



Traffic Engineering and Parking Divisions

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TO: Board of Health
FROM: Arthur Ross, Pedestrian-Bicycle Coordinator
SUBJ: Platinum Bicycling Committee Report (Legistar ID 08798)
DATE: March 14, 2008

The Platinum Bicycling Committee's report, *Making Madison the Best Place in the Country to Bicycle*, is on your March 20, 2008 meeting agenda for consideration of adoption of this plan. The Platinum Bicycling Committee was appointed by Mayor Cieslewicz in the fall of 2006 with the overall goals of

- 1) achieving the Platinum designation level through the League of American Bicyclists Bicycle Friendly Communities program, and
- 2) putting forward a roadmap - or bike path - for Madison to become the best city in the country for bicycling.

In addition to its citizen members, staff from the Departments of Traffic Engineering, Engineering, Public Health, Parks, Police, Planning, and the Metropolitan Planning Organization were included in committee discussions. Muriel Nagel and Pam McGranahan represented Public Health at the Platinum Committee's meetings.

The following sections of the report should be of particular interest to the Board of Health.

- Vision Statement and Goals on page 2
- The Big Whys and Themes, pages 3 - 10

Recommendations of interest to Public Health

- page 49: Create a plan for city bicycle education, encouragement, and outreach for adults.
- page 50: Create a Safe Routes to School plan for Madison.
- page 51: Provide information and incentives to all city employees about bicycling for transportation/recreation and encourage other businesses and corporations to do so as well.
- page 51: Provide information (print and web) to city employees who drive for work purposes about sharing the road with bicycles.
- page 52: Establish a Bicycling Buddy program.
- page 52: Establish Bicycle User Groups (BUGs).
- page 53: Establish neighborhood-based bike clubs.
- page 53: Encourage regular bike programs/workshops at neighborhood centers and nonprofit organizations.
- page 55: Contract with a media public relations firm to develop a comprehensive traffic safety and bicycle promotion campaign to run throughout the year.
- page 55: Pilot an individualized marketing campaign to people receptive to replacing automobile trips with bicycling.
- page 57: Integrate bicycling into Fit City Madison program and The Natural Step.
- page 58: Promote Active Prescription and other classes and programs that encourage bicycling by health providers and insurance companies.
- page 58: Promote business-based bicycling programs and incentives.
- page 59: Promote programs that make bicycles available to everyone regardless of income level (both used and new bikes).
- page 60: Promote existing rides, events, programs, and groups that promote bicycling.
- page 61: Create a Bicycle Ambassador program.
- page 63: 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.

I will be at the meeting along with one of the Platinum Committee co-chairs to answer questions.