

## **Oakland 2010 Bicycle Friendly Community Bronze Designation: Response to League of American Bicyclists' Recommendations April 28, 2011**

In 2010, the City of Oakland submitted an application to the League of American Bicyclists (LAB) to be recognized as a Bicycle Friendly Community (BFC). LAB awarded Oakland BFC status at the bronze level and provided 27 recommendations for areas of improvement. LAB provided four primary suggestions, followed by additional recommendations in the following application categories: Engineering, Education, Encouragement, Enforcement, and Evaluation/Planning. These suggestions are enumerated below and accompanied by a coordinated responses from the City's Bicycle & Pedestrian Facilities Program, Walk Oakland Bike Oakland (WOBO), and East Bay Bicycle Coalition (EBBC). For each recommendation, the responses specify the lead partner(s), the relative priority of acting on the recommendation, and the status of work in that area.

### **FOUR PRIMARY SUGGESTIONS**

- (1) **Public Education Campaigns:** 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, see the excellent Look Campaign from New York City: [http://www.nyc.gov/html/look/html/about/about\\_us\\_text.shtml](http://www.nyc.gov/html/look/html/about/about_us_text.shtml) and 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>.

*Lead Partner:* WOBO and EBBC

*Priority:* High

*Status:* Currently, WOBO and EBBC work to integrate safety and awareness information and education into their events and programs. Further, EBBC runs a county-wide month-long share the road campaign as part of Bike to Work Month. There is a strong desire to build larger, on-going public education campaigns. The partners have had a preliminary discussion about a social marketing campaign to disseminate the "share the road" message via bus advertising and other outlets. Other potential partners include AC Transit (bus service provider), BART, and the Alameda County Public Health Department. There are questions over how to mount a sustainable campaign, given the need for ongoing funding and the need to keep the message fresh.

- (2) **Bikeway Network:** Increase the number of arterial streets that have wide shoulders or bike lanes. Continue to expand the bicycle network and increase network connectivity through the use of bike lanes, shared lane arrows and signed routes. 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.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program)

*Priority:* High

*Status:* A large number of projects are in design or pending implementation. The City continues moving aggressively to deliver priority projects and leverage opportunities with resurfacing and streetscape projects. EBBC and WOBO are working to build support for implementation of a network of bikeways through their respective memberships, and through outreach to cyclists, residents, merchants and others.

- (3) **Roadway Resurfacing:** Improve the coordination between the city and the state paving and rehabilitation projects and facilities maintenance. Consider offering oversight to state DOT staff and contractors working within municipal boundaries are properly installing facilities and are current on best practices.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program)

*Priority:* Medium

*Status:* Since 2007, City staff involved in resurfacing projects attends an ongoing monthly coordination meeting to ensure that proposed bikeways are included and existing bikeways are upgraded as part of all roadway resurfacing projects. The EBBC provides online hazard reporting on their website, taking all reports of potholes and other hazards reported in Oakland (and throughout the East Bay) and submitting those reports to the City's Public Works Agency. Though this volunteer based system the EBBC is able to act as a liaison for cyclists in monitoring repair times and responsiveness to reports.

- (4) **Bicyclist Education:** Continue to improve bicycling education opportunities for children and adults. Increase the amount of regular class offerings. Smart Cycling can be integrated into motor vehicle violation diversion programs, commuter education programs, Safe Routes to School, as well as motorist education classes for city employees.

*Lead Partner:* EBBC

*Priority:* High

*Status:* The EBBC has built a solid bicycle education program offering League certified bicycle education classes to children and adults in Alameda County, funded by the Alameda County Transportation Commission (ACTC). The EBBC is obligated to provide these free classes throughout the county so is not able to offer as many in Oakland there is demand for these classes. Next steps include increasing the frequency of course offerings in Oakland, through dedicated funding, and seeking to have courses offered as standard programming of the City's Parks and Recreation Department.

## ENGINEERING

- (5) **Staffing:** Expanding the part-time bicycle and pedestrian coordinator position to full-time would help in scaling up your BFC efforts. The city is getting an impressive amount of things done with few bicycling staff. The average silver-level BFC has 12 people working on bicycling projects/programs. See this report on the importance of Bicycle & Pedestrian program staff.

