer. Example locations for left turn lanes are Midvale at Southwest Path and Cottage Grove Road at Capital City Path. E. Standardize arterial and collector street typical cross-sections F. Standardize pavement structure design process for paths to include maintenance vehicle usage.	Engineering and Traffic Engineering	Standard Detail Drawings and standards with policy are developed and implemented.	Staff Time	See Standard Detail Drawings 6.40 Pavement Marking Details Page 4 Bike Lane Marking Details http://www.cityofmadison.com/business/pw/documents/StdSpecs/2014/Drawings/6_40.pdf SDD 4.08 Typical Section Bike Path http://www.cityofmadison.com/business/pw/documents/StdSpecs/2014/Drawings/4_08.pdf SDD 3.14 Bike Ramp Curb Ramp Detail http://www.cityofmadison.com/business/pw/documents/StdSpecs/2014/Drawings/3_14.pdf SDD 4.02 Typical Section Various Width Streets http://www.cityofmadison.com/business/pw/documents/StdSpecs/2014/Drawings/4_02.pdf

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
17	27	Infra	Accelerate elimination of sidewalk bike routes by providing convenient alternate routes and/or bike lanes.	Bicycling on sidewalks can be dangerous because of conflicts with pedestrians and because automobiles may not expect a fast moving bicyclist to cross driveways or streets. Therefore, the committee recommends that no new sidewalk bike routes be created and that existing routes be moved off of sidewalks.	Engineering and Traffic Engineering	No new sidewalk bike routes are created and existing routes are moved off sidewalk	Cost will vary by project.	We had been doing a good job with this, but there is a new movement towards separated facilities including sidepaths and cycletracks. We reconstructed and extended two-way sidepath along University Ave from Whitney Way to Allen Blvd. Sidepath being added to Junction Rd/CTH M. Typically we include bike lanes on the adjacent street as well. Widened sidewalk to sidepath on E Johnson between First and Third.
18	27	Infra	Allow two-way bicycle operation on short one-way streets.	Example is Henry Street from Dayton to State. Possible additional locations are East Mifflin and East and West Main off of the Square. Examples exist in Denmark and Switzerland.	Traffic Engineering	Two-way bicycle operation is allowed on select short one way streets	Staff time and signage	Completed on several blocks between inner and outer ring of Capitol Square – E Mifflin, E & W Main, S Pinckney. Charter between Regent and Dayton.
19	27	Infra	Identify, formalize, and improve known bike "shortcuts."	Examples occur through the Camp Randall complex between West Dayton Street and Breese Terrace, and on the north side of East High School along East Dayton Street extended.	Engineering and Traffic Engineering	Shortcuts formalized	will vary by shortcut. These should be relatively low cost projects.	Ongoing
20	28	Infra	Convert current bike route network and signage to a destination-based network.	Signs will indicate where bicyclist can get to and the distance. Examples exist in Chicago and Portland. May include the naming of some routes and the signage may be phased in.	Traffic Engineering	Network planned and signs installed	Detailed cost analysis required.	Started. Lake Loop has been marked.
21	29	Infra	Ensure traffic signals actuate to bicycles and allow sufficient time for a bicyclist to cross the street with the signal.	Inventory all existing street signals to ensure that they actuate to bicycles and are timed to allow sufficient time for a bicyclist to cross the street with the signal. Take corrective action as needed.	Traffic Engineering	All street signals actuate to bicycles and are properly timed	Staff time and cost of implementation materials	Ongoing. All traffic signals are designed to be sensitive to bicycle detection. When we receive complaints we check sensitivity with bicycles and mark loops as needed.
22	29	Infra	Consider bicycle signals (has bike symbol) at appropriate signal locations where bikes may have a different movement than a motor vehicle.	Examples are the westbound Broadway bike lane where WPS Drive "t's" from the south and eastbound Cottage Grove Rd bike lane where the northbound USH 51 ramps "t" in from the north. In each case the bikes would not have to stop on the motor vehicle red.	Traffic Engineering	Special cases are reviewed and signal changes considered	Staff time and cost of implementation materials.	Bicycle signal heads with bicycle symbol lenses were given interim approval for use by FHWA in Dec 2014. We are currently using these at Southwest Path crossing of Monroe/Regent, Ped/Bike Hybrid Beacon at E Mifflin/Blair, and the diagonal crossing of the Capital City Path at Atwood/Dunning.
23	29	Infra	Develop policy to mark bike lanes at signalized intersections on bike routes (and other streets where bikes are expected) even if the street does not have bike lanes.	Example is Segoe Road at University.	Traffic Engineering	Policy developed and implemented	Staff time and cost of marking lanes	Where we have room we can do this. Segoe and University has been done, for example.
24	30	Infra	Where a sidepath crosses an intersecting street with a stop sign or yield sign, place a supplemental sign indicating two-way bicycle traffic.	Example location is Packers Avenue northbound off-ramp and the Starkweather Path. Best practice examples in Denmark.	Traffic Engineering	Supplemental signs placed	Staff time and cost of sign implementation	We have done this at Machinery Row Path at S Blair/Williamson and at Blount/Williamson; Capital City Path at Russell/Eastwood and at Division/Eastwood

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
25	30	Infra	Install bicycle actuation for signals and pedestrian countdown signals at signalized path crossings (where appropriate).	Existing actuation example is the Isthmus Path at Winnebago Street. Existing countdown example is the Wingra Path at Fish Hatchery Road.	Traffic Engineering	Policy developed and implemented	Staff time and cost of new traffic signal components.	We always have bicycle actuation of some sort, either loops in the pavement or push buttons, unless a signal is timed to come up automatically every cycle. Countdown timers are for pedestrian cycles only. Bicyclists generally follow vehicular red-yellow-green traffic signals, not pedestrian signals. Where we have separate signals for bicycle and pedestrian movements we typically include countdown timers with the pedestrian signals.
