



**PLANNING AND PROGRAMMING COMMITTEE  
FEBRUARY 15, 2006**

**SUBJECT: METRO COUNTYWIDE BICYCLE PLANS**

**ACTION: APPROVE RELEASE FOR PUBLIC REVIEW OF THE METRO BICYCLE  
TRANSPORTATION STRATEGIC PLAN AND BICYCLE  
TRANSPORTATION ACCOUNT COMPLIANCE DOCUMENT**

**RECOMMENDATION**

Approve the release of the following two bicycle planning documents (provided under separate cover) for public review:

- A. Metro Bicycle Transportation Strategic Plan (Strategic Plan)
- B. Bicycle Transportation Account Compliance Document (BTA Document)

**ISSUE**

In February 2002, the Board directed staff to prepare a new countywide bicycle transportation plan and incorporate the 11 requirements of the State BTA. These two plans will replace the 10-year old Bicycle Policy Document and six area bicycle plans.

- The Strategic Plan is a regional document designed to be used by local agencies in planning bicycle facilities around transit and setting priorities that improve regional mobility. The goal is to link bicycles to transit and integrate bicycle facilities in transportation projects. This Plan provides a fresh look at enhancing travel options with bicycle use.
- The BTA Document is an inventory and mapping of existing and proposed bicycle facilities in the county, bicycle trip estimates, and past and future expenditures for bicycle facilities. The information for this document was compiled from information provided by the 89 cities and local jurisdictions within the county. By adopting Metro's plan as their own, any city and the County, can become eligible for the State BTA grant program. Local agencies will need to supplement the Plan with project and priority lists and an adopting resolution.

## **POLICY IMPLICATIONS**

The Strategic Plan and BTA Document are consistent with Metro's Long Range Transportation Plan. The BTA Document fulfills a Caltrans requirement by consolidating information in one countywide document that each city and the County can adopt as their local bicycle plan.

## **OPTIONS**

The Board could choose not to approve the Strategic Plan and BTA Document. This is not recommended because the first bicycle plans were developed 10 years ago and are now out-of-date. In addition, the cities and County would not be able to adopt the BTA Document as their own bicycle master plan.

## **FINANCIAL IMPACT**

Review and future adoption of the Strategic Plan and BTA Document does not require funding from the FY06 budget. In future years, adoption of the plan will form the basis for discretionary decisions in grant funding provided from local, state and federal sources.

## **DISCUSSION**

Metro's 2005 regional planning has shifted the focus from arterial bikeways to a strategy of using bicycles with transit to fully utilize, enhance and leverage the regional transit system and funding mechanisms. To be effective, this strategy is not reliant on the build-out of an entire arterial system of bikeways as in the previous plans, but does rely on planning for bicycle accommodation to/from transit hubs and onto transit. Focusing improvements at bike-transit hubs is a relatively simple opportunity for linking bikes with the Metro system and increasing the effectiveness of bicycles for travel without a large investment of infrastructure and right-of-way acquisition in relation to other modes.

The Plan also identified 53 gaps in the inter-jurisdictional bikeway network of river trails, rails-with-trails, bike lanes and bike routes, that provide connections between cities, activity centers, employment and housing. Following adoption of this plan, and included as a policy objective, staff will prioritize the gaps based on regional significance and need that will form the basis for discretionary decisions in grant funding.

### **Metro Bicycle Transportation Strategic Plan**

The 2005 Strategic Plan describes a vision for Los Angeles County that promotes bicycling as a viable transportation mode. This vision furthers the regional goals of improving the quality of life and economic well being for people residing, working and visiting Los Angeles County by outlining a bicycle infrastructure that improves overall mobility, air quality, and access to opportunities and resources.

The Strategic Plan also establishes regional bicycle planning policies and provides tools that can be used by local agencies in creating their own bicycle plans. The Plan includes:

- A listing of 167 identified “bike-transit hubs” in the county
- Audit procedures for evaluating obstacles to bicycle access
- Non-motorized “best practices” in a tool box of design measures
- Gaps in the inter-jurisdictional bikeway network
- 12 prototype Bike-Transit Hub Access Plans

At this time, few cities in the county have their own plans and Metro encourages and supports local planning efforts in all cities to accommodate bicycle use. The Strategic Plan acknowledges local planning efforts that identify inter-city arterial bikeways and does not attempt to duplicate them. The cities and County benefit from developing local bicycle master plans, which supplement the regional plan within city rights-of-way.

