



Feedback on **Oakland's** application to be designated a Bicycle Friendly Community – Fall 2010

The League of American Bicyclists has designated Oakland as a Bicycle Friendly Community at the **bronze** level. Reviewers were very pleased to see the current efforts, potential and commitment to make Oakland a great place for bicyclists that can be seen in the growing number of cyclists and bike culture. Some of the highlights of the application are the creation of Walk Bike Oakland, road diets and infrastructure improvements, bicycle safety accommodations at intersections, improving connectivity to Berkeley, after school bike clubs, I Bike Oakland publication, Bike to Work Day events, the comprehensive Bicycle Master Plan, and outreach efforts to underserved populations.

The BFC review team expects great things in the future given the good local team and the coming improvements to the network and programs. Reviewers provided the following suggestions to further promote bicycling.

Four significant measures the city should take to improve cycling in the community are:

- 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 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>
- 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.
- 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.
- 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.

Engineering

- 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
- 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.
- 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.
- Increase the amount of [secure bicycle parking](#) throughout the community.
- Work to improve the access to public lands for mountain bicyclists as well as the connectivity of the bicycle network to these open spaces.
- 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>
- 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>
- Consider measuring the bicycle level of service on community roads. <http://www.bikelib.org/bike-planning/bicycle-level-of-service/>
- 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>

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>

- 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.
- 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
- 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 for more information.
- 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>

Encouragement

- 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.
- 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.
- Consider launching a public bike sharing system that is open to the public. See what is being done across the country at <http://streetwiki.wikispaces.com/Public+Bike-Sharing+Programs>

Enforcement

- 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.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

- 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.
- Work with the [mountain biking community](#) to develop a plan for off-road access and increase opportunities for [single-track](#) riding within the city
- 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

For more ideas and best practices please visit the [Bicycle Friendly Community Resource Page](#)