26	30	Infra	Adjust signal timing/progression on significant bike routes to better favor bicycle commuters.	Starting and stopping at signals is a significant inconvenience to bicyclists and either discourages some from bicycling or encourages bicyclists to ignore signals. Favoring bicyclists on certain significant routes can encourage more bicycling and improve safety.	Traffic Engineering	Signal timing is adjusted	Staff time	
27	31	Infra	Update and repair the current network of wayfinding map signs on the path system and install additional wayfinding map signs on the expanding path system and at key locations on the street system. Ensure that path etiquette is clearly outlined.	In 2003, Trek Corporation generously donated 27 map signs that were placed at key locations throughout the Madison Bicycle Network. The signs were designed by a team that included wayfinding expert Stephen Boelter of Boelter Designs, Architect Bob Corbett, and Trek Graphic Designer Tricia Burke, as well as city staff and local bicycle advocates. The signs were built and installed by the local company ACS. The Bicycle Federation of Wisconsin retains the original electronic files for these signs. Damaged signs can easily be reprinted, or signs for new locations developed	Graffiti Team, Traffic Engineering, and Parks with assistance from Bicycle Federation of Wisconsin and private partner.	Existing signs are repaired and new signs added	Staff Time. Initial system of 27 signs cost about \$50,000. Estimate for new signs, if developed in same process, is about \$2,000 each. The City can and should seek a private sponsor to update the network	Update done.
28	32	Infra	Evaluate placing stop signs on low-volume local streets where a high-volume path crosses.	As a follow-up have Traffic Section propose standards based on traffic volumes and significance of routes.	Traffic Engineering	Report prepared and recommendations carried out.	Staff time and cost of sign installation	We have a plan for the Capital City Path from Blair to Dempsey that we have worked out with the neighborhood. Implementation planned for 2014+ in conjunction with other upgrades at these locations (table top crossings, intersection lighting improvements, etc.)
29	32	Infra	Evaluate adding lighting to paths or sections of paths that do not currently have lighting.	Example is the Southwest Path from Camp Randall to the Beltline. The needs of paths users should be balanced with the surrounding neighborhood. All path lighting should be full cutoff (full cutoff lighting has no light emitted above horizontal, which provides more focused lighting and reduces the amount of light pollution).	Traffic Engineering and Parks	Report prepared and recommendations carried out.	Staff time and cost of lights	Added lighting to the Southwest Path between Breese Ter. and Hammersley Rd. Cannonball Path (new) included lighting as part of the design and construction.
30	33	Infra	Install Bicycle Friendly Community signs at path and on-street bike route entrances to the city.	Madison should announce to residents and visitors alike its commitment to bicycling by posting signs at entrances to the city.	Mayor's Office and Traffic Engineering	Signs are placed	Staff time and cost of signs	Signs installed on Capital City Path at Rimrock and on Southwest Path at Breese Ter.

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
31	34	Infra	Revise, Implement and enforce the existing bicycle parking ordinance.	A revised ordinance should include the following provisions: 1. Access and Placement 2. Parking Standards: a. Bike Racks: Provision for an approved list of bicycle racks for private development and public spaces to include a properly worded appeals process. b. Bike Lockers c. Internal Storage 3. New Development: a. Public Buildings: Employee and visitor parking b. Private Businesses: Employee parking, showers, and lockers and customer parking c. Residential: Resident long term indoor parking and resident short term indoor and outdoor parking and visitor parking d. Mixed Use Development: Residential, Employee, and Customer 4. Retrofitting Existing Development: a. When making a major change to development, they will have to come into compliance for bicycle parking requirements for the entire development b. A timeline should be developed for existing development to come into compliance with the bicycle parking ordinance. 5. Enforcement of the bicycling parking ordinance should include counting spaces, verifying that the rack supports the bike frame and can be used with U-shaped lock, etc. Bike parking design and placement should not be the last task a developer undertakes because this results in the racks being placed in empty areas that do not easily support automobile parking, like near the garbage bins far away from the building entrance. Ideally, the rack placement should be a condition for zoning code compliance approval.	Planning, Zoning, Traffic Engineering	An improved ordinance is written and implemented	Staff time	Rewrite has been adopted, see MGO 28.141 PARKING AND LOADING STANDARDS. https://library.municode.com/HTML/50000/Chapter%2028%20-%20Zoning%20Code.pdf
32	35	Infra	Eliminate motor vehicle parking at bike racks.	Provide alternative parking, work to modify state statutes, determine city's authority.	Police, Traffic Engineering, City Attorney, Mayor's Office, Planning, Zoning	Motor vehicles no longer park at bike racks	Staff time	Mayor appointed ad hoc Moped Parking Committee, they made recommendations, waiting for Alders on the committee (Resnick, Verveer) to take action. Also included in Downtown Bicycle Parking Study
33	35	Infra	Conduct a review of complex intersections and determine solutions to improve bicycle/pedestrian safety and comfort.	Review intersections and determine solutions (examples include Monroe/Regent and Blair/John Nolen/Williamson/Wilson)	Traffic Engineering	Intersections are reviewed and a plan for improvements made.	Staff time and cost of corrective action.	Efforts ongoing. North Shore at John Nolen, Blair/John Nolen/ Williamson/ Wilson, Old Middleton at Eau Claire/Southwest Path, Univ Ave at Lake at Park and at Randall added green in intersection. Monroe/ Randall/Southwest Path, Capital City Path at Atwood/Division, Johnson at Pinckney colored green, changes at First/Johnson, etc.
34	36	Infra	Increase bicycle capacity on Madison Metro buses.	Most Madison buses currently have 2 bike racks mounted on the front of the buses. A few have three bike racks. As these racks require replacement or new buses are purchased, the racks should be replaced with 3 bicycle racks. Madison Metro is currently undertaking this upgrade. In addition, all buses, including those that are used only used for school routes, should have bicycle racks.	Madison Metro	Capacity is increased	Cost of racks	Metro has tried 3-bike racks on the buses but encountered problems, reverted to using standard 2-bicycle racks.