[http://www.bikeleague.org/resources/reports/pdfs/why\\_bike\\_ped\\_staff\\_april\\_2010.pdf](http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf)

*Lead Partner:* City of Oakland (Public Works Agency)

*Priority:* High

*Status:* As indicated in response to question #13 in the application, the City's Bicycle & Pedestrian Facilities Program currently has three FTEs (two full-time positions and two half-time interns). As part of the FY11-12 budget process, the Program is seeking to add a third half-time intern position. Until the broader economic recovery reaches local governments, additional staff positions are unlikely to be created.

- (6) **Design Guidelines and Best Practices:** 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 the DOT's own guidelines.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program)

*Priority:* High

*Status:* City staff is systematically developing design guidelines that embody best practices for all aspects of bicycle facility design. The goal is to complete a *Design Manual for Bicycle Facilities* that will be a companion document to the City's *Bicycle Master Plan*.

- (7) **Staff Training:** Provide opportunities for ongoing training on accommodating bicyclists for engineering, planning staff, and law enforcement. Consider hosting a Smart Cycling 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.

*Lead Partner:* Undetermined

*Priority:* low

*Status:* Bicycle-related trainings and webinars are offered to engineering staff on a periodic basis. There are opportunities for improvement, but no partner is positioned for developing a training program in a time-efficient manner.

- (8) **Bicycle Parking:** Increase the amount of secure bicycle parking throughout the community.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program), BART

*Priority:* Medium

*Status:* The City and BART have each had robust bicycle parking programs for over ten years. As a result, Oakland has the third largest number of bicycle parking spaces per capita for the 50 largest US cities (Alliance for Biking and Walking, 2010 Benchmarking Report). In 2008, the City adopted a bicycle parking ordinance and it is currently developing a program for in-street bike parking. BART is continuing to add secure bike parking in Oakland stations including parking inside the paid areas, and additional bike lockers.

- (9) **Mountain Biking:** Work to improve the access to public lands for mountain bicyclists as well as the connectivity of the bicycle network to these open spaces.

*Lead Partner:* Bicycle Trails Council of the East Bay

*Priority:* Low

*Status:* In developing the 2007 Bicycle Master Plan, City staff in transportation planning and engineering tried to address this issue with limited success. Transportation staff works almost exclusively in the public right-of-way and are thus best positioned to address access for on-street bicyclists. The Bicycle Trails Council is a very active organization and works closely with both the East Bay Regional Park District and the City of Oakland's Parks and Buildings Services Division. Opportunities remain for building partnerships between the street and trail bicycling communities.

- (10) **Bicycle Boulevards:** Offer more options for bicycle users of all ages and abilities through a system of bicycle boulevards. This is a great way to reach new cyclists in their neighborhoods and you have 33 miles planned which is great. See more on how to do it at <http://www.ibpi.usp.pdx.edu/guidebook.php>.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program)

*Priority:* Medium

*Status:* Work is proceeding as part of the overall effort to implement the City's bikeway network. The current emphasis is on marking bike boulevards with sharrows and bicycle guide signs, building on existing traffic calming features (primarily speed humps, but also some diverters for motor vehicles).

- (11) **Wayfinding Signage:** Increase the amount of way-finding signage around the community. Here are some best practices from the Washington, DC area council of governments: <http://www.mwcog.org/uploads/committee-documents/t1dZW1k20070516090831.pdf>.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program)

*Priority:* High

*Status:* The City did a comprehensive overhaul of its bicycle wayfinding in 2009. The new system is now being rolled out and implementation is on schedule. Based on a national survey of bicycle wayfinding signage, City staff believes that Oakland's new system

(available in the Bicycle Facility Design Guidelines section of the City's website at <http://www.oaklandpw.com/AssetFactory.aspx?did=3672>) is amongst the best in the United States.

- (12) **Bicycle Level of Service:** Consider measuring the bicycle level of service on community roads. <http://www.bikelib.org/bike-planning/bicycle-level-of-service/>

*Lead Partner:* City of Oakland (Infrastructure Plans & Programming Division)

*Priority:* Low

*Status:* The City has systematically experimented with bicycle level of service measures, namely the Bicycle Compatibility Index and the bicycle component of the new Multimodal Level of Service. In both cases, staff has been disappointed by the tools. Instead, staff has prioritized the reform of traditional level of service in order to deemphasize the importance of driver delay at signalized intersections.