The Strategic Plan can be used by local agencies:

- To locate bike-transit hubs and obtain data on each hub,
- To conduct a bike-transit hub audit,
- To apply for grant funding to construct the 12 Bike-Transit Hub Access Plans,
- To incorporate recommendations into larger arterial improvement projects,
- To identify gaps in the regional bikeway network, and
- As a component of sub-regional priorities.

Interested cities nominated locations for the 12 Bike-Transit Hub Access Plans from the list of 167 hubs. The locations were chosen based on a balanced geographical distribution and a diversity of attributes and site characteristics. The 12 Plans were prepared as prototype conceptual plans. Meetings were held with city staff to discuss recommendations for improving bicycle access around the hub. Each of the plans can be incorporated into an application for project funding by the cities after an initial engineering feasibility study. The 12 Bike-Transit Hub Access Plans are:

*Metro Red Line*

North Hollywood Bike-Transit Hub: Bike to Urban Heavy Rail (City of LA)

*Metro Gold Line*

Chinatown Bike-Transit Hub: Bike to Urban Downtown Light Rail (City of LA)

*Metro Blue Line*

Willow Bike-Transit Hub: Bike to Urban Light Rail (City of Long Beach)

*Metrolink*

Downtown Pomona Metrolink Bike-Transit Hub: Bike to Urban Commuter Rail (City of Pomona)

Palmdale Metrolink Bike-Transit Hub: Bike to Suburban Commuter Rail (City of Palmdale)

*Transit Centers*

El Monte Bike-Transit Hub: Bike to Regional Transit Center (City of El Monte)

Harbor Transitway (Exposition Park/USC) Bike-Transit Hub: Bike to Busway (City of LA)

LAX Bike-Transit Hub: Bike to Metropolitan Airport (City of LA)

### *Metro Rapid*

Inglewood Bike-Transit Hub: Bike to Metro Rapid & Local Bus at Neighborhood Transit Center (City of Inglewood)

South Gate Bike-Transit Hub: Bike to Metro Rapid & Local Bus at Commercial Center (City of South Gate)

South Bay Galleria Bike-Transit Hub: Bike to Metro Rapid & Local Bus at Commercial Center (City of Redondo Beach)

West Hollywood Fairfax Bike-Transit Hub: Bike to Local Bus & Future Metro Rapid at Commercial Center (City of West Hollywood)

### Bicycle Transportation Policies

The Bicycle Transportation Policies, in Section 2 of the Strategic Plan provides a new vision for the direction of regional bicycle planning (Attachment A). The overall vision is “to provide regional leadership in making bicycling an integral part of travel choices in the region, integrating bicycle planning and facilities in transportation projects, and promoting the linkage between bicycling and the countywide transit network.” The following policies were developed to implement the vision:

- I. Bicycle Planning & Funding: Provide Visionary Leadership in Planning and Funding Projects and Programs that Improve Access and Mobility
- II. Bicycle Parking: Encourage High Quality End-of-Trip Facilities at Commercial, Employment, Residential and Transit Locations
- III. Bikes-to-Transit: Improve Bicycle Access to Transit Systems
- IV. Bike to Work: Promote and Increase Employer Bicycle Incentives
- V. Bicycle Promotion: Provide Leadership in Building Partnerships, Funding, and Resources for Marketing Bicycle Use as a Legitimate and Healthy Means of Transportation
- VI. Bicycle Education & Safety: Increase and Promote Bicycle Education and Safety Programs

For each policy objective, strategies, actions and performance indicators have been developed. The key performance indicators in each section provide the framework to evaluate progress toward these goals.

### Bicycle Transportation Account (BTA) Compliance Document

The 2005 BTA Compliance Document, if adopted by local agencies as their Bicycle Transportation Plan (BTP), will fulfill the requirement of the California Bicycle Transportation Act (Section 891.2 Streets and Highways Code) making them eligible to apply for annual grant funding. The most recent BTA was established in 1997 and provides state funds for city and county bicycle transportation projects that are included in an adopted BTP.