35	36	Infra	Work to improve bicycle access on State Van Pool vans.	The city, in collaboration with bicycle advocacy groups, works with the Department of Administration to install bike racks (permanently or semi-permanently mounted) on State Van Pool vans.	MPO	Bicycle access is provided on State Van Pool vans	Staff time and cost of racks	

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
36	37	Infra	Incorporate bike access and bike transport in/on all streetcars, and commuter rail planning and construction, and remain mindful of impact of tracks on bicyclists.	In all development of new transit options, including streetcars and/or commuter rail, provide convenient bicycle transport. If and when the City moves forward with plans for streetcars or commuter rail, consideration should be made to the possible negative effects of rail tracks (parallel and perpendicular to the travel lane) on bicyclists. Cities like Portland and Amsterdam present useful real world examples of negotiating these difficulties	Transport 2020 and Streetcar Committees, Madison Metro	Bicycles are considered and accommodated for in rail projects	Staff and committee time	No current plans for either street cars or commuter rail, high speed rail, etc.
37	37	Infra	Support efforts to improve bike access on/in inter-city buses.	On any bus, boxing a bicycle may not be ideal if one is intending to travel/tour primarily by bicycle, because the boxes are large and cannot be stowed on a bicycle while riding. Bicycle advocacy groups may seek to meet and discuss this issue in the future with the bus companies and city support would be valuable	Mayor's Office	Access to inter-city buses is improved	Staff time	
38	37	Infra	Bicycle parking should be provided at all city buildings and transit centers.	Covered short-term parking and secure long-term parking should be provided at all current and future transit transfer points, light/commuter rail stations, bus stations, and park and ride lots. Parking should also be provided at major bus stops. In addition, the city will upgrade all current city racks to meet the zoning ordinance and will assure that all city buildings have bicycle parking.	Mayor's Office, Madison Metro	Staff time and cost of racks		All city owned buildings have bike racks. At city offices in leased buildings bicycle parking is provided at any facility constructed since 1988 when the city's bicycle parking ordinance went into effect.
LAND USE PLANNING								
39	38	Land Use/ Plan	Create a city interdepartmental staff team to meet at least quarterly to improve communication and joint planning for future bicycle facilities.	Many City departments are involved in some aspect of bicycle facility planning and implementation. Staff from these departments often work together informally on an <i>ad hoc</i> basis, but the recommendations or actions of one group are not always communicated effectively to all other staff who should be aware of this information, or who can help advance the recommendation toward adoption and implementation. A formal staff team with representatives from the agencies most involved in bicycle facility planning (including Engineering, Traffic Engineering, Metropolitan Planning Organization, Planning and Parks) will facilitate better inter-agency communication and mutual support in implementing bicycle facility recommendations.	All departments	Group meets quarterly	Staff Time	Traffic Engineering and City Engineering staff meet monthly to discuss bicycle and pedestrian projects
40	38	Land Use/ Plan	Dedicate shared use paths recommended in adopted plans in the same manner as streets and roads in the development approval process.	Shared use paths that serve local pedestrian and bicyclist needs, for example by completing the local grid where the grid for motorized traffic has been broken, will be dedicated and constructed by developers at the same time that streets and sidewalks are dedicated and constructed.	Planning	Shared use paths recommended in adopted plans will be dedicated as part of development approvals in the same manner as streets and roads.	Staff Time	New plans are doing this

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
41	39	Land Use/ Plan	Include specific recommended bicycle connections to major activity centers in neighborhood plans.	Neighborhood plans should include specific recommended bicycle connections to major activity centers within the neighborhood, such as employment areas, business districts, parks, schools and other civic uses, adjacent neighborhoods, and city-wide and regional bicycle transportation routes and facilities. These plans should recognize a hierarchy of bicycle facilities that may include off-street bicycle paths and trails, marked on-street bicycle lanes, and identified routes to major neighborhood destinations using low-volume local streets, which may or may not be officially designated, that can provide an alternative for younger or less-experienced bicyclists who are not comfortable using the bicycle lanes provided on collector and arterial streets. For new neighborhoods at the urban edge, the recommended bicycle facilities should be shown on the neighborhood development plans that are adopted before development begins . For older, established neighborhoods, additional bicycle connections should be incorporated into the neighborhood plans or special area plans that are prepared for some of these areas from time-to-time, and/or be recommended in bicycle facility plans to address network deficiencies.	Planning	Specific recommended bicycle connections to major activity centers are included in neighborhood plans	Staff Time	New plans are doing this
42	39	Land Use/ Plan	Review and strengthen the zoning ordinance to ensure adequate on-site pedestrian and bicycle access, parking, and circulation.	Review and strengthen the zoning ordinance to ensure that new developments provide adequate on-site pedestrian and bicycle access, parking, and circulation, including connections to existing and planned bicycle facilities/bikeway systems.	Planning, Engineering, and MPO	Ordinance is reviewed and strengthened to ensure adequate on-site pedestrian and bicycle access, parking, and circulation	Staff Time	Zoning Ordinance was completely revised in 2011 - 2012, adopted effective 1/2/2013
43	40	Land Use/ Plan	Review and strengthen the subdivision ordinance to ensure a connected street network with bicycle facilities	Review and strengthen the subdivision ordinance, as needed, to ensure that new developments provide a connected street network with multiple route options and destinations and incorporate bicycle facilities shown in applicable land use and transportation plans. Considerations may include required maximum block lengths, width of mid-block connections, reservation of right-of-way for shared-use paths, and possible requirement for installation of local shared-use paths primarily serving residents within the neighborhood (e.g., connections between cul-de-sacs and shortcuts through parks or other open spaces).	Planning	Subdivision ordinance is strengthened to ensure a connected street network with bicycle facilities	Staff Time	Zoning Ordinance was completely revised in 2011 - 2012, adopted effective 1/2/2013
44	40	Land Use/ Plan	Annual bicycle counts are taken on major bicycle routes and bicycle/pedestrian counts on bike paths.	Locations are selected and counts are taken annually	Traffic Engineering, Planning, Engineering, and MPO	Staff Time		Traffic Engineering is counting monthly at 12 locations and at least annually at 3 additional locations. see http://www.cityofmadison.com/trafficEngineering/documents/VolRepCurrent.pdf Bike Fed coordinated a count at several locations in Sept 2013 in conjunction with the National Pedestrian and Bicycle Documentation Project that they hope to replicate in the future see http://bikepeddocumentation.org
45	41	Land Use/ Plan	Develop a map of urban to rural routes and a written policy for their future preservation and rehabilitation.	Due to development and traffic pressures, many roads from the city leading out into rural areas that were once desirable for bicycling are becoming unpleasant and/or dangerous on which to bicycle.	Planning, MPO	A map and written policy are developed and implemented	Staff Time	This is included as a task in the Sustainable Transportation Master Plan currently being developed. See http://www.cityofmadison.com/dpced/planning/transportationmasterplan/ Also part of the MPO's Bicycle Transportation Plan update currently underway.

