

BICYCLE-FRIENDLY COMMUNITY ACTION PLAN FOR THE CITY OF FAYETTEVILLE, ARKANSAS

Cities across the globe are managing diverse issues such as pollution, traffic congestion, traffic safety, accessibility, social inclusion, and economic growth. Increasing urbanization and sprawl is generating extra demand for quality public spaces and recreation opportunities. A renewed emphasis on security and the costs of dealing with the emerging epidemics of obesity and physical inactivity are stretching limited resources even further.

Solutions to these many challenges are equally diverse and complex. This Action Plan recognizes one policy initiative that addresses these challenges and contributes to many of the solutions necessary to improve the quality of life in cities: increasing the percentage of trips made by bicycle by making communities more bicycle-friendly.

Increasing bicycle use can:

Improve the environment by reducing the impact on residents of pollution and noise, limiting greenhouse gases, and improving the quality of public spaces.

Reduce congestion by shifting short trips (the majority of trips in cities) out of cars. This will also make Fayetteville more accessible for public transport, walking, essential car travel, emergency services, and deliveries.

Save lives by creating safer conditions for bicyclists and as a direct consequence improve the safety of all other road users. Research shows that increasing the number of bicyclists on the street improves bicycle safety.

Increase opportunities for residents of all ages to participate socially and economically in the community, regardless of income or ability. Greater choice of travel modes also increases independence, especially among seniors and children.

Boost the economy by creating a community that is an attractive destination for new residents, tourists and businesses.

Enhance recreational opportunities, especially for children, and further contribute to the quality of life in the community.

Save city funds by increasing the efficient use of public space, reducing the need for costly new road infrastructure, preventing crashes, and improving the health of the community.

Enhance public safety and security by increasing the number of “eyes on the street” and providing more options for movement in the event of emergencies, natural disasters, and major public events.

Improve the health and well being of the population by promoting routine physical activity.

Therefore we, the undersigned Fayetteville City Council Members, are committed to taking the following steps to improve conditions for bicycling and thus to realizing the significant potential benefits of bicycling in our community.

Action Plan for Bicycle Friendly Communities:

1. **TARGET STATISTIC:** Adopt a 2.5% target for commuters choosing a bicycle as the primary mode of transport by the 2020 census. (This will be almost five times the current national average of .55% and almost four times the 2000 Fayetteville figure of .69%.) We adopt a 5.0% target for commuters choosing a bicycle as the primary mode of transport by the 2030 census. (The current rate in Portland, Oregon—a Platinum-rated bicycle-friendly community—is about 6.0%). This target level provides a clear, measurable and achievable public goal that, when met, will drastically reduce the demand for

more roads and automobile parking in Fayetteville. This data will be collected from the U.S. Census Bureau's American Fact Finder service, which shows the number of Fayetteville commuters over 16 years old who reported using a bicycle as their primary means of transportation to work.

2. **INFRASTRUCTURE:** Provide safe and convenient bicycle access to all parts of the community through a signed network of on and off-street facilities, low-speed streets, and secure parking as outlined in the adopted Active Transportation Plan and Bicycle Parking Ordinance.
3. **MODEL EMPLOYER:** Make the City a model employer by encouraging bicycle use among its employees. Ensure employees awareness of the secure bicycle parking, employee showers, and city bicycle fleet available for their use. Cover the cost for up to five City staff members to participate in a Traffic Skills 101 class as offered annually by the Bicycle Coalition of the Ozarks. (Each two-day class costs \$50) This class will better equip staff to take advantage of every opportunity to create a more bicycle-friendly community. Especially encourage police personnel to take advantage of this class.
4. **EDUCATION:** Educate all road users to share the road and interact safely. Continue to provide instructional roadway and trail etiquette videos on government television, instructional signage on routes and trails, and educational guidelines to residents and visitors through the Active Transportation map brochures. Continue to host the "Share the Road" PSAs on the City website, and promote the distribution of both the PSAs and the etiquette videos.
5. **ENFORCEMENT:** Enforce traffic laws to improve the safety and comfort of all road users, with a particular focus on behaviors and attitudes that cause motor vehicle/bicycle crashes.
6. **ENCOURAGEMENT:** Develop special programs to encourage bicycle use in communities where significant segments of the population do not drive and where short trips are most common. Continue to prioritize bicycle infrastructure near schools. Continue to provide technical grant assistance to bicycle advocates working to instigate bicycle safety education into Fayetteville's public schools. Continue to support special annual cycling events such as the Joe Martin Stage Race, the Bicycle Commuter Challenge and Kid's Bicycle Safety Rodeo through police staff time, appropriate street closings, and equipment support. Provide official support of the bicycle rental program offered by the Visitor's Bureau through the City Administration members serving on the Advertising and Promotion Commission.
7. **INTERMODAL TRAVEL OPTION:** Promote intermodal travel between public transport and bicycles by linking funding for Ozark Regional Transit to progress towards adding bike racks on all busses, and also changing policy as required to facilitate prominent, accessible transit stop development. Promote potential regional mass transit connectivity through continued support for the Northwest Arkansas Alternatives Analysis Study.
8. **FEEDBACK MECHANISM:** Continue to act on resolutions from the Active Transportation Committee, and the Fayetteville Forward Transportation Group. Encourage local cyclists to identify maintenance needs, potential infrastructure improvements and bicycle policy changes through the Active Transportation Committee meetings, and through suggestion boxes located on each trail. Provide staff support to the Trail Trekkers to ensure trained observation and assistance to all trail users.

"We will promote safe and environmentally friendly cycling and walking by providing safe infrastructure and networks..." World Health Organization Charter on Transport, Environment and Health, 1999.

"The US Conference of Mayors calls on cities and communities to promote increased safe bicycle use for transportation and recreation..." US Conference of Mayors, 2003.