Metro’s BTA Document contains an inventory of existing and proposed bicycle facilities shown on 16 county maps. Cities and the County of Los Angeles provided the information for the tables and maps contained in the Document. All agencies were contacted numerous

times to solicit local information, and each agency was asked to review the documentation and maps for accuracy. Only a few cities chose not to participate. The BTA Document can be used by local agencies:

- To adopt as a local Bicycle Transportation Plan (BTP),
- To be eligible for funding in the State Bicycle BTA grant program, and
- For maps of existing and proposed facilities.

### Stakeholder Participation

We used a collaborative process in developing both plan documents. Over the course of a year, all cities, the County and local interest groups were invited to participate in project working group meetings and a series of sub-regional briefings. Each city and the County were individually contacted by mail and phone to collect local information and seek local participation.

A Strategic Plan Working Group was formed which met several times prior to the initiation of the project and six times over the course of the 12-month plan development. All 88 cities, the County, the Los Angeles County Bicycle Coalition, the Los Angeles City Bicycle Advisory Committee, the Rivers and Mountains Conservancy and other stakeholders were invited to participate. All project deliverables were brought before the Working Group in draft form for review and comment.

### Public Mapping Meeting

A large mapping meeting was held with the countywide stakeholder groups involved in developing master plans and facility improvements along the rivers to identify gaps in the river bike paths and inter-jurisdictional bicycle connections. A map and list of the 53 gaps are included in the Plan (Appendix C, List of 53 Gaps in Inter-Jurisdictional Bikeway Network).

### Sub-Regional Meetings

A series of sub-regional meetings were held to provide an overview of goals and objectives for the Metro Plan, benefits of bicycle planning, to nominate hubs for access plans, and collect data for Volume II. Cities were invited to participate in the process by providing feedback, attending Working Group meetings, nominating bike-transit hubs and access plan locations.

## **NEXT STEPS**

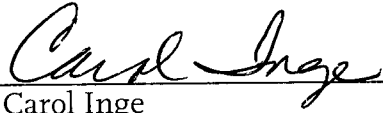
Staff will circulate the draft documents to all cities in Los Angeles County and other major stakeholders for a period of 45 days. At the conclusion of that time, the reports will be brought back to the Board for formal adoption. The adoption of the Metro Bicycle Transportation Strategic Plan will provide direction to staff over the next five years for furthering the goals of increasing bicycle connectivity with transit and replacing short

distance automobile trips. The Policies identify activities that will improve technical assistance to the cities, bike-transit access, bicycle parking, bikes on bus and rail, marketing and safety. Planning staff will conduct more bicycle audits around bike-transit hubs and continue to add to the number of Bike-Transit Hub Access Plans in partnership with cities.

**ATTACHMENT(S)**

A. Attachment A: Bicycle Transportation Policies

Prepared by: C. Lynne Goldsmith, Transportation Planning Manager  
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# BICYCLE TRANSPORTATION POLICIES



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## Purpose

There is tremendous untapped potential for bicycle use in place of automobile trips to work, to transit, for short errands or to recreational destinations. This document identifies strategies that, if implemented, would increase the use of bicycles. In addition to reducing automobile trips, bicycle use increases personal mobility, reduces traffic and parking congestion, decreases energy use, makes public transit more viable, and improves air quality and health.

As the Regional Transportation Planning Agency for Los Angeles County, the Los Angeles County Metropolitan Transportation Authority (Metro) has prepared a Bicycle Transportation Strategic Plan (BTSP) to be used as a guide for Metro and local jurisdictions in setting regional bicycle transportation priorities. The BTSP identifies bike-transit hubs around the County, gaps in the regional bikeway network, and recommends access improvements in selected locations.

The Bicycle Transportation Policies included in this section provide a vision for the county, along with policies, strategies, actions and performance indicators to implement the vision for more bicycle transportation use in the region. Unless another department or agency is specifically identified, the majority of strategies are intended for implementation by Metro Planning. Due to the far-reaching actions called for in this document, many of the strategies suggested go beyond the current scope of Metro's bicycle planning activities. Additional planning resources will be required to fully realize the vision. It is important to increase agency cooperation, identify new revenue sources, and develop community partnerships for Metro's BTSP policy objectives to be achieved.

## Vision

The overall vision for the Strategic Plan is to provide regional leadership in making bicycling an integral part of travel choices in the region, integrating bicycle planning and facilities in transportation projects, and promoting the linkage between bicycling and the countywide transit network.