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
46	41	Land Use/ Plan	Develop sources of funding for shared use paths that serve larger areas.	Sources of funding could include impact fees. Impact fees are designed to ensure new development pays a proportionate share of new, expanded, or improved facilities required by the development. Impact fees have been used for roadway improvements, including intersection improvements and traffic signals. Bicycle facilities are also needed to serve new development.	All departments and Mayor's office	Impact Fees or other funding sources are developed.	Staff Time.	
47	42	Land Use/ Plan	Create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors.	Support the Comprehensive Plan's objectives, policies and recommendations to create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors that permit convenient, energy-efficient travel between homes, businesses, open spaces, schools and other civic uses. The arrangement of land uses and activities within the community, and the types of transportation connections provided between these uses and activities, are essential elements in creating a pedestrian and bicycle-friendly city. The adopted City of Madison Comprehensive Plan includes many land use and transportation recommendations that support the goals of the Platinum Biking Committee. These are not repeated in this report, but they form part of the established policy basis for the Committee's more-detailed recommendations.	Planning	Steady progress is made towards a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors	Staff Time.	This is a goal of new neighborhood plans. See, for example, the Pioneer Neighborhood Plan, http://www.cityofmadison.com/planning/ndp/Pioneer%20Adopted%20Plan.pdf Northeast Neighborhoods Plan at http://www.cityofmadison.com/planning/pdf/NortheastNeighborhoodsNDPwithMaps.pdf Royster-Clark Special area Plan http://www.cityofmadison.com/planning/royster.html
48	42	Land Use/ Plan	Maintain bicycle connections as the street network develops.	As the street network in a developing neighborhood evolves, the ability to provide all of the recommended bicycle connections must be maintained and any revised alignments for these routes should be clearly shown on the revised plans. Land in new neighborhoods is often developed over a relatively long time period, often in disconnected tracts. This makes the alternative local street connections, which are preferred for bicycling by children and less-experienced adult bicyclists, particularly vulnerable to being broken inadvertently as multiple iterative modifications are made to the street network that was envisioned in the plan as originally adopted. This reinforces the importance of clearly including all of the recommended bicycle connections in the neighborhood plans and ensuring that the plans remain current.	Planning, Traffic Engineering, and Engineering	Bicycle connections are maintained as the street network develops.	Staff Time.	Ongoing

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
49	43	Land Use/ Plan	Keep neighborhood plans and transportation plans up-to-date and officially amended when changes are made.	<p>Neighborhood plans and transportation plans should be kept up-to-date and be officially amended as needed to incorporate later, more detailed planning for bicycle facilities and recommended revisions to the bicycle network.</p> <p>The city's adopted neighborhood plans are among the primary tools used by development review staff to evaluate specific development proposals. It is important that changes to the recommended bicycle transportation network, including off-street paths and trails, on-street bicycle lanes, and local street alternative routes, that may be made after these plans are initially adopted be incorporated into the plan documents where they will be seen by developers, neighborhood residents, elected officials, city staff, and others who rely on these plans to guide development and redevelopment. This is particularly important in the case of neighborhood development plans.</p> <p>These plans are typically prepared while the area still consists primarily of large tracts of agricultural and vacant land with only a minimal street network. As a consequence, the recommended future street system is often highly conceptual, with important bicycle connections sometimes only indicated by a vague "arrow" on the map, for example. It is critical that as the street system becomes more firmly established through plat approvals, and as the exact alignments of related segments of the surrounding city-wide and regional bicycle network are determined and/or rights-of-way acquired, neighborhood plans also be revised to indicate exactly where the recommended facilities are intended within the neighborhood as it evolves.</p>	Planning, MPO, and other departments	Neighborhood plans and transportation plans are kept up-to-date and are officially amended	Staff Time	Ongoing
ENFORCEMENT								
50	44	Enf	Create a formal bicycle program, with an identified program coordinator, within the Madison Police Department to standardize police bicycle operations and to increase the degree to which bicycles are used as a mode of transport by police personnel for general enforcement as well as for bicycle /pedestrian enforcement.	The purpose for doing so is to increase the degree to which bicycles are used as a mode of transport by police personnel for general enforcement as well as for bicycle /pedestrian enforcement, and to increase the degree to which Madison Police Department serves as a visible role model to the community	Police	Program created	Depends on size of program	Ongoing

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
51	45	Enf	Increase the number of police personnel available to be assigned to traffic law enforcement to allow for consistent enforcement.	<p>This will enable the Madison Police Department to increase the amount of time spent on bicycle and pedestrian enforcement efforts, and to conduct such enforcement during a wider variety of hours.</p> <p>a. The Madison Police Department should continue the existing practice of urging existing personnel to conduct more traffic law enforcement as their duties permit.</p> <p>b. Madison Police Department should continue to prioritize enforcement of hazardous moving violations, and should continue the practice of prioritizing those efforts to areas or situations where safety hazards are most prevalent.</p> <p>Issues regarding consistent enforcement</p> <p>1. All traffic law enforcement serves to increase bicyclist safety by improving driving behaviors of motorists and bicyclists. If drivers are observing speed limits, stopping at stop signs and signals, yielding right of way as required by law, driving sober, etc., then the streets are safer for everyone.</p> <p>2. In particular, law enforcement should be aware that speeding significantly increases severity of auto-bicycle and auto-pedestrian crashes, and failure to yield is one of the most common forms of auto-bicycle crashes for adult cyclists in urban areas.</p> <p>3. Parking law enforcement is needed to prevent parking in bicycle lanes.</p>	Police and Mayor's Office	More personnel available for traffic enforcement	Shifting duties of existing staff or adding staff	Ongoing
52	45	Enf	Continue practice of deferring prosecution for cited bicyclists who successfully complete bicycle traffic safety classes.	Bicyclists who are cited are currently able to attend a class to defer prosecution	Police and Traffic Engineering	Continue program of bicycle education	Same as current	On-going/ Ped/Bike Coordinator teaches these classes. UWPD and Village of Shorewood Hills Municipal Court Judge also send bicyclists who have received traffic citations in their jurisdictions to the class.
