



Feedback on **Cleveland Height's** application to be designated a Bicycle Friendly Community -Spring 2010

The Bicycle Friendly Community review committee was impressed with the potential and growing commitment to make Cleveland Heights 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 some measures remain to be done.

Some of the highlights of the application were a strong base of cyclists commuting to nearby universities and employers, new road striping and facilities, and innovative ways to incorporate bicycles and calm traffic such as road diets. Also, the proximity to other cycling amenities in Cleveland helps put Cleveland Heights on the road to being a Bicycle Friendly Community, and these efforts show the ambition to make a first-rate cycling city.

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

- Fully implement NOACA's regional bike plan and develop corresponding policies. Work towards closing the gaps in the cycling network. Continue to expand encouragement, education, enforcement, and engineering programs to increase bicycle mode share.
- Implement a Safe Routes to School program that includes bicycling and encourage all schools to get involved. Short-term projects such as painting crosswalks can be 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.
- 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. 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.
- Establish a Bicycle Advisory Committee specifically for Cleveland Heights that meets regularly and represents a range of community members and groups. Increase the amount of time that your Bicycle Program Manager dedicates to these issues. A full-time bicycle and pedestrian coordinator would greatly increase the amount of work that can get done in the community.
- Expand encouragement efforts during Bike Month by incorporating promotional community events. Have the Mayor and/or the City Council proclaim May as Bike Month.

Reviewers provided the following suggestions to further promote bicycling:

Engineering

- 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 DOT’s own guidelines.
- Advance your bicycle accommodation policy to a Complete Streets policy. Every street should accommodate bicyclists, pedestrians, motorists and transit users of all abilities and ages. <http://www.completestreets.org/>
- Provide opportunities for ongoing training on accommodating bicyclists for engineering, planning staff, and law enforcement. Consider hosting a BikeEd course for city staff to better understand cyclists’ needs, behavior, and their right to use city streets as well as multi-use paths for transportation.
- Set up training 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. This can be done through a trails master plan for mountain bike access.

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. Also, use the 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>.
- 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.
- Your "Bike Riding Made Simple and Safe" class is a great start! Continue to improve bicycling education opportunities for children and adults. *Smart Cycling* can be integrated into motor vehicle violation diversion programs, Safe Routes to School, as well as motorist education classes for city employees.
- The community should work to increase bicycling education opportunities for children and adults. Consider hosting an LCI seminar to train League Cycling Instructors. Contact the League offices or visit <http://www.bikeleague.org/programs/education/> for information on upcoming seminars. Both adult and child classes can be taught by League Cycling Instructors. Having local instructors will enable the community to expand cycling education, to be cycling ambassadors, to deliver education to motorists, provide cycling education to adults, and have an expert to assist in encouragement programs. http://www.bikeleague.org/cogs/programs/education/seminar_schedule

Encouragement

- 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.
- You have lots of cycling organizations that are actively involved in the community. In addition, consider a Bicycle Ambassador program like Chicago's. This could be based out of a Bikestation or cycling hub. Mayor Daley's Bicycle Ambassadors 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.
- 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.

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.810acaee50c651189ca8e410dba046a0/> 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

- 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. By creating an economic impact analysis, incorporation of bicycles can be more targeted and also reach underserved communities.