## Policy Objectives

The Metro policy objectives are as follows:

- I. **Bicycle Planning & Funding:** Provide Visionary Leadership in Planning and Funding Projects and Programs that Improve Access and Mobility
- II. **Bicycle Parking:** Encourage High Quality End-of-Trip Facilities at Commercial, Employment, Residential and Transit Locations
- III. **Bikes-to-Transit:** Improve Bicycle Access to Transit Systems
- IV. **Bike to Work:** Promote and Increase Employer Bicycle Incentives
- V. **Bicycle Promotion:** Provide Leadership in Building Partnerships, Funding, and Resources for Marketing Bicycle Use as a Legitimate and Healthy Means of Transportation
- VI. **Bicycle Education & Safety:** Increase and Promote Bicycle Education and Safety Programs

For each policy objective, strategies, actions and performance indicators have been developed. The key performance indicators in each section provide the framework to evaluate progress toward these goals.

**Bicycle Planning & Funding: Provide Visionary Leadership in Planning and Funding Projects and Programs that Improve Access and Mobility**

**Policy Objective I**

STRATEGY	ACTION STEPS	KEY PERFORMANCE INDICATORS
<p>1. To meet Metro's Long Range Transportation Plan goal of doubling bicycle ridership</p>	<p>a) Provide funding for bikeway projects                      b) Update Metro Call for Projects (CFP) eligibility criteria to reflect regional priorities                      c) Prioritize bikeway project applications of regional significance                      d) Metro and cities work together to support, develop and encourage legislation for advancing bicycle use                      e) Encourage cities/agencies to staff a bicycle planning or non-motorized position</p>	<p>a-c) Metro CFP                      d) Coordinate with cities and Metro Government Relations and Regional Programming Staff annually                      e) In outreach to cities, promote need for local expertise; create model job description</p>
<p>2. To regularly update Metro's Bicycle Plan</p>	<p>a) Update Metro Bicycle Transportation Strategic Plan (BTSP) every five years                      b) Metro staff will evaluate proposed gap closure projects for regional significance</p>	<p>a) By 2009                      b) Before next CFP</p>
<p>3. To incorporate bicycle accommodation in Metro-funded and Metro-led transportation projects</p>	<p>a) Continue coordination with Metro's Countywide Significant Arterial Network Plan                      b) Train Metro project managers to encourage bicycle accommodation in all transportation projects                      c) Encourage arterial or parallel corridor improvement projects to include bicycle facilities                      d) Continue to encourage multi-modal projects in Metro CFP and bicycle accommodation in roadway improvements                      e) All bicycle related projects funded through Metro CFP must be designed according to Caltrans design standards</p>	<p>a) Transmit GIS bicycle shapefiles to South Bay Area Team to produce maps that include bike facilities                      b) Arrange for one bikeway training in LA per year beginning in FY07                      c) On-going                      d) Next CFP                      e) Initiate site visits in cooperation with Caltrans; require design review</p>

<p>4. To increase technical assistance to cities and county in grant applications</p>	<p>a) Encourage local agencies to complete and adopt Bicycle Master Plans that meet Caltrans Bicycle Transportation Account (BTA) requirements                  b) Assist cities in developing regionally significant projects and project funding applications for the CFP                  c) Hold CFP Bikeway Mode Workshop                  d) Provide feedback on unsuccessful Call for Projects applications                  e) Provide technical design workshops to local jurisdictions</p>	<p>a) <i>Provide cities with requirements, checklist and guidance in adopting plans by July 2006</i>                  b) <i>Outreach to each sub-region to generate project ideas for CFP</i>                  c) <i>Within one month of the conclusion of a CFP</i>                  d) <i>Conduct one bike mode workshop in each sub-region in advance of CFP application deadline</i>                  e) <i>Conduct one workshop per year on bikeway design &amp; publicize Caltrans training workshops</i></p>
<p>5. To research new sources of funding</p>	<p>a) Seek additional funding opportunities for regionally significant projects and programs                  b) Integrate bicycle improvements with other street improvements around transit that is funded by regional impact fees, if adopted as regional transportation mitigation                  c) Publish annual funding list for bikeway projects on Metro website</p>	<p>a) <i>On-going coordination with Metro Regional Planning and Programming: apply for annual planning grants</i>                  b) <i>Coordinate with planning to incorporate bicycle infrastructure as part of regional impact fee mitigation</i>                  c) <i>New opportunities and website notification to all sub-regions by July 2006 with updates</i></p>