53	46	Enf	Improve use of media in covering crashes.	Reinforce desired traffic safety messages, dispel cultural myth that crashes are "accidents", that bicycling is dangerous, and blaming the cyclist by inference. Encourage the use of word "crash" en lieu of "accident" to reinforce this message.	All departments, particularly police	Media coverage of bicycle crashes improves	Staff time	Ongoing
54	46	Enf	Develop a Bicycle Crash Report "study sheet" so officers reporting bicycle crashes include necessary information for crash analysis.	<p>This is needed for development of engineering, safety education and for enforcement programs.</p> <p>1. City Traffic Engineering should continue to analyze bicycle crash data to determine bicycle safety improvement goals; to determine causal factors leading to such crashes; and to identify locations where such crashes commonly occur.</p> <p>2. Traffic Engineering will communicate this information to Madison Police Department to enable them to develop traffic law enforcement plans that are responsive to these identified safety problems.</p> <p>3. Traffic Engineering will work with state government to change the crash reporting requirements, to require reporting of crashes involving bicycles or pedestrians that do not involve motor vehicles (Current state law does not require such reporting).</p> <p>i. Recommended criteria – crash involves injury or property damage of \$200 or more.</p>	Police and Traffic Engineering	Study sheet developed and implemented	Staff time and minimal printing	In Process
55	47	Enf	Madison Police Department continue to work with University of Wisconsin Police Department, Capitol Police, and Dane County Sheriff to ensure consistency in enforcement efforts.	In order to assure that all jurisdictions are communicating their plans and programs, as well as sharing best practice information, regular coordination should take place. Consistent enforcement is a cornerstone of encouraging lawful and safe behavior.	Police	Ongoing good relations and partnerships	Staff time	Ongoing

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
56	47	Enf	Continue to educate and train law enforcement personnel in the enforcement of laws concerning bicyclists' rights and responsibilities	Use the Wisconsin Department of Transportation – Bureau of Transportation Safety (DOT-BOTS) Pedestrian and Bicycle Law Enforcement training course, new recruit training, and roll call refresher courses. The DOT-BOTS training should be offered at least once per year and one or more officers should be trained to provide these courses internally. (Train-the-Trainer)	Police	Annual trainings	Staff time and cost of trainings, which may be covered by Wisconsin Department of Transportation – Bureau of Transportation Safety	Ongoing
			EDUCATION, ENCOURAGEMENT, OUTREACH					
57	48	Ed, Enc, Out	Institute a Sunday Parkways ride once per month.	Sunday Parkways are times set aside on weekends and holidays for traffic-free biking and walking on a network of selected streets. In effect, streets are transformed into trails. Hundreds of thousands of cyclists use Sunday Parkways called Ciclovía in Bogotá, Columbia, and Via RecreActiva in Guadalajara, Mexico. Sunday Parkways do not impact motorized traffic flow like other special events, since all cross-traffic flows normally. Participants stop at all traffic signals, so that only the closed street is affected. Often on a divided arterial, the Sunday Parkway uses one half of the roadway and motorized traffic uses the other half. Sunday Parkways provide close-to-home recreational opportunities for all ages and all types of active travel.	Mayor's Office, Traffic Engineering, Police, Madison Metro	A Sunday Parkways program is launched, expanded, and sustained	Staff, police time, and volunteers	Sunday Parkways started in August 2009 as Ride The Drive. Two events have been held each year since, one in June and one in August or September. Ride the Drive 2009, 2010 and 2011 were held downtown. In 2012 the September ride was based out of Warner Park and the northeast side. The August 2013 ride was based out of Garner and Rennebohm Parks on the west side.
58	49	Ed, Enc, Out	Create a Safe Routes to School plan for Madison.	To include education, enforcement, engineering, encouragement, and evaluation for children K-12.	Traffic Engineering, Health, Engineering will work together with the Madison Metropolitan School District (MMSD), Safe Community Coalition, and the Bicycle Federation of Wisconsin	Plan completed	Staff time or cost of a consultant	See MMSD's Safe Routes to School program at https://tnlweb.madison.k12.wi.us/saferoutes
59	49	Ed, Enc, Out	Pilot an individualized marketing campaign to people receptive to replacing automobile trips with bicycling.	This cost-effective marketing program identifies people receptive to changing the way they travel and then provides them with personalized information about their preferred option(s). May work in combination with other Transportation Demand Management/Alternative Transportation promotion/education programs. Innovative models include Portland, OR, TravelSmart (http://www.portlandonline.com/transportation/index.cfm?c=32360) and Seattle's Way to Go, Seattle! (http://www.ci.seattle.wa.us/waytogo/).	Mayor's Office, Public Health, MPO, Metro, Traffic Engineering	An individualized marketing campaign is developed and implemented	Depends on extent of program	MPO TDM Coordinator is considering this. Funding source needs to be identified.
60	50	Ed, Enc, Out	Integrate bicycling into Fit City Madison program and The Natural Step.	Fit City Madison and The Natural Step are existing efforts that can and should integrate bicycling into their programs.	Public Health	Bicycling content of Fit City/Natural Step program increases	Staff Time	Fit City Program no longer exists
61	50	Ed, Enc, Out	Facilitate an annual meeting of all regional bicycle/pedestrian planners/engineers in Dane County.	In order to assure that all communities and organizations are communicating their plans and programs, as well as sharing best practice information, an annual meeting should be held.	Staff from all departments with MPO as lead	An annual meeting is held	Staff time and nominal meeting costs	
62	50	Ed, Enc, Out	Undertake a scientific survey to determine the level of bicycling in Madison and what the public feels can and should be done to improve bicycling conditions and to increase the number of people bicycling.	In addition to the fact that reliable figures are not available for the number of people bicycling in Madison, the Platinum Committee recognizes that there are issues that they do not have the answers for regarding bicycling. Among these issues is the question of how to get those who do not currently bicycle to bicycle more. The Committee hopes that some innovative solutions will emerge through the recommended mini-grant program, this scientific study, and the individualized marketing program. The city may be able to partner with the university to complete the survey.	Traffic Engineering and/or Public Health	A survey is implemented and analyzed	Staff time and the cost of the study	Done

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
63	51	Ed, Enc, Out	Create a plan for city bicycle education, encouragement, and outreach for adults.	Create a plan and consider adding a city staff position to address adult bicycle education and outreach to be housed in the Public Health Department or possibly hire the work out to a nonprofit organization.	Mayor's Office, Traffic Engineering, and Public Health	A plan for adult bicycle education and outreach is created and implemented and appropriate staff or consultant is hired	Estimated cost \$100,000 annually for additional staff person/contract	Have tried to add a half time position to initiate this but so far have not been successful in getting this added to the city's budget.