- (13) **Road Diets:** Continue to implement road diets to calm traffic and lead to a better use of roadway space <http://lcmpoweb.las-cruces.org/Training/Road%20Diet/Road%20Diet%20Supplement.pdf>.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program)

*Priority:* Medium

*Status:* The City has a solid history of implementing road diet projects. However, these projects are becoming increasingly difficult to implement due to State environmental law, regional land use projections, and countywide transportation forecasts. Local government has a limited ability to affect these policy arenas. However, the City's Bicycle Master Plan calls for approximately 25 miles of new road diets and staff is working to implement this policy direction.

## EDUCATION

- (14) **Bicycle Safety Campaigns:** 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>.

*Lead Partner:* WOBO, EBBC, City of Oakland (Police Department, Parks & Recreation)

*Priority:* High

*Status:* EBBC currently educates 1,400 people in bike safety classes taught by LCIs each year in Alameda County, with many of these classes held in Oakland and all accessible to

Oakland by public transit. Further, the Oakland Police Department runs bike safety classes for elementary students. EBBC, WOBO and the City of Oakland Bicycle and Pedestrian Facilities Program have held preliminary discussions about expanding our current reach. Current areas we are exploring include: increasing the number of bike safety classes offered, also looking at shorter, less intensive training models in order to lower the bar for participation, and partnering with schools, businesses, community centers and other community groups, developing partnerships to “meet people where they are at.” In terms of broader messaging, we plan to integrate bike safety information into our Public Education Campaign.

- (15) **Bus/Taxi Driver Education:** 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.

*Lead Partner:* To be determined

*Priority:* low

*Status:* Determine a lead partner and develop next steps.

- (16) **League Certified Instructors:** The community should work to increase bicycling education opportunities for children and adults. Having more active LCIs would help. Host 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](http://www.bikeleague.org/cogs/programs/education/seminar_schedule)

*Lead Partner:* EBBC

*Priority:* High

*Status:* The EBBC has offered a LCI Instructor Course in April 2010 in Alameda, a neighboring city to Oakland that is easily accessible to Oakland residents. Demand for this class has been high and it will be offered again in the future.

- (17) **Safe Routes to School:** Ensure that bicycle-safety education is a routine part of public education. Expand your Safe Routes to School program that emphasizes bicycling and encourage all schools to get involved. In Arlington, Virginia every school in the County was visited by a team with representatives from Department of Public Works, the Police and Schools to assess conditions for walking and biking to each school. A list of problems and solutions was developed measures were identified to address problems. Short-term projects such as painting crosswalks were done right away while larger

construction projects are on-going. Funding is available in the federal transportation bill, SAFETEA-LU, among several other sources at both the federal and state levels. See [www.saferoutesinfo.org](http://www.saferoutesinfo.org) for more information.

*Lead Partner:* TransForm

*Priority:* High

*Status:* The Safe Routes to Schools program, which works with approximately 30 schools in Oakland, supports biking to schools in a wide variety of ways: Puppet Show assemblies, Bike to School Day, Bike Rodeos, Family Cycling Clinics, regular Walk and Roll to School Days, the “Drive Your Bike” program, and advocating for policies that allow students to bike to school where it wasn’t previously allowed. The “Drive Your Bike” Bicycle Safety Certification Program is a 2 hour in-class and a 4 hour on-the-bike training. Cycles of Change provides the bikes and helmets. Bike Rodeos provide children with a fun opportunity to role play in a mock city that encourages them to develop their road awareness and safety skills.

- (18) **Youth Programs:** Reach children with bicycling education outside of school in recreation programs, bicycle repair co-ops, Trips for Kids events, and through youth bike clubs. Here is an example from Portland, OR - <http://www.communitycyclingcenter.org/index.php/programs-for-youth>.

*Lead Partner:* To be determined

*Priority:* High

*Status:* Cycles of Change, The Crucible, Bicycle Trails Council of the East Bay, NorCal High School Mountain Bike League, and the City of Oakland (Office of Parks and Recreation) all offer bicycle-related youth programs in Oakland. In addition to growing these individual programs, there may be opportunities to coordinate between the programs to improve visibility, avoid duplication, and share knowledge.

## ENCOURAGEMENT

- (19) **Bicycle Ambassadors:** Work to create more active involvement of bicycle community. Consider a Bicycle Ambassador program like Chicago’s. This could be based out of a Bikestation or bike hub.

*Lead Partner:* EBBC

*Priority:* High

*Status:* While there is no city sponsored effort like Chicago’s Bicycle Ambassador Program, the EBBC kicked off the 1000 New Cyclist Campaign in October 2010 which helps to connect those people new to cycling with “bike buddies” and mentors to encourage and advise them. This program also has regular classes, rides, events, and workshops bringing bike safety and encouragement to people where they are. To learn more about this program go to <http://1000newcyclists.org>.