**Bicycle Parking: Encourage High Quality End-of-Trip Facilities at Commercial, Employment, Residential and Transit Locations**

**Policy Objective II**

STRATEGY	ACTION STEPS	KEY PERFORMANCE INDICATORS
<p>1. To expand the number of high quality end-of-trip bicycle facilities in the county-wide region to create a Metro network of bike-transit centers</p>	<p>a) Evaluate locations at Metro facilities where additional bicycle parking is needed                      b) Prepare update of the Metro Bicycle Parking Plan to reflect current priorities                      c) Submit annual bicycle parking report to the Metro Streets and Freeways Subcommittee highlighting program benefits                      d) Promote bicycle parking facilities within all local jurisdictions and at bus and rail hubs                      e) Pursue creative financing partnerships, as well as traditional methods, for funding capital investment and operating costs for bicycle parking facilities at regional transit hubs and other locations</p>	<p>a) <i>Prepare annually</i>                      b) <i>Update report by July 2007</i>                      c) <i>Present annually</i>                      d) <i>On-going</i>                      e) <i>On-going</i></p>
<p>2. To expand and improve the efficiency and safety of the Metro Bicycle Locker Program and other bicycle parking facilities</p>	<p>a) Initiate a secure bicycle parking system that allows for both reserved and on-demand lockers, and study the feasibility of using space-efficient solutions such as unattended bicycle cages or other options at stations with limited space                      b) Evaluate emerging technologies for uniform access control and membership management systems                      c) Develop a flexible bike parking pricing structure for bicycle lockers or bicycle stations                      d) Encourage bike-transit centers in the design of new parking facilities                      e) Improve security of bicycle parking</p>	<p>a) <i>On-going – Implement and evaluate demonstration project at N Hollywood for applicability elsewhere in the system by December 2006</i>                      b) <i>On-going</i>                      c) <i>Update pricing structure in FY07</i>                      d) <i>On-going</i>                      e) <i>Regularly meet with sheriffs to discuss and improve security of bicycle parking at Metro stations</i></p>

STRATEGY	ACTION STEPS	KEY PERFORMANCE INDICATORS
<p>3. To implement bicycle parking design standards and management system</p>	<ul style="list-style-type: none"> <li>a) Install bicycle racks in close proximity to station entrances and transit stops to increase rack use</li> <li>b) Bicycle lockers should be located as close as the nearest car parking space at Park-and-Ride lots</li> <li>c) Canopies (shelter) should be provided over bicycle parking wherever possible</li> <li>d) Implement a consistent color, signage, and identification scheme for bicycle parking</li> <li>e) Select an operating system for Metro that will simplify administration and facilitate multi-lingual and customer-friendly access</li> </ul>	<ul style="list-style-type: none"> <li>a-d) <i>Develop design guidance in Bicycle Parking Plan that can be revised as needed</i></li> <li>e) <i>Prepare a locker management RFP for implementation in FY07</i></li> </ul>
<p>4. To encourage bicycle facilities in commercial, business &amp; joint development projects around transit</p>	<ul style="list-style-type: none"> <li>a) Encourage cities to adopt ordinances requiring bicycle parking and other amenities, such as shower and locker facilities in new development</li> <li>b) Amend Metro's Joint Development Policy to require bicycle parking by adding language to agreements</li> <li>c) Encourage wayfinding signage to bicycle parking and other facilities</li> </ul>	<ul style="list-style-type: none"> <li>a) <i>Provide cities with copies of model ordinances</i></li> <li>b) <i>Prepare bicycle parking guidelines and design for Joint Development Projects</i></li> <li>c) <i>Coordinate with Metro's Joint Development staff by September 2006</i></li> <li>d) <i>Discuss in bicycle design workshops</i></li> </ul>