64	51	Ed, Enc, Out	Expand and Improve children's bicycle safety education in school.	In collaboration with the educational plan/staff recommended, expand and improve bicycle education for children. May include Safe Routes training, Bike Clubs, training associated with free helmet giveaways, rodeos with trained instructors. Ideally, every child in grades 5 or 6 (age 9-12 would be ideal) will receive detailed bicycle safely training.	Traffic Engineering with help from Safe Community Coalition and Bicycle Federation.	Children receive bicycle safety education	Depends on level of program implemented	MMSD is doing this as part of their SRTS programming
65	52	Ed, Enc, Out	Support a School District policy that all children, if allowed by their parents, should be allowed to bicycle to school in Madison.	Encouraging bicycling begins at a young age. With parental guidance, bicycling can be an excellent form of transportation for children to get to school. The city should support adult supervised and/or approved (depending on age) bicycling of children to school.	Mayor's office will work with Madison Metropolitan School District (MMSD) and Bicycle Federation of Wisconsin	children are allowed to bike to school (with parental approval)	Staff time	New Policy passed Fall 2013
66	52	Ed, Enc, Out	Provide information and incentives to all city employees about bicycling for transportation/ recreation and encourage other businesses and corporations to do so as well	may include League of American Bicyclists classes, other classes, printed materials, prizes	Mayor's Office, Traffic Engineering, Public Health with help from Bicycle Federation of Wisconsin	Information and incentives are made available to all City employees	Depends on program	Sustainable Madison Committee has been discussing this
67	52	Ed, Enc, Out	Provide information (print and web) to city employees who drive for work purposes about sharing the road with bicycles.	In addition to print and web information, place informational bumper stickers about sharing the road on all City vehicles (ala "I yield to bicycles when I turn" or "I give bicycles three feet when passing"). Consider informational placards in buses or wrapping a bus with a traffic safety or share the road message	Mayor's Office, Public Health, Motor Equipment, Traffic Engineering, Madison Metro	Information is made available to all city employees and stickers are printed and installed	Sticker cost approximately \$500; Printing cost of training information approximately \$500 per year plus staff time to develop piece	Desired part of adult bike ed program when funding available. See recommendation 63.
68	53	Ed, Enc, Out	Make training opportunities and information on bicycle issues available to City technical staff (see section on enforcement for details on police training) and elected officials on a regular basis.	Staff and elected officials can only make the best decisions when provided proper training and background information.	All departments	Training and information are provided to technical staff and elected officials on a regular basis	Dependent on training, may often be low or no cost other than staff time or may include registration costs, travel, lodging, etc.	APBP, NACTO and other webinars routinely shown and staff from various agencies invited to attended.
69	53	Ed, Enc, Out	Establish a Bicycling Buddy program.	A Bicycling Buddy program matches a novice cyclist with a trained volunteer familiar with the commute neighborhood and workplace. Some things that Buddies may help with include: selecting a comfortable route, riding safely in traffic, fixing a flat tire, choosing gear for commuting, taking a bike on the bus, and renting a bike locker.	Traffic Engineering, Parks, Public Health, MPO, Bicycle Federation of Wisconsin	Program established and advertised	Staff time	Desired part of adult bike ed program when funding available. See recommendation 63.
70	54	Ed, Enc, Out	Establish Bicycle User Groups (BUGs).	Bicycle User Groups (BUGs) are worksite or neighborhood-based groups involved in various cycling activities. Some BUGs organize rides or events, while others campaign for better cycling facilities.	Traffic Engineering, Parks, Public Health, Bicycle Federation	When the city has opportunities to do so, they will direct citizens to appropriate resources	Staff time	Desired part of adult bike ed program when funding available. See recommendation 63.
71	54	Ed, Enc, Out	Establish neighborhood-based bike clubs.	Bike clubs have been a part of the city's educational efforts in the past. By making bike clubs neighborhood-based, rather than school-based, more children may be able to take part and the clubs may become self-sustaining.	Traffic Engineering, Parks, Public Health, Bicycle Federation	A bike club program established and sustained	Staff time	Pedestrian-Bicycle Safety Educator does this in the summer
72	55	Ed, Enc, Out	Encourage regular bike programs/workshops at neighborhood centers and nonprofit organizations.	The Platinum Committee recognizes that there are issues that they do not have the answers for regarding encouraging more people to bicycle. The Committee does not have an articulated concept for how to reach out to these groups, however they acknowledge that the issues addressed in this report affect all citizens of Madison, and that a better community can be developed through open communication and collaboration.	Traffic Engineering, Parks, Public Health	When the City has opportunities to do so, they will provide assistance to groups that wish to facilitate bike programs.	Staff time	Dream Bikes has partnered with the Worthington Park neighborhood on such a program last year and this year. The Pedestrian-Bicycle Safety Educator has been assisting with this. Eat-Play-Bike last year.