- (20) **Recreational Loop Rides:** 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.

*Lead Partner:* City of Oakland (Measure DD)

*Priority:* High

*Status:* The three-mile loop around Lake Merritt has been a popular recreational route for years. Major capital improvements funded by Measure DD are implementing dramatic improvements including path improvements, new bike lanes, and signage. Measure DD is also funding this work along Oakland's waterfront as part of the San Francisco Bay Trail.

- (21) **Wayfinding Signage:** Increase the amount of way-finding signage around the community.

*Lead Partner:* City of Oakland (Bicycle & Pedestrian Facilities Program, Redevelopment Agency), BART

*Priority:* Medium

*Status:* See #11 above on bicycle wayfinding signage. Since 2006, the City has developed design guidelines for pedestrian wayfinding signage and has implemented three projects. Additional pedestrian wayfinding signs will be developed as part of future streetscape improvements and transit-oriented development projects.

- (22) **Celebrating New Projects:** 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.

*Lead Partner:* WOBO

*Priority:* High

*Status:* WOBO works to bring attention to new bicycle-related projects by promoting them to elected officials, local businesses, social media networks, and traditional media outlets. In addition, WOBO organizes Oaklavia, Oakland's Open Streets Event. A core part of Oaklavia is showcasing new or upcoming bicycle related projects.

- (23) **Bike Sharing:** Consider launching a public bike sharing system that is open to the public. See what is being done across the country at

<http://streetswiki.wikispaces.com/Public+Bike-Sharing+Programs>.

*Lead Partner:* Undetermined

*Priority:* Low

*Status:* Public outreach in Oakland to date indicates that the major barrier to people bicycling more is that they don't feel safe on the streets. Access to bicycles is rarely expressed as a concern. Based on the international experience of the last few years, bike sharing appears most important and most likely to succeed in cities with dense residential development, walk-up apartments, and little garage space for bicycle storage. Oakland's development does not meet this profile. Based on this understanding, staff is directing the available resources to implement the City's bikeway network. As more of the network is completed, bike sharing may become a higher priority. By that time, there will also be more experience with bike sharing in the United States. The track record of these programs could be weighed against the costs and benefits of other alternatives, like more traditional bike rentals and/or government incentives for bicycle ownership.

## **ENFORCEMENT**

- (24) **Police Officer Training:** Improve and expand the training offered to police officers regarding traffic law as it applies to bicyclists. See the video put out by the National Highway Traffic Safety Administration (NHTSA) [http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.810acaee50c651189ca8e410db\\_a046a0/](http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.810acaee50c651189ca8e410db_a046a0/). 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)

*Lead Partner:* City of Oakland (Police Department)

*Priority:* Low

*Status:* Given staffing shortages, traffic enforcement is currently a low priority for the Police Department.

## **EVALUATION/PLANNING**

- (25) **Bicycle Master Plan:** Continue implementing the comprehensive bike plan and continue to close gaps in the cycling network. Also, expand the encouragement, education, and enforcement programs to increase usage. Set an ambitious, attainable target to increase the percentage of trips made by bike in the city.

*Lead Partner:* all partners

*Priority:* High

*Status:* The City's Bicycle & Pedestrian Facilities Program is the lead partner on Engineering and Evaluation/Planning. WOBO and EBBC are the lead partners on encouragement and education. The Oakland Police Department is the lead partner on enforcement. The next update of the Bicycle Master Plan will consider including a bicycle mode share target as a goal.

- (26) **Mountain Biking:** Work with the mountain biking community to develop a plan for off-road access and increase opportunities for single-track riding within the city.

*Lead Partner:* Bicycle Trails Council of the East Bay

*Priority:* Low

*Status:* See #9 above.

- (27) **Bicycle Economic Impact Study:** Consider conducting an economic impact study on bicycling in your community

[http://www.altaplanning.com/App\\_Content/files/fp\\_docs/2008%20Portland%20Bicycle-Related%20Economy%20Report.pdf](http://www.altaplanning.com/App_Content/files/fp_docs/2008%20Portland%20Bicycle-Related%20Economy%20Report.pdf).

*Lead Partner:* City of Oakland (Economic Development Division)

*Priority:* Low

*Status:* While recognizing the value of this suggestion, it is a low priority given the magnitude of Oakland's economic development issues and the limited staff time available to address those issues.