**Bikes-to-Transit: Improve Bicycle Access to Transit Systems**

**Policy Objective III**

STRATEGY	ACTION STEPS	KEY PERFORMANCE INDICATORS
<p>1. To improve bicycle access to existing and future bike-transit hubs</p>	<p>a) Survey existing bicycle use on bus and rail                      b) Survey existing bicycle parking use at Metro hubs to plan future needs                      c) Identify and remove barriers and bicycle safety hazards and improve access, wayfinding, etc. in the area of bike-transit hubs                      d) Work with Metro's Area Teams to budget Bike-Transit Hub Access Plans and to ensure that bicycle access is addressed in the design of new and existing transit stations                      e) Encourage development of and prioritize funding for bike-transit hub improvements in Metro CFP                      f) Encourage local jurisdictions to seek funding &amp; implement bike-transit hub improvements as stand-alone projects or incorporated into larger arterial projects                      g) Research and document experience of shared bike-bus lanes and foster the use of bus only lanes by bicycles</p>	<p>a) <i>Work with bus and rail operations to determine feasibility of conducting bicycle counts, the method and frequency starting June 2006</i>                      b) <i>By December 2006</i>                      c) <i>As funds become available, conduct more bike-transit hub access plans</i>                      d) <i>Quarterly Meetings to be held beginning July 2006</i>                      e) <i>Develop incentives for next Call for Projects</i>                      f) <i>Outreach to sub-regions and Streets and Freeways subcommittee</i>                      g) <i>Report completed by January 2007</i></p>
<p>2. To coordinate with Rail Operations to facilitate bicycle access on Metro Rail</p>	<p>a) Continue communications with Rail Operations to implement strategies to improve bicycle access on Metro Rail that work toward partial or full lifting of peak hour restrictions                      b) Study the feasibility of bike racks on new light rail cars</p>	<p>a-b) <i>Coordinate with Rail Operations &amp; Rail Fleet Services to develop consensus and implement strategies</i></p>
<p>3. To coordinate with bus operations to facilitate bicycle access on buses</p>	<p>a) Continue communication with Bus Operations to ensure all Metro buses go into service with functioning bike rack                      b) Determine feasibility of increasing bicycle capacity on new and replacement racks for buses in county                      c) Continue funding bicycle racks for buses</p>	<p>a) <i>Request Bus Operations develop Operating Standards to measure compliance</i>                      a-c) <i>Coordinate with Metro Bus Operations to study feasibility, develop consensus and implement strategies; report findings to Bus Operator Subcommittee</i>                      c) <i>Metro CFP</i></p>

**Bike to Work: Promote and Increase Employer Bicycle Incentives**

**Policy Objective IV**

STRATEGY	ACTION STEPS	KEY PERFORMANCE INDICATORS
<p>1. To increase bicycle commuting</p>	<p>a) Coordinate with Metro Customer Communications program to jointly develop techniques for promoting bicycle ridership with employees; promote bicycle clubs                      b) Develop methods to acknowledge employers and bicycle commuters (Metro Planning, Commute Services &amp; Marketing)                      c) Publicize number of employers promoting bicycling, number of new bicycle riders, etc.                      d) Provide information to local employers and businesses about employee bicycle commute trip incentives, and provide businesses with technical assistance in auditing their bicycle parking needs                      e) Provide information to employers about promoting bicycle use: programs for loaner bicycles, electric bikes and other options</p>	<p>a) <i>Schedule coordination meetings with Metro Customer Communications and attend events for ETCs (Employer Transportation Coordinators)</i>                      a-b) <i>Publish feature stories and/or booklet featuring employers, commuters and bicycle clubs</i>                      c) <i>Provide report on bicycle employer programs and statistics in next plan update and in Metro publications</i>                      d) <i>Create a bicycle commuting and parking brochure for local employers in FY06</i></p>
<p>2. To continue and expand support for "Bike to Work" (BTW)</p>	<p>a) Metro Planning co-sponsor promotional events or campaigns (with giveaways)                      b) Work with cities, employers and agencies in the county to create "BTW" events (Metro Media Relations, Public Relations &amp; Commute Services)                      c) Promote BTW theme throughout the year in employer outreach (Metro Commute Services)</p>	<p>a-c) <i>On-going</i></p>
<p>3. To widely distribute bicycle map</p>	<p>a) Create LA County Bike Map (Metro Program Development)                      b) Inventory new facilities (Metro Planning) and revise public bicycle map (Metro Program Development)                      c) Provide Metro bicycle maps on website</p>	<p>a) <i>By June 2006</i>                      b) <i>Update Los Angeles County Bike Map every five years with inventory</i>                      c) <i>Update LA County Bike Map website as needed</i></p>