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
73	55	Ed, Enc, Out	Reach out to neighborhood planning councils, developers, builder's association, environmental groups, chamber of commerce, schools, DOT, DNR, etc.	The Platinum Committee recognizes that there are issues that they do not have the answers for regarding encouraging more people to bicycle. The Committee does not have an articulated concept for how to reach out to these groups, however they acknowledge that the issues addressed in this report affect all citizens of Madison, and that a better community can be developed through open communication and collaboration.	All departments	Ongoing good relations and partnerships with these groups	Staff time	Ongoing as opportunities arise
74	56	Ed, Enc, Out	Establish a mini-grant program to support community efforts that encourage bicycling.	The mini-grant program taps the creative potential of our community by seeking ideas from the public to encourage bicycling. The grants will particularly seek to reach people who either do not bike at all or who bicycle infrequently, as well as minority, low-income, and other under-represented populations. May include grants for public art that is dedicated to bicycling.	Platinum Committee, Mayor's Office	grants given away and associated projects completed	Funding to come initially from the corporate sponsorships of the Platinum Committee. If successful, seek additional funding from the city or businesses	Funding currently not available
75	56	Ed, Enc, Out	Fund a media buy for the existing Safe Community Coalition television public service announcements (PSAs).	The Safe Community Coalition (SCC) has filmed two 30 second television commercials educating motorists about the rights of cyclists and ways to avoid common crash types. The commercials are ready to air, but funds are needed for a media buy. Note funding has been proposed in city budget.	Platinum Committee	SCC PSAs are aired spring/summer and annually beyond	\$2,500 (with a match from Charter Communications) for 3 months	Funding currently not available
76	57	Ed, Enc, Out	Contract with a media public relations firm to develop a comprehensive traffic safety and bicycle promotion campaign to run throughout the year.	Most educational efforts aimed at bicyclists and motorists tend to require self-selection for participation. Unless an individual seeks out the information, they will not receive any. A more comprehensive educational promotional campaign needs to be undertaken to reach the broader public, including those individuals who do not realize that they need to be educated.	Mayor's Office, Public Health, Police, Traffic Engineering	A traditional marketing campaign is developed and implemented	Depends on size of campaign	Funding currently not available
77	57	Ed, Enc, Out	Improve and update City of Madison bicycle web page to create a clearinghouse for local bicycling information.	With direct links to Bicycle Community Page and Bicycle Federation of Wisconsin Ride Guide. Consider advertising website with stickers on city bike racks	Traffic Engineering with help from Bicycle Federation of Wisconsin	A web clearinghouse is developed and launched with improved web sites	Staff time	City's website done. This cannot be a clearing house for all bicycle information (eg city won't link to Bicycle Benefits on website). Clearing house concept will have to be developed by others.
78	57	Ed, Enc, Out	Develop an online interactive bicycle route mapping to include segment suitability and average biking time.	Web-based application similar to Mapquest for cars. Investigate the development of a "bike score" to assist bicyclists, businesses, and property sellers/buyers of the bicycle—friendliness of an area.	Traffic Engineering and Engineering with assistance from Bicycle Federation of Wisconsin or other contractor	Online application developed and launched	Development and web hosting costs.	Google maps does this, and is used on the city's website
79	58	Ed, Enc, Out	Develop a bike festival.	Separate from Bike to Work Week—and held during summer months. Likely location would be Central Park site when completed	City will seek a nonprofit or private company	A festival is developed and held	Minimal city resources; festival should be organized and supported by private sector	No one has stepped forward to do this yet.
80	58	Ed, Enc, Out	Reach out to minority, low-income, and under-represented groups.	The Platinum Committee recognizes that there are issues that they do not have the answers for regarding bicycling. Amongst these issues is the question of how to encourage minority, low-income, and other under-represented groups to bicycle more. The Committee hopes that some innovative solutions will emerge through the recommended mini-grant program, the scientific study, and the individualized marketing program. In addition, other approaches may include materials printed in foreign languages, Major Taylor programs (for African- American children), Affordable Transportation for Affordable Housing programs, Freewheel/Wheels for Winners, and reaching out to churches/neighborhood centers.	All departments	Improved outreach to these groups	Staff time	Several organizations in the city do this, and we have seen some new initiatives in recent years. Wheels for Winners, Dream Bikes, Freewheel. The City's Ped/Bike Safety Educator spends considerable time in minority and low income neighborhoods, especially in the summer. Eat, Play, Bike was a great collaboration this past summer.
81	59	Ed, Enc, Out	Promote Active Prescription and other classes and programs that encourage bicycling by health providers and insurance companies	The Bicycle Federation of Wisconsin has worked in recent years to promote bicycling through health providers and insurance companies. The city and the Health Department could assist in moving these efforts forward.	Public Health with help from Bicycle Federation	Health providers and insurance companies better integrate bicycling into preventive medicine programs	Staff Time	

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
82	59	Ed, Enc, Out	Promote business-based bicycling programs and incentives.	Tie in with existing programs such as Rideshare, City bus pass and reduced cost parking program for TDM users, University TDM programs, and Bike to Work Week programs. City could work with Bicycle Federation of Wisconsin, Madison MPO, University of Wisconsin Transportation Demand Management Department. Encourage businesses to provide facilities and incentives to encourage bicycling (like showers, lockers, covered parking, contests and prizes) and to implement innovative programs (like parcel delivery for customer purchases or parking cash out for employees). Good examples include Pacific Cycle's employee incentives.	Mayor's Office, Health Department, Traffic Engineering, MPO	Businesses better promote bicycling programs and incentives.	Staff Time and marginal cost of incentives	Sustainable Madison Committee has been discussing this
83	60	Ed, Enc, Out	Promote programs that make bicycles available to everyone regardless of income level (both used and new bikes).	Examples of such programs include Red Bike Program, Wheels for Winners, Boys and Girls Club, Dane County Transitional School, St. Vincent De Paul, UW Annex, and Freewheel	Traffic Engineering, Parks, Public Health	When the City has opportunities to do so, they will direct citizens to these resources	Staff time	We refer people to Wheels for Winners, http://www.wheelsforwinners.org/ Dream Bikes http://dreambikesmadison.blogspot.com/p/home.html and Freewheel Community Bike Shop http://freewheelbikes.org/
84	60	Ed, Enc, Out	Coordinate bicycle plans and activities with the University of Wisconsin-Madison, Edgewood, MATC, and other colleges in the area.	In order to ensure that all communities and organizations are communicating their plans and programs, as well as sharing best practice information, regular coordination should take place.	All departments	Ongoing good relations and partnerships with colleges/universities	Staff time	On-going
85	61	Ed, Enc, Out	Promote existing rides, events, programs, and groups that promote bicycling	Examples include Bike to Work Week, Bike Swap, Club Rides, Fundraising Events, Competitive Sporting Events, Mountain Biking	Traffic Engineering, Parks, Public Health	When the City has opportunities to do so, they will direct citizens to these resources	Staff time	See Resources links on the bikeMadison webpage http://www.cityofmadison.com/bikeMadison/resources/
86	61	Ed, Enc, Out	Provide printed safe bicycling information to bicycle event planners and participants through city parks permitting process.	Bicycling events provide a unique opportunity to educate cyclists because they are gathered in one place. By educating bicyclists on the rules of the road and on courteous riding behavior, the city can improve safety and the relationship between bicyclists and motorists.	Traffic Engineering with help from Bicycle Federation of Wisconsin	Information provided to all events	Bicycle Federation of Wisconsin may be willing to assist with cost and distribution. 10,000 newsprint publications can be printed for about \$500	Desired part of adult bike ed program when funding available. See recommendation 63.
87	62	Ed, Enc, Out	Create a Bicycle Ambassador program	The concept of bicycle ambassadors is gaining popularity nationwide. Bicycle Ambassadors work to encourage bicycling as a form of transportation, while promoting safety. Ambassadors might organize a number of activities such as: bike skill and safety clinics, free bike repair and commuter classes, share maps and offer route - finding help, lead "Get to Know Madison by Bike" tours, helmet fittings, ABC Quick Bike Checks, Bike Rodeo assistance, co-host special events by request. The Ambassadors would interact with people every day on Madison's streets - answering questions, giving out free safety gear and resources, offering courses to help people become better cyclists, demonstrating the best biking and walking techniques, speaking with motorists and moped drivers about bike and pedestrian issues and more. Currently, the University of Wisconsin has a campus Ambassador program	Mayor's Office, Public Health, Police, or Parks	A Bicycle Ambassador program is launched and sustained	Cost proportional to size of program. Estimate \$25,000-\$50,000 per 1/2 time Ambassador	Police started program in 2012 with two Ambassadors, continuing in 2013. Funding primarily with grants. Grant funding ran out summer 2013. Bike Fed's Share & Be Aware Program has a Bicycle Ambassador based in Madison covering the Central region of the state.
88	62	Ed, Enc, Out	Coordinate bicycle plans and activities with public and private K-12 schools	In order to ensure that all communities and organizations are communicating their plans and programs, as well as sharing best practice information, regular coordination should take place.	All departments	Ongoing good relations and partnerships with schools	Staff time	Staff have good relationships and partnerships with MMSD staff, especially with the Safe Routes To School Coordinator and with MSCR.

	Pg	SEC	RECOMMENDATION	DETAILS	RESPONSIBLE PARTY	PERFORMANCE MEASURE	RESOURCES	2014 Comments
89	63	Ed, Enc, Out	Facilitate public-private partnerships with local bicycle industry and other businesses.	Madison is in the unique position of being a "hub" of bicycling business activity. There is a great deal of potential for public-private partnerships. Many businesses have already demonstrated a willingness to contribute to making the city a better place to bicycle (for instance, a portion of the funding to support the Platinum Committee's work was provided by Trek Corporation, Pacific Cycle, Saris Cycling Group, and Planet Bike).	Mayor's Office	Ongoing good relations and partnerships with bike industry and other businesses	Staff time	On-Going
90	63	Ed, Enc, Out	Investigate implementation of a bike sharing program	Many communities throughout the world are using bike sharing programs or short-term, on-demand bike rentals to encourage bicycling. Madison had a brief bike sharing program called "red bikes" in the 1990s. Currently, the University of Wisconsin-Madison is researching a bike sharing program. The city should work with the university to investigate expanding such a program citywide.	Traffic Engineering and Mayor's Office	Implementation of a bike sharing program	Not known	B-Cycle implemented by Trek with city cooperation in 2011. They have a 5-year contract with the City.
ASSESS & REVIEW								
91	64	Assess/Review	Adopt/accept this report through the usual City process.	The recommendations of this report will be considered on an even basis with recommendations for other modes. This report will be integrated into other transportation plans	Mayor and Council	The report is adopted	No cost	Adopted by City Council April 8, 2008
92	64	Assess/Review	The Mayor and city department heads work as a team to be catalysts for implementing the recommendations of this report.	It is anticipated that this report will be officially adopted through the usual city policy process via resolution by the Mayor. Implementing the recommendations of this report will require a cultural change in the way that the government process currently operates. Jump-starting that change will take a fair measure of political will. The Mayor will designate a staff person in his office to be the point person to monitor the progress of report implementation.	Mayor and city department heads	A call to action is made	No cost	Bicycle programs are regularly discussed at the Mayor's Management Team Meetings
93	65	Assess/Review	Staff from the Mayor's office will meet annually with bicycle advocacy groups.	Groups may include a. Bicycle Federation of Wisconsin and Bicycle Transportation Alliance of Dane County on general advocacy b. WORBA and/or MadFORCs to discuss future sites of mountain bike single track, c. Cyclocross groups to discuss cyclocross in city parks, d. Brazen Dropouts to discuss Circuit Course e. Other interest groups As appropriate, the Mayor's office will pass information from these meetings on to appropriate city staff for follow-up.	Mayor's Office	Meetings are held and plans to move forward with interest groups are developed	Meetings are held and plans to move forward with interest groups are developed	BFW has generally organized this
94	66	Assess/Review	Create an annual "Policy and Planning Bicycle Tune-Up Report Card"	The first report card would be due by May 2008. The report card would be available to the public so that citizen groups may monitor the city's progress on bicycling issues and the recommendations of this report. The report card will reference the themes and chapters of this report as a guide and report on the status of implementation, as well as update the recommendations. The report will be made by staff to the PBMVC in conjunction with a public hearing and the PBMVC will forward the report to the full city council and Mayor with their comments for adoption/acceptance.	Staff from all departments with Traffic Engineering, Engineering, and the MPO as leads.	An annual report card is published and made available to the public	Staff time	Generally done in conjunction with annual PBMVC Public Hearing for new Ped & Bike projects