**Bicycle Promotion: Provide Leadership in Building Partnerships, Funding, and Resources for Marketing Bicycle Use as a Legitimate and Healthy Means of Transportation**

**Policy Objective V**

STRATEGY	ACTION STEPS	KEY PERFORMANCE INDICATORS
<p>1. To promote benefits of walking and bicycling as ways to improve mobility, congestion, air quality and health</p>	<p>a) Work with health care providers and school bicycle education programs to highlight benefits of bicycling</p> <p>b) Support "active living" campaigns</p> <p>c) Promote use of bicycles with Metro employees through Wellness Program, Safety Program and/or Employee Rideshare; provide maps/brochures to Sector offices</p>	<p>a) <i>Develop a plan for targeted outreach by June 2006</i></p> <p>b) <i>On-going</i></p> <p>c) <i>By June 2006</i></p>
<p>2. To update and create promotional campaigns</p>	<p>a) Work with local bicycle coalition and local jurisdictions to promote bicycle use, bike-friendly businesses, events and programs (Metro Planning)</p> <p>b) Include locations of Metro bicycle parking on Metro system maps (Metro Marketing)</p> <p>c) Update and create brochures, website, maps, etc. and other marketing materials to be used for handouts at conferences and workshops (Metro Planning &amp; Marketing)</p>	<p>a) <i>Develop materials with Marketing &amp; Rideshare targeting businesses, submit articles to the Los Angeles Bicycle Coalition for their newsletter by June 2006</i></p> <p>b) <i>Coordinate with Marketing Department to revise system maps and brochures in FY06</i></p> <p>c) <i>On-going</i></p>
<p>3. To develop media campaign focus on bicycle transportation</p>	<p>a) Use traditional public relations strategies, such as, press releases, news features, PSAs, cable shows, public affairs shows, Metro Briefs advertising, Metro News on the buses and trains, and Metro Quarterly magazine (Metro Media &amp; Marketing)</p> <p>b) Promote bicycle use with transit on on-board rail posters and bus cards (Metro Planning &amp; Marketing)</p>	<p>a) <i>Coordinate with Media Relations</i></p> <p>b) <i>Coordinate with Marketing</i></p>
<p>4. To create Metro Bicycle Club</p>	<p>a) Work with Metro Event Coordinator or Wellness Program and employers to create Bicycle Club</p>	<p>a) <i>By FY 07</i></p>

<p>5. To build alliances that promote bicycle facilities</p>	<p>a) Participate in planning activities and coalitions that have as its objective to build more bicycle facilities that can be used for transportation                  b) Promote Metro bicycle strategies for the next transportation reauthorization bill                  c) Create partnership opportunities with WestStart in the "First Mile Challenge" campaign</p>	<p>a) <i>Attend planning meetings around the County that involve bicycle facilities</i>                  b) <i>Support regional projects for next TEA Reauthorization in 5 years</i>                  c) <i>Contact WestStart to evaluate partnership opportunities by June 2006</i></p>
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**Bicycle Education & Safety: Increase and Promote Bicycle Education and Safety Programs**

**Policy  
Objective VI**

STRATEGY	ACTION STEPS	KEY PERFORMANCE INDICATORS
<p>1. To promote youth and adult bicycle education and safety programs</p>	<p>a) Support local agency efforts on bicycle education and safety                      b) Contract with a bicycle professional and sponsor periodic educational classes on bicycle safety in targeted locations                      c) Develop and seek funding for programs that make helmets, lights and reflective clothing available in low-income communities                      d) Use publications, websites, media to promote bicycle safety at rail stations</p>	<p>a) <i>Incorporate bicycle safety into training courses for local agencies</i>                      b-c) <i>Seek additional funds for annual programs</i>                      d) <i>On-going</i></p>
<p>2. To research opportunities for bicycle safety programs targeting motorists as part of Metro's On-going safety campaign</p>	<p>a) Investigate partnerships with The Automobile Club of Southern California (AAA), law enforcement, the Office of Traffic Safety, and other relevant community organizations to reach motorists</p>	<p>a) <i>Contact Auto Club and Office of Traffic Safety and law enforcement in calendar year 2006